Ontological metaphors in website ads for Japanese-Language hotels in South Bali

(*Metafora Ontologis pada Iklan Website Hotel Berbahasa Jepang di Bali Selatan*)

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Abstract: Ontological metaphor is used to conceptualize something abstract into something real. Ontological metaphors are found in sentences on hotel websites used as a form of promotion. This study has two objectives: 1) to find out the types of ontological Japanese metaphors on Japanese-language hotel websites in Bali, and 2) to explain the conceptual meaning of ontological metaphors on Japanese-language hotel websites in Bali. This study is qualitative research and takes a phenomenological approach. The research phase begins by observing the sentences on four hotel websites in South Bali. Furthermore, the data was collected using the observation method in conjunction with reading and note-taking techniques. The theory of conceptual metaphor developed by Lakoff and Johnson is used to analyze ontological metaphors. The data were analyzed using the identity method, namely explaining the conceptual meaning contained in the ontological metaphor. Ontological metaphors on hotel websites emphasize service and luxury. Services and luxuries as something abstract are visualized as things that can be felt and enjoyed by humans, therefore creating a metaphorical expression in the form of "enjoy the luxury" (zeitaku o sashimi kudasai). The results of the study show that there are four conceptualizations of ontological metaphors on Japanese-language hotel websites in Bali, namely: 1) stress or fatigue is something that can be eliminated; 2) service is something that can be felt; 3) luxury is something that can be enjoyed; and 4) memories are something luxurious. Children's language politeness and the role of parents in supervising and educating children on this platform are very important.

Keywords   japanese, hotel, metaphor, website

Abstrak: Metafora ontologis digunakan untuk mengkonseptualisasikan sesuatu yang abstrak kedalam sesuatu yang kongkret. Metafora ontologis ditemukan pada kalimat di website sebagai bentuk promosi. Tujuan penelitian ini adalah 1) menemukan jenis-jenis metafora ontologis bahasa Jepang pada website hotel berbahasa Jepang di Bali, 2) menjelaskan makna konseptual dari metafora ontologis pada website hotel berbahasa Jepang di Bali. Analisis metafora ontologis menggunakan teori metafora konseptual dari Lakoff dan Johnson yang merupakan kajian semantik kognitif. Penelitian ini merupakan penelitian kualitatif dengan pendekatan fenomenologi. Penelitian diawali dengan mengobservasi kalimat yang terdapat dalam empat website hotel di Bali Selatan. Selanjutnya data dikumpulkan dengan menggunakan metode simak dengan teknik baca dan catat. Analisis metafora menggunakan metode padan yakni menjelaskan makna konseptual yang terkandung dalam metafora ontologis. Hasil penelitian menyimpulkan bahwa metafora ontologis pada website hotel lebih menonjolkan pelayanan dan kemewahan. Pelayanan dan kemewahan sebagai sesuatu yang abstrak divisualisasikan sebagai benda yang dapat dirasakan dan dinikmati oleh manusia sehingga memunculkan ungkapan metaforis yaitu nikmatilah kemewahannya (*zeitaku o tanoshimi kudasai*). Hasil penelitian menemukan empat konseptualisasi metafora ontologis yakni 1) stres adalah benda yang dapat dihilangkan, 2) pelayanan adalah sesuatu yang dapat dirasakan, 3) kemewahan adalah benda yang dapat dinikmati, 4) kenangan adalah barang mewah.

Kata Kunci   bahasa jepang, hotel, metafora, website

INTRODUCTION

Language develops through the development of human thought (Suwandi, 2011). Language is inherently full of metaphors. Metaphors are studied in many languages (Aloairdhi & Kahlaoui, 2020). Metaphor as a linguistic study has developed since the Middle Ages. Several experts define metaphor differently. Aristotle mentioned that metaphor is the study of literature. Metaphor as part of language style is based on whether the meaning is direct or not (Keraf, 2010). The study of metaphor was developed into the realm of linguistics known as the study of conceptual metaphor (George, 2003). Conceptual metaphors are formed from human experience, environmental experience, and cultural experience (Rodsap et al., 2022). Conceptual metaphors are reflected in everyday life to express feelings. Metaphors conceptualize something abstract into concepts that are easy to understand (Kovecses, 2002). Vocabulary in the form of metaphors can bring out reality values (Busri & Badrih, 2022).

