

AN ANALYSIS OF METAPHOR ON POLITICAL ISSUES IN THE JAKARTA POST NEWSPAPER

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Abstract: *This research aims to identify and describe the types of metaphor used by journalist on political issues in The Jakarta Post newspaper and to discover the dominant type of metaphor. This is a qualitative research with analysis method. Five copies of The Jakarta Post newspaper which from May 15th 2017 edition until May 19th 2017 edition were used and analyzed on political issues only. There were 27 collected data from 18 political issues that contained metaphor. Ontological metaphor appears 16 times, structural metaphor appears 7 times and orientational metaphor appears 4 times. Based on the research findings, it can be concluded that ontological metaphor is the dominant type of metaphor that journalist used to write their opinion or to convey the news in political issues. It is suggested that future researchers who are interested in metaphor need to deepen analysis since political world and journalists keep changing through times so that they can provide new results.*

Keywords: *Metaphor, metaphor in newspaper, The Jakarta Post.*

ANALISIS METAFORA DALAM ISU POLITIK PADA KORAN THE JAKARTA POST

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Abstrak: Penelitian ini bertujuan untuk mengidentifikasi dan mendeskripsikan jenis metafora yang digunakan oleh para jurnalis dalam menulis isu politik pada koran *The Jakarta Post* dan untuk menemukan tipe dominan metafora. Penelitian ini merupakan penelitian kualitatif dengan metode analisis. Lima eksamplar koran *The Jakarta Post* dari edisi 15 Mei 2017 sampai dengan edisi 19 Mei 2017 digunakan dan dianalisis hanya pada isu politik. Terdapat 27 data yang terkumpul dari 18 isu politik yang mengandung metafora. Ontological metaphor muncul 16 kali, structural metaphor muncul 7 kali, dan orientational metaphor muncul 4 kali. Berdasarkan hasil penelitian, dapat disimpulkan bahwa ontological metaphor adalah jenis metafora yang dominan yang biasanya digunakan oleh para jurnalis untuk menyampaikan pendapat mereka atau menyampaikan berita dalam isu-isu politik. Disarankan kepada peneliti berikutnya yang tertarik dengan metafora perlu memperdalam analisis karena dunia politik dan jurnalis terus berubah dari waktu ke waktu sehingga mereka dapat memperoleh hasil yang lebih baru nantinya.

Kata Kunci: Metafora, metafora pada Koran, The Jakarta Post.

INTRODUCTION

Language has an important role in our daily life as a tool of communication to each other. People use language in order to share their opinions, feelings and experiences in many ways. The expression of those meanings is not always obvious, sometimes expressed implicitly and vaguely by the speaker. For instance, using figurative language to make assertion in speech. Abrams (2003) states that figurative language is a conspicuous departure from what users of a language apprehend as the standard meaning of words or else the standard order of words, in order to achieve some special meaning or effect. There are several kinds of figurative language, however, one of them is attractive enough to be analyzed and considered having important role in cognitive, which is, metaphor.

In cognitive linguistic view, metaphor is defined from this “classical” perspective as a figure of speech in which one word is used to indicate something different from literal meaning, so that one thing or idea is likened to a different thing or idea (Encyclopedia of Linguistic, 2005). Studies of metaphor have taken absolutely modern look ever since 1980s, evidence by *Metaphors We Live By*, co-written by Lakoff and Johnson (1980), which has given a great contribution in the linguistic field, related to their interpretation of metaphor system in the line of cognition. According to them, metaphor is principally a way of conceiving of one thing in terms of another, and its primary function is understanding. In more deeply, they found that metaphor is involve in everyday life, not just language, but in thought and action.

Metaphor is known as poetic language in the literature works (e.g. poems, novel, etc.) to make the language more attractive and sounds beautiful, but in fact, metaphor can also be found in a non-literary subject, and involve in our everyday lives, such as newspaper. Newspaper is one of the means of communication that people rely on obtaining current events in local and worldwide. Additionally, as in this digital era, news and information also served on the internet, through online newspaper.

