

**METAPHORS USED IN WOMEN'S SKINCARE
PRODUCT/ADVERTISING: AN ECOLOGICAL
DISCOURSE ANALYSIS**

SKRIPSI

*Submitted in Partial Fulfillment of Requirements
For the Degree of Sarjana Pendidikan (S.Pd)
English Education Program*

By:

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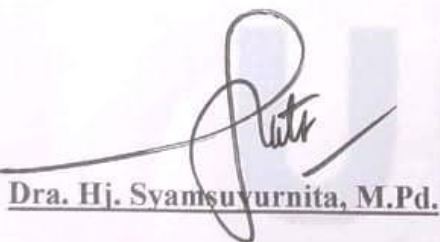
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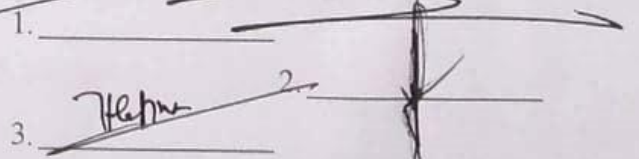
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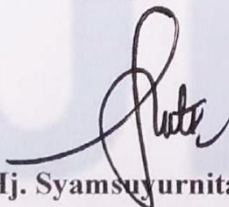
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PERNYATAAN KEASLIAN SKRIPSI

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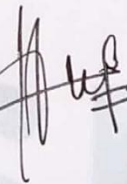
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Dengan ini menyatakan bahwa skripsi saya yang berjudul "**Metaphors Used in Women's Skincare Product/ Advertising: An Ecological Discourse Analysis**". Adalah benar bersifat asli (original), bukan hasil menyadur mutlak dari karya orang lain.

Bilamana dikemudian hari ditemukan ketidaksesuaian dengan pernyataan ini, maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku di Universitas Muhamamdiyah Sumatera Utara

Demikian pernyataan ini dengan sesungguhnya dan dengan sebenar-benarnya.

YANG MENYATAKAN,



FITRI RAMADHANI

ABSTRACT

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This research was revealed to analyze the meaning of metaphor used in women's skincare product/advertising with the characteristic of plants and things as a parable with women's skin. The objectives of this research were: (1) to analyze the meaning of metaphor, (2) to identify the types of metaphor, and (3) to find out the dominant types of metaphor. The using of qualitative method was applied in this research. The data was taken from 10 PT/Brand skincare in Indonesia with their official website (Instagram) and the researcher was collected 20 metaphorical sentences. The technique of collecting the data were searching the official website, reading and making script of metaphorical sentence which was collected by using documentary technique like picture (screenshot), identifying the types of metaphor and showing the data using table. Miles and Huberman theory was applied to analyzing the data such as selecting the data, organizing the data in the form of table and as the result, the researcher found that they were 4 skincare product includes structural metaphor, 14 skincare product includes ontological metaphor, and also 2 skincare product includes orientational metaphor. Thus the types of metaphor used in women's skincare product/advertising were 20% structural metaphor, 70% ontological metaphor and 10% orientational metaphor. The most dominant types of metaphor is ontological metaphor with 70%. The characteristic of rose water, flower petal, cristal, glass, zaitun, berry, key, spotlight and orange were parabled with women's skin. The body lotion product was the most used in the women's skincare product/advertising.

Keywords: *Metaphor, Advertising, Women's Skincare.*

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Medan, Agustus 2023

The researcher

Fitri Ramadhani

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TABLE OF CONTENTS

ABSTRACT	i
ACKNOWLEDGEMENTS	ii
TABLE OF CONTENTS	v
LIST OF TABLES	vii
LIST OF APPENDIXES	viii
CHAPTER I INTRODUCTION	1
A. Background of the Study	1
B. Identification of the Problem	6
C. The Scope and Limitation	6
D. Formulation of the Problem	7
E. Objectives of the Research	7
F. Significance of the Study	8
CHAPTER II REVIEW OF LITERATURE	9
A. Theoretical Framework	9
1. Definition of Metaphor	9
1.1 Metaphor in context of Meaning	10
1.2 The Function of Metaphor	11
1.3 Types of Metaphor	12
2. Definition of Advertising	24
2.1 The Aims of Advertising	24

2.2 Advantages of Advertising _____	25
2.3 Disadvantages of Advertising _____	26
3. Metaphor in Ecological Perspective _____	27
B. Conceptual Framework _____	28
C. Previous Related Studies _____	29
CHAPTER III METHOD OF RESEARCH _____	32
A. Research Design _____	32
B. Source of the Data _____	32
C. The Technique of Collecting the Data _____	34
D. The Technique of Analyzing the Data _____	34
CHAPTER IV DATA & DATA ANALYSIS _____	37
A. Data Collection _____	37
B. Data Analysis _____	39
C. Discussions _____	49
D. Findings _____	50
CHAPTER V CONCLUSIONS AND SUGGESTIONS _____	51
A. Conclusions _____	51
B. Suggestions _____	51
REFERENCES _____	53
APPENDIXES _____	56

LIST OF TABLES

Table 2.1 Conceptual Framework _____	28
Table 3.1 Miles and Huberman Model _____	36
Table 4.1 Types of Metaphor Used in Women’s Skincare _____	38
Table 4.2 Table of Research Finding _____	50

LIST OF APPENDIXES

- Appendix 1 Transcript in Indonesia
- Appendix 2 Transcript in English
- Appendix 3 Data Collection
- Appendix 4 PT/Brand in Indonesia
- Appendix 5 List of Pictures
- Appendix 6 Permohonan Persetujuan Judul Skripsi
- Appendix 7 Form K-1
- Appendix 8 Form K-2
- Appendix 9 Form K-3
- Appendix 10 Berita Acara Bimbingan Proposal
- Appendix 11 Berita Acara Seminar Proposal
- Appendix 12 Lembar Pengesahan Hasil Seminar Proposal
- Appendix 13 Lembar Pengesahan Proposal
- Appendix 14 Surat Pernyataan Bukan Plagiat
- Appendix 15 Surat Permohonan Izin Riset UMSU
- Appendix 16 Surat Keterangan Selesai Riset UMSU
- Appendix 17 Berita Acara Bimbingan Skripsi
- Appendix 18 Curriculum Vitae

CHAPTER I

INTRODUCTION

A. Background of the Study

According to Francis defines that language is an arbitrary system of articulated sounds made use of by a group of humans as a means of carrying on the affairs of their society (Adisutrisno, 2008). Base on the definition, it means that people use language for communication or interact in daily life. Apart from being a communication tool, commonly people who have a great ability used language for writing skill such as make written essay, fiction, and nonfiction as their jobs. Furthermore, the humans' creativity to produce language with involves the ability to convey the message of the language. People can share information with their ideas, feelings, and emotions through the language using connotative or hidden meaning. In addition, language is an important thing in human life. Especially to understand the meaning of the context.

Nowadays, advertising is one of the primary methods used to promote a product to the general public/customer. It has an important role to communicate and deliver information to the general public. To persuade the customers is one of the advertising's purposes with some message that can raise the customers' interest. Female celebrities as brand Brand Ambassador (BA) will be involved to promote the products is a popular strategy worldwide, thus women will interest and trust the female celebrities who are also utilizing the products (Muda et al.,

2014). So that, they will consequently feel motivate to purchase the desired product.

As one of the mass media, advertising can be found everywhere in the form of digital and printed to convey their intention through language to influences the customers' perspective perhaps can change their opinions, emotions and attitude to buy a product which is they needed in terms of necessary to do activities in their daily life (Susanti, 2019). Then, the company side tries to give the best quality of the products by displaying images and interesting words or phrase to influence the costumers in the advertising (Oktaviani, 2019). The company side tries to convey a message to the costumer by displaying images and interesting word as meaningful symbols in advertising such as pictures, colors, and sounds. Symbols in advertising have its own meaning because there is an implicit message hidden inside it.

Semantics is one of the linguistics branches. Adisutrisno (2008, 1 & 22) claims that the study of meaning in language called with Semantics. According to Kreidler (1998) state that Semantics is the systematic study of meaning and linguistic semantics is the study of how language organize and express meanings. In other word, meaning in the scope of linguistic semantics has a crucial point to limit ourselves to the expression of meaning in language. Base on the definition above, semantics in not only quite important for people who want communicate, but also better for communication in society. It means that an idea or concepts can be transferred from the mind of the speaker to the mind of the hearer by embodying them in the form of one language or another is called with meaning.

Ecological marketing is the same as product's name, color, and other characteristic. Many business attempt to promote their goods using eco-friendly practices in an effort to advance and support environmental protection (Lai, 2016). In addition, cosmetics can occasionally contain dangerous components, for example the use of chemicals in it (Klaschka, 2015). Zota & Shamasunder (2017) claims that sometimes, beauty products consist of multiple chemicals such as mercury, triclosan, paraben, phthalates, formaldehyde and benzophenone which can adversely impact for health. Beside that, it can caused skin irritate and cancer.

Metaphor is a word that has a comparison to depict one thing to other things which aren't has truly meaning. For example, "He is an apple in my eyes", apple is not about fruit, but include someone lover. Thus, the sentence would mean someone is feeling in love. Furthermore, Maya (2017) state that metaphor is one of language creativity that utter something without directly point with the case. It is often used to convey an expression by employing other words which has similarities in context that can be changed the meaning is out of its literal meaning. On the other hand, in metaphor, what speakers say differ from what speakers mean. It can possibly said that speaker say something to mean something else with the statement "Metaphor concerns the relation between word and sentence meaning, on the other hand, and speaker's meaning or utterance meaning, on the other, they think there are two kinds of sentence meaning that is literal and metaphorical" (Searle, 1999). So, it can be concluded that the meaning of metaphor is always what speaker's utterance meaning, not word and sentence meaning.

Sometimes, metaphor is not only in advertising, but also in newspaper, magazine, news, literary works and others. There are several researches about metaphor in the field of semantics with the theory that we can learn the meaning of the word which conveyed by the people contains hidden meaning. First, the research was reported by Faiz Wahidatul Arifatin (2019) under the title of research “*Metaphors in Coffee Advertising Slogans*”, in this journal used qualitative design through identification and analysis. The researcher applied conceptual metaphor theory by Lakoff and Johnson in *Metaphor We Live By* (1980). The conceptual metaphor theory maps the source domain to target domain, it mean that the domain of concept A is the domain of concept B. The method was to identify the metaphorical linguistic expression and sources of the data taken from several coffee advertising slogans such as (1) Nescafe Blend 37 Coffee: A Cup of **Character**, (2) Pan American Coffee Bureau: *Good Coffee is Like **Friendship***, (3) Mellow Roast Coffee: *Great Coffee **Taste** Without **Bitterness***, (4) Nescafe Cappuccino: *Great Cappuccino Just Came **Home***, and others. The metaphorical linguistic expression had some uttered which stood in our mind with regarded that the source domain (Coffee) can be target with Character, Friendship, Taste and Home.