Conceptual metaphors are used in media language (Lahlou & Rahim, 2022). Conceptual metaphors were found in advertising. Advertising is a type of non-personal communication that promotes products, services, and ideas that require payment from sponsors (Yulika et al., 2022). Product advertisements were often found on websites. A website is a group of pages that displays text content, sound animations, and images (Rahmat, 2010). Because websites are easily accessible via the internet to obtain information, websites are used as a medium for disseminating advertisements which are classified as digital advertising (Kriyantono, 2013). Advertisements require effective and short sentences to convey the message. Metaphors help speakers to convey their meaning more efficiently (Silvestre-López, 2020).

Bali is a popular destination for domestic and international tourists (Nurita & Meidariani, 2020). Accommodation is a very important component of a tourist trip (Prianto, 2022). The business of accommodation such as villas, hotels, and tourist cottages used for tourism purposes (Ismayanti, 2020). Accommodation services are developing rapidly in tourism areas. Data from the Bali Province Central Statistics Agency shows that there were 78 five-star hotels in Bali spread across all districts in Bali (Bali, 2022a). The most of five-star hotels are in Badung Regency, a total of 62 hotels. Based on this data, this research observed five-star hotel websites in Badung Regency. In addition, Japanese tourist visits will decrease by 75% in 2022 (Bali, 2022b). therefore, hotel managers in Bali actively promote hotels. One of the efforts used to promote hotels is by utilizing digital technology. The application of digital technology has a big impact on the long-term development of the tourism industry (Zhao et al., 2022).

Japanese language accommodation websites use metaphors in the sentences to attract the attention of website visitors. A prominent metaphor phenomenon on hotel websites is the use of conceptual metaphors. Conceptual metaphors are expressions used to express something abstract using concrete concepts to explain something (Knowles & Moon, 2004). There are three types of conceptual metaphors, namely, 1) Structural Metaphors, 2) Ontological Metaphors, and 3) Orientational Metaphors. This article focuses on ontological metaphors on Japanese language hotel websites in South Bali.

Japanese language accommodation websites use metaphors in the sentences to attract the attention of website visitors. A prominent metaphor phenomenon on hotel websites is the use of conceptual metaphors. Conceptual metaphor is studied in a variety of languages and approaches. First, metaphor in Nigerian language poetry uses a conceptual metaphor approach (Maledo & Emama, 2022). The results of his research reveal the conceptualization of Nigerian society through the conceptual domain of poetry. Study of metaphor entitled "Conceptual Metaphor about Corona Virus: Cognitive Semantic Analysis" (Setiawan et al., 2021). This research discusses the forms of Japanese conceptual metaphors used in Japanese Prime Minister Shinzo Abe's speech at the press conference on March 14, 2020. The results of this research, there are three forms of conceptual metaphors, namely 1) structural metaphor with the concepts of the enemy, medical care, control, and thoughts, 2) orientational metaphor with the concept of meaning loss and agreement, and 3) ontological metaphor with the concept of financial meaning and emotion

Second, metaphor research entitled "Local Javanese Wisdom in the Metaphor of the Novel Para Priyayi by Umar Kayam" (Wulandari, 2017). Wulandari analyzes the metaphors used in the novel. Wulandari formulated three problems, namely, 1) Forms and types of metaphors, 2) Metaphors of Javanese society, and 3) Local wisdom values of Javanese society which are reflected through metaphors. Based on Wulandari's research results, it is known that there is only one form of metaphor in the Novel Para Priyayi, namely the sentence. The values of Javanese life are conveyed through metaphors in Javanese. Through metaphors, Javanese people express something abstract with something close to the environment. There are nine local wisdom values. These are character, ethics, chivalry, the concept of manunggaling kawula kalawan Gusti, education, community attitudes, leadership, self-control, and moral education.