Reading newspaper has been one of the routines of most people in the world, including students. Indonesian students particularly get much exposure to mass media either printed or online. However, problems arise when they deal with some words and phrases which contains figurative language: personification, metaphor, metonymy, simile, and hyperbole. Of these elements figurative language, metaphor is one of the language features quiet widely used by journalists of papers. Students’ comprehension when reading news in some cases are always hampered due to the use of metaphor. It occurs because of a number of reasons: Firstly, based on informal conversation with some English students, particularly at Education of faculty Universitas Riau, they are lack of knowledge about metaphor. Secondly, English metaphor receives less attention among Indonesian students. Finally, students are rare if any to practice using metaphor both in written and oral communication.

The use of metaphor is quite common in the news article. Journalists seem to have been accustomed to using language features including metaphor. They make use of it in some cases to attract readers and provide a variety of language styles (Krennmayr, 2011). Moreover, using metaphor will cause a sort of specific feature of the paper itself. *The Jakarta Post* is one example of Indonesian newspaper written in English language. The writers of articles in newspaper tend to use metaphor in writing the headlines or inside news text. The use of metaphorical expressions by journalists sometimes lead up

to as the attention-grabbing, to provoke and argue, to give hidden message or even to hint in a good way.

The Jakarta Post is one example of newspapers that includes some information about problematic situations with the new trough article every day, such as domestic and international political issues, economic global, education, and etc. Inside political articles we can found metaphor that journalist uses, but the use of metaphor makes the readers have difficulty to understand the article. Most of the readers do not understand those vague words or phrases. Those make the writer to choose metaphor to analyze in this thesis. The examples of metaphor in political articles were taken from The Jakarta Post newspaper on May 15, 2017 until May 19, 2017 edition. The researcher wants to examine The Jakarta Post newspaper because it always updates the news everyday not only for domestic but also international. The researcher focuses on political articles because the information is needed by everyone and politics is playing an important role for every country's future.

Analyzing metaphor is very important to do since it is a part of aspect to grasp the meaning of an article. Besides, in academic sphere, metaphor conceptualization do play paramount role as it is classified into linguistic studies, particularly in semantics. The word play, including metaphor in newspaper also become a trigger for students to discover vocabularies they rarely seen before. In addition, the exploitation of metaphor in a newspaper has been little concern of English students to investigate.

Based on the explanation above, the researcher is attracted to carry out the research entitled “**An Analysis of Metaphor on Political Issues in *The Jakarta Post Newspaper***”. The researcher will analyze metaphorical expressions in the news texts by using the theory of conceptual mapping of metaphor declared by George Lakoff and Johnson (1980).

METHODOLOGY

This research belongs to qualitative research with analysis method. Creswell (2003) states that qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem. The research builds a complex, holistic pictures, analyzes words, reports detailed views of informants, and conducted the study in natural setting. The source of the data for this research is five copies for five consecutive days of *The Jakarta Post* newspaper with release date are from Monday, 15th 2017 until Friday, May 19th 2017. The researcher limits herself to only analyze metaphor in political issues. In data collection the researcher used Metaphor Identification Procedure (MIP), introduced by Pragglejaz Group (2007) as the guidance to identify and analysis metaphor. The data obtained was analyzed through five steps: categorization, classification, analysis, discussion, and report.

DISCUSSION AND FINDINGS

Based on the theory of metaphor from Lakoff and Johnson (1980) there are three type of metaphor, they are structural metaphor, orientational metaphor, and ontological

metaphor. The three of them are all appears on political issues in *The Jakarta Post* newspaper.

1. Structural Metaphor

Structural Metaphor is a conventional metaphor in which one concept is understood and expressed in terms of another structured, sharply defined concept Lakoff and Johnson (1980). In this kind of metaphor, source domain provides rich knowledge structure for target concept. In other words, the cognitive function is to enable speakers to understand target A by means of the structure of source B.

