

## An Analysis of Metaphor in Politics Articles in The Jakarta Post Online Newspaper During Pandemic Covid-19 Era

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### ABSTRACT

This research discusses metaphor used in politics articles in the Jakarta Post online newspaper during pandemic covid-19 era. The aim of this research is to find the kind of metaphor and conceptual meaning of metaphor. The methodology used in this research is descriptive qualitative method. Sources of data in this study are articles in The Jakarta Post online newspaper, especially political articles. Data collection was carried out by taking several articles on Politics in the Covid-19 Pandemic Era. This research using George Lakoff and Mark Johnson theory for analyze kinds of metaphors, while analyzing the meaning of metaphor using Zoltan Kövecses theory. The result of this research is 25 data containing all kinds of metaphor which are five data of orientational metaphor, five data of ontological metaphor, and fifteen data of structural metaphor. The meaning of metaphor is conceptual meaning, namely interpreting metaphors using the source and target domains, while the most dominant metaphor is structural metaphors.

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## 1. Introduction

Politics is something that cannot be separated from power so deep politics requires a ruler who is trusted by the people and for the people. Politics has a political system in which it has elements mutually related (interrelated) and interdependent (interdependent). While politics means various kinds of activities that occur within a country concerned with the process of setting goals and how to achieve goals. (Philipus, 2004: 104) In the life of the state, surely you are familiar with political terms. Even politics can be an aspect of state life. News about politics

always attracts the attention the readers, even in this pandemic, political enthusiasts do not want to miss news about today's politics. Because of the regional elections 2020 coincide with the pandemic. This news will be interesting to be researched and discussed. Regional Elections (Pilkada or Pemilukada) are conducted directly by residents of the local administrative areas who meet the requirements. Regional elections are carried out in a package together with deputy regional. Readers are more interested in getting news through online newspapers because a pandemic requires all of us to stay at home. Therefore online newspapers today play an important role in delivering news to readers at home.

Newspapers today display many sentence forms that use metaphors as a means of conveying the meaning of their speech. In addition to politics, metaphors are also used in the world of education to teach concepts and problems (Degirmenci, 2019). The use of metaphors in the political field is usually used by politicians, power holders, and prospective national leaders who are currently contesting. This is in accordance with what Gnanaseelan (2015) states that metaphorical features have permeated political discourse. The function of metaphor in political discourse aims to frame ideology and shape public opinion (Chatti, 2019). The use of metaphorical linguistic features in political discourse has several implications for the public as political observers (Philip, 2005). The use of metaphor is pretty not unusualplace withinside the information article. Journalists appear to had been familiar with the usage of language capabilities which include metaphor. They employ it in a few instances to draw readers and offer quite a few language styles (Krennmayr, 2011).

George Lakoff, Mark Johnson in his book *Metaphors, We Live By* (1980) and Zoltan Kövecses in his book, *Metaphor: A Practial Introduction* (2010) divides metaphors into three kinds, namely: structural metaphors, orientation metaphors and ontological metaphors. Structural metaphors are cases where one concept is arranged metaphorically within the framework of another. In this kind of metaphor, the source domain provides a rich knowledge structure for the target concept. In other words, cognitive function allows speakers to understand target A through B's source structure. We will call these orientation metaphors, as most of them relate to spatial orientations: up-down, outward, front-back, on-off, inside-shallow, center-peripheral. This spatial orientation arises from the fact that we have the bodies we have and function just as much as in our physical environment. The orientation metaphor provides the concept of spatial orientation.

Ontological metaphors speak of abstract qualities as if they were objects or entities (abstract). It conceptualizes and talks about things, experiences, and processes as if they had definite physical properties (Rosamund, 2006). Ontological metaphors are metaphors in which abstractions such as activities, emotions or ideas are manifested or transformed into entities and used as if they were objects. In our daily interactions with object and substance and this experience provides the basis for many ontological metaphors. An ontological metaphor is a metaphor in which an abstraction, such as an activity, emotion, or idea, is represented as something concrete, such as an object, substance, container, or person. Just as the basic experience of human spatial orientation gives rise to the metaphor of orientation, so our experience with physical objects (especially our own bodies) provides the basis for an unusually wide variety of ontological metaphors, namely ways of looking at events, activities, emotions. , ideas, etc., as entities and substances

The problem of using metaphorical language features raises its own problems. The problem with using the metaphorical language feature is indirect. This means that readers must look for the intended meaning in these metaphorical features and it is not uncommon for metaphors in political communication to cause various interpretations that sometimes become misunderstood. Furthermore, this misunderstanding triggers hostility and hatred between speakers and speech partners, including the public as political observers.