Furthermore, research on metaphor as a form of language style in advertising is entitled "Analysis of the use of language style in social media wise public service advertisements on Surakarta City radio" (Inderasari et al., 2021). Inderasari focuses on language style in public service advertisements using Gorys Keraf's language style theory. Her research revealed that there are language styles based on tone, sentence structure, word choice, and whether or not the meaning is direct. Radio public service advertisements in Surakarta use this language style. Research on metaphors in advertising is an interesting thing to study. Product advertisements usually show something interesting such as delicious taste, happiness, beauty, and so on. A beer advertisement in Ukraine found the use of a happiness metaphor, namely happiness in drinking beer (Lantolf, 2012).

Through the results of metaphor research conducted by Irzam, Wulandari, and Inderasari, the novelty of metaphor research in this paper can be seen. The novelty of this research is finding types of ontological metaphors in Japanese sentences related to service, luxury, and beauty as a form of promotion. Apart from that, this research also found the conceptualization of ontological metaphors as forms of hotel promotion contained in websites. The characteristic of using ontological metaphors in hotel websites is to describe the beauty of the scenery in South Bali and the luxury of hotel facilities and hotel services. It can attract website visitors. It is something new because it can reveal the ontological metaphor used to promote tourism in Bali. The problems in this research are (1) What are the metaphorical expressions that are classified as Japanese ontological metaphors found on hotel websites in South Bali? (2) What is the conceptualization of Japanese ontological metaphors on hotel websites in Bali? The metaphors on the website are interesting to study because they can explain the meaning of metaphorical expressions so that you can understand the conceptualization of Japanese metaphors. In general, this research aims to explain the ontological metaphor of Japanese on hotel websites in Bali. Specifically, there are two types of this research. First, describe the types of ontological metaphors in Japanese-on-Japanese language hotel websites. Second, explain the conceptualization of ontological metaphors so that the meaning of ontological metaphors on Japanese language hotel websites in Bali is known.

Japanese metaphors, especially ontological metaphors, are important to compose interesting expressions as a form of promotional advertising for Bali tourism. For example, the use of a concept to explain the beauty of hotel views, the luxury of hotel facilities, and good service. Therefore, Bali tourism promotion can be conveyed well to Japanese speakers through ontological metaphors. The results of this research are expected to reveal the meaning of ontological metaphors. Therefore, it can be useful for hotel website managers to create descriptions of products and services using metaphorical expressions.

METHOD

This research is a qualitative descriptive with a phenomenological approach. The phenomenological approach observes linguistic phenomena (Muri, 2014). The phenomenon observed is an ontological metaphor on a Japanese-language hotel website in Bali. The data of Ontological metaphor was collected by observing four hotel websites in South Bali, namely the Bali Intercontinental Hotel, Ayana Resort, The Mulia, and Four-Season Jimbaran websites.

The data for this research are sentences in the form of metaphorical expressions which are classified as ontological metaphors. Reading and note-taking techniques were used in data collection. Theoretically, reading is the activity of perceiving, analyzing, and interpreting messages in written media (Hamzah, 2020). Referring to this opinion, data collection was carried out by reading each description and interpreting the meaning of the sentences contained in four hotel websites in South Bali. There are seven stages of qualitative research data analysis (Creswell, 2014). Referring to this opinion, the stages of data analysis for this research are as follows. 1) Prepare data that has been classified as an ontological metaphor, 2) read carefully the Japanese ontological metaphor data, 3) code the data, 4) describe the data, 5) narrate the data, 6) interpret the meaning of the Japanese ontological metaphor, 7) conclude the results of the analysis to determine the conceptualization of Japanese ontological metaphor.

RESULTS AND DISCUSSION

The discussion of ontological metaphors in this research refers to the conceptual metaphor proposed by Lakoff and Johnson. In 1980 Lakoff expanded the study of metaphor into the realm of cognitive linguistics. Metaphors are very dependent on language and thought. It's unconsciously used in everyday life which is reflected through language and actions (Goatly, 1997). The conceptualization of human thoughts and actions is expressed through metaphorical expressions.

