AN ANALYSIS OF METAPHOR AS FOUND IN THE JAKARTA POST

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Abstract

The study aimed to describe the use of metaphor in the Jakarta Post. The words used in the Jakarta Post will be analyzed by using theoretical frameworks proposed by Lakoff and Johnson (1980). In conducting the research, the writer is dealing with two purposes: (1) examine metaphorical expression used in the Jakarta Post (2) find out types of metaphor used in the Jakarta Post. There are 50 metaphorical expressions used in the Jakarta Post that have chosen as the data of the study. Having analyzed the data, the writer draws two conclusions. First, metaphorical expression is also used in political issues. Politic has compared with other related things such as circus, expensive business, and holy that conceptualizes politic in the terms of others. Second, there are three types of metaphor used in the Jakarta Post, namely structural metaphor, orientation metaphor and ontological metaphor. Among the three types of metaphors, orientation and ontological metaphor are the most frequent use in the Jakarta Post and structural metaphor is rare one.

Keywords: metaphor, type of metaphor, the Jakarta post

The Background of the Problem

Language is a tool for communication in the world. Language allows people to say something to each other and express their feeling and emotion. As human, they need to communicate and interact to each other. By using language, people can express their intent in, wants, message, and information to other people. By using language, people do not always convey their message with the ordinary words that have literal meaning. Sometimes people tend say something by using analogy to something else. This is called as metaphor. Metaphor as linguistic device is a common figure of speech and exists in human language.
According to Lakoff and Johnson (1980) metaphor is a way of conceiving of one thing with the other thing and its primary function is to understanding. They also state that metaphor is a device of poetic imagination and the rhetorical flourish. Based on the statement, it is clear that some words in a text cannot take literary. However, it can express metaphorically. Look at the following example given by Lakoff and Johnson (1980) “Argument is a war, Time is money”.

From the example, the sentence “Argument is a war” refer to metaphor which compare an argument with a war. The concept of argument is metaphorically structured in terms of the concept of war. This conceptual metaphor is realized in language by expressions such as “he shot down all of my arguments”. Moreover, Lakoff and Johnson (1980:4) claim that we do not only talk about arguments in terms of war, but the metaphor also partially structures the way we act when we argue. For example, we can actually win or lose an argument and we see the other person in the argument as an opponent. There is many thing we do in arguing are partially structured by the concept of war. It also consists of strategy to attack and defense from opponent in argument context. It does not look like physical battle but verbal battle.

The second sentence, “time is money” is categorize as metaphor because there is comparison between time and money. The concept of time is metaphorically structured in terms of the concept of money. In our culture time is a valuable commodity. It is a limited resources the using in accomplish a goal. Meanwhile, money is a very valuable thing in the world that we need. Wasting time mean wasting the money. “Time is money” means use the time as valuable as money.

Metaphor is a component of figurative language. Figurative language is language that cannot take literary. It says something other than the ordinary way or saying something and means another. Nowadays figurative language is often use in newspapers. The using figurative language in newspapers aims to satisfy reader curiosity and
excitement but sometimes cause many difficulties to understand. According to Mitchell Stephens (2000) newspapers is a publication containing news, information, and advertisements. He also defines newspapers as a publication that appears regularly and frequently, and carries news about a wide variety of current events.

In this research, the writer want to find out figurative language used in newspaper especially focus on the use of metaphor in the Jakarta Post that printed out from 1 October until 30 December 2013.

The reason why the writer is interested to analyze metaphor in the newspaper is since the Jakarta Post is one of famous national newspapers in Indonesia. The Jakarta Post is international newspaper that using English as official language. It is contain some features, such as article, economic, sport, politic, and social. As a mass media, the Jakarta Post stils the most convenient means of communication. Journalist must have a good skill in language use to involve in the Jakarta Post. The journalist who is come from over the world produced a high quality of writing because the writing should be rechecked by expert. So, it is interesting to analyze Jakarta Post. The following examples are using of metaphor in the Jakarta Post, Politic is a circus, The case was a window (The Jakarta Post, Dec 2013)

Based on example, the sentence “Politic is a circus “is related to metaphor which compares a politic with a circus. There is a comparison between two items and give point of similarity. The concept of politic is metaphorically structured in terms of the concept of circus. The first word is Politic and second is Circus. Circus is as thing to compare with politic. It recognizes that circus is a circular arena for the presentation of entertaining performance like acrobat aim to entertain audience. In this case, the concept of circus involve in the concept of politic. “Politic as a circus” describe politicas interesting as circus that there are unpredictable performance will show to entertain people. It cannot understand literary.

