

AN ANALYSIS OF POLITICAL METAPHORS IN THE JAKARTA POST NEWSPAPER

Tiara Auliya Rahmah¹, Dahnilsyah², Rumiri Aruan³

Email: tiaraauliyarahmah@gmail.com, dahnilsyah@lecturer.unri.ac.id rumiriaruan@lecturer.unri.ac.id.
Phone Number: +6285159200278

*English Education Study Program
Department of Language and Art Education
Faculty of Teacher Training and Education
Riau University*

Abstract: *This research examines the use of metaphors in politics articles from The Jakarta Post newspaper. The objective is to identify the types of metaphors and their conceptual meanings. The study employs a descriptive qualitative methodology. The data sources are political articles from The Jakarta Post's online edition, specifically those related to politics. George Lakoff and Mark Johnson's theory is used to analyze the types of metaphors, while Zoltan Kövecses' theory is used to interpret the meanings of these metaphors. The research findings include 53 instances of metaphors: 21 structural metaphors, 10 orientational metaphors, and 22 ontological metaphors. The conceptual meaning of these metaphors involves interpreting them using source and target domains, with ontological metaphors being the most prevalent.*

Key Words: *Metaphor, Politics Articles, The Jakarta Post*

ANALISIS METAFORA POLITIK DI KORAN THE JAKARTA POST

Tiara Auliya Rahmah¹, Dahnilsyah², Rumiri Aruan³

Email: tiaraauliyarahmah@gmail.com, dahnilsyah@lecturer.unri.ac.id rumiriaruan@lecturer.unri.ac.id,
Nomor HP: +6285159200278

Program Studi Pendidikan Bahasa Inggris
Jurusan Pendidikan Bahasa dan Seni
Fakultas Keguruan dan Ilmu Pendidikan
Universitas Riau

Abstrak: Penelitian ini mengkaji penggunaan metafora dalam artikel politik dari surat kabar The Jakarta Post. Tujuan penelitian ini adalah untuk mengidentifikasi jenis-jenis metafora dan makna konseptualnya. Metodologi yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif. Sumber data berasal dari artikel politik edisi online The Jakarta Post, khususnya yang terkait dengan politik. Teori George Lakoff dan Mark Johnson digunakan untuk menganalisis jenis-jenis metafora, sementara teori Zoltan Kövecses digunakan untuk menafsirkan makna metafora tersebut. Temuan penelitian ini mencakup 53 contoh metafora: 21 metafora struktural, 10 metafora orientasional, dan 22 metafora ontologis. Makna konseptual dari metafora ini melibatkan penafsiran menggunakan domain sumber dan domain target, dengan metafora ontologis sebagai yang paling dominan.

Kata Kunci: Metafora, Artikel Politik, The Jakarta Post

INTRODUCTION

Language is crucial for communication, allowing us to share thoughts, feelings, and experiences. Sometimes, meanings are conveyed indirectly through figurative language, which deviates from standard meanings to create special effects (Abrams, 1999). Among various types, metaphors are particularly significant.

From a cognitive linguistic perspective, a metaphor links one idea to another by using a word to represent something different from its literal meaning (Encyclopedia of Linguistics, 2005). The study of metaphors has evolved significantly since the 1980s, influenced by Lakoff and Johnson's "Metaphors We Live By" (1980), which highlights how metaphors shape our thinking and actions.

While often seen in literature, metaphors also appear in newspapers, making the language more engaging. In today's digital age, newspapers, including online versions, are vital sources of information. Indonesian students frequently encounter mass media but often struggle with figurative language like metaphors, due to a lack of focus on English metaphors in their education and limited practice.

Journalists use metaphors to attract readers and add variety (Krennmayr, 2011). The Jakarta Post, an English-language Indonesian newspaper, often uses metaphors in headlines and news stories to grab attention and convey subtle messages. Political articles, in particular, can be challenging due to metaphor use, inspiring this study to analyze metaphors in political articles from The Jakarta Post between April 24 and April 29, 2024. The goal is to explore how metaphors are used and their impact on understanding political news.