There are 7 structural metaphor expressions that were found in political articles. Here are the explanations for the seven of structural metaphor:

- a. "It is actually a rite of passage for French leaders to make their first European trip to meet the leader of the other half of the so-called "motor" of the EU." (May 15, 2017, p.12)
- b. "US President Donald Trump said on Saturday he will move quickly to nominate a new FB director after he sparked a political firestorm by firing the man investigating possible collusion between Russia and Trump presidential campaign." (May 15, 2017, p.12)
- c. "Cigarette problems cloud SDGs targets." (May 16, 2017, p.1)
- d. "The UN's Syria envoy Staffan de Mistura has dismissed suggestion that the Astana Negotiations were overshadowing the Geneva track. "We're working in tandem", he told reporters on Monday." (May 17, 2017, p.11)
- e. "Djarot's 'soft-approach' backfires." (May 17, 2017, p.5)
- f. "Downgrading the bill to ministerial regulation may be seen as a compromise, however, critics have found the option fruitless as it may not answer key health issues bought up by antitobacco activists." (May 19, 2017, p.1)
- g. "Trump has denied any links to Moscow, but the appointment of special counsel dramatically raises the stakes in a crisis threatening to paralyze his presidency." (May 19, 2017, p.2)

2. Orientational Metaphor

It is different with structural metaphor, where one concept is metaphorically structured in terms of another. Orientational metaphor is kind of metaphor that organizes a whole system of concepts with respect to one another (Lakoff and Johnson, 1980). Their cognitive job, instead, is to make a set of target concepts coherent or spatially related to each other in our conceptual system (Kövecses, 2010). This kind of metaphor relates to spatial orientation, such as: up-down, in-out, front-back, on-off, deep-shallow, central-peripheral, etc.

There are 4 orientational metaphor expressions that were found in political articles. Here are the explanations for the four of orientational metaphor:

- a. “Indonesia to boost cooperation with Poland, China.” (May 15, 2017, p.12)
- b. “RI shapes up in hunt for dishonest tax payers.” (May 15, 2017, p.1)
- c. “The Pontianak police have also beefed up security in the city and gave an assurance that authorities would act professionally in handling possible clashes.” (May 15, 2017, p.1)
- d. “Rizieq refuses to celebrate Idul Fitri behind bars.” (May 15, 2017, p.2)

3. Ontological Metaphor

Ontological metaphors provide much less cognitive structuring for target concepts than structural ones do. Their cognitive job seems to be to “merely” give an ontological status to general categories of abstract target concepts (Kövecses, 2010). An ontological metaphor is a metaphor in which an abstraction, such as activity, emotion, or idea is represented as something concrete, such as an object, substance, container, or even a person. It is different with structural metaphor which provides an elaborate structure for abstract concept.

There are 16 ontological metaphor expressions that were found in political articles. Here are the explanations for the sixteen of ontological metaphor:

- a. “The rumors were triggered by a speech made by West Kalimantan governor Cornelis in which he said he would oppose the presence of FPI leader, a vocal anti – Ahok figure in the Province.” (May 15, 2017, p.1)
- b. “RI shapes up in hunt for dishonest tax payers.” (May 15, 2017, p.1)
- c. “For man who has spent 5 years carrying out gubernatorial tasks in the capital, a damp and quiet prison cell could be a blessing in disguise.” (May 16, 2017, p.1)
- d. “The sentence has triggered a wave of support from Ahok’s supporter around the world.” (May 16, 2017, p.1)
- e. “However, that has not stopped him from venturing into uncharted territory as he (Ahok) descends into a string of controversies.” (May 16, 2017, p.2)
- f. “Kalla has repeatedly said that he has no ambition to run office in the 2019 presidential election due to his age and that he is now entering the twilight of his political career.” (May 16, 2017, p.2)
- g. “The Astana track produced a May 4 deal to create four “de-escalation” zones across some of Syria’s bloodiest battlegrounds.” (May 17, 2017, p.11)
- h. “Philippines President Duterte said on Tuesday he was open to exploring the South China Sea’s natural resources with rival claimants China and Vietnam, after securing a “windfall” while in Beijing.” (May 17, 2017, p.10)
- i. “Jakarta governor-elect Anies Baswedan has a lot on his plate if he wants to make good on the 23 promises he made during the campaign...” (May 18, 2017, p.8)