The reason the writer was interested in analyzing the metaphor in newspapers is because of the Jakarta post newspaper in one of the leading national newspapers in Indonesia. Because of many of words in the politics articles that are ambiguous or confusing and it is necessary to find the meaning behind it. And 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 stills 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 writer focuses on political articles because information is needed by everyone and politics plays an important role in the future of every country.

Based on the background above this research will analyze metaphor of politics in the Jakarta Post online newspaper during pandemic covid-19, with using theory of

George Lakoff and Mark Johnson theory to find kinds of metaphor and Zoltan Kovecses to analyze the meaning of metaphor. Some questions appear in this discussion that must be explained and answered. The questions are as follows: (1) What are kinds of metaphor in politics articles in The Jakarta Post online newspaper? (2) What are the meanings of metaphor in politics articles in The Jakarta Post online newspaper?

## **2. Method of Research**

This research includes qualitative research with descriptive methods. Creswell (2003) states that qualitative research is a process of investigating understanding based on a different methodological tradition from investigations that explore social or human problems. Bogdan and Taylor in Moleong state that in descriptive qualitative research, the data examined by researchers is in the form of spoken or written words (Moleong, 2004). Qualitative because it relates to non-numeric data and is descriptive in nature because it aims to describe the facts of the analysis systematically based on what they are.

This research constructs complex and holistic pictures, worded the times, reports the detailed views of informants, and conducts studies in a natural setting. In this study, the data source in this study was the online newspaper The Jakarta Post during the COVID-19 pandemic. The main data in this study is in the form of text or sentences consisting of metaphorical cases. These texts and sentences appear in political articles. Researchers limit themselves only to analyzing political metaphors. The data obtained were analyzed through five stages, namely categorization, classification, analysis, discussion, and reporting.

## **3. Discussion**

### **Kinds of Metaphor**

#### *Structural metaphor*

Structural Metaphors are conventional metaphors in which one concept is understood and expressed in another structured term, a concept that Lakoff and Johnson sharply defined. In this kind of metaphor, the source domain provides a rich knowledge structure for the target concept. In other words, cognitive function is to enable speakers to understand target A through source structure B. The author found 15 data about structural metaphors, but the authors only analyzed 3 data as follows:

Datum 1:

“Holding the general election for the national legislature and the president and vice president simultaneously is the logical consequence of trying to strengthen the presidential system”. (27 Feb 2020. 03:02 Pm)

The word “strengthen” refers to oxford dictionary means in verb that make or become stronger. But the word “strengthen” refer to something that is physical or like a wall which means something real, but in the text above the word is for something that is abstract or invisible like a presidential system. It means that the word presidential system means the presidential system is not something ordinary but something high and sturdy that must be issued.

The word “strengthen” is taken from an article entitled Court rules simultaneous elections as "most constitutional", and the word is contained in the third paragraph. The word "strengthen" is usually used in a physical context, for example to strengthen a building, limbs and to encourage a person to act more vigorously or effectively, whereas in the above sentence the word "strengthen" refers to a component or elemental context. The word “strengthen” in the sentence aims to explain that simultaneous presidential and legislative elections are the most powerful way to strengthen the presidential system. The word strengthen in this context does not only mean to strengthen the presidential system but also strengthen the supporting systems contained therein.

“Presidential system” is the target domain while “war” is the source domain. Both are conceptualized to have a relation with the word “strengthen”. It is called to be structural because it uses the word strengthen for a presidential system which should be intended for war. So the conceptual metaphor is the POLITIC IS WAR.

#### *Orientational Metaphor*

This spatial orientation arises from the fact that we have the bodies we have and function just as much as in our physical environment. The orientation metaphor provides the concept of spatial orientation: up-down, inside-out, front-back, on-off, in-shallow, center-peripheral. The author found 5 data for Orientational metaphors. However, the authors only analyzed 3 data as follows:

Datum 16:

“Fritz said incumbents might also benefit from the coronavirus crisis response as they could use it as an opportunity to boost their popularity among voters”. (28 June 2020. 03:02 pm)

In the sentence above, we will see the metaphor of orientation is the word "boost". Because the word "Boost" in the Oxford dictionary "Boost" means *help or encourage (something) to increase or improve* and in other terms is *a source of help or encouragement leading to increase or improvement*, a popular word term to denote the period when activity is at a high level.

