

# ***AN ANALYSIS OF POLITICAL METAPHOR IN HEADLINE NEWS OF THE JAKARTA POST***

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*Abstract: The aim of the research is to find out the type of conceptual metaphor that is most frequently used in the headlines of the political news posted online on the website of The Jakarta Post. This research is conducted by using qualitative research which is descriptive analysis. The data collection technique of this research is a study document and uses MIP (Metaphor Identification Procedure) as a method to analyze the data. The result shows that there are 183 headlines of political news using structural metaphor, 71 headlines of political news using ontological metaphor, and 31 headlines of political news using orientational metaphor. It is concluded that the structural metaphor is the most frequently used in headline news of The Jakarta Post, which mostly associated the concept of politics with the concept of war.*

**Keywords:** *Conceptual Metaphor, Politics, Headline News, The Jakarta Post.*

# ANALISIS METAFORA POLITIK PADA JUDUL BERITA KORAN THE JAKARTA POST.

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**Abstrak:** Penelitian ini bertujuan untuk mengungkapkan tipe metafora konseptual yang paling sering digunakan di judul berita yang diposting online di website koran The Jakarta Post. Penelitian ini adalah penelitian kualitatif yang bersifat analisis deskriptif. Metode pengumpulan data yang digunakan dalam penelitian ini adalah kajian pustaka dengan menggunakan MIP (*Metaphor Identification Theory*) untuk menganalisa data. Hasil penelitian ini menunjukkan bahwa terdapat 183 judul berita politik yang menggunakan metafora konseptual tipe struktural, 71 judul lainnya menggunakan tipe ontologis, dan 31 lainnya menggunakan tipe orientasi. Berdasarkan penelitian ini dapat disimpulkan bahwa metafora konseptual tipe struktural adalah metafora yang paling sering digunakan dalam judul berita politik di koran The Jakarta Post, dimana konsep perpolitikan paling banyak dikaitkan dengan konsep peperangan.

**Kata Kunci:** Metafora konseptual, politik, judul berita, The Jakarta Post.

## INTRODUCTION

Figurative language is phrases or sentences whose actual meaning is different from the real utterances. Wibisono and Widodo define figurative language as “*language that uses words of expression with meaning that is different from the literal interpretation*” (Wibisono & Widodo, 2019). In other words, it can be defined as a way of saying something other than an ordinary way. But sometimes, it is hard for the reader to understand the meaning. Therefore, readers need to know about figurative language. As Habibi said: “*A written text can be said ‘good’ if the reader can understand what the writer’s intention. However, sometimes the author uses words to embellish his writings in the form of figurative language which is needed more understanding to analyze the meaning inside*” (Habibi, 2016).

Figurative language is often known as the decoration of language to make literary work more beautiful and interesting. However, although figurative language provides an aesthetic value in sentences, it does not mean that figurative language only functions as decoration material. More than that, figurative language is very important and widespread in language. In fact, figurative language is inseparable from human language. According to Dancygier and Sweetser (2014), figurative meaning is part of the basic frame of linguistic structure and it is not just for special literary language, but for everyday language, and it happens for all human languages.

Metaphor is one type of figurative language that is most well-known among the litterateur. Most people think that metaphor is one of the best ways to make their literary works more beautiful and interesting. That is probably the reason why the discussion of metaphor is always related to the discussion of literature. However, metaphor nowadays is no longer used only in literature. The usage of metaphor now is wider and often used both in spoken and written language. In oral spoken, metaphor has become part of the language used by people in daily conversation. Even the wider community often uses metaphor without realizing it, as if it has become part of their colloquial language. In writing, people not only use metaphor in literature work but they also use it in many other forms. Even, metaphor is frequently used in advertisements and news as well. Metaphors are also considered to be powerful indirect communication tools for social values or beliefs in the field of politics (Franssila, 2013).

Politics is one of the inseparable aspects of human life. Tambunan (2021) defines politics as the subject matter of government, the application of authority, and the impact of the policies on society. So, politics can be defined as everything related to the government and its policies concerning public affairs. Education is one thing that is closely related to political aspects. Basic matters in education are closely related to existing political regulations, such as curriculum, school and college regulations, books or reference sources, and so on. Therefore, it is important for people in the education sector, both students and teachers, to know the changing events around the world or at least, around the country. If the student, for example, is aware of the political issue in their country, they will be able to control the policies and become agents of change if the government set up detrimental policies for society. So, it is important for them to keep updated about the latest political issues, and news is the best media for them to stay informed about it. News is information that is transmitted from sources to audiences, with journalists summarizing, refining, and altering what becomes available to them from sources in order to make the information suitable for their audience (Huang, 2008).