Second, the research about metaphor was revealed by Chenan Yu, (2009) under the title of research “*Metaphors in Food Advertising Slogans*”. The researcher used qualitative design with the aims was to identify and analyze the conceptual metaphor used in those slogans and the possible reason why a certain source domain was chosen for a certain target domain. The result of the analysis showed that from 20 slogans that were collected by the researcher. The 20 slogans

classified into four sub-categories according to conceptual metaphor reflected in them. The data had been taken from three of the most popular food and drink brand in the world such as McDonald's, Burger King and Coca Cola. The conceptual metaphor of "LIFE IS A JOURNEY" was drawn on to understand the concept of life. However, it is not directly use in daily life. For the example, the drink slogan from Coca-Cola "*The Coke Side of Life*". Conventionally we think of two sides of Life as being opposite of each other- *the good/bright/positive side* and *bad/dull/negative side*. So, the coca side of life would probably mean the bright side of life with good and full of happiness. The source domain of "Coke" can be target with side of life both positive and negative. It means that the concept of LIFE is conceptualized as OBJECT and FOOD/DRINK. By conceptualizing them, people have the desire to buy the product to the customers.

On the hand, the researcher is interested to research anymore about how to analyze the meaning of metaphor in women's skincare because some people do not understand yet the meaning of the product/advertising language which unique, too short, comparing, and creates new words cause there is hidden meaning inside it. Sometimes, people do not know that the company is using metaphor in the advertising/product to make beauty words, phrases, or sentences. Thus, to cover this gap the researcher wants to reveal what the hidden meaning behind the advertising/product. And the researcher has a goal to know what kind of metaphor used in women's skincare product/advertising by analyzed the metaphor context.

Women's skincare product/advertising are chosen in this research because skincare is very popular that using in daily activities. Beside that, in women's skincare advertising contains metaphorical context that compare women with

another thing, women also like to be praised, and using the skincare with natural ingredients and less of chemicals. The characteristic of something which is parable with women's skin contrast with the product. Then, the researcher can found the metaphor in the women's skincare product/advertising and the researcher hopes this research helpful for the readers and as knowledge of those who have difficulty to understand the using of metaphor meaning. Base on the problem above, the researcher conduct the research under the title of study "Metaphors Used in Women's Skincare Product/Advertising: An Ecological Discourse Analysis".

B. Identification of the Problem

Base on the background of the study above, the identification of the problem was formulated as follows:

1. The types of metaphor used in women's skincare product/advertising by analyzed the metaphor meaning.
2. The dominant types of metaphor used in women's skincare product/advertising by analyzed the metaphor meaning.
3. Women's skincare product/advertising contains of metaphorical meaning which is include the characteristic of something parable that contrast with women's skin and also compare women's skin with another thing.

C. The Scope and Limitation

The scope of this research is linguistic field with metaphor approach that focus on analyzing women's skincare product/advertising and the researcher

collect the data with limited on 10 local brands/PT in Indonesia such as L'Oreal, PT. Unilever, Scarlett by Felicya Angelista, PT. Vitapharm, PT. Mustika Ratu, PT. Gloria Origita Cosmetics, PT. Paragon Technology and Innovation, Safi Indonesia, PT. Beiersdorf and PT. Martha Tilaar Group.

D. Formulation of the Problem

Base on the background of the study above, the researcher formulated the research problem as follows:

1. How to analyze the meaning of metaphors used in women's skincare product/advertising?
2. What are the types of metaphor used in women's skincare product/advertising?
3. What are the dominant types of metaphor used in women's skincare product/advertising?

E. Objectives of the Research

Base on the research problem above, this research are intended to:

1. To analyze the meaning of metaphors used in women's skincare product/advertising.
2. To identify the types of metaphor used in women's skincare product/advertising.
3. To find out the dominant types of metaphor used in women's skincare product/advertising.

F. Significance of the Study

The result of this research is expected to give the benefits both theoretically and practically.

1. Theoretically

Theoretically, this research can enrich the researcher's insight to learn English about the using of metaphors in women's skincare product/advertising.

2. Practically

Practically, this research helpful for some sides as elaborated in the followings:

a. For Reader

This research can help the readers not only enjoy the literary works which they read, but also to know or get new information about the using of metaphors in women's skincare product/advertising.

b. For other Researchers

This research is expected to encourage the other researcher's knowledge as a reference or sources in make other research about metaphor in different categories.

c. For Researcher

This research has a potential to explain something abstract to concrete meaning and explain the things that cannot be understood become easier to understand to the researcher itself.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

Theory is needed to the reader to get some information. The theories are explained to make the readers understanding about the research.

1. Definition of Metaphor

Mostapha in (Oktaviani, 2019) state that metaphor have been divined in various way, therefore, this theory try to describe how the structure of a text construct the meaning and how the meaning of the text can be realized by an interesting metaphor analysis. According to Knowles and Moon (2005) when we talk about metaphor, we mean that the use of language to refer to something other than what it is originally applied to or what it's literal meaning in order to resemblance or make a connection between the two things. Moreover, Lakoff (1993) says, "The locus of metaphor is not in language at all, but in the way we conceptualize one mental domain in terms of another". On the other hand, metaphor is a processing mapping from the one domain of human experience with another source domain to the target domain to understand and convey an understanding of abstract concept in a target domain (Sari, 2019).

Burke (1945) states that metaphor is a device for seeing something in terms of something else. In labeling the component of metaphor, the first something is often labeled the "Topic" and the "Vehicle" is the label given to something else.

It implies the anomaly of some sort between topic and vehicle or the resolution of the anomaly between topic and metaphor in the process of understanding (Cameron and Low, 1999). Take the following example “This Paper Thinks” and identifying metaphoric structure as:

THIS PAPER IS A PERSON

(SURFACE) TOPIC a paper

(SURFACE) VEHICLE a person

The conceptual analysis has already made inferences from language to thought that involve generalization, and that might need some form of justification. In short, metaphor consider with how to understand the utterance with another meaning.

1.1 Metaphor in context of Meaning

According to Lakoff (2003) claims that metaphorical used in daily language or communication, whether it is spoken or written, cause metaphor is very important in daily activities. Moreover, it is very interesting to understand about the meaning. It refers to another concept of meaning semantically. Many people would like to pursue the study of meaning in a wide sense of all that is communicated, other limits in practice to study of conceptual and logical meaning. Semantics in former, wider sense can lead us again into the void from retreated with understandable, the description of all that may be the object of human knowledge or belief. Davidson claims that, “metaphor means what the words, in their most literal interpretation, mean and nothing more. “Nothing more” excludes “semantics’ resources beyond.... the ordinary meaning and also

anything a metaphor might be thought to convey as utterance or speaker's meaning (Stern, 2000).

Conceptual metaphor base on Lakoff and Johnson (1980) theory is driving by the notion that metaphors are pervasive in everyday life. In this theory, how people think and act is metaphorical in nature. Thus, the metaphor can be found not only in language but also in thought and action. On the other hand, language is only one of the realizations of conceptual metaphor. Leech calls the conceptual meaning was the same as what other scholar call "denotative" or "connotative" or "descriptive" meaning which assume to be the central factor in linguistic communication. It is integral to the essential functioning of language while other types of meaning are not. And also Leech consider that conceptual meaning as primary because it was comparable in organization and structure to the syntactic and phonological level of language (Sari, 2019).

1.2 The Function of Metaphor

Base on theory from Lakoff and Johnson claims that the fact that metaphor is matter of experience of everyday life rather than matter of language and argued that metaphor pervades "our way of conceiving the world" and is reflect in our above survey of the function of metaphor, as follows:

- a. Metaphor is used as a device to persuade others of one's argument.
- b. Metaphor is a means of transferring our experience of the world and can affect our language use, thought, and action.
- c. Metaphor helps to articulate one's point of view as it affects our experience of the world and how to transfer them to other.

- d. Metaphor can investigate within the domain of pragmatics, rather than semantics to interpret not what is said but what is intending.

1.3 Types of Metaphor

Lakoff and Johnson (2003) state that metaphor is for most people a device of a poetic imagination and rhetorical flourish- a matter of extraordinary rather than ordinary language. Moreover, metaphor is typically viewed as a characteristic of language alone a matter of words rather than thought and action. In this reason, most people think they can get along perfectly well without metaphor. In conceptual metaphors, one domain of experience is used to understand another domain experience. A convenient short-hand way of capturing this view of metaphor in the following: CONCEPTUAL DOMAIN (A) IN CONCEPTUAL DOMAIN (B). The conceptual metaphor domain that we try to understand is called the target domain and the conceptual domain that we use for this purpose is the source domain. Understanding one domain in terms of another involves a set of fix **correspondences** called mapping between a source and target domain. This set of mapping obtains between basic constituent elements of the target. To know a conceptual metaphor is to know the set of mapping that applies to a given source-target pairing. It is these mapping that provide much of the meaning metaphorical linguistic expression that make a particular conceptual metaphor manifest (Kovecses, 2002).

Base on the conceptual metaphor theory above, all the expression above, which have to do with life and that come from the domain of journey, whereas the corresponding conceptual metaphor that they make manifest if LIFE IS A

JOURNEY. The two domains which participate in conceptual metaphor have special names. The conceptual domain from which drawn by metaphorical expression to understand another conceptual domain is called **source domain**, while the conceptual domain that is understood this way is **target domain**. Thus, life, argument, love, theory, ideas, social organization, and others are target domain, while journey, war, building, food, plants and others are source domain.

The example of conceptual metaphor about these targets domain from Lakoff and Johnson **Metaphors We Live By** such as:

ARGUMENT IS WAR

Your claims are *indefensible*.

He *attacked every weak point* in my argument.

His criticisms were *right on target*.

I *demolished* his argument.

I've never *won* an argument with him.

You disagree? Okay, *shoot!*

If you use that strategy, he will *wipe you out*.

He *shot down* all of my arguments.

THEORIES ARE BUILDING

Is that the *foundation* for your theory?

The theory needs more *support*.

We need to *construct* a strong argument for that.

We need to *buttress* the theory with *solid* argument.

The theory will *stand* or *fall* on the *strength* of that argument.

So far we have *put together* only the *framework* of the theory.

A conceptual metaphor as a set of mapping is the relationship between two concepts (A and B) in the metaphorical process. Given these interpretation we can lay out a set of correspondences or mapping between constituent elements of the source and target domain. We adopt this convention to emphasize the point that understanding typically goes from the concrete to the more abstract concept.

Source: JOURNEY

Target: LOVE

the travellers

= the lovers

the vehicle

= the love relationship itself

the journey

= events in relationship

the distance covered

= the progress made

the obstacles encountered

= the difficulties experienced

decision about which way to go

= choices about what to do

the destination of the journey

= the goal (s) of the relationship

This is the systematic set of correspondences, or mappings, that characterize the love is a journey conceptual metaphor. Constituent elements of conceptual domain **a** is systematic correspondence with constituent elements of conceptual domain **b**. From this discussion it might seem that the elements in the target domain have been there all long and that people came up with this metaphor because there were preexisting similarities between the elements in the two domains. This is not so. The domain of love did not have these elements *before it was structured* by the domain journey. It was the application of the journey

domain to the love domain that provided the concept of love with this particular structure or set of elements. In a way, it was the concept of journey that “created” the concept of love. To see that this is so, try to do a thought experiment. Try to imagine the goal, choice, difficulty, progress, etc. Aspect of love without making use of the journey domain.

An important generalization that emerges from this conceptual metaphor is that conceptual metaphors typically employ **a** more abstract concept as target and more concrete or physical concept as their source. This explains why most cases of everyday metaphor the source and target domain is not reversible. On this basis, three general kinds of conceptual metaphor have been distinguished namely structural, ontological and orientational metaphor. These kinds of metaphor often coincide in particular case.