Analyzing metaphors is crucial for comprehending articles and discovering new vocabulary. Despite their importance, metaphors in newspapers receive little attention from students. Therefore, this study, titled "An Analysis of Political Metaphor in The Jakarta Post Newspaper," will analyze metaphorical expressions in news texts using Lakoff and Johnson's (1980) conceptual mapping theory of metaphor.

METHODOLOGY

This research uses a qualitative approach with an analytical method. According to Creswell (2003), qualitative research seeks to understand social or human problems through distinct methodological traditions, constructing complex, holistic pictures by analyzing words and reporting detailed views from informants in natural settings.

The data source comprises four political articles from The Jakarta Post, spanning from April 24th to April 27th, 2024. Data collection followed the Metaphor Identification Procedure (MIP) by the Pragglejaz Group (2007), which provides guidelines for identifying and analyzing metaphors.

The qualitative approach allows for a nuanced understanding of metaphor use in political news. Limiting the scope to political issues ensures a focused examination of metaphors' role and function in this context. The MIP offers a systematic method for thorough and consistent analysis. The analysis involved five steps: categorization, classification, analysis, discussion, and reporting. Categorization sorts identified metaphors into groups, classification refines these groups based on criteria, and analysis examines their function within the text. Discussion explores the implications of the

findings, and reporting presents the findings clearly and comprehensively.

RESULT AND DISCUSSION

Result

The researcher identified several metaphors in news articles published from April 24th 2024 until April 29th 2024. Additionally, the researcher presented and analyzed the metaphors based on the theory proposed by Lakoff and Johnson (1998).

1. Kinds of Metaphor

Structural Metaphor

Structural metaphors, according to Lakoff and Johnson (1980), are like a map that helps us understand one idea by comparing it to another more familiar one. Structural metaphors help us understand complex ideas by comparing them to things we already know well. They're important because they shape how we think and talk about the world around us, showing us how deeply metaphors are ingrained in our everyday lives. In this research, the writer found 21 data that use structural metaphors. Here are several data that use structural metaphor types:

- 1) "President-elect Prabowo Subianto *extended an olive branch* to his election rivals on Wednesday."

Meaning: This means offering peace and wanting to end conflicts. The olive branch is a symbol of peace from ancient times.

Explanation: When Prabowo "extended an olive branch," he was signaling to his election rivals that he wanted to reconcile and work together. This metaphor makes us think of making peace in a very physical way, like handing someone a branch to show goodwill. It's structural because it uses the concrete act of offering a branch to explain the abstract idea of reconciliation.

- 2) "The General Elections Commission (KPU) certified Prabowo and Gibran's win after the court justices made a *sweeping rejection* of allegations that the race was marred by fraud and state intervention."

Meaning: This means a complete and thorough dismissal of allegations.

Explanation: The metaphor "sweeping rejection" suggests that the court thoroughly and completely dismissed the fraud allegations, as if they were sweeping away dirt. This helps us visualize the court's decisive action in a concrete way. It's structural because it uses the physical act of sweeping to describe the abstract action of rejecting.

- 3) "The ever-popular leader who was accused of offering him *tacit support* and unfairly swaying the poll in his favor."

Meaning: This means unspoken or implied support.

Explanation: "Tacit support" refers to support that is not openly acknowledged but understood. It's like someone silently standing behind you in agreement. This metaphor helps explain how support can be present without being explicitly stated. It's structural because it maps the idea of silence or lack of speech onto the concept of support.

Orientational Metaphor

Lakoff and Johnson (1980) explain that orientational metaphors involve organizing one concept metaphorically by providing it with spatial orientation. These metaphorical representations are based on the structure of the human body and its interactions with the environment or specific cultural contexts. In this type of metaphor, the researcher identified and classified certain data as examples of orientational metaphors. In this research, the writer found 10 data that use structural metaphors. Here are several data that use structural metaphor types:

- 1) "Declaring "the contest [...] over" and appealing for *unity* and close collaboration among the nation's political elite."

Meaning: This means being together and working harmoniously.