The headline of the news is the first sentence people will read whenever they read the news. In this globalization era, where people only need to click through their gadgets, a good headline sometimes determines whether people are interested in reading the news or not (Chen, 2018). Therefore, journalists need to pay attention to the headline of the news they are writing. As Abid and Ashfaq mentioned in their journal: *“the headline plays an important role in the newspaper because it tells the main theme of the stories as well as appeals to the readers to read the news stories and to buy the newspaper.”* (Abid et al., 2016). Yergaliyev et al., (2014) also state a similar statement, in their article, they mentioned that a headline does not only contain the content of the news but also performs many other additional features, therefore, it needs special attention in linguistics. However, due to their unique language and style, English headlines are often found to be puzzling and “difficult to understand” (Al-Hamdani, 2020).

The Jakarta Post is one of the English newspapers headquartered in Jakarta. This newspaper is published by PT Bina Media Tenggara, whose head office is located at The Jakarta Post Building, Gelora, Tanah Abang, Central Jakarta. The Jakarta Post was founded by Information Minister Ali Moertopo and politician Jusuf Wanandi with the support of four Indonesian media outlets (Tarrant, 2008). The target readers of The Jakarta Post are foreigners, businessmen, and educated Indonesians, although the number of Indonesian readers from the middle class also continues to increase (Eklöf, 2003; Tarrant, 2008). Known as a training ground for local and international journalists, The Jakarta Post has won numerous awards and has been called “the most prominent English newspaper in Indonesia” (Eklöf, 2003). In 2006, the Indonesian Journalists’ Union recognized The Jakarta Post as one of the Indonesian newspapers that follow journalism ethics and standards (Antara, 2006). Because of its good quality and popularity among the people, the writer decides to use The Jakarta Post as the source for the data.

The data in this research is carried out by using CMT (Conceptual Metaphor Theory) by Lakoff & Johnson (2003). Conceptual metaphor is the result of mental construction based on the principle of analogy, which involves the conceptualization of one element within another (Dessiliona & Nur, 2018). There are two elements or components in conceptual metaphor, namely target domain and source domain. The target domain is a domain that we try to understand, while the source domain is the domain from which we draw metaphorical expressions and use them to understand the target domain (Kövecses, 2002). For example, in conceptual metaphor LIFE IS JOURNEY, LIFE is the target domain that we try to understand and JOURNEY is the source domain that we use to understand the concept of life.

Lakoff & Johnson (2003) divide conceptual metaphor into three types: structural metaphor, orientational metaphor, and ontological metaphor. Structural metaphor is a condition where one concept is metaphorically structured in terms of another. In this metaphor, a concept is transferred by using another concept based on systematic correlations from everyday life experiences. Orientational metaphor is related to human orientation such as up-down, on-off, front-back, and so on. This metaphor appears based on human physical experience based on the direction or spatial orientation in life. For example, conveying something abstract in the form of a concrete orientation. Example: happiness and sadness are mapped down in an up-down orientation dimension, HAPPY IS UP; SAD IS DOWN. Ontological metaphor is a metaphor that conceptualizes the thoughts, experiences, and processes of other abstract things into

something that has a physical nature. In other words, ontological metaphors make abstract objects transferred into concrete objects (Haula & Nur, 2019). These types of conceptual metaphors are the main focus of the research.

So, based on the explanation above, this research is conducted with the purpose to find out the type of conceptual metaphor used in the headline news of The Jakarta Post.

## **RESEARCH METHODOLOGY**

This research is conducted by using descriptive qualitative design because it focuses on the analysis or interpretation of written material in context. Descriptive research purposes to describe a certain condition as it is present as such (Mishra & Alok, 2017). The writer uses this method because the concept of metaphor is something that cannot be measured using numbers as in quantitative research. It has to be read, identified, interpreted, and explained by using a clear explanation. As Mishra & Alok states that qualitative research involves looking intensively at non-numerical data (Mishra & Alok, 2017).

The data of this research is taken from the headlines of the news of The Jakarta Post that have been published online on the website [www.thejakartapost.com](http://www.thejakartapost.com). The writer focuses on the headlines of the news from the politics section that have been posted from January 1<sup>st</sup>, 2021 to January 31<sup>st</sup>, 2023.