In the second sentence, “the case was a window”it can categorize
as metaphor because there are comparison between case and window. The concept of case is metaphorically structured in terms of the concept of window. In literal meaning window defines as a thing in house the have a function to see outside the house. In this sentence, the concept of window involve to concept of case. “The case was a window” examines the case as way to look other case.

Both of sentences provide that metaphor has used in newspaper especially The Jakarta Post newspapers. The using of metaphor may make reader interesting to read the newspapers. This research gives a little understanding about metaphor to the readers especial who want read English newspaper like The Jakarta Post newspapers. It can be concluded that metaphor is a topic that the writer want to analyze in the Jakarta Post newspaper.

Method of the Research
The Type of the Research

The research has done by the writer is classified into qualitative research. Arikunto (2006) defines qualitative research is a research done without using any numeral process in collecting and present the result of the research. In qualitative research, there is no using of statistical research in process to collect and interpret the data. In this research, the writer wants to find the source of data, method collecting and representing data.

In conducting this research, the writer is dealing with semantic cognitive approach. Accordance with Evans (2007) cognitive semantics is an approach that concerned with investigating the relationship between experience, the conceptual system, and semantic structure encoded by language. Evans stated there are four guiding principles of cognitive semantics that characterize the approach. One of them is metaphor. The basic premise of metaphor is that metaphor is not simply a stylistic feature of language but that thought it is fundamentally metaphorical in nature.

Source data
According to Arikunto (2006:129) source of data can be classified into three categories. There are person, place, and paper. Person is one of source of data that taken from person. It usually uses interview method to collected data. The answer of respondents is a main data. Then, place is source of data provide data with silence object, such as room, classroom, and an activity. Furthermore, paper is source of data consist of words, sign, pictures, and video transcription.

In this research, the source data in this research is The Jakarta Post newspapers that printed out in October – December 2013. The main data in this research is a text or sentences that consist of metaphorical case. Those text and sentences occur in political article.

**Technique of collecting data**

According to Moleong (2006), there are three of methods of collecting data. There are observation, interview and documentation method. Observation Method means that collecting data focus on observation an object with all human sense. Interview method is focus on collecting data from respondent that has asking before. In this research, the writer chooses documentation method to collect the data. Arikunto (2006:231) defines technique of documentation is ‘searching data about things by using documents such as notes, transcripts, books, newspapers, magazines, and journal’. The data which is collected is based what it is written in the document.

**Technique of Analyzing Data**

According to Moleong (2006) analyzing data is an effort to identify the related data, classify the data based on topic, and structuralize them into descriptive form to represent for reader in basic description. In this research, the writer uses descriptive analytic method in analyzing the collected data. Descriptive analytic is an analysis of collected data deeply and then, explain in simple and structuralize language in narration form (Moleong: 2006). After
collecting data, the writer analyzes the data by doing some steps below

A. The Reduction data

In this step, the writer tries to choose the data of metaphor that is necessary and needed. The necessary data should be significant and make sense to analyze. There are more metaphorical data has found in the source of data, however the writer just analyze fifty data only.

B. The Presenting of Data

The second step is presenting of the data. In this step the writer, present the data in a simples way using ordinary words. It is aim to make the writer understand about the data. For example:

Megawati-Jokowi ticket will go down well with voters, It’s only natural, Atut is under pressure

That is the way to analyze metaphor as main data. The data will present using ordinary words.

C. Verification and conclusion

Verification means a process after representing data the writer will try to make a conclusion or verification from the data. After analyzing the data the writer is able to make conclusion better.

In conducting this research, the writer has done some steps above. After the metaphor has been collected by the source, it has to be reduced in order to choose what is needed. Then, the data will be present by using ordinary words to elaborate about metaphor. In addition, the final step is making a conclusion.

Technique of representing data

Representing data is the last step of this analysis, accordance to Sudaryanto (1993:145) the findings of this research will presented in the formal and informal ways. In term of informal methods is the result of analysis will presented and explains by using ordinary words. Meanwhile, the formal method is the analysis done by using signs, symbols, and tables.

In this research, the writer chooses informal method in way to represent the results of the research. The writer elaborates and explains the result of analysis in descriptive
text using ordinary words. The type of metaphor will present in descriptive text with some explanation.