Explanation: The metaphor "unity" suggests that different political groups are aligning and moving in the same direction. It helps us understand the concept of working together as if everyone is coming together into a single, cohesive unit. It's orientational because it involves the idea of different parts aligning or coming together spatially.

- 2) "Declaring "the contest [...] over" and appealing for unity and *close collaboration* among the nation's political elite."

Meaning: This means working together closely and effectively.

Explanation: "Close collaboration" implies that people are working together in a very direct and intimate way, almost as if they are physically close to each other. This helps us visualize the strong cooperation required. It's orientational because it involves the spatial concept of being close together.

- 3) "The Gerindra Party chairman said it was time to *leave any and all hostilities* regarding the election *behind*."

Meaning: This means to move past conflicts and not let them affect the future.

Explanation: To "leave hostilities behind" suggests that conflicts are something we can move away from, just like leaving a place behind. This metaphor helps us think of conflicts as being in the past, allowing us to focus on moving forward. It's

orientational because it involves the spatial idea of moving away from something behind us.

Ontological Metaphor

Lakoff and Johnson (1980) explain that ontological metaphors involve perceiving abstract concepts such as feelings, activities, emotions, and ideas as concrete entities. In this type of metaphor, the researcher identified and categorized specific data as examples of ontological metaphors. In this research, the writer found 22 data that use structural metaphors. Here are several data that use structural metaphor types:

- 1) "This most important of *contests* has come to an end."

Meaning: This means the election is like a competition or struggle.

Explanation: Calling the election a "contest" makes it seem like a physical competition with winners and losers. This helps us understand the competitive nature of elections. It's ontological because it treats the abstract concept of an election as a tangible event.

- 2) "After two weeks of *courtroom drama* that saw the Constitutional Court throw out legal challenges to his decisive single-round victory."

Meaning: This means the legal proceedings were eventful and dramatic.

Explanation: The metaphor "courtroom drama" describes the legal challenges as if they were a dramatic story or play. This helps us visualize the intensity and emotions involved in the courtroom. It's ontological because it gives the abstract legal process the characteristics of a dramatic performance.

- 3) "Prabowo is *set to take over the top job* in October from President Joko "Jokowi" Widodo."

Meaning: This means to assume the highest position, like the presidency.

Explanation: "Take over the top job" suggests that the presidency is a position or role that someone can physically take. This helps us understand the transition of power in concrete terms. It's ontological because it treats the presidency as a physical job that one can take over.

2. Meaning of Metaphor

A conceptual metaphor includes both a source domain and a target domain. The source domain is the conceptual area from which we draw metaphorical expressions to comprehend another concept, while the target domain is the conceptual area that we understand through these metaphorical expressions.

Structural Metaphor

- 1) "President-elect Prabowo Subianto *extended an olive branch* to his election rivals on Wednesday."

Source Domain (Extending an olive branch): "Extending an olive branch" refers to offering peace or reconciliation.

Target Domain (Offering peace and cooperation): In this context, it indicates that Prabowo made a gesture to reconcile and cooperate with his election rivals.

This metaphor suggests that President-elect Prabowo Subianto made an effort to reconcile and promote peace with his election opponents. It emphasizes his intention to move past conflicts and work together.

Oriental Metaphor

- 1) "Declaring "the contest [...] over" and appealing for *unity* and *close collaboration* among the nation's political elite."

Source Domain (Ending competition): "Declaring the contest over" means announcing the end of a competition or conflict.

Target Domain (Promoting unity): In this context, it implies putting aside differences and working together towards common goals.

This metaphor suggests that by acknowledging the end of the contest, there is an opportunity for political leaders to come together and collaborate for the benefit of the nation. It emphasizes the importance of unity and cooperation among political elites for addressing challenges effectively and serving the interests of the country.

Ontological Metaphor

- 1) "This most important of *contests* has come to an end."

Source Domain (Contest coming to an end): "Contest coming to an end" refers to the conclusion of a competition or rivalry.

