

TROPES AND PICTORIAL METAPHORS: FIGURES OF SPEECH AND VISUAL METAPHOR ANALYSIS IN NATURE TOURISM OBJECT PROMOTION OF WEST JAVA-INDONESIA

Kasno Pamungkas¹, Eva Tuckytasari Sujatna², Heriyanto³

¹Mr., Department of Linguistics Faculty of Humanities, Universitas Padjadjaran, INDONESIA
kasno.pamungkas@unpad.ac.id

²Dr., Department of Linguistics Faculty of Humanities, Universitas Padjadjaran, INDONESIA
eva.tuckyta@unpad.ac.id

³Dr., Department of Linguistics Faculty of Humanities, Universitas Padjadjaran, INDONESIA
heriyanto@unpad.ac.id

Abstract

This research is entitled "Tropes and Pictorial Metaphors: Figures of Speech and Visuals Analysis in Nature Tourism Object Promotion of West Java Indonesia". This paper tries to describe the Tropes and pictorial metaphors in nature tourism object promotion. The purpose of this study is to describe the metaphors predominantly found in the texts of the promotion of nature tourism in West Java and their interaction with the visuals of the tourism destination accompanying the promotion text. The frameworks of this research are Tropes as a rhetorical strategy to strengthen their speeches and composition by Danesi (2004) and Pictorial Metaphors by Forceville (2015).

The data used in this research are taken by observing and documenting the tourism information in West Java Province and its website, interviewing the person in charge of tourism office in West Java province government and doing literature review of metaphors and tourism language. The results of this research show that tropes employed in the promotion texts are *Metonymy*, *Personification*, *Simile* and *Hyperbole*. Tropes tries to create an imagery of the tourism destination using words or phrases containing metaphors. In addition, the pictorial metaphors found in promoting the tourism objects are *Conceptual Metaphor* and *Simile*, it is necessary to promote the tourism object by using visuals to make the promotion more alive.

Keywords: Tropes, Pictorial Metaphors, Nature Tourism, Promotion

1. INTRODUCTION

Trope has become an important aspect of language since a long time ago. Forceville (2015) stated that