Lakoff and Johnson classify conceptual metaphors into 3, namely 1) structural metaphors, 2) ontological metaphors, 3) orientational.

1   Structural Metaphor
    A structural metaphor is a comparison of one concept with another concept that has similarities.
2   Ontological Metaphor
    Ontological metaphor is the conceptualization of something abstract such as thoughts, experiences and processes into something concrete.
3   Orientational Metaphor
    Orientational metaphors are metaphors that relate to spatial orientation such as: *atas-bawah, dalam-luar, depan-belakang*. Orientational metaphors relate to the physical and cultural experiences of speakers.

Conceptual metaphors are used to understand one conceptual domain with another conceptual domain. This theory gives rise to a target domain and a source domain. The source domain is an abstract object while the target domain is concrete. For example, in Japanese, there is a metaphorical expression that uses body parts, namely kuchi ga umai. Kuchi ga umai translates to shrewd mouth. The words that make up this expression contain the meaning of a person who has speaking skills. The target domain is the mouth and the source domain is the person who is good at speaking. Conceptual metaphor theory is used to examine Japanese sentences used on websites as a form of advertising.

This research observed four hotel websites located in southern Bali, namely Hotel Bali Intercontinental, Ayana Resort, The Mulia, and Four-Season Jimbaran. The southern part of Bali is an area famous for its beautiful beach and sea views. The natural potential of beaches and sea attracts the attention of tourists to visit South Bali. Therefore, accommodation in South Bali is increasingly appearing. There are Luxury hotels as accommodations for tourists who want to enjoy the beauty of the beaches of southern Bali. Various offers are made by hotels such as wedding packages, dinner packages, relaxation spa packages, and so on. One form of promotion is by creating a website to make it easier to find information on packages offered by hotels. The following is the ontological metaphor phenomenon found on four hotel websites in southern Bali.

Gambar 1 Ontological Metaphor on Bali International Website

Ragujuarīna iyashino oashisu to shite, karada no tsukare o tan'ni iyasu dake dewa naku, memagurushī tokai no nichijō seikatsu o wasuretai to negau katagata no **sutoresu o kaishō shi,** *katsuryoku o kaifuku sasemasu.*

'As a luxurious healing oasis, it not only cures body fatigue but also relieves the stress of those who want to forget the dizzying daily life in the city and restore vitality'.

The metaphorical expression sutoresu wo kaisho 'relieve stress' is found on the website. This expression is classified as an ontological metaphor because the state of stress as something abstract is expressed as a concrete object. This metaphorical expression indicates a situation like an object. The word sutoresu 'stress' as an adjective that indicates a state of being under stress is considered an object that can be declared lost, followed by the verb kaisho 'lost/destroyed'. The verb kaisho is classified as a transitive verb that requires an object in the form of an object (Nomoto, 1998). In this expression, the state of stress is something abstract compared to a concrete object. The target domain in this metaphor is objects that can be removed and the source domain is calm. Based on this, the ontological metaphor sutoresu wo kaisho can be interpreted as calm. Japanese people's daily lives are full of busy work routines which can trigger stress. To relieve this stress, they have a habit of going on holiday to find happiness. This phenomenon is used by hotels to advertise offering spa packages at hotels for relaxation to relieve stress and fatigue for Japanese tourists.

