

**METAPHOR AND METONYMY USED BY BARACK OBAMA AND JOHN MC CAIN
IN THEIR POLITICAL SPEECHES: An Analysis of Figurative Language**

THESIS

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One of verses in Holy Qor'an says:

Bukankah kami telah melapangkan untukmu dadamu, dan kami telah hilangkan dari bebanmu yang memberatkan punggungmu, dan kami tinggikan bagimu sebutan (nama mu) karena sesungguhnya dibalik kesulitan itu ada kemudahan. Maka apabila kamu telah selesai dari suatu urusan lain dan hanya kepada tuhanmu hendak kamu berharap.

(Q.S Alam Nasyrah: 1-8)

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ABSTRAK

Kirana, Elfa. 2011. "Metaphor and Metonymy Used by Barack Obama and John Mc Cain Their Political Speeches: An Analysis of Figurative Language". *Unpublished Thesis*. English Department, State University of Padang.

Skripsi ini membahas tentang majas yang merupakan serangkaian kata, frase, atau klausa yang memiliki makna diluar makna harafiah. Tujuan dari penelitian ini adalah untuk membuktikan bahwa majas telah berkembang dan masuk ke sendi-sendi kehidupan manusia. Beberapa waktu lalu, majas lebih lazim ditemukan dalam karya-karya sastra seperti puisi, novel, cerita pendek dan juga lagu. Namun, majas telah lazim ditemukan dalam dunia politik, contohnya dalam kampanye presiden, Barack Obama dan John Mc Cain pada tahun 2008. Penelitian ini juga bertujuan untuk menjelaskan majas mana yang paling banyak dipakai oleh Barack Obama dan John Mc Cain serta makna dari tuturan yang mengandung metafor dan metonimi tersebut yang mempengaruhi terpilih atau tidaknya mereka sebagai presiden.

Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif. Metode ini digunakan dalam menganalisis data dalam bentuk tertulis dan juga lisan, serta menggambarkan dan mengolah data berdasarkan situasi, dokumen, transkrip atau bahkan rekaman yang diambil dari lapangan. Dalam hal ini, penulis hanya menganalisis dokumen atau skrip tertulis yang berisi beberapa tuturan Barack Obama dan John Mc Cain yang mengandung majas metafor dan metonimi. Penulis mendapatkan kampanye presiden Amerika Serikat ini dengan cara mengunjungi website [Http://www.johnmccain.com/Informing/News/Speeches/3d837545-5ac8-4124-929c-33c3f0ee9fe5.htm](http://www.johnmccain.com/Informing/News/Speeches/3d837545-5ac8-4124-929c-33c3f0ee9fe5.htm) dan http://www.barackobama.com/2007/08/21/remarks_of_senator_obama_a_sac.php. Data-data tersebut kemudian dianalisis dan dikelompokkan berdasarkan masing-masing pidato kampanye dari kandidat. Dari pidato tersebut, penulis menjabarkan secara langsung yang mana tuturan yang mengandung majas metafor dan metonimi serta makna dari tuturan tersebut.

Hasil penelitian menunjukkan bahwa kandidat presiden Barack Obama lebih banyak menggunakan majas metafor daripada metonimi dalam memenangkan bangku kepresidenan Amerika Serikat tahun 2008. Tentu tidak lepas dari keahlian Barack Obama dalam mengungkapkan tuturan majas metafor kepada masyarakat Amerika Serikat yang mengandung makna yang lebih menyentuh dan mendalam. Dalam hal ini, kampanye Barack Obama dan John Mc Cain difokuskan kepada perang Amerika Serikat terhadap Irak. Mereka akan menunjukkan argumen masing-masing di hadapan khalayak ramai yang banyak mengandung majas metafor dan lalu diikuti oleh majas metonimi.

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Moreover, I express my thankfulness to my students in Ganesha Operation for the wonderful spirit that you have given to my life and powerful togetherness to pass all the obstacles. Then, thank to all ex-students of Regular B 07 for all the gathering. I also does not forget to say my gratitude to my seniors Dina and Nia for all the unforgettable discussions and our fun time. Then, my special thanks for Beni Harianto who is special in my heart. Thanks for all of your support, pray and love.