**Analysis**

**Structural Metaphor**

(1) *Politics is a circus. The truth in legal terms is absolute.*

This sentence is classified as metaphorical expression that compares a politic with a circus. The concept of *politic* is metaphorically structured in terms of the concept of *circus*. The first word is *politic* and second is *circus*. Based on lexical meaning *circus* is as thing to compare with *politic*. It recognizes that *circus* is a circular arena for the presentation of entertaining performance like acrobat aims to entertain audience. In this case, the concept of *circus* involve in the concept of *politic*. “*politic as a circus*” describe politicas interesting as circus that there are unpredictable performance and intrigue will show to entertain people.

(2) *A justice is a jurist whose thoughts are constructed by legal reasoning and interpretational processes, while external values should be reduced.*

This sentence (2) can be classified into metaphorical expression. There is comparison between justice and jurist. The concept of jurist metaphorically structure in concept of justice. In literal meaning jurist means a group of people legally selected to hear a case and to decide based on the fact. In term of “*justice is jurist*” means justice is the only power to decide based on the fact in any case.

(3) *Tubagus “Wawan” Chaeri Wardhana interpreted his statement as an attack against the governor. Jokowi responded a few days later.*

This sentence (3) can be classified into metaphorical expression. It’s related as one of the concept of structural metaphor. The
concept is Argument is a war. In this expression, “his statement as an attack against the governor” shows the strategy to attack and defense the opponent. The “statement” is looks as a war which there is a win or looses a statement and sees the other person (Jokowi) in the statement as an opponent.

(4) Last month, a survey conducted by Alvara showed that Aburizal ranked highest among the most popular presidential candidates, despite his low electability

According to Lakoff and Johnson (1980) this sentence (4) can be categories into metaphorical expression. It classified in structural metaphor because the expression “ranked highest among the most popular” is related with one of structural metaphor concept. The concept is MORE is UP and GOOD is UP. In this case, “ranked highest among the most popular” refer to the concept good is up. Its means, highest rank is good.

(5) The party is facing a dilemma. While Pak Prabowo's popularity is high, public support for the party is considered relatively low.

This sentence can be classified into metaphorical expression especially structural metaphor. It’s related to one of the concept of structural metaphor. The concept is more is up and good is up. The expression “While Pak Prabowo’s popularity is high, public support for the party” refer to the concept GOOD is UP. Its means, high popularity is good.

Orientalional Metaphor

(6) She completely controls the party although many within her inner circle often disagree with her.

This sentence is categories as metaphorical expression. It classified into orientational metaphor. The expression “She completely controls the party” is related to one of orientational concept of metaphor. The concept is having control or force is up, being subject to control or force is down. Having control means have a power or control to ménage other. Have control always related to high position in the
situation. In this sentence, “She” has a power or control the policy in the party even though many people disagree.

(7) Megawati, whom surveys say has little chance of winning the presidential race, is entertaining the idea of using Jokowi’s popularity to deliver her back into the presidential palace.

The sentence (7) can be categories as metaphorical expression. It classified into orientational metaphor. The expression “the idea of using Jokowi’s popularity to deliver her back” is related to one of orientational concept of metaphor. The concept is being subject to control or force is down. Based on lexical meaning being subject to control or force is down related to low position and being controlled by other.

In this case, “Jokowi’s popularity” has under control by chairwoman of Indonesia demarcation party of struggle to increase her public trust in candidacy as next president in 2014. Jokowi is a member of PDI-P party that controlled by Megawati the son of founding father Soekarno.

(8) The brother of Banten Governor Ratu Atut Chosiyah is a node in a dynasty that controls strategic positions across regencies and municipalities in Banten

The sentence (8) is categories as metaphorical expression. It classified into orientational metaphor. The expression “She completely controls the party” is related to one of orientational concept of metaphor. The concept is having control or force is up. In literal meaning having control means have a power or control to ménage other. Have control always related to high position in the situation. In this sentence, Wawan as the brother of Banten governor RatuAtut has a power or control the strategic position in Banten for his advantages.

Ontological Metaphor

(9) The move was to silence his critics, who questioned his lack of moral judgement for taking a second wife before divorcing his
first wife, Anna Radhiantiana Legawati, a Golkar Party politician, in 2011

This sentence (07) can be classified into ontological metaphor. It’s suitable with one of the concept of ontological metaphor. The concept is quantifying. “Lack of moral judgment” is look judgments as quantity that can be quantify. In this sentence, lacks of moral judgment refer to Ruhut Situmpol who has not moral judgment because he bring second wife to the representative house. Meanwhile, his first wife is the Golkar politician.