1.3.1 Structural Metaphors

In this kind of metaphor, the source domain provides a relatively rich knowledge structure for the target concept. It means the cognitive function of these metaphors are to enable speakers to understand target **a** by means of the structure source **b**. This understanding takes place by means of conceptual mapping between elements of **a** and elements **b**. For example, the concept of time is structured according to motion and space.

Given the time is motion metaphor, we understand the time in the following way: We understand the time in terms of some basic element: physical objects, their locations, and their motion. There is a background condition that applies to this way of understanding time: the present time is at the same location as a

canonical observer. Given the basic elements and the background condition, we get the following mappings: Times are things.

Structural metaphors arise when source domain provides “rich knowledge structure for target concepts” (Kövecses, 2010). The source target project easily perceived and comprehensible mappings that deliver the metaphor to the target source in comprehensible way. Kövecses explicate the idea using the concept of time, the following way:

- a. The time for action has arrived.
- b. Time is flying by.
- c. I’m looking ahead for Christmas.

In the aforementioned metaphorical expressions the time gains steady fixed position and the observer is moving towards it. The understanding of both source domain and target domain make the metaphor clear and more comprehensible. “One concept is metaphorically structured in terms of another” (Lakoff and Johnson, 1980).

In this kind of metaphor, the source domain provides a relatively rich knowledge structure for the target concepts. In other words, the cognitive functions of this metaphor is to enable speakers to understand target **a** by means of the structure of source **b**. This set of mappings structures our notion of time in clear way. Structural metaphors allow us to do much more than just orient concepts, refer to them, quantify them, etc., as we do with simple orientational and onto-logical metaphors; they allow us, in addition, to use one highly structured and clearly delineated concept to structure another.

The time is motion metaphor (as specified in the mappings) accounts for a large number of linguistic metaphors in English. The mappings not only explain why the particular expressions mean what they do but also provide a basic overall structure, hence understanding, for our notion of time. Without the metaphor, it would be difficult to imagine what our concept of time would be.

The example of structural metaphors that are important in our lives: **LABOR IS A RESOURCE** and **TIME IS A RESOURCE**. Both of these metaphors are culturally grounded in our experience with material resources. Material re-sources are typically raw materials or sources of fuel. Both are viewed as serving purposeful ends. Fuel may be use for heating, transportation, or the energy used in producing a finished product. Raw materials typically go directly into products. In both cases, the material resources can be *quantified* and given a *value*. In both cases, it is the *kind of material* as opposed to the particular piece of quantity of it that is important for achieving the purpose. For example, it doesn't matter which particular pieces of coal heat your house as long as they are right *kind of coal*. In both cases, the material gets *used up* progressively as the purpose is served. To summarize:

A material resource is a *kind of substance*

can be *quantified* fairly precisely

can be assigned a *value* per unit quantity serves a *purposeful* end

is used up progressively as it serves its purpose

Take the simple case where you make a product from raw material. It takes a certain amount of labor. In general, the more labor you perform, the more you

produce. Assuming that this is true-that the labor is proportional to the amount of product-we can assign *value* to the labor in terms of the time it takes to produce a unit of product. The perfect model of this is the assembly line, where the raw material comes in at one end, labor is performed in progressive stages, whose duration is fixed by the speed of the line itself, and products come out at the other end. This provides a grounding for the LABOR IS RESOURCE metaphor, as follow:

LABOR is a *kind of activity* (recall: AN ACTIVITY IS A SUB-STANCE)

can be *quantified* fairly precisely (in terms of time) can be assigned a *value* per unit

serves a *purposeful* end

is *used up* progressively as it serves its purpose

Since labor can be quantified in terms of time and usually is, in an industrial society, we get the basis for the TIME IS A RESOURCE metaphor:

TIME is a *kind of abstract* SUBSTANCE

can be *quantified* fairly precisely

can be assigned a *value* per unit

serves a *purposeful* end is *used up* progressively as it serves its purpose

When we are living by the metaphors LABOR IS A RESOURCE and TIME IS A RESOURCE, as we do in our culture, we tend not to see them as metaphors at all. But, as the above account of their grounding in experience shows, both are

structural metaphors that are basic to Western industrial society.

1.3.2 Ontological Metaphors

Spatial orientations like up-down, front-back, on-off, center-periphery, and near-far provide an extraordinarily rich basis for understanding concepts in orientational terms. Our experiences of physical objects and substances provide a further basis for understanding-one that goes beyond mere orientation. Understanding our experiences in terms of objects and substances allow us to pick out parts of our experiences and treat them as discrete entities or substances, we can refer to them, categorize them, group them, and quantify them-and, by this means, reason about them. Just as the basic experiences of human spatial orientations give rise to orientational metaphors, so our experiences with physical objects (especially our own bodies) provide the basis for an extraordinarily wide variety of ontological metaphors, that is, ways of viewing events, activities, emotions, ideas, etc., as entities and substances.

In general, the ontological metaphors enable us to see more sharply delineated structure where there is very little or none.

Source Domains

Target Domains

physical object = Nonphysical or abstract entities (e.g., the mind)

= Events (e.g., going to the race),

actions (e.g., giving someone a call)

substance = Activities (e.g., a lot of running in the game)

container = Undelineated physical objects (e.g., clearing in the forest)

physical and non physical surfaces (e.g., land area, the visual field)
 states (e.g., in love)

Given the underline experiences receive a more delineated status via ontological metaphors, speakers can use these metaphors for more specific jobs:

1. To refer to, to quantify, or to identify aspects of experience that has been made more delineated. For example, conceiving of fear as an object, we can conceptualize it as “our possession.” Thus, we can linguistically refer to fear as *my fear* or *your fear*. These cases are the least noticeable types of conceptual metaphor.
2. Once a “nothing” experience has received the status of a thing through an ontological metaphor, the experience conceptualized can be structured further by means of structural metaphors. If we conceptualize the mind as an object, we can easily provide more structure for it by means of the “machine” metaphor for the mind (e.g., “My mind is rusty this morning”).

We can conceive of **personification** as a form of ontological metaphor. In personification, human qualities are given to nonhuman entities. Personification can be assumed of as a physical object is mapped to the target domain as a human beings. Such as mappings allow us to perceive nonhuman entities through human characteristic, motivation, actions, etc. Their task is to provide new ontological status to general categories of abstract target concepts. The abstract notions can be referred to as entities.

This can be achieved through the introduction on ontological metaphors that might serve the purpose of quantifying, identifying referring, setting goals etc. In

other words, they contribute to the comprehension of non physical objects as an entity. An abstraction, such as an activity, emotion, or idea, is represented as something concrete, such as an object, substance, container or person. Thus, personification provides for the use of one of the most accessible and close to the human being source domains, namely our own existence. As we know that, personification common in literature, but it also abounds in everyday discourse or in daily life, for the example:

Life has *cheated* me.

His theory *explained* to me the behavior of chickens raised in factories.

Inflation is *eating up* our profits.

Cancer finally *caught up* with him.

The computer *went dead* on me.

Theory, life, inflation, cancer and computer are not humans, but they are given qualities of human beings, such as explaining, cheating, eating, catching up, and dying. Personification makes us one of the best source domains we have ourselves. In personifying nonhuman as human, we can begin to understand them a little better.

Here are two example of how the ontological metaphor THE MIND IS AN ENTITY IS elaborated in our culture.

THE MIND IS A MACHINE

We're still trying to *grind out* the solution to this equation. My mind just isn't *operating* today.

Boy, the *wheels are turning* now!

I'm *a little rusty* today.

We've been working on this problem all day and now we're *running out of steam*.

THE MIND IS BRITTLE OBJECT

Her ego is very *fragile*.

You have to *handle him with care* since his wife's death. He broke under cross-examination.

She is *easily crushed*.

The experience *shattered him*.

I'm going to pieces.

His mind *snapped*.

These metaphors specify different kinds of objects. They give us different metaphorical models for what the mind is a thereby allow us to focus on different aspects of mental experience. The MACHINE metaphor gives us a conception of the mind as having an on-off state, a level of efficiency, a productive capacity, an internal mechanism, a source of energy, and an operating condition. The BRITTLE OBJECT metaphor is not nearly as rich. It allows us to talk only about psychological strength. However, there is a range of mental experience that can be conceived of in terms of either metaphor. the examples we have mind are these: He broke down. (THE MIND IS A MACHINE) and He broke down. (THE MIND IS A BRITTLE OBJECT).

1.3.3. Orientational Metaphor

Structural metaphors, cases where one concept is metaphorically structured in terms of another since most of them have to do with spatial orientation: HAPPY IS UP. The fact that concept of HAPPY is oriented UP leads to English expressions like “I’m feeling up today”. Such metaphorical orientation is not arbitrary. They have a basis in our physical and cultural expression. Though the polar opposition up-down, in-out, etc are physical in nature. In each case we will give a brief hint about how each metaphorical concepts might have arisen from our physical and cultural experience. For example:

HAPPY IS UP; SAD IS DOWN

I’m feeling *up*.

You are in high *spirits*.

Thinking about her always gives me *life*.

I’m feeling down. I’m *depressed*.

He is really *low* these days.

I *fell* into a depression. My spirits *sank*.

Physical basis: Drooping posture typically goes along with sadness and depression, erect posture with a positive emotional state.

GOOD IS UP; BAD IS DOWN

Things are looking *up*.

We hit a *peek* last year, but it’s been *downhill* ever since.

Things are at an all-time *low*.

He does *high* quality work.

Physical basis for personal well-being: Happiness, life, health and control the things that principally characterize what is good for a person- are all up.

2. Definition of Advertising

One of the best strategies to promote some product is using advertising in shorten “Ads”. Because this is the efforts made by employers or companies to promote the product they create to interact with the costumer to buy the products. Sudiana (1996) state that advertising is a form of communication consisting of the information and the idea of a product aimed at by simultaneously seeking a good. Advertising is a communication between the producer and the customer by using a mass media, magazine, or other mass media which has the ability to reach out to potential buyers or users of a product in large numbers by using a persuasive message (Oktaviani, 2019).

2.1 The Aims of Advertising

Base on principal of Marketing, actually advertising has three primarily objectives such as to inform, to persuade, and to remind. Here are the explanation as follows:

a. To inform

Informative advertising creates awareness of brand, product, service and idea. It announces new products and program can educate people about the

attributes and benefits of new or established products.

b. To persuade

Persuasive advertising tries to convince the costumers which company's service or products are the best, and it works to alter perceptions and enhance the image of the company or the product. It has a goal to influence the costumers to take action and choose the brand, try a new product or remain loyal a current brand.

c. To remind

Reminder advertising reminds people about the need for a product or service, or the features and benefits it will provide when they purchase promptly.

2.2 Advantages of Advertising

As a primary method of marketing communication, advertising has some advantages such as:

1. Advertising creates a sense of credibility or legitimacy when an organization which invests in presenting itself and its product in a public/costumer,
2. Advertising can convey these senses of quality and permanence, the idea that the company isn't some *fly-by-night venture*.
3. Advertising allows marketers to repeat a message at intervals selected strategically. Repetition makes it more likely that the target audience will see and recall a message which improves awareness-building result,
4. Advertising can generate drama and human interest by featuring people and situation that are exciting and engaging. It can introduce emotions, images,

and symbols that stimulate desire and it can show how product or brand compares favorably to competitors, and

5. And the last, advertising is an excellent vehicle for branding building. It can create rational and emotional connections with a company or offering that translate into goodwill.