Data 2
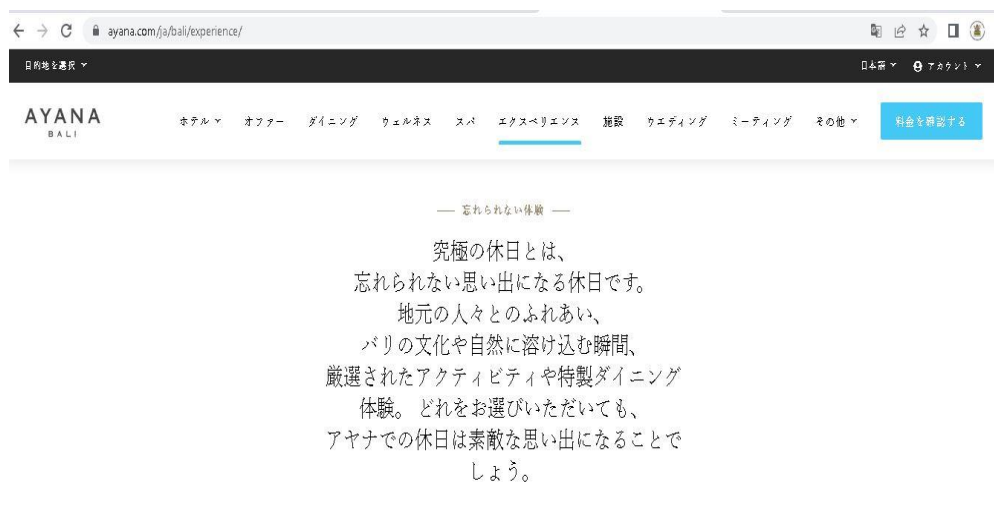
Gambar 2 Ontological Metaphor on Ayana Website

Jimoto no hitobito to no fureai, Bari no bunka ya shizen ni tokekomu shunkan, gensen sa reta akutibiti ya tokusei dainingu taiken. Dore o o erabi itadaite mo, Ayana de no kyujitsu wa **sutekina omoide** *ni naru kotodeshou.*

'Connect with locals, immerse yourself in Balinese culture and nature, carefully selected activities, and exquisite dining experiences. Whatever your choice, your holiday at Ayana will be a wonderful memory.

Data (2) was found on the Ayana Hotel website. The ontological metaphor is found in the expression suteki na omoide (Ayana.com, 2017). This metaphorical expression consists of two words, *suteki* 'cool, good, interesting' and omoide 'memories'. Memories are something abstract compared to objects that can be seen and interesting. In Japanese, the interesting appearance of an object is expressed with the word suteki. Beautiful memories during a vacation are considered objects that can be seen in an attractive form that creates happiness. The target domain is attractive tangible objects, and the source domain is happiness. Therefore, this ontological metaphor means happiness. This website informs readers that a holiday at the Ayana Hotel will lead to happiness. Ontological metaphors on this website aim to influence readers' minds because the information conveyed in digital media can influence people's perceptions (Pujiastuti & Anshori, 2022).

Data 3

Gambar 4 Ontological Metaphor on The Mulia Website
https://www.themulia.com/jp/bali/bali/

Omoide ni nokoru *barino itsutsu hoshi hoteru*
'An unforgettable five-star hotel in Bali'
Rizōto-nai ni tenzai suru 9-kasho no resutoran ya bā de go yōi suru wārudokurasu no tasaina dainingu wa, dore mo ga **omoide ni nokoru** *hitotoki to narudeshou* (The Mulia.com, 2022).

'Experience world-class dining at one of the nine restaurants and bars scattered around the resort, each an unforgettable experience'.

Omoide ni nokoru is a metaphor often used on hotel websites in South Bali. This metaphorical expression is quoted from the websites of the Mulia Hotel and Ayana Resort. Omoide ni no koru consists of two words, omoide 'memories' and nokoru 'remaining for things'. This expression is classified as an ontological metaphor because memories (omoide) as something abstract are considered objects that can be seen and remain. The service and food quality offered by the hotel is the source domain, and the target domain is satisfaction. The ontological metaphor omoide ni no koru means satisfied. Guests who stay at the hotel will have beautiful memories that will always be remembered because of the hotel's service and luxury.

Data 4

Gambar 4 Ontological Metaphor on Four Season Hotel Website

Bari no shinpi-tekina kūki ni tsutsuma rete, shizen to hitotsu ni naru **zeitakuna jikan.** *Odayakana jinbaran-wan ni daka re, 4. 8 Km ni watatte tsudzuku ōgonshoku no sunahama o nozomu vu~ira wa, Bari no dentō-tekina mura o imēji shita mono. Jinbaran-wan no utsukushī panoramabyū o mankitsu shi* (Season.com, 2022).