Target Domain (Completion of a significant event): In this context, it indicates the completion or conclusion of a significant event or period of time.

This metaphor suggests that a crucial event or competition has reached its conclusion. It implies that the most significant part of the competition, which likely has significant consequences, has finished.

Discussion

This section discusses the analysis of metaphors in political articles from The Jakarta Post, published between April 24th and April 27th, 2024, using Lakoff and Johnson's (1980) theory. The researcher identified 53 metaphorical expressions,

categorized into 21 structural metaphors, 10 orientational metaphors, and 22 ontological metaphors. Each category is detailed in the previous chapter, including the meanings, reasons for classification, and their relevance to the topic. The analysis reveals that metaphors are frequently used in The Jakarta Post to craft engaging stories. The researcher explained the meaning of each metaphor and identified the source and target domains.

Ontological metaphors, making up the majority, attribute human-like qualities to abstract ideas, enhancing descriptions. For example, "courtroom drama" likens legal proceedings to a dramatic performance. According to Kövecses (2002), these metaphors view events, activities, emotions, and ideas as entities and substances, making complex concepts more relatable. Structural metaphors clarify complex ideas by drawing parallels with familiar concepts. For instance, "extended an olive branch" compares making peace to offering an olive branch. As Grady (1997) explains, structural metaphors use a well-defined concept to structure another, aiding comprehension. Orientational metaphors, though less frequent, assign spatial or directional qualities to abstract concepts. Phrases like "close collaboration" portray cooperation as physical closeness. Lakoff and Johnson (1980) note that these metaphors give abstract ideas spatial orientation, helping readers understand through physical terms.

Overall, metaphors in political coverage simplify complex ideas, making them more relatable and easier to visualize. They provide mental shortcuts to comprehend the dynamic nature of political events. Metaphors construct the conceptual frameworks that give meaning to political news, demonstrating their essential role beyond mere decoration.

CONCLUSION AND RECOMMENDATIONS

Conclusion

This section summarizes the conclusions from the previous chapter's analysis and discussion, focusing on the types and meanings of metaphors. The researcher addressed the study's problem in line with its objectives, concluding that The Jakarta Post's political articles use all three types of metaphors.

The first objective was to identify the types of metaphors in the political articles. The researcher identified 53 metaphorical expressions: twenty-one structural metaphors, twenty-two ontological metaphors, and ten orientational metaphors. Ontological metaphors were the most common, representing abstract concepts as entities, fitting well in the news context. Orientational metaphors give concepts spatial orientation based on human physical experiences, and structural metaphors express one concept through another.

The second objective was to identify the source and target domains of metaphors in the articles. In metaphor theory, a metaphor consists of a source domain (the familiar, concrete concept) and a target domain (the less familiar, abstract concept being described).

Recommendations

The researcher completed the study, addressing the research problem. This section offers suggestions for teachers, students, especially those in English departments, and future researchers. Newspapers are vital for informing the public and are useful for studying metaphors in linguistics classes. This research aids in understanding metaphor use in political newspapers. For English students, it serves as a model for analyzing linguistic phenomena in print media. Future research could explore metaphors in novels, stories, or movies, broadening our understanding and serving as a valuable reference.

BIBLIOGRAPHY

- Abrams, M. H. (1999). Glossary of literature term. United States of America: Heinle & Heinle.
- Strazny, P. (Ed.). (2005). *Encyclopedia of Linguistics*. Routledge.
- Kövecses, Z. (2002). *Metaphor: A Practical Introduction*. Oxford University Press.
- Pragglejaz Group. (2007). MIP: A method for identifying metaphorically used words in discourse. *Metaphor and Symbol*, 22(1), 1-39.
- Grady, J. (1997). *Foundations of Meaning: Primary Metaphors and Primary Scenes*. University of California, Berkeley.
- Creswell, J. W. (2003). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (2nd ed.). SAGE Publications.
- Lakoff, G., & Johnson, M. (1980). *Metaphors We Live by*. The University of Chicago Press.
- Krennmayr, T. (2011). *Metaphor in Newspaper*. LOT Publications.