(10) They would trust Jokowi’s leadership because he was perceived to be an honest politician

This sentence (32) can be classified into ontological metaphor. It’s categories as one of the concept of ontological metaphor. The concept is identifying cause. “He was perceived to be an honest politician” is looks as cause. Honest politician is a cause that makes people will trust to Jokowi leadership. Nowadays, Jokowi knows as the highest rank in survey to be the next Indonesia president and has much chance to win the presidential election in 2014.

(11) The goal of a political dynasty is to control a particular region, be it at the provincial or regency level. There are actually a number of political dynasties in Indonesia,” Wawan said

The sentence (11) is categories as metaphorical expression. It classified into ontological metaphor. The expression “The goal of a political dynasty is to control a particular region” is related to one of ontological metaphorconcept. The concept is setting goals and motivation actions. In this case, RatuAtut as a governor for twice periods has built political dynasty aims to control political power in the Banten province. Ratuatut choose her family to get strategic position in Banten.

Findings

After collecting and analyzing the data, the writer has discoveredthe occurring
metaphorical expression in the political issues in the Jakarta Post newspapers. Using metaphorical expression in the political issues is compare politic with other thing that has relationship. In this case, the writer discovers in the Jakarta Post politic has compared with many things such as circus, holy, expensive business and jurist. Look the following table

<table>
<thead>
<tr>
<th>No</th>
<th>Metaphorical Expression</th>
<th>Comparison types</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Politic is circus</td>
<td>Politic – circus</td>
</tr>
<tr>
<td>2</td>
<td>Politic is holy</td>
<td>Politic – holy</td>
</tr>
<tr>
<td>3</td>
<td>Politic is expensive</td>
<td>Politic – expensive</td>
</tr>
<tr>
<td>4</td>
<td>Justice is jurist</td>
<td>Politic – jurists</td>
</tr>
<tr>
<td>5</td>
<td>Politic is enterprise</td>
<td>Politic – enterprise</td>
</tr>
</tbody>
</table>

Based on the table, metaphorical expression is also used in political issue. Politic has conceptualized in the terms oh other such as circus, holy, enterprise and expensive business. It can be the conceptual politic metaphor that used in the newspaper.

In other hand, the writer also found there are three types of metaphor occurs in the Jakarta Post newspaper especially in political article, they are structural, orientational, and ontological metaphor. The writer found that from all the sentences that the writer has collected, there are two types of metaphor that mostly uses in The Jakarta Post newspapers. They are orientational and ontological metaphor.

**Conclusion**

This writing is focus on identifying metaphorical expression and types of metaphor in the Jakarta Post. The data is the sentences and expression which is consists of metaphorical expression in the Jakarta Post newspapers. From fifty sentences of metaphorical expression found in the Jakarta Post newspaper, it was conclude that there are three types of metaphor used in the Jakarta Post newspaper. They are structural, orientation and ontological metaphor.

Having analyzed the data, the writer can draw the conclusion.
First, metaphorical expression is also occurring in political issue in the Jakarta Post, using metaphorical expression in political issue is a new case in metaphor. The example (*Politick is holy*) is an expression in political issue that uses to inform the reader that politic is a good activity or be a politician is a great jobs.

The second, orientation and ontological metaphor are type of metaphors mostly used the Jakarta Post and structural metaphor is rare one to be found. They occur in many political articles in the Jakarta Post. Orientation and Ontological metaphor are easy to recognize because they are having each pattern that has discus in previous chapter.

**Suggestion**

The writer suggests the reader, especially the student of English Department to doing the research about metaphor, because there are many interesting aspects which can be analyzed in metaphor concept that build by many experts. Nowadays, metaphor not only use in literary works but has use in newspapers such as Jakarta Post newspapers. In newspapers metaphor emerge in various issues or topic. Metaphor is used in politic issues such as in political article and political speech. This is a phenomenon that discovered by Lakoff and Johnson (1980) in “Metaphor we live by” conceptual that prove metaphor has used in every aspects of life.

Many people do not aware about the using of metaphor in their daily life. They neither use metaphor constantly and do not realize it. People often use metaphorical expression to express their opinion or idea. The writer also recommends the reader to conduct the research which similar topic and different data.
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