In this study, the writer uses a study document as a way to collect the data. Based on (Arikunto, 2016), it is finding the data about certain things, cases, or variables, in the form of written material, such as notes, transcripts, books, magazines, etc. In this study, the writer uses digital data from the headline news of The Jakarta Post published online on the website [www.thejakartapost.com](http://www.thejakartapost.com). The data of this study is collected and analyzed by using Metaphor Identification Procedure (MIP) by Pragglejaz Group (2007). The data is processed by using several steps: (1) Collect all the headline news in the politics section posted online by The Jakarta Post from January 1<sup>st</sup>, 2021 to January 31<sup>st</sup>, 2023 in a separate table; (2) Read the collected headlines several times and mark the metaphorical expressions found in bold; (3) Read again the metaphorical expression of those headlines and identify the conceptual metaphors that lie in there; (4) After that, the writer identifies the theme of the political metaphor by using different colors for each theme; (5) Grouping the types of conceptual metaphors are found based on Lakoff and Johnson's theory in a separate table. (6) Calculate the types of conceptual metaphors and decide on the type that is used the most.

## **RESULT**

Based on the research conducted, there are 285 headlines in the politics section of The Jakarta Post which contain metaphorical expressions. The writer found that the structural metaphor is the most frequently used in the headlines of The Jakarta Post during the past two years from January 1<sup>st</sup>, 2021 to January 31<sup>st</sup>, 2023. There are 183 data that consist of structural metaphors, 71 data use ontological metaphors, and 31 data

use orientation metaphors. The following is an analysis of some data found in the headline of political news in The Jakarta Post.

## 1. Structural Metaphor

In this research, the writer found 183 data that use structural metaphors. Here are several data that use structural metaphor types:

- (1) *Ganjar confident Wadas unrest won't **damage** his standing in polls*  
*Sacked*
- (2) *KPK staff to **fight** dismissal in court*
- (3) *House's plan for judge evaluation raises a **red flag***
- (4) *PKS hints at joining the Golkar-PAN-PPP **alliance***

In the data above, metaphorical expressions are found in words that are in bold. Data (1) uses a metaphorical expression with the concept of war. The source domain is the phrase *damage*, while the target domain is *poll/election*. *Damage* is usually used to describe something that breaks by a physical attack. The word *damage* is usually used to describe the effect of war. However, in this sentence, the word *damage* refers to Ganjar's position in his election because of the effect of a problem. So, the sentence *Ganjar confident Wadas unrest won't damage his standing in polls* means that Ganjar feels confident that the Wadas issue will not adversely affect his election.

In data (2) the metaphorical expression lies in the word *fight*. The target domain in this data is *sacked KPK staff*, and the source domain is *fight*. The word *fight* is a condition where a person participates in combat that involves physical beatings or the use of weapons. However, in data (2), the word *fight* in this sentence does not mean a fight in its literal meaning but is a metaphor to describe the resistance of KPK employees to their dismissal in court.

In data (3) the metaphorical expression is contained in the phrase *red flag*. The target domain in this data is *the house's plan for judge evaluation* and the source domain is the *red flag*. The phrase *red flag* is a metaphor that was used in the 1600s to signal the start of a war. Currently, this phrase is used to express a warning or sign of danger. So, the phrase *red flag* in data (3) does not really refer to the start of a war but it is an expression that the beginning of a big problem.

For data (4) the metaphorical expression lies in the word *alliance*. The target domain in this data is *a coalition between several parties* and the source domain is *alliance*. Alliance can be interpreted as a formal agreement, especially a military between two or more countries to achieve certain goals. In data (4) the word *alliance* is not an alliance with the literal meaning but rather refers to a coalition that conceptually has something in common with an alliance.

If it is grouped, the target domains in the data above have similarities with the concept of politics, and the source domain has similarities with the concept of war. As explained above, the source domain that contains *damage*, *fight*, *red flag*, and *alliance* is something that relates to the concept of war. While those phrases in the target domain are something that have to do with politics.

## 2. Orientational Metaphor

There are 31 data found that used the orientational metaphor type. Here are several data that use the orientational metaphor:



(5) *Racially charged online debate **raises** concerns on national unity in digital age.*

(6) *Pressure **mounts** on Jokowi to address proposals to extend his term*

In data (5) the metaphorical expression lies in the word *raises*. The target domain is *national unity*, while the source domain is *raises concern*. The basic word of the word *raises* is 'raise' which means to lift or move to a higher position or level. This data uses metaphorical expressions with an up-down spatial orientation, especially in the up part. The existence of online debates with racist content raises concerns about the aspect of national unity.