- j. "... and fill the shoes of non-active Jakarta governor Basuki "Ahok" Tjahaja Purnama, currently behind bars for blasphemy." (May 18, 2017, p.8)
- k. "Jokowi to 'clobber' intolerant groups." (May 18, 2017, p.1)
- l. "The case has painted Jakarta as an increasingly hostile city for children." (May 18, 2017, p.8)
- m. "Survivors of the unresolved 1965 mass killings also joined the public debate and bombarded the candidates with questions..." (May 18, 2017, p.3)
- n. "... on their plans to settle this dark chapter in the country's history." (May 18, 2017, p.3)
- o. "However, Firman said the government was half-hearted." (May 18, 2017, p.3)
- p. "United States President Donald Trump on Thursday blasted on the probe into whether his team colluded with Russia to tilt the 2016 election in his favor as "the greatest witch hunt" in US history." (May 19, 2017, p.2)

The total data collected in this research are 27 data and are displayed in the table below. The table shows the frequency of types of metaphor used by journalists.

| No. | Types of Metaphor | Frequency | Percentage (%) |
|--------------|-------------------|-----------|----------------|
| 1. | Structural | 7 | 25,92% |
| 2. | Orientalational | 4 | 14,81% |
| 3. | Ontological | 16 | 59,25% |
| Total | | 27 | 100% |

From the analysis process, the total data collected in this research are 27 data. The results were various in frequencies of the types of metaphor used by the journalist in writing political articles. The dominant type of metaphor in political articles is ontological metaphor. Ontological metaphor appears 16 times (59,25%). Then the second highest frequency is structural metaphor, which appears 7 times (25,92%). The least metaphor that used is orientational metaphor, which appears 3 times (14,81%).

CONCLUSION

Based on the findings and discussions in Chapter IV, some conclusions can be formulated as follows: The first objective of this research is to identify and to describe the types of metaphor in political articles on The Jakarta Post newspaper. All of the three types of metaphor were used by the journalists there are structural metaphor, orientational metaphor and ontological metaphor. The data collected were 27 data with the frequency and percentage of each metaphor are; 7 times (25,92%) for structural metaphor, 4 times (14,81%) for orientational metaphor, and 16 times (59,25%) for ontological metaphor.

From the tabulated data analysis, it is shown that the most metaphor found in these articles is ontological metaphor which appears 16 times (59,25%). It is because most of ontological metaphors use the words which are an abstraction, such as activity, emotion, or idea and represented it as something concrete, such as an object, substance, container, or even a person.

SUGGESTIONS

Based on the result of the classroom action research, the researcher would like to give some suggestions as follows:

1. To Students of English Study Program

In analyzing metaphor in newspaper, students had better pay attention to the word or phrase which has implicit meaning. The writer recommends to deep reading the article for better understanding. So students can interpret the word or phrase in the sentence which contained metaphorical expression.

2. To University

Newspaper is one of medium which provides daily news in domestic and international can be a good medium in learning metaphor outside of literature works.

3. To Future Researchers

This research focuses on identifying and describing the types of metaphor on political issues in The Jakarta Post newspaper. The writer suggests to other researchers who are interested in using the theory of metaphor to do deepen analysis since the political world and the journalists keep changing through times so that the future researchers can give new results about metaphor in political issues.

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