The word "Boost" in the sentence above refers to the current political situation and in the context of regional elections. The word "Boost" has the meaning of increasing, which means the word boost shows the word up. Therefore the word boost is included in the orientational metaphor because it shows spatial or orientation. Both have the meaning "Boost" which indicates something is "Up".

#### *Ontological Metaphor*

An ontological metaphor is a metaphor in which an abstraction, such as an activity, emotion, or idea, is represented as something concrete, such as an object, substance, container, or person. The writer finds 5 the ontological metaphor in politics articles in The Jakarta Post online newspapers. But the writer only analyzed 3 data as follow;

Datum 21:

"The regions holding elections include Surabaya and 18 other cities and regencies in East Java, one of **the provinces hit hardest** by COVID-19, as well as 21 cities and regencies in Central Java, another province affected by the pandemic." (28 June 2020. 03:02 pm)

The ontological metaphor is describing something abstract into something real. Same as the sentence above the sentence above one of the provinces hit hardest. The sentence shows as if it were a living province or an object that could be juxtaposed with the word hit. In Oxford dictionary the word "Hit" refers to something physical. Meanwhile, the sentence above the word province seems to be an object that seems to exist.

As we know, the province of East Java is one of the provinces that have been affected by the COVID-19 virus. Therefore it has a lot of impact on the economy and the electoral process in the province. Therefore, mention that the province of East Java is one of the provinces hardest hit by Covid-19. The depiction of being hit is included in the ontological category because it represents something abstract to something real.

## Meaning of Metaphor

Conceptual metaphor consists of source and target domain; a concept domain which someone draw metaphorical expression to understand another conceptual domain is called source domain, while the conceptual domain that we understood this way is target domain.

### *Structural Metaphor*

Datum 1:

“Holding the general election for the national legislature and the president and vice president simultaneously is the logical consequence of trying to strengthen the presidential system”. (27 Feb 2020. 03:02 Pm)

The word “strengthen” refers to oxford dictionary means in verb that make or become stronger. But the word “strengthen” refer to something that is physical or like a wall which means something real, but in the text above the word is for something that is abstract or invisible like a presidential system. It means that the word presidential system means the presidential system is not something ordinary but something high and sturdy that must be issued. The word ‘strengthen’ refers to Cambridge dictionary means that to make something stronger or more effective.

In the case, journalists use the word ‘strengthen’ which refers to something abstract like a system. From the explanation above, it can be concluded that a system in question is described as a war that must be strengthened. In the case the word ‘strengthen’ describe like a war in the sentences. It means that it can be interpreted that Politics is War as follows:

Source Domain: War	Target Domain: Politic
Situation a war	Situation in general election.
Trying to strengthen the defensive wall	Trying to strengthen the presidential system
Win in a war	Win in a general election

Datum 2:

“Safrizal, said the ministry would have public order agencies (Satpol PP) in 270 regions look out for serangan fajar (dawn attack), a form of vote buying that happens directly prior to voting.” (28 June 2020 03:02 pm)

In the case, journalists use the dawn attack in this sentence in a political context. Whereas we know that the dawn attack occurred during war. It means that it can be described that election is war. Dawn attacks in war can be in the form of boom or resistance attacks, but in this context the dawn attack is the dawn attack is a term used to describe a form of money politics in order to buy votes by one or several people to win a candidate who will occupy a position as a political leader.

Dawn attacks generally target lower middle class groups of society and often occur before general elections. The form of money politics that is carried out is by distributing money ahead of voting day with the aim that the public elects certain parties or cadres. So can be conceptualized Election is War as follows:

Source Domain: War	Target Domain: Election
Situation in a war	Situation in election
Boom or shot attack	Vote buying like a money
Look out for seek refuge from war because it is dangerous	Look out for dawn attack for vote buying

### *Orientational Metaphor*

Datum 16:

"Fritz said incumbents might also benefit from the coronavirus crisis response as they could use it as an opportunity **to boost** their popularity among voters". (28 June 2020. 03:02 pm)

In the sentences above, the data are identified based on the conceptual metaphor that relates to spatial orientation, UP-DOWN. Such a conceptual metaphor is formed. Call a person is happy the general conceptual is "Up" orientation. This applies to the above statement. The term "boost" can describe an increase in something from the previous one. Metaphor is interpreted figuratively language that tries to describe something or event using that orientation. The sentence above shows that there is something which you want to describe, namely "boost".