2.3 Disadvantages of Advertising

On the other side, the primary disadvantages of advertising are cost. The marketers question whether this communication method is really cost-effective at reaching large groups. Of course costs are depending on the medium like television being very expensive to produce and place. In contrast, print and digital ads tend to be much less expensive. While digital advertising are clickable, interactive and simple than traditional advertising media. It makes difficult marketers to measure success of advertising and link it directly to changes in customer perception and behavior. Because advertising is a medium way for customer who often feel overwhelmed by competing market message.

As advertising becomes more sophisticated with digital media, it is a powerful tool for persuade the customer desire to buy some product/using service. Through the power of digital media, memorable and entertaining advertising can be shared between friends, families, neighbors, and other people. It can be viral and viewer impression sky-rocket.

3. Metaphor in Ecological Perspective

To understand and investigate the mind from an ecological perspective is to carefully look at how the mind is related, not only to bodily functions, but to environmental features as well. Moreover, to understanding the relation between metaphor and ecological is taking the statement claims (Jensen & Greve, 2019). Considering this, we argue that an ecologically informed approach to metaphor needs to be founded in the following assumptions:

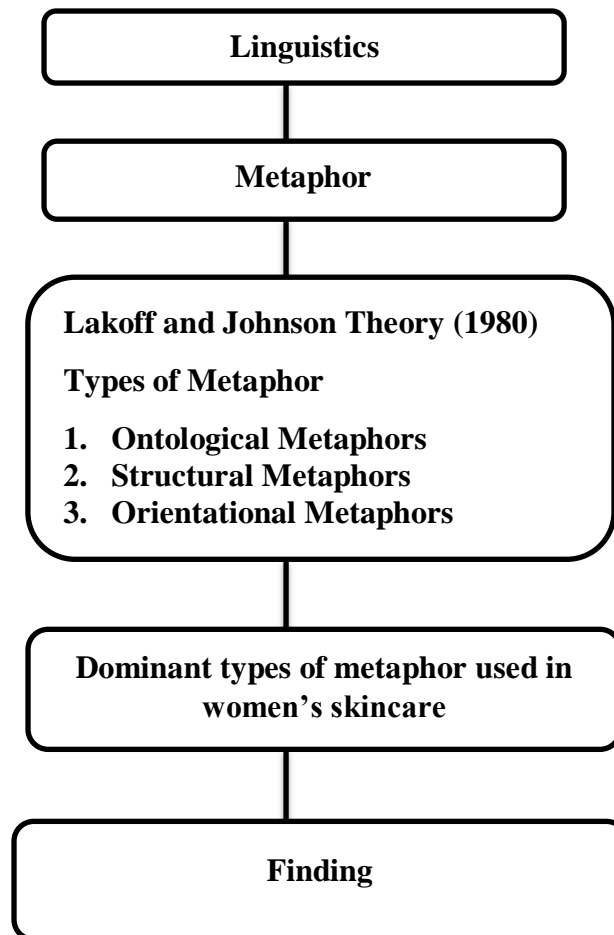
- (1) Metaphor is a product of an organism-environment-system-rather than merely a product of an inner mental process. Thus, we need to take into account the way metaphor performance is embedded in environmental structures.
- (2) Metaphoric meaning is relational. It emerges from projections of structure between a living organism and its perceived or imaged environment. Underlying metaphor is the notion of metaphoricity.
- (3) Metaphoricity is a scalar value that involves a doubleness in experience that is not necessarily dependent on the identification of source and target domain.
- (4) Metaphoricity relies on experiential affordances that can be directly perceived or felt in the environment. This type of sensory information contains our participation with meaningful products and involvement with other people.

Metaphor impacts the way we do things and the way we think about how we do things. However, as stated above, we need a more detailed ecological account of how metaphors emerge as part of human action and how they work in different ecological niches.

B. Conceptual Framework

In this research, the researcher will analyze the metaphors in women's skincare product/advertising from the official website (Instagram). The researcher use the theory of metaphor by Lakoff and Johnson in *Metaphor We Live By* (1980) and the researcher try to explain the types of metaphor such as Ontological Metaphors, Structural Metaphors and Orientational Metaphors. Then, the researcher will find out the dominant types of metaphor in women's skincare product/advertising.

2.1 Conceptual Framework



C. Previous Related Studies

There are several studies on metaphor by using Lakoff and Johnson theory had been carried out previously. In this research, the researcher considers some of previous research to support this research by which written as follows:

The first, Eva Sari (2019) under the title of research “A Metaphorical Analysis in Utterance on Nurhadi Aldo in Social Media”. This research was used descriptive qualitative research design. The aim of this research was to investigate the types of metaphorical realized by Nurhadi Aldo and investigate how the metaphorical expression realized by Nurhadi Aldo in instagram. Source of the data was post on Nurhadi Aldo’s instagram with 20 metaphorical analyses such as structural metaphors, ontological metaphors, and orientational metaphors. The result revealed that the total number of structural metaphor was 6, ontological metaphor was 8, and orientational metaphor was 6. Base on the amount of each types of metaphor, it concluded that ontological metaphors became the most dominant of metaphor.

Second, similar research had been conducted by other researcher to support the idea with the title of research “Metaphor in Atticus’ Selected Poem” that written by Zulfadhline et al., (2022) from Universitas Sumatera Utara. The researcher employed descriptive qualitative methodology to identify the types of metaphor found in the selected poem of Atticus’. These metaphors are structural metaphors, ontological metaphors, and orientational metaphors. Lakoff and Johnson theory applied in this research, the data sources were the poems taken from Atticus’ book entitled *Love Her Wild* with a total of 20 poems selected in which the

metaphorical expressions marked in italic. The result showed that ontological metaphor (14) primarily found type used in the poem. Example: *My atoms love your atoms*, there for it can be classified as personification which belongs to the ontological metaphor. The source domain is **HUMAN** and the target domain is **ATOM**. This poem indicated that human can fell in love and connect with the one another, just like the concept of atom.

Third, the research had been done by Le Thi Thuy Duong under the title of resrach “A Study of Conceptual Metaphors Used in English And Vietnamese Cosmetic Advertisement” from the University of Da Nang. The researcher used qualitative and quantitative research design. Both of them had the function itself, qualitative method included contrastive analysis and quantitative method used to calculate the frequency of concept and types of metaphor. The types of metaphor are structural metaphors, ontological metaphors, and orientational metaphors. Sources of the data were taken from website of famous and reliable companies product in United State and Vietnam. The scope of this research only focus on two types of cosmetic commodities such as for skin and hair. The result showed that structural metaphors are the most dominant types both of two cosmetic commodities with the highest percentage (82,38 % for skincare products) and (66,33 % for hair care products). For example: “*Hair is Sun*”, hair can understood as a sun when it collocate with the words used to describe the light of the sun such as shine, shiny, bright, glow and radiance.

In terms of research objectives, this research differs from the past research. Although use the same theory from Lakoff and Johnson and find out ontological and structural metaphors as the dominant types of metaphor but in different field.

The differences between this research and previous related research are in this research try to identify the types of metaphor in women's skincare product/advertising. Meanwhile for other researches are the types of metaphor in utterance of Nurhaldi Aldo on social media, the types of metaphor in Atticus' selected poem and the last types of metaphor in cosmetic advertisements.

CHAPTER III

METHOD OF RESEARCH

A. Research Design

To analyzing the metaphor in the women's skincare product/advertising, qualitative research was conducted by the researcher especially descriptive qualitative to analyzing the semantics theory for metaphor base on Lakoff and Johnson (1980). Sugiyono (2008:8) stated that qualitative research is descriptive means naturalistic research methods because the research is carried out in natural conditions (natural setting), the data collect in the form of words and also the researcher is the key instrument. Furthermore, according to McMilan & Schumacher (2001) generally the qualitative design has two purposes namely "to describe and explore" and "to describe and explain". There are many qualitative researches which has the purpose to describe for giving explanation (Sukmadinata, 2017: 96).

B. Sources of the Data

The researcher was taken the data from social media official website (Instagram) the scripts of the words, phrases and sentences used by the advertising/product video in local brand. The chosen of local brand has some criteria. Base on the journal of "Selection Of Skincare Product For Milenial Adolescent Using Simple Addictive Weighting Method" by (Dentaruni Cahya Purnomoet al., 2021, (3)1) in decision to support system such as price, sachet, composition/ingredients and brand.

Furthermore, to make strongly the chosen of criteria that we can see in mashmoshem Indonesia (Indonesia, 2020) as one of the cosmetic tolling services that has been trusted by 100 clients and always prioritizes client privacy. The criteria such as:

1. Using nature ingredients.
2. Base on Indonesian people skin.
3. The best skincare product with affordable prices.
4. Can found everywhere.
5. The best skincare product with international quality.

And also the types of skincare such as face serum, face cleanser, sunscreen, body lotion, toner, and others. Base on the criteria above, the researcher took the data from 10 local brands/PT in Indonesia with their official websites namely:

L'Oreal (<https://instagram.com/lorealindonesia>),

PT. Unilever (<https://instagram.com/unileverind>),

Scarlett by Felicya (https://instagram.com/scarlett_whitening),

PT. Vitapharm (<https://instagram.com/vivakosmetik>),

PT. Mustika Ratu (<https://instagram.com/mustikaratuind>),

PT. Gloria Origita Cosmetics (https://instagram.com/purbasari_indonesia),

PT. Paragon Technology and Innovation (<https://instagram.com/wardahbeauty>),

Safi Indonesia (<https://instagram.com/safiindonesia>),

PT. Martha Tilaar Group (https://instagram.com/sariayu_mt), and

PT. Beiersdorf (https://instagram.com/nivea_id).

C. Technique of Collecting the Data

In this research, the researcher was used documentary technique like picture (screenshot) to collect the data. There are several steps procedure to collect the data, namely:

1. First, searching the official website from 10 local brands of women's skincare product/advertising.
2. Second, reading and making script of the metaphorical word, phrase or sentence.
3. Third, taking screenshot of the pictures.
4. Fourth, identifying the types of metaphor in women's skincare product/advertising.
5. Fifth, selecting types of metaphor in women's skincare product/advertising.
6. And the last, showing the data using a table.

D. Technique of Analyzing the Data

The researcher was used model by Miles & Huberman (2014) to analysis data qualitative and obtain the result & conclusion. The model has three concurrent flows of activity, such as (1) data condensation, (2) data display, (3) drawing and verifying conclusion. The systematic procedures in conducting analysis were follows:

1. Data Condensation

It refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data that appear in the full corpus (body) of written-up field note,

interviews, transcripts, documents and other empirical materials. Qualitative data can be transformed in many ways: through selection, through summary or paraphrase, through being subsumed in a larger pattern, and so on. In this activity, the researcher was collected all the screenshots and transcripts from women's skincare product/advertising on official website (Instagram).

There was a process of sorting, processing, simplifying, abstracting and transforming of the raw data. Then, the researcher could read, interpret, learn and analyze one by one to obtain the scripts. In data condensation, the first step is data selection. The data select from screenshots and transcripts of women's skincare product/advertising in several local brands because not all of the product/advertising showed metaphor. So that, the researcher try to select whether it is metaphor or not. Then, focus on analysis metaphor from the data which had been selected to make sure that it is really suitable for the data. After that, the researcher place them in the table which by categories metaphor and classify them into types of metaphor analysis.