'Surrounded by the mysterious atmosphere of Bali. A luxurious time to be one with nature. Surrounded by tranquil Jimbaran Bay and overlooking golden sands that stretch for 4.8 km, this villa is inspired by a traditional Balinese village. Enjoy the beautiful panorama of Jimbaran Bay and experience the unique culture and art of Bali'.

Various metaphorical expressions related to time were found on Japanese language hotel websites in South Bali. First, a metaphorical expression zeitaku na jikan 'luxury time' was found on The Four-Season Hotel website. This expression consists of words, zeitaku 'luxury' and jikan 'time'. Time is something that is abstract and is considered a visible object. Time is a luxury object. Japanese people are very disciplined and always on time. Time is precious, giving rise to the metaphorical expression in Japanese *zeitaku na jikan*.

This expression aims to promote the guests who stay at the hotel to have valuable time. The views and facilities offered by the Four Seasons hotel will give guests a valuable time when staying at this hotel. Therefore, the expression zeitaku na jikan is used to describe the luxury that will be experienced by guests staying overnight. Other metaphors related to time are also found on other hotel websites in South Bali as in data 5 below.

Data 5

Gambar 5 Ontological Metaphor on Bali International Website
(https://www.bali.intercontinental.com/ja)

Doko made mo tsudzuku utsukushī shirasu no bīchi ni men shi, tokonatsu no midori yutakana shikichi ni tatazumu intākonchinentaru Bari rizōto. Dentō-tekina Baritō no kenchiku yōshiki to modan'na tsukaiyasusa ga utsukushiku yūgō sa re, odayakana shizukesa ni tsutsuma reta Bari no mura o hōfutsu saseru yuttari to shita kūkan de, gokujō no **hitotoki o osugoshi kudasai** (Interkontinental.com, 2019).*

'InterContinental Bali Resort is set in the lush green land of eternal summer, overlooking a beautiful white sand beach that continues forever. A beautiful blend of traditional Balinese architecture and modern ease of use, you can **spend the best time** in a spacious space reminiscent of a Balinese village surrounded by serene tranquility.'

The second metaphor related to time on the hotel website is hitotoki wo sugosu 'wasting time'. Lexically, hitotoki means time and sugosu 'to spend' (Matsuura, 1994). The metaphorical expression hitotoki wo suggest is an ontological metaphor. Time is compared to an object that can be spent and passed. The metaphorical expression hitotoki wo sugosu was also found in The Nikko Hotel and The Four-Season Hotel as the following data.

Gambar 6 Ontological Metaphor on Nikko Hotel Website
(https://www.okura-nikko.com/ja/indonesia/bali/hotel-nikko-bali-benoa-beach/home/)

Baritō nusado~ua chiku no kaigan demo yubiori no utsukushī rokēshon ni tatazumu hoteru nikkō Bari benoabīchi wa, kokoroatatamaru Nihon no omotenashi to tomoni, shizen to chōwa shita Bari-fū no eregantona rizōto o o tanoshimi itadakeru nikkei yuiitsu no bīchifurontohoterudesu. Ragūn ga inshō-tekina suimingupūru o hajime, resutoran, bā, supa, jimu nado jūjitsu shita shisetsu ga soroi, shinshin tomoni rirakkusudekiru risō-tekina **hitotoki o osugoshi itadakemasu.** *Famirīrūmu ya kizzukurabu mo heisetsu shite ori, okosama-dzure no okyakusama ni mo saitekidesu. Hoteru toho ken'nai ni wa, bīchiakutibitisentā ga kazuōku tenzai shi, shunōkeringu ya jettosukī nado no marinsupōtsu mo o tanoshimi itadakemasu* (Okura-Nikko.com, 2020).