Datum 19:

"The KPK, he said, had arrested dozens of regional leaders for allegedly abusing their power for personal gain, even though it recorded a **downward** trend of such cases in the past two years. In 2019, the KPK arrested nine

regional leaders for corruption, **a sharp decline** compared to 29 regional leaders in 2018.” (28 June 2020. 03:02 pm)

The word “Downward” and “Sharp decline”, which mean decline, is included in orientation. According to the oxford dictionary, the word downward is toward a lower place, point or level, which means the word “Downward” is used to indicate that something applies to everyone in a certain hierarchy or set. Based on the above understanding, the word “Downward” also shows a downward situation in the paragraph. And this means the word downward is an orientational metaphor because it shows orientation “down”.

#### *Ontological Metaphor*

Datum 21:

“The regions holding elections include Surabaya and 18 other cities and regencies in East Java, one of **the provinces hit hardest** by COVID-19, as well as 21 cities and regencies in Central Java, another province affected by the pandemic.” (28 June 2020. 03:02 pm)

In the case, the word “hit” refers to Cambridge dictionary means to move your hand or an object onto the surface of something so that it touches it, usually with force. Ontological describes something that is abstract in the form of ideas, emotions and others. The purpose of "one of the provinces hit hardest by Covid-19" with the widespread spread of covid-19 in the East Java area makes people around it and including the government feel sad because the spread of Covid-19 is a very dangerous virus. And become a barrier that can hinder the electoral process in the area. It means the word can be conceptualized Province is Human as follows:

Source Domain: Human	Target Domain: Province
Human body	Province
Hit physically	Hit abstract
Hit with your hand	Hit by something that happened

Datum 23:

“If the elections **run** correctly, those who are elected leaders are most probably the ones with integrity, [...] those who will govern corrupt-free.

And poorly run elections will result in leaders who will only focus on recouping the cost of running for office.” (12 September 2020. 11:48 am)

In this case, the word “run” according to the Cambridge dictionary meaning (people and some animals) to move, faster than walking, by taking a brisk stride where each leg is lifted before the next one hits the ground. It means that it can be conceptualized that Election is Human as follows:

<b>Source Domain : Human</b>	<b>Target Domain: Election</b>
Run with legs	Running a condition
Running to the destination	Run correctly
The destination is a chilled place	The goal is to run correctly

Datum 24:

“A survey released by Statistics Indonesia (BPS) on June 15 shows that **Indonesians are growing more permissive toward vote buying**. It found that 32.74 percent of 1,200 respondents said they would tolerate people accepting money or gifts from candidates competing in legislative or regional elections, an increase from the 20.89 percent of respondents surveyed last year.” (28 June 2020. 03:02 pm)

In the case, the word “grow” refers to Cambridge dictionary means that o increase in size or number, or become more developed or expanding”. So, therefore the word above is included in the ontological metaphor because it represents something abstract into something concrete that can happen by looking at the hidden meaning in the sentence. It means that it can be conceptualized organization is plants as follows:

<b>Source Domain : Plants</b>	<b>Target Domain: Indonesians</b>
Growing to increase size or number	Growing about vote buying
Have a part of plants	Structured in Indonesia
Something real	Something abstract

#### 4. Conclusion

There are three kinds of metaphors, namely structural, orientational and ontological. The researcher finds that there are fifteen structural data, five orientational data and five ontological data. The researcher finds the most structural data in political articles is structural metaphor. Structural metaphor is like

the statement which shows two objects clearly so it is easier to decide the structural metaphor appeared in the articles. Orientation or partial metaphor tend to have such the concept of expression “up and down” in a politics article. Then, ontological metaphor is more complicated. It is like the expression of something and the meaning is rather difficult to decide. Human should have the knowledge or experience about the object which is used to express the ideas (abstract). However, structural and partial metaphor also need it but this ontological can be more than that.

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