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METAPHORICAL VISUAL PERSUASION: THE PERCEPTION OF MALAY PRODUCT IN PRESS ADVERTISEMENT

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Abstract

In current Malaysian advertising practice, typically, Malay product of press advertisements visualized in a straightforward visual approaches and easy headline but failed to include the attention-grabbing factor in the advertisement. Mostly, it has portrayed very weak visuals that less emphasizing on main product message. Thus, the designers should take an action or it will be a wasteful effort in promoting the product due to shorter lifespan of advertisements in the newspaper compares to other printed media. So, the usage of metaphorical visual approaches is to prove the persuasive effect that could lead to brand positioning among Malaysians consumer. A powerful branding will able to make the consumers to recall the product brand and its message. In order to uphold the Malay product advertisement, identifying problems should be done in greater depth. The researcher attempts to gain valuable information not just to gain profit but also to serve the Malay product industry in avoiding banal advertisements. The study will give new knowledge of metaphors that delivers persuasive claims that may increase the persuasiveness of press advertisement messages.

Keywords: Metaphor; Visual; Persuasive; Advertisement; Malay