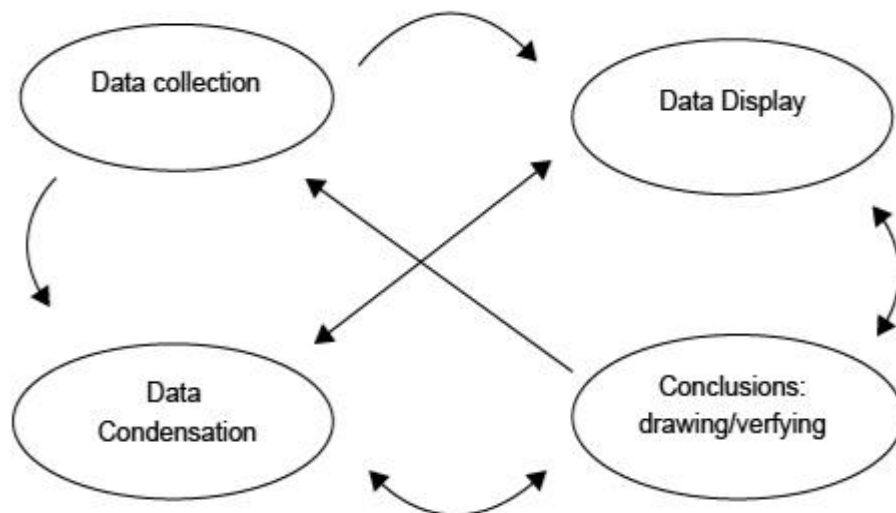
2. Data Display

Generally, a display is an organized, compressed assembly of information that allows conclusion drawing and action. The data can be display with form, table, and chart. In this activity, the researcher made the organization of the data in the table. Then, put the types of metaphor in the women's skincare product/advertising on the scripts of official website (Instagram). After that, some of the data was displayed and analyzed the detail description of each type.

3. Drawing and Verifying Conclusions

Conclusion was also verified as the analyst proceeds. Verification may be as brief as fleeting second thought crossing the analyst's mind during writing, with a short excursion back to the field note; or it may be through and elaborate, with lengthy argumentation and review among colleagues to develop "inter-subjective consensus" or with extensive efforts to replicate a finding in another data set. The qualitative analyst interprets what things mean by noticing patterns, explanations, causal flows, and propositions to find the data. In this activity, the researcher was find out the dominant types, calculating the percentage of the most dominant types, and also make tabulating dominant types of metaphorical in women's skincare product/advertising.

3.1 Framework of Interactive Model by Miles and Huberman



CHAPTER IV

DATA AND DATA ANALYSIS

Base on the research questions as the responses to the formulation of the problems above such as (1) How to analyze the meaning of metaphors used in women's skincare product/advertising?, (2) What are the types of metaphor used in women's skincare product/advertising?, (3) What are the dominant types of metaphor used in women's skincare product/advertising?, this research was reflected to answer the research question.

A. Data Collection

In this chapter, the researcher was presented the data collection about metaphor used in women's skincare product/advertising which includes words, phrase and sentences. The focus in this research is only conceptual metaphor from the theory of Lakoff and Johnson in *Metaphor We Live By* (1980). The categorized of metaphor includes three types such as structural metaphor, orientational metaphor and ontological metaphor were displayed in the following explanation bellow.

1. Types of Metaphor in Women's Skincare Product/Advertising

Based on the theoretically of metaphor by Lakoff and Johnson, there are three types of metaphor namely structural metaphor, orientational metaphor, and ontological metaphor. Twenty five (25) data was collected from several PT/Brand in Indonesia using official website (Instagram). Then, the data selecting was twenty (20) metaphorical sentences in women's skincare product/advertising with

English transcripts. And the data was showed in the table to classified the types of metaphor in women's skincare product/advertising.

Table 4.1
Types of Metaphor in Women's Skincare

No.	Metaphor Sentences	Types of Metaphor			Note
		Structural Metaphors	Ontological Metaphors	Orientalional Metaphors	
1.	Glowing because of rose water , Optimally, clean face nutrition skin.		✓		Picture 1
2.	Micelles bind and remove make up and dirt like magnet		✓		Picture 2
3.	Skin as smooth as flower petal		✓		Picture 3
4.	Vaseline Superfood Skin Serum #SuperSkinEveryday		✓		Picture 4
5.	Ready to Glow with Citra Lotion		✓		Picture 5
6.	Your Face is Your Strength		✓		Picture 6
7.	Be Fresh with Freshy		✓		Picture 7
8.	Be Bright , Be Fresh, with this combo	✓			Picture 8
9.	Viva White Hand Serum, Bestie for Your Hand		✓		Picture 9
10.	A Simple Way to Relieve Stress & Release Tension Let's Release Your Stress Glowing			✓	Picture 10

11.	“#Moist with Zaitun		✓		Picture 11
12.	Cristal clear radiant skin		✓		Picture 12
13.	Berry bright ready to glow	✓			Picture 13
14.	Safi Naturals Acne Clarifying Toner Is One of the Keys		✓		Picture 14
15.	Calming the Reddish Skin	✓			Picture 15
16.	#LevelUpBersihmu Bright skin, breathe free			✓	Picture 16
17.	#TakeTheSpotlight with Oresa Members		✓		Picture 17
18.	Glass Skin Look with Sariayu Hydra Glow face Serum		✓		Picture 18
19.	The enemy of pimple acne		✓		Picture 19
20.	Hyaluronic Acid, Chewy and Smooth Skin	✓			Picture 20

B. Data Analysis

The researcher had collected the data used 20 product/advertising of women's skincare which containing metaphors with English Transcripts from their official website (Instagram). The data analysis was classified as below:

Picture 1: “Glowing karena **Rose Water**, Wajah bersih optimal, kulit ternutrisi”

English transcript of that sentence is “Glowing because of **rose water**, Optimally, clean face nutrition skin”. Base on the picture, we can see that the

advertising comparing the picture with before and after using the product, definitely it's very different. The most effective way to make our faces look more glowing is with **rose water** and make the skin will be glow like rose. As we know that, the characteristic of rose is bright colored and fragrant. It means that **rose water** as died object, target as life object. This advertising used **ontological metaphor**. In this case, the conceptualization of this metaphorical sentence is source domain as "face" can be targeted with "rose water". Personification serves as a tool for seeing nonhuman entities and directing them toward human physical object.

Picture 2: "*Micelles mengikat dan mengangkat make up dan kotoran* **bagaikan magnet**"

English transcript of this sentence is "Micelles bind and remove make up and dirt **like magnet**". In this advertising make a magnet as living object which is can remove the dirt from our face. The word magnet is a material object that produces magnetic field and also the characteristic of magnet is to pulls on other ferromagnetic material such as iron, steel, nickel, and others. But in this situation, the function of magnet is to remove the dirt from our face. Face it's not a category of ferromagnetic material. Base on the picture above, the product is illustrates as a magnet. It is include **ontological metaphor** with the source domain "Micellar water product" can be targeted as "Magnet".

Picture 3: "*Kulit Sehalus Kelopak Bunga*"

This sentence contain metaphorical because it compare how smooth our skin as flower petal after using this products. English transcript of this sentence is

“Skin as smooth as **flower petal**”. As we know that the characteristic of flower are bright colored, fragrant, smooth, and has a beautiful shapes. Base on the theory of metaphor, it includes **ontological metaphor** and classified as personification. Because human quantities compare with nonhuman entities. *“Personification can be assumed of as a physical object is mapped to the target domain as a human beings”*. The illustrates of the metaphorical sentence contain of source domain to target domain. Source domain a “skin” can be targeted with source domain b” flower petal”.

Picture 4: “Vaseline **Superfood Skin Serum**, #SuperSkinEveryday”

In this advertising, contains of metaphorical sentence “**Superfood Skin Serum**”. It is no English transcript. This advertising contains of **ontological metaphor** with the object food for skin. As we know that, the characteristic of food is a raw or cooked ingredient used for humans, animals, and also plants which is eaten for their living. Because every organism need energy to carry on with the process of living which comes from food. But, in this situation, the function of food here is the nutrition for skin. This body lotion product as a superfood for our skins. It contains personification which is make the skin as living object that need nutrition to live, while for superfood it used the body lotion. The source domain is “Superfood” with target domain “body lotion”. By using this product, it means we can give the nutrition for our skin everyday. The function of skin here is as living object, same as organism, it is need food to eat and living with long time.

Picture 5: “Ready to Glow with Citra Lotion”

The advertising base on the picture contains of metaphorical sentence which is the dead object as human beings. It is include in **ontological metaphor** contains personification. Cause the function of Citra Lotion here is as living object to ask us make the skin being glow up. As we know that the main ingredients from Citra is jicama, grapes oil and yogurt characteristic of jicama is contain substances to brighten the skin. Thus, if we use the product our skin will be glow like the color of jicama. This type of skincare is body lotion. With the source domain is **Citra Lotion** and target domain **Skin**.

Picture 6: “Pond’s *Wajahmu, Kekuatanmu*”

English transcript of this sentence is “Your Face is **Your Strength**” base on the picture, it contains metaphorical phrase “Your Face” and “**Your Strength**” with face as a strength. It is contain personification in the **ontological metaphor**. As we know that, part of our body is dead object, but in this situation the metaphorical expression as if make a face as living object which is having a power to make our body more be stronger. The word strength has a characteristic with power, energy, and clutch at straws. Strength in here means to face or protect our face from women’s face problem such as acne, darkspot, and also dull face. It means by using this product, we can face the all of the face problem and make us being confidence.

Picture 7: “Be Fresh with Freshy”

Base on the picture, it contains metaphorical phrase **Be Fresh** and it refers to our skin because it is body lotion product with orange taste. The main ingredient

of this product is using extract orange and lemon. As we know that the characteristic of orange and lemon is it has a fresh citrus aroma. Generally, the word fresh used to express in the context of the condition of something new. **Fresh** in here, aims to make our skin being health. The word freshy includes concrete object as body lotion, even though we can see that it is only died object as if it can help to give nutrition for our skin. Source domain of this metaphorical sentence is “Freshy” with target domain “fresh”. The types of metaphor in this advertising is **ontological metaphor** consist of personification which make parable between died object as human beings.

Picture 8: “Be Bright, Be Fresh, with this combo”

Base on the picture, the advertising contain of two phrases **Be Bright** and **Be Fresh** to persuade the women buy the products. The word **bright** is used to demonstrate to the public that the product can have a brightening impact when applied to the face. It means like to make the face brighter than before using it. As we know that bright is a term to describe some objects with strong color of light. But, in this condition, the word bright used to describe a product. The metaphorical meaning contains source domain to target domain. Source domain “face” with target domain “bright”. In this advertising, the types of metaphor is **structural metaphor**, because bright is *kind of abstract substance*.

Picture 9: “Viva White Hand Serum, Bestie for Your Hand”

Base on the picture, it is contain metaphorical word namely “**Bestie**”. English transcript is no need in this sentence, cause all of the words using English itself. The word **bestie** in Cambridge dictionary is includes the slank that used in

informal situation. In our life, the characteristic of **bestie** is like a friend that refers to human or animal that we can ask to talk and we can get the response from them. But, in this case, the advertising using the word **bestie** to describe the product for our hand. It means that by using this product, our skin will be healthy because it contains natural ingredients like green tea, peach and almond oil. The function of **bestie** here is as living object and it is classified as personification, because nonhuman entities mapping with human quantities. It is **ontological metaphor**. The conceptualization of source domain “**bestie**” (abstract entities) to target with “**hand**” (human physical object).