While in data (6) the metaphorical expression lies in the word *mounts*. The target domain is *pressure* and the source domain is *mounts*. The basic word for *mounts* is *mount* which means something that grows larger or more numerous. This word is a metaphor for something that increases or accumulates a lot. In this context, the sentence in data (6) means that the pressure on Jokowi is mounting or increasing due to demands that he immediately resolve the issue of a proposal to extend his term of office.

There are also other data that use the spatial orientation with the concept *down*. As in the following data:

(7) *Jokowi's approval rating **drops** to six-year low*

(8) *Public confidence in Jokowi-Ma'ruf administration **falls***

In data (7) the metaphorical expression is found in the word *drops*. The target domain is *Jokowi's approval rating*, while the source domain is *drops*. The word *drops* mean something that falls from above in a straight line (vertically). The word *drops* in this data illustrates that the acceptance rating of President Jokowi is come down.

In data (8) the metaphorical expression is found in the word *falls*. The target domain is *public confidence*, and the source domain is *falls*. The word *falls* is defined as something that moves downward, usually quickly and freely without control, from a higher level to a lower level. The word *falls* in the sentence in data (8) illustrates that public trust in the Jokowi-Ma'ruf administration has decreased (down).

### 3. Ontological Metaphor

In this study, 71 data is found that used metaphorical expressions. The following is some explanations of some data using ontological metaphors:

(9) *Dem chairman **alleges** high-level conspiracy to oust him.*

(10) *Land rights controversy **shakes up** capital relocation plan*

The metaphorical expression in data (9) is indicated by the phrase *alleges high-level conspiracy to oust him*. The target domain is *the expulsion of Dem chairman*, and the source domain is *a high-level conspiracy*. The phrase *high-level conspiracy* describes an inanimate object as an entity. High-level conspiracy is an inanimate and immovable noun, making it impossible for it to expel or overthrow someone from a position. So, in this data, high-level conspiracy is a metaphor for an entity capable of carrying out human-like activities.

In data (10) the metaphorical expression is fully demonstrated in the sentence *the land rights controversy shakes up plans to relocate the capital city*. The target domain is *the capital relocation plan*, while the source domain is the

*shakes up controversy*. Just as data (9) *controversy* is also an inanimate and movable noun, it is impossible for it to move and be able to shake up the plan to move the capital city. So, in this data, the noun is defined as an entity that has a soul and is able to move like a human.

## **Discussion**

Based on the result of the research, the metaphors found in the headlines of The Jakarta Post consist of three types, namely structural metaphors, orientational metaphors, and ontological metaphors. The structural metaphor used in the headline of The Jakarta Post has a close conceptual connection with political metaphors, especially the concept politics is war. This is understandable because there are many experts who equate political situations with conditions of war, and even some of them consider that politics is war and war is a form of politics itself (Carr, 2016; van der Dennen, 1980). A research conducted by Dinanti (2021) also shows that the structural metaphors found in the article of The Jakarta Post newspaper mostly refer to the concept of politics is war.

In the orientational metaphor, the political headlines of The Jakarta Post tend to use up-down spatial types. Spatial *up* is usually used to describe an increase in something, whether it's good or bad. While spatial *down* is usually used to describe a reduction in something, whether it is positive or negative. Meanwhile, for ontological metaphors, political headlines in The Jakarta Post tend to use metaphors that describe an inanimate object or event that occurs as an entity that moves and has a soul.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusions**

After completing the study entitled “An Analysis of Political Metaphor in Headline News of The Jakarta Post” the conclusion can be drawn. The results of this study indicate that the headline of the political news on the website of The Jakarta Post is dominated by structural metaphors. 183 data or 64% of the total data found using the structural metaphor. 71 data or 25% of the total data use the ontological metaphor, and the orientational metaphor type is the least used in the headline with only 31 data or 11% of the total data. It seems that political headlines in The Jakarta Post tend to use structural metaphors. The structural metaphor is a type of conceptual metaphor in which one concept is expressed in another concept. The source domain provides a rich knowledge structure for the target domain, making it easier for the writer to express something, and the reader can also understand it more easily. In other words, structural metaphor helps both the writers and the readers to express and understand something by relating it to other objects that structurally have the same conceptual attachment.



## Recommendations

The writer would like to give some recommendations as follows:

1. To examine conceptual metaphors in another platform such as the president's speech and legislative campaign.
2. To investigate deeper about the usage of conceptual metaphor in another perspective such as psychology.
3. To analyze conceptual metaphor using conceptual metaphor theory by other metaphor expert such as Zoltán Kövecses and Raymond Gibbs.

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