'Nikko Benoa Beach Hotel is located in one of the most beautiful locations on the coast of Nusa Dua, Bali. It is a Japanese beachfront hotel with heartwarming Japanese hospitality and an elegant Balinese-style resort in harmony with nature. You can spend time with hotel facilities such as a swimming pool with an impressive lagoon, restaurant, bar, spa, and gym to relax your mind and body. We have a family room and kids club for guests traveling with children. There are many beach activity centers within walking distance of the hotel. Enjoy water sports such as snorkeling and jet skiing' (Okura-Nikko.com,2020)

Gambar 7 Ontological Metaphor on Four Season Hotel
(https://www.fourseasons.com/jp/jimbaranbay/weddings/)

Sōdaina indoyō o ichibō suru oka ni tatazumu jinbarangāden wa, taisetsuna seremonī ni fusawashī saikō no butaidesu. Doko made mo tsudzuku aozora to konpeki no umi ga kokoro ni nokoru hitotoki o enshutsu shimasu.

'Jimbaran Park is located on a hill overlooking the majestic Indian Ocean. It is the perfect stage for important celebrations. The endless blue sky and blue sea create an unforgettable time.'

The data above show the metaphors related to time on Japanese language hotel websites. Time is interpreted as an object that can be created, time as an object that can be enjoyed, time as an object that can be spent, and time as a luxury object.

Very diverse ontological metaphors are found on Japanese-language hotel websites in South Bali. Data (1) to data (6) discuss metaphors related to time, while data (7) and (8) show ontological metaphors related to service.

Data 7

Gambar 8 Ontological Metaphor on The Mulia Website
(https://www.themulia.com/jp/bali/mulia-resort/dining)

Muria Bari dewa oishī buranchi kara senrensareta faindainingu made, tokubetsu-kan afureru tasaina resutoran ga miryokudesu. Keiken yutakana shefu-tachi ga jishin o motte go yōi suru kakkoku ryōri ya jimoto no ninki ryōri o, **kime komayakana sābisu to tomoni o tanoshimi kudasai.**

'Mulia Bali offers a variety of restaurants from delicious lunches to sophisticated fine dining. Enjoy international and local favorites prepared by our experienced chefs and enjoy our attentive service.'

Promotions that often appear on hotel websites are related to service. Service is an important thing in tourism (Andriyani & Meidariani, 2020). Service as an abstract form is represented as an object that can be felt. This gives rise to the metaphorical expression sabicu wo tanoshimu. This metaphorical expression consists of sabicu 'service' and tanoshimu 'enjoyment'. This expression is based on the concept of Japanese habits which prioritize service to consumers. Services are provided to make consumers satisfied. Satisfaction can be felt through the five senses, both by seeing and tasting. A person feels satisfied if they have felt something from the five senses. Thus, the promotion on the website uses metaphorical expression sabisu wo tanoshimu.

Another ontological metaphor found on Japanese language hotel websites in South Bali is a metaphor related to luxury. The aim of creating a star hotel website is to offer the luxury of star hotels in South Bali. The following is data that shows the ontological metaphor related to luxury.

Data 8
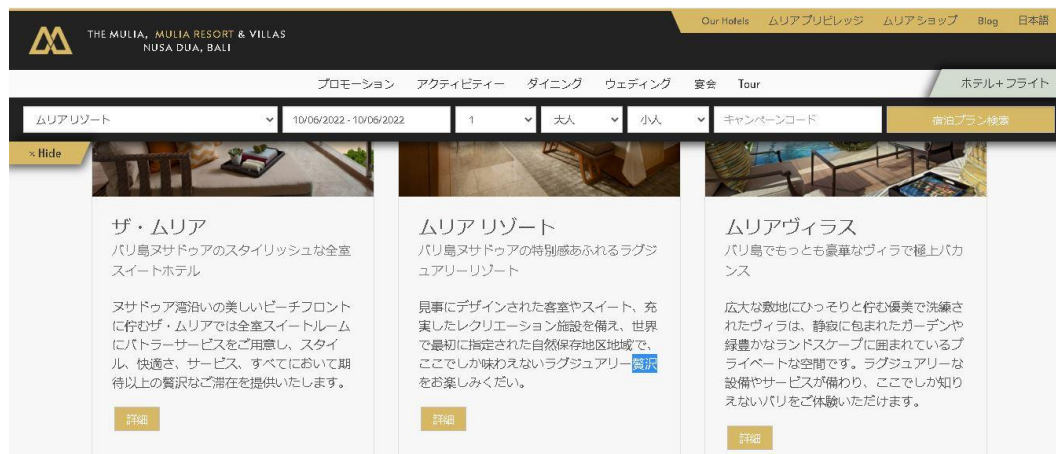
Picture 9. Ontological Metaphor on The Mulia Website
(https://www.themulia.com/jp/bali)