Picture 10: “A Simple Way to Relieve Stress & Release Tension, Let’s Release Your Stress Glowing”

Base on the picture, we can see that the main ingredients of the product is olive oil, which has a characteristic of aromatic essential with calming effect. The category of skincare is like micellar water. This metaphorical sentence no need English transcript. In that sentence, there is one phrase namely **Your Stress Glowing**. The word stress in this metaphor includes **orientational metaphor** with **HAPPY IS UP; SAD IS DOWN** category, typically goes along with sadness and depression. In each case we will give a brief hint about how each metaphorical concept might have arisen from our physical and cultural experience. For example: I *fell* into a depression. My spirits *sank*.

It means that by using this product, women’s stress feeling will glow up nicely as long use this product and it can release tension. Because our tension will be lost when we don’t feel stress anymore.

Picture 11: “#Moist with Zaitun”

This advertising contains of metaphorical sentence include personification, that describe the effect of olive oil to make our skin to be moist after using it. Because the characteristic of olive oil is has aromatic essentials with calming effect and also make our skin being smooth and soft. The category of skincare is body lotion. Personification is a part of ontological metaphor with nonhuman entities target to human quantities. The conceptualized of this metaphor is to comprehend on non physical object to something concrete provides human being as source domain. In personifying non human as human, it can start to understand them a little better. The type of metaphor is **ontological metaphor** which has source domain “Zaitun” and being target with “moist”. As we know that, zaitun include group of plants pretend being concrete object or human.

Picture 12: “Kulit Cerah Bercahaya Sebening Kristal”

The advertising contains of metaphorical sentence which make the comparison between our skins with cristal .English transcript of the metaphorical sentence is “**Cristal clear** radiant skin”. The types of metaphor in this advertising is **ontological metaphor** because it is includes personification with compare human physical object to died object. Source domain is “Skin” with target domain cristal. Generally, cristal is one types of stone which has the best benefits for skin. The characteristic of cristal is although it is hard but it is shining and colored.

It means that after using this product, women’s feel their face will be naturally shine, looks young, and radiant. By using this product, it can help to remove dead

skin cells, reduce the bad effect of the sun, and moisturize the skin. At the end, the skin feels smooth.

Picture 13: “Berry bright ready to glow”

In this advertising, contains metaphorical sentence with the word “**Berry bright**”. This product same as Scarlett product above which is includes **structural metaphors** with bright as *kind of abstract substance*. But the differences are in this product used berry as a main ingredient. The characteristic of berry in here is it has extract vitamin and mineral. Berry in here is as the material which is can make our skin being glowing up.

Picture 14: “Safi Naturals Acne Clarifying Toner Is One of the Keys”

This advertising no need English transcript. Base on the picture above, it is comparing the key with the toner. So, it is includes **ontological metaphor** which is make the toner as living object and it has a function as the key. Usually, the word key is a device that is used to open a lock or start an automobile. But, in this situation, a product has a function as a key to resist the acne. The source domain of this metaphorical sentence is “Toner” from the product and can be target with “Key”.

Picture 15: “Menenangkan Kulit Kemerahan”

English transcript of this sentence is “**Calming** the Reddish Skin”. The word **Calming** is as *kind of abstract substance* which is include in **structural metaphor**. It can’t be touching. The word calming, usually refers to a heart or mind, but in this situation refers to skin. Reddish skin is not only in the face, but

also it can happen in our body. But, in this product reddish skin is only in the face. By using this product, make our skin being calm after we used everyday.

Picture 16: “#LevelUpBersihmu, Kulit Cerah, Bebas Bernapas!”

Base on the picture, there is metaphorical sentence “**LevelUpBersihmu**” with no English transcript. Generally, the word **Up** is using in preposition, to talk about higher position or movement to higher position. For example John climbed up the hill. But, in this situation, the function of up include metaphorical expressions for skin, because the types of skincare is micellar water with extract magnolia flower. The characteristic of magnolia flower is it has beauty shapes, fragrant, and colored. Metaphors used in this advertising is **orientational metaphor**. The category of orientational includes **GOOD IS UP; BAD IS DOWN**. Physical basis for personal well-being: Happiness, life, health and control the things that principally characterize what is good for a person- are all up. It means that by using micellar water product as cleanser make up, the level cleaning of our face will be arisen before using it. And our skin will be glow like magnolia flower.

Picture 17: “#TakeTheSpotlight with Oresa Members”

In this advertising contains of metaphorical sentence consider the spotlight. Spotlight means something that has a straight line of light. In this case, the spotlight here acts as sunlight which can be achieved by using Nivea product. Spotlight is an inanimate object that is made as if it is a living object. The meaning of personification which is part of **ontological metaphor** is then

revealed by the spotlight. With the source domain spotlight with target domain as sunshine.

By using this product, the skin will be protected from exposure to sunlight with oresa members.

Picture 18: “Glass Skin Look with, Sariayu Hydra Glow face Serum”

English transcript no need in this advertising. It is contains metaphorical expression which is compare our skin with glass. As we know that the characteristic of glass is transparent material. It means that personification includes in this advertising and also the type of metaphor in here is **ontological metaphor** that used dead object to be human beings. Source domain of this metaphor is “Glass” target with “Skin”. The parable of glass is as a face with bright and shiny looks.

Picture 19: “Musuhnya jerawat beruntusan”

English transcript of this metaphorical sentence is “**The enemy** of pimple acne”. As a woman, acne is one of the biggest problems which are making us unconfident. By using this product, it can resist the growing of pimple acne. In this advertising consist of **ontological metaphor** with make a comparison of this product as an enemy of the pimple acne. Generally, the characteristic of enemy is antagonist to another, especially seeking to injure, overthrow or confound an opponent, and it is for human or may be animals. But in this situation, the function of word enemy is for the acne care lotion which is dead object. The source domain is “Enemy” with target domain “Acne care lotion”.

Picture 20: “Hyaluronic Acid, **Kulit Kenyal dan Halus**”

English transcript of this sentence is “Hyaluronic Acid, **Chewy** and Smooth Skin”. Metaphorical phrase is **chewy skin**. The terms chewy is typically used to describe foods and objects of a flexible or elastic size. But in this case, the word chewy combines with skin. It is include **structural metaphor**, because chewy is *kind of abstract substance*.

C. Discussion

Base on the theory of Lakoff and Johnson (1980) there were three types of metaphor such as structural metaphors, ontological metaphors, and orientational metaphors that appears on women’s skincare product/advertising. From the data analysis above, 20 skincare products contains with metaphorical meaning divided into three types of metaphor such as four (4) items of skincare product includes structural metaphor, fourteen (14) items of skincare product includes ontological metaphor, and also two (2) items of skincare product includes orientational metaphor.

Thus, the researcher found that the most dominant types of metaphor used in women’s skincare product/advertising is ontological metaphor in 14 skincare product. The skincare product using plants and things which is parable in metaphorical sentence with women’s skin includes rose water, flower petal, berry, orange, magnet, cristal, zaitun, glass, key, spotlight, and others with their characteristics. After analyzed the meaning of metaphor, the metaphor words dominant in the product of body lotion with the total number 7 product such as citra, Vaseline, viva mustika, nivea, scarlett, and purbasari.

D. Finding

The following table summarizes finding of the types of metaphor such as structural metaphor, ontological metaphor and orientational metaphor. It was designed to make it simpler for the readers to learn about research finding.

Table 4.2
Table of Research Finding

No.	Types of Metaphors	Total
1.	Structural Metaphors	4
2.	Ontological Metaphors	14
3.	Orientational Metaphors	2
		20

Base on the table above, total of data found in women's skincare product/advertising it was identified of 20 data. There were 4 data of structural metaphor, 14 data of ontological metaphor and 2 data of orientational metaphor. From the data above, it was found that ontological metaphor was the dominant types of metaphor with 70%. While for structural metaphor was 20% and also for orientational metaphor was 10%.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

Base on the research finding, it is obtains some conclusions as follow:

1. From the twenty (20) data had selected, all the types of metaphor were used in women's skincare product/advertising from their official website (instagram), there are (4) Structural Metaphors (20%), (14) Ontological Metaphors (70%), and the last (2) Orientational Metaphors (10%).
2. In the advertising, the characteristic of plants and things include in the metaphorical sentence such as rose water, flower petal, cristal, glass, zaitun, berry, key, spotlight, and orange. They were parabled with women's skin.
3. After analyzing the data, the researcher found Ontological Metaphor as a dominant types used in women's skincare product/advertising with the percentages is 70%.

B. Suggestions

After analyzing the data, the researcher found out the types of metaphors used in women's skincare product/advertising and the dominant types of metaphors used in women's skincare product/advertising.

1. The readers can be improved their knowledge about metaphor which has hidden meaning.

2. The researcher hopes by learning metaphor, it can help us to know the meaning of women's skincare advertising which is compare women with other things and complimenting the women.
3. And the last for other researcher who are interested in using theory of metaphor by Lakoff and Johnson (1980) with conceptual metaphor. Thus, the future researchers can give a new result about metaphor in other field.

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<https://instagram.com/vivakosmetik>

<https://instagram.com/mustikaratuind>

https://instagram.com/purbasari_indonesia

<https://instagram.com/wardahbeauty>

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Appendix 1

Table of Transcripts 1 in Indonesian

No.	Kalimat dalam iklan
1.	Take the spotlight with oresa members
2.	Glass skin look with, sariayu hydra glow face serum
3.	Kulit sehalus kelopak bunga
4.	Micelles mengikat dan mengangkat makeup dan kotoran bagaikan magnet
5.	Ready to glow with citra lotion
6.	Pond's wajahmu kekuatanmu
7.	#LevelUpBersihmu Kulit Cerah, Bebas Bernapas!
8.	Viva White Hand Serum Bestie for Your hand
9.	Calming & Soothing A Simple Way to Relieve Stress & Release Tension Lets Release Your Stress
10.	Glowing karena Rose Water Wajah bersih optimal, kulit ternutrisi
11.	Purity Beauty in Simplicity
12.	Joyful Sweet sincerity
13.	Berry bright ready to glow
14.	Get a taste of the flavors

15.	Let's face the sun
16.	Menenangkan kulit kemerahan
17.	Safi naturals acne clarifying toner is one of the keys
18.	Hyaluronic acid kulit kenyal dan halus
19.	Musuhnya jerawat beruntusan
20.	Be fresh with freshy
21.	Gentle but powerful
22.	Be bright, be fresh with this combo
23.	Kulit cerah bercahaya sebening Kristal
24.	Untuk kulit kenyal maksimal & glowing natural
25.	Your pal from nature

Appendix 2

Table of Transcripts 2 in English

No.	Sentences in Advertising	Brand	PT	Note
1.	Take the spotlight with oresa members	Nivea	PT. Beiersdorf	
2.	Glass skin look with, sariayu hydra glow face serum	Sariayu	PT. Martha Tilaar Group	
3.	Skin as smooth as flower petal	Lux	PT. Unilever	
4.	Micelles bind and remove make up and dirt like magnet	Garnier	PT. L'Oreal	
5.	Ready to glow with citra lotion	Citra	PT. Unilever	
6.	Pond's Your face is your strength	Pond's	PT. Unilever	
7.	#LevelUpBersihmu Bright skin, breath free	Nivea	PT. Beiersdorf	
8.	Viva White Hand Serum Bestie for Your hand	Viva Cosmetic	PT. Vitapharm	
9.	Calming & Soothing A Simple Way to Relieve Stress & Release Tension Lets Release Your Stress	Mustika Ratu	PT. Mustika Ratu	
10.	Glowing because of Rose Water optimally clean face nutrition	Garnier	PT. L'Oreal	

	skin, serum.			
11.	Purity Beauty in Simplicity	Wardah	PT. Pargon Technology	
12.	Joyful Sweet sincerity	Wardah	PT. Pargon Technology	
13.	Berry bright ready to glow	Wardah	PT. Pargon Technology	
14.	Get a taste of the flavors	Dove	PT. Unilever	
15.	Let's face the sun	Nivea	PT. Beiersdorf	
16.	Calming the reddish skin	Safi	Safi Indonesia	
17.	Safi naturals acne clarifying toner is one of the keys	Safi	Safi Indonesia	
18.	Hyaluroid Acid Chewy and Smooth skin	Sariayu	PT. Martha Tilaar Group	
19.	The enemy of pimple acne	Sariayu	PT. Martha Tilaar Group	
20.	Be fresh with freshy	Scarlett	Scarlett by Felicya	
21.	Gentle but powerful	Garnier	PT. L'Oreal	
22.	Be bright, be fresh with this combo	Scarlett	Scarlett by Felicya	

23.	Cristal clear radiant skin	Wardah	PT. Pargon Technology	
24.	For the chewy maximal skin and glowing natural	Emina	PT. Pargon Technology	
25.	Your pal from nature	Emina	PT. Pargon Technology	

Appendix 3

Table of Data Collections

No.	Metaphorical Sentence	Date
1.	Glowing because of rose water , Optimally, clean face nutrition skin.	17 October 2022
2.	Micelles bind and remove make up and dirt like magnet	23 March 2022
3.	Skin as smooth as flower petal	29 March 2023
4.	Vaseline Superfood Skin Serum #SuperSkinEveryday	26 September 2022
5.	Ready to Glow with Citra Lotion	25 February 2023
6.	Your Face is Your Strength	20 October 2022
7.	Be Fresh with Freshy	24 February 2023
8.	Be Bright , Be Fresh, with this combo	13 February 2023
9.	Viva White Hand Serum, Bestie for Your Hand	21 April 2023
10.	A Simple Way to Relieve Stress & Release Tension Let's Release Your Stress Glowing	05 November 2022
11.	“#Moist with Zaitun	10 December 2022
12.	Cristal clear radiant skin	21 March 2023
13.	Berry bright ready to glow	09 January 2023
14.	Safi Naturals Acne Clarifying Toner Is One of the Keys	10 March 2023
15.	Calming the Reddish Skin	18 July 2023





16.	#LevelUpBersihmu Kulit Cerah, Bebas Bernapas!	04 July 2023
17.	#TakeTheSpotlight with Oresa Members	17 December 202
18.	Glass Skin Look with Sariayu Hydra Glow face Serum	31 January 2023
19.	The enemy of pimple acne	07 March 2022
20.	Hyaluronic Acid, Chewy and Smooth Skin	11 April 2023

Appendix 4**Table of PT/Brand in Indonesia**

No.	PT	Brand of Products	Official Website
1.	L'Oreal	Garnier	https://instagram.com/lorealindonesia
2.	PT. Unilever	Pond's, Vaseline, Citra, Lux, Dove,	https://instagram.com/unileverindonesia
3.	Scarlett by Felicya	Scarlett	https://instagram.com/scarlett_whitening
4.	PT. Vitapharm	Viva Cosmetic	https://instagram.com/vivakosmetik
5.	PT. Mustika Ratu	Mustika Ratu	https://instagram.com/mustikaratuindonesia
6.	PT. Gloria Origita Cosmetics	Purbasari	https://instagram.com/purbasariindonesia
7.	PT. Paragon Technology and Innovation	Wardah	https://instagram.com/wardahbeauty
8.	Safi Indonesia	Safi	https://instagram.com/safiindonesia
9.	PT. Martha Tilaar Group	Sariayu Martha Tilaar	https://instagram.com/sariayumartatilaar
10.	PT. Beiersdorf	Nivea	https://instagram.com/nivea_id

Appendix 5

List of Pictures

 <p>GLOWING KARENA Rose Water</p> <p>GARNIER MICELLAR Rose Water Wajah bersih optimal, kulit ternutrisi</p> <p>BEFORE AFTER</p>	 <p>ROSE WATER Melembapkan untuk kulit tampak glowing</p> <p>TEKNOLOGI MICELLAR Micelles mengikat dan mengangkat makeup dan kotoran bagaikan magnet</p>
 <p>LUX</p> <p>KULIT SEHALUS KELOPAK BUNGA</p> <p>562 tayangan lux_id Lux Velvet Jasmine, untuk kamu yang menginginkan kulit lembut dan harum! Dengan Jasmine dalam Floral Fusion...</p>	 <p>vaselineid</p> <p>Vaseline SUPERFOOD SKIN SERUM</p> <p>#SuperSkinEveryday</p> <p>23.785 tayangan vaselineid Cranberry adalah salah satu superfood yang punya segudang manfaat untuk kulit. Kandungan antioksidan yan... selengkapnya Lihat semua 111 komentar 26 September 2019</p>



Picture 5

(source: <https://instagram.com/unileverind>)



Picture 6

(source: <https://instagram.com/unileverind>)



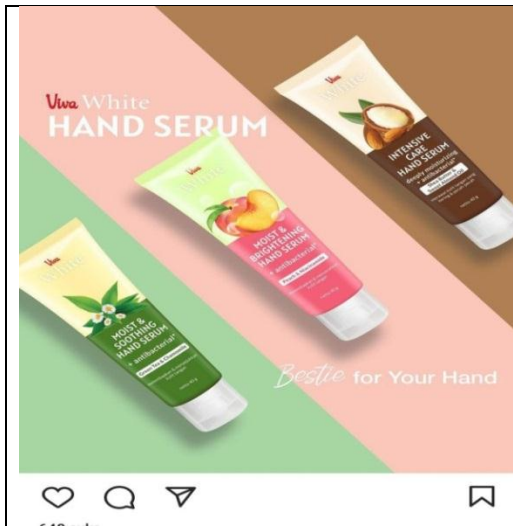
Picture 7

(source: https://instagram.com/scarlett_whitening)



Picture 8

(source: https://instagram.com/scarlett_whitening)



Picture 9

(source: <https://instagram.com/vivakosmetik>)



Picture 10

(source: <https://instagram.com/mustikaratu>)



Picture 11

(source: https://instagram.com/purbasari_in_donesia)



Picture 12

(source: <https://instagram.com/wardahbeauty>)



Picture 13

(source: <https://instagram.com/wardahbeauty>)



Picture 14

(source: <https://instagram.com/safiindonesia>)



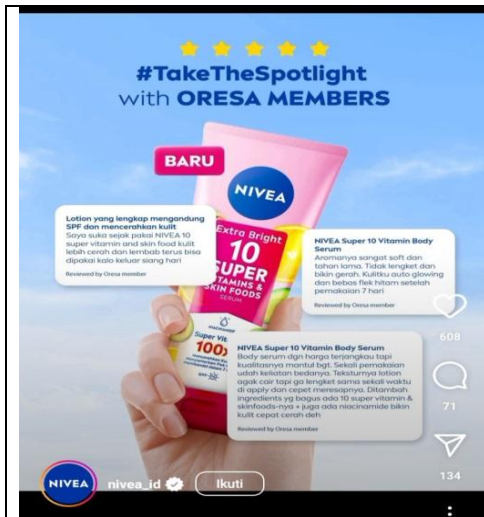
Picture 15

(source: <https://instagram.com/safiindonesia>)



Picture 16

(source: https://instagram.com/nivea_id)



Picture 17

(source: https://instagram.com/nivea_id)



Picture 18

(source: https://instagram.com/sariayu_mt)



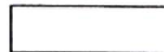
Picture 19

(source: https://instagram.com/sariayu_mt)



Picture 20

(source: https://instagram.com/sariayu_mt)




MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No.3 Telp. (061)6619056 Medan 20238
 Website : <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

=====

PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Dengan ini saya:

Nama : Fitri Ramadhani
 NPM : 1902050047
 ProgramStudi : Pendidikan Bahasa Inggris

JUDUL	DITERIMA
Metaphors Used in Women's Skincare Product/Advertising: An Ecological Discourse Analysis	

Bermohon kepada Dosen Pembimbing untuk mengesahkan Judul yang diajukan kepada Program Studi Pendidikan Bahasa Inggris.

Disetujui oleh
 Dosen Pembimbing



Habib Syukri Nasution, S.Pd., M.hum.

Medan, 23 Desember 2022

Hormat Pemohon,



Fitri Ramadhani



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
 Jl. Kapten Mukhtar Basri No.3 Telp. (061)6619056 Medan 20238
 Website : <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

Form: K-1

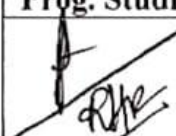

Kepada Yth : Bapak/Ibu Ketua & Sekretaris
 Program Studi Pendidikan Bahasa Inggris
 FKIP UMSU

Perihal : **PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

Dengan hormat, yang bertanda tangan di bawah ini :

Nama : Fitri Ramadhani
 NPM : 1902050047
 Program Studi : Pendidikan Bahasa Inggris
 Kredit Kumulatif : 115 SKS

IPK = 3,67

Persetujuan Ket./Sek. Prog. Studi	Judul yang Diajukan	Disahkan oleh Dekan Fakultas
	Metaphors Used in Women's Skincare Product/Advertising: An Ecological Discourse Analysis	
	An Analysis Morphological Bound Morpheme in the Article of The Jakarta Post Newspaper	
	Reduplication in Javanese Language	

Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, 23 Desember 2022

Hormat Pemohon,



Fitri Ramadhani

Keterangan:

Dibuat Rangkap 3:

- Untuk Dekan/Fakultas
- Untuk Ketua/Sekretaris Prodi
- Untuk Mahasiswa yang bersangkutan



MAJELIS PENDIDIKAN TINGGI
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FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
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 Website :<http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

Form: K-2

Kepada Yth : Bapak/Ibu Ketua/Sekretaris
 Program Studi Pendidikan Bahasa Inggris
 FKIP UMSU

Assalamu'alaikum Wr. Wb.

Dengan hormat, yang bertanda tangan di bawah ini :

Nama : Fitri Ramadhani
 NPM : 1902050047
 Program Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut:

Metaphors Used in Women's Skincare Product/Advertising: An Ecological Discourse Analysis

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu:

Habib Syukri Nasution, S.Pd., M.Hum.