Migoto ni dezain sa reta kyakushitsu ya suīto, jūjitsu shita rekuriēshon shisetsu o sonae, sekai de saisho ni shitei sa reta shizen hozon chiku chiiki' de, kokode shika ajiwaenai ragujuarī **zeitaku o o tanoshimi kudasai**.

'Beautifully designed suites and extensive recreational facilities, the world's first designated Nature Conservation Area offers a unique sense of luxury. Please enjoy the luxury that can only be tasted here.'

Luxury is the most emphasized on star hotel websites in South Bali. The luxury of a hotel room is expressed with the metaphorical phrase zeitaku o sashimi kudasai. Zeitaku 'luxury' is something abstract rather than a thing. This is proven by the use of the expression zeitaku o o tanoshimi kudasai 'enjoy the luxury of the hotel facilities'. Zeitaku 'luxury' is expressed as an object that can be enjoyed. The target domain in this metaphor is objects that can be enjoyed (food), and the source domain is satisfaction. The message of luxury on this hotel website uses an ontological

metaphor so that it can be conveyed to readers through the expression enjoy the luxury of hotel facilities. The achievement of the message depends on the use of language in communication (Kusumawati, 2018). Therefore, an ontological metaphor is used to compare with abstract concepts.

This research shows that ontological metaphors on websites describe something abstract associated with concrete objects. The results of this research are confirmed by research (Nurbani & Barlian, 2022) explain that ontological metaphors in advertising describe abstract things compared to concrete objects. It's to make it easier for readers to understand the meaning of the message conveyed in the advertisement. The results of Japanese ontological metaphors on hotel websites are also by Lakoff's conceptual metaphor theory that ontological metaphors are conceptualizations of experiences, and abstract thoughts visualized with concrete objects. To understand the meaning of an ontological metaphor by mapping the source domain and the target domain. Metaphors which mean service, time, and memories in this research as the target domain are associated with the source domain in the form of concrete objects. Based on Muray's statement the source domain is usually a concrete object and the target domain is an abstract object.

CONCLUSION

Hotel websites in South Bali emphasize the beauty, and luxury of hotel facilities, service, and comfort. Ontological metaphors are used to convey this message. The results show that hotel services and luxury are conceptualized as something that can be felt and enjoyed by humans. Hotel services are considered objects that can be felt, resulting in satisfaction. Luxury is an object that can be enjoyed by guests. The service and luxury felt by guests will create comfort because it can relieve fatigue. The time spent staying overnight becomes a precious memory. This gives rise to an ontological metaphor conceptualization, memories are luxurious objects, and stress is an object that can be destroyed. Based on this conceptualization, various metaphorical expressions have emerged, including, stores o kaishō suru 'eliminating stress', sabisu wo tanoshimu 'enjoying service', zeitaku o o tanoshimi kudasai 'taste luxury', zeitaku na omoide 'luxurious memories'. This metaphorical expression is used to convince website visitors that guests will get service, luxury, and comfort when staying overnight at a hotel in southern Bali. The ontological metaphor reflected through this metaphorical expression describes the mindset of Japanese society which places great importance on hospitality in terms of service, cleanliness of rooms and facilities, and values time. These three concepts need to be considered by tourism managers, especially in Bali, when carrying out promotions. The results of this research have implications for tourism actors in designing Japanese language advertisements using metaphorical expressions to show luxury and service. Theoretically, this research can also add to the study of Japanese ontological metaphors related to service. The implication of this research is as a concept for tourism actors to promote tourism products by implementing hospitality in service, cleanliness, facilities, and respect for time.

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