Sebagai Dosen Pembimbing Proposal/Risalah/Makalah/Skripsi saya



23 Desember 2022

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, 23 Desember 2022
 Hormat Pemohon,



Fitri Ramadhani

Keterangan:

- Dibuat Rangkap 3 :
- Untuk Dekan/Fakultas
 - Untuk Ketua/Sekretaris Prodi
 - Untuk Mahasiswa yang bersangkutan

**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**
Jln. Mukthar Basri BA No. 3 Telp. 6622400 Medan 20217 Form : K3

Nomor : 3495 /II.3/UMSU-02/F/2022
Lamp : ---
Hal : **Pengesahan Proyek Proposal
Dan Dosen Pembimbing**

Bismillahirrahmanirrahim
Assalamu'alaikum Wr. Wb

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan Perpanjangan proposal/risalah/makalah/skripsi dan dosen pembimbing bagi mahasiswa yang tersebut di bawah ini :

Nama : **Fitri Ramadhani**
N P M : 1902050047
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : **Metaphors Used in Women's Skincare Product/Advertising: An Ecological Discourse Analysis.**

Pembimbing : **Habib Syukri Nasution, S.Pd., M.Hum.**

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal/risalah/makalah/skripsi dengan ketentuan sebagai berikut :

1. Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan
2. Proyek proposal/risalah/makalah/skripsi dinyatakan **BATAL** apabila tidak selesai pada waktu yang telah ditentukan.
3. Masa taluwarsa tanggal : **26 Desember 2023**

Medan 2 Jumadil Akhir 1444 H
26 Desember 2022 M



Wassalam
Dekan

Dra. Hj. Svamsuarnita, MPd.
NIDN : 0004066701

Dibuat rangkap 5 (lima) :

1. Fakultas (Dekan)
2. Ketua Program Studi
3. Pembimbing Materi dan Teknis
4. Pembimbing Riset
5. Mahasiswa yang bersangkutan :

WAJIBMENGKUTISEMINAR





**MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**


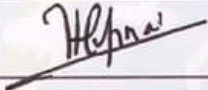
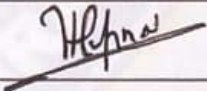
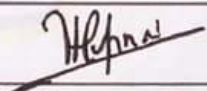
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238

Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id


بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

BERITA ACARA BIMBINGAN PROPOSAL

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Jurusan/Prog. Studi : Pendidikan Bahasa Inggris
Nama Lengkap : Fitri Ramadhani
NPM : 1902050047
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Metaphors Used in Women's Skincare Product/Advertising: An Ecological Discourse Analysis

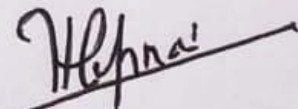
Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan	Keterangan
10-12-2022	Discuss about title		
10-12-			
16-12-2022	ACC for title		
30-03-2023	Chapter I, II, III, references and appendix		
04-05-2023	ACC for proposal		

Medan, 19 Mei 2023

Diketahui oleh:
Ketua Prodi 

Dosen Pembimbing





(Pirman Ginting, S.Pd., M.Hum.)

(Habib Syukri Nasution, S.Pd., M.Hum.)



BERITA ACARA SEMINAR PROPOSAL

Pada hari ini Rabu Tanggal 31 Bulan Mei Tahun 2023 diselenggarakan seminar prodi Pendidikan Bahasa Inggris menerangkan bahwa :

Nama Lengkap : Fitri Ramadhani
 N.P.M : 1902050047
 Program Studi : Pendidikan Bahasa Inggris
 Judul Proposal : Metaphors Used in Women's Skincare Product/Advertising: An Ecological Discourse Analysis

No	Masukan dan Saran
Judul	✓
Bab I	<ul style="list-style-type: none"> - Mention clearly the main reasons of the background. - Revise the Identification of Problem. - Revise the scope and Limitation
Bab II	<ul style="list-style-type: none"> - Mention clearly your research with the previous study. - Revise Conceptual Framework.
Bab III	
Lainnya	<ul style="list-style-type: none"> - Pay attention the margin of writing - Pay attention the grammar. - Give the title of table in Appendix
Kesimpulan	<p>[] Disetujui [] Ditolak</p> <p>[✓] Disetujui Dengan Adanya Perbaikan</p>

Dosen Pembahas

(Rita Harisma, S.Pd., M.Hum)

Dosen Pembimbing

(Habib Syukri Nasution, S.Pd., M.Hum)

Panitia Pelaksana

Ketua

(Pirman Ginting, S.Pd., M.Hum)

Sekretaris

(Rita Harisma, S.Pd., M.Hum)



**MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA 'UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp. 061-6622400 Ext, 22, 23, 30
Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id



LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminari oleh mahasiswa di bawah ini:

Nama Lengkap : Fitri Ramadhani
N.P.M : 1902050047
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : Metaphors Used in Women's Skincare Product/Advertising: An Ecological Discourse Analysis

Pada hari Rabu, tanggal 31, bulan Mei, tahun 2023 sudah layak menjadi proposal skripsi.

Medan, Juli 2023

Disetujui oleh:

Dosen Pembahas

(Rita Harisma, S.Pd., M.Hum.)

Dosen Pembimbing

(Habib Syukri Nasution, S.Pd., M.Hum.)

Diketahui oleh
Ketua Program Studi,

(Pirman Ginting, S.Pd., M.Hum.)



**MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp. 061-6622400 Ext. 22, 23, 30
Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

LEMBAR PENGESAHAN PROPOSAL

Proposal yang diajukan oleh mahasiswa di bawah ini:

Nama Lengkap : Fitri Ramadhani
NPM : 1902050047
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Metaphors Used in Women's Skincare Product/Advertising: An Ecological Discourse Analysis

Sudah layak diseminarkan.

Medan, 19 Mei 2023

Disetujui oleh
Pembimbing

Habib Syukri Nasution, S.Pd., M.Hum.

UMSU
Unggul | Cerdas | Terpercaya



**MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp.061-6619056 Ext, 22, 23, 30
Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

SURAT PERNYATAAN

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Saya yang bertandatangan dibawah ini :

Nama Lengkap : Fitri Ramadhani
N.P.M : 1902050047
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : Metaphors Used in Women's Skincare Product/Advertising: An Ecological Discourse Analysis

Dengan ini saya menyatakan bahwa:

1. Penelitian yang saya lakukan dengan judul di atas belum pernah diteliti di Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara
2. Penelitian ini akan saya lakukan sendiri tanpa ada bantuan dari pihak manapun dengan kata lain penelitian ini tidak saya tempahkan (dibuat) oleh orang lain dan juga tidak tergolong *Plagiat*.
3. Apabila point 1 dan 2 di atas saya langgar maka saya bersedia untuk dilakukan pembatalan terhadap penelitian tersebut dan saya bersedia mengulang kembali mengajukan judul penelitian yang baru dengan catatan mengulang seminar kembali.

Demikian surat pernyataan ini saya perbuat tanpa ada paksaan dari pihak manapun juga, dan dapat dipergunakan sebagaimana mestinya.


Medan, Juli 2023

Hormat saya

pernyataan,

Fitri Ramadhani

Diketahui oleh Ketua Program Studi
Pendidikan Bahasa Inggris


Pirman Ginting, S.Pd., M.Hum.



UMSU

Unggul | Cerdas | Terpercaya

Bila menjawab surat ini agar disebutkan nomor dan tanggalnya

MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN PIMPINAN PUSAT MUHAMMADIYAH

UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA

FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

UMSU Terakreditasi Unggul Berdasarkan Keputusan Badan Akreditasi Nasional Perguruan Tinggi No. 1913/SKUBAN-PT/Ak.KP/PT/XII/2022

Pusat Administrasi: Jalan Mukhtar Basri No. 3 Medan 20238 Telp. (061) 6622400 - 66224567 Fax. (061) 6625474 - 6631003

<https://fkip.umsu.ac.id> fkip@umsu.ac.id [umsumedan](#) [umsumedan](#) [umsumedan](#) [umsumedan](#)

Nomor : 2649 /II.3/UMSU-02/F/2023

Lamp : ---

Medan, 26 Dzulhijjah 1444 H
15 Juli 2023 M

Hal : Izin Riset

Kepada : Yth. Bapak/Ibu Kepala
Perpustakaan UMSU
Di
Tempat.

Bismillahirrahmanirrahim
Assalamu'alaikum Wr. Wb

Wa ba'du semoga kita semua sehat wal'afiat dalam melaksanakan tugas sehari-hari sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk penulisan Skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/ibu memberikan izin kepada mahasiswa kami dalam melakukan penelitian /riset ditempat Bapak/ibu pimpin. Adapun data mahasiswa tersebut di bawah ini :

Nama : Fitri Ramadhani
N P M : 1902050047
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : **Metaphors Used in Women's Skincare Product/Advertising: An Ecological Discourse Analysis.**

Demikian hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak/ibu kami ucapkan banyak terima kasih, Akhirnya selamat sejahteralah kita semuanya. Amin.



Wassalam
Dekan



Dra. Hj. Syamsunurrita, MPd.
NIDN: 0004066701

****Pertinggal**



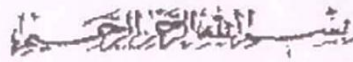


MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN PIMPINAN PUSAT MUHAMMADIYAH
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
PERPUSTAKAAN

Terakreditasi A Berdasarkan Ketetapan Perpustakaan Nasional Republik Indonesia No. 00059/LAP/PT/IX.2018
Pusat Administrasi : Jalan Kapten Mukhtar Basri No. 3 Medan 20238 Telp. (061) 66224567
NPP. 1271202D1000003 @ <http://perpustakaan.umsu.ac.id> ✉ perpustakaan@umsu.ac.id 📧 perpustakaan_umsu

SURAT KETERANGAN

Nomor : 809 /KET/II.3-AU/UMSU-P/M/2023



Kepala Unit Pelaksana Teknis Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

Nama : Fitri Ramadhani
NIM : 1902050047
Univ./Fakultas : UMSU/Keguruan dan Ilmu Pendidikan
Jurusan/P.Studi : Pend. Bahasa Inggris

adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi dengan judul :

“Metaphors Used in Women’s Skincare Product/Advertising : An Ecological Discourse Analysis”

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya

Medan, 15 Safar 1445 H
31 Agustus 2023 M

Kepala Perpustakaan



Muhammad Arifin, S.Pd, M.Pd



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

Jl. Kapten Mukhtar Basri No. 3 Telp. (061)6619056
Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

BERITA ACARA BIMBINGAN SKRIPSI

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Jurusan/Prog. Studi : Pendidikan Bahasa Inggris
Nama Lengkap : Fitri Ramadhani
NPM : 1902050047
Judul Skripsi : Metaphors Used in Women's Skincare Product/Advertising: An Ecological Discourse Analysis

Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
26/08 2023	Chapter IV & V	
08/09 2023	Revise Chapter I, II, III, IV & V	
10/09 2023	Chapter I, Page Number chapter IV Data Analysis	
12/09 2023	Abstract, Reference, Appendix	
14/09 2023	ACC for skripsi	

Medan, September 2023

Diketahui oleh:
Ketua Prodi

(Pirman Ginting, S.Pd., M.Hum)

Dosen Pembimbing

(Habib Syukri Nasution, S.Pd., M.Hum.)

Appendix 18

CURRICULUM VITAE

I. Personal Detail

Name : Fitri Ramadhani
NPM : 1902050047
Majoring : English Education
Place and Date of Birth : Medan, 19 January 2000
Gender : Female
Religion : Islam
Status : Single
Name of Father : Suwarno
Name of Mother : Tumini
Address : Jl. Pancing Pasar IV Link.VI Mabar Hilir, Kec. Medan
Deli Kota Medan
Phone number : 082174292605
Email : ramadhanif514@gmail.com

II. Formal Education

2007-2013 : Primary School at SD Swasta PAB 25 Medan
2013-2016 : Junior High School at SMP Swasta PAB 18 Medan
2016-2019 : Senior High School at SMK Pariwisata Imelda Medan
2019-Right Now : The Student of Universitas Muhammadiyah Sumatera Utara