Last but not least, I hope this thesis can be useful for the readers. Thank You.

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CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

Language is the way to express the ideas or feelings directly or indirectly. In using the language, people do not always convey their message with the words that have literal meaning, but also with the ones that have non literal meaning. Non literal meaning is figurative language. It means that figurative language is the connotative meaning that has the purpose to express idea or thought in order to help reader understand and stay interested in what they have to say.

In addition, people use the figurative language in various fields. One of them is in political speech. There are many kinds of figure of speech that can be used in political field, like speech and debate. Focusing on political speech, many presidential candidates actually use figurative language to attract the citizen to choose them. By using figurative language, many politicians can run their speech more smoothly and more interestingly.

In that case, figurative language gives big contribution toward political field because it is able to help many politicians do their speech during campaign period in interesting and exciting way, and audience who attends and watches can recognize the topic being discussed. Those figurative languages appear in individual campaign. It also happens in presidential campaign between Barack Obama and John Mc Cain. The candidates should arrange their ideas to their audience. In other words, it is to achieve vividness of the campaign situation.

Lately, one way to promote politician's vision and mission is by having a campaign. It can also be seen to what happen in a superpower country, United States.

Before the Election Day, all of president candidates have got to follow some stages including presidential campaign. The president candidates of United States itself are Senator Barack Obama from Democratic candidate and Senator John Mc Cain from Republican candidate. This kind of campaign is to know what they are going to do after being a president of United States. Based on the researcher's observation, the campaign speeches of the two candidates consist of some expressions that are imaginatively exposed. However, those candidates have to specify their campaign speeches to the use of figurative language in order to make the campaign run well and understandable.

This topic is chosen because first, the researcher wants to know what the meanings of figurative languages as comparison such as metaphor and metonymy exactly. The second reason, the researcher is really interested in analyzing the language style especially figurative language as comparison such as metaphor and metonymy because the use of those figurative languages as comparison have changed over time, and nowadays it spread into political scope, and it may affect our life. Finally the researcher also recognizes that not only in daily conversation she finds out metaphor and metonymy but also in political speech. Based on some phenomena above, the researcher wants to explore metaphor and metonymy that are found in Barack Obama and John Mc Cain' campaign speeches and the meanings of metaphor and metonymy of each their expression in American Presidential campaign 2008.

1.2 Identification of the Problem

In this thesis, the campaign speeches of Barack Obama and John Mc Cain are the object of figurative language as comparison. There are many kinds of figurative language

as comparison, namely, metaphor, metonymy, personification, allegory, simile, parable, symbolic, trope, litotes, and periphrases. In this case, the researcher just focuses on metaphor and metonymy that the researcher gets in Barack Obama and John Mc Cain expressions in campaign speeches. Furthermore, the researcher also discusses about the meanings of their expressions that contain metaphor and metonymy.

1.3 Limitation of the Problem

Based on the identification of the problem above, the problem of this research is limited to metaphor and metonymy that are found in Barack Obama and John Mc Cain' campaign speeches of American Presidential campaign of 2008.

1.4 Formulation of the Problem

Referring to identification of the problem above, this study belongs to semantic field. Related to this, the problem of this study is formulated as follows:

“What are metaphor and metonymy’ expressions used by Barack Obama and John Mc Cain and what are the types of expression meanings which contain metaphor and metonymy used by Barack Obama and John Mc Cain in their campaign speeches?”

1.5 Research Questions

To guide the researcher in conducting the study, the problem of the study is elaborated into the following questions:

- 1.What are metaphor and metonymy’ expressions used by Barack Obama and John Mc Cain in their campaign speeches?
- 2.What are the types of expression meanings which contain metaphor and metonymy used by Barack Obama and John Mc Cain in their campaign speeches?

1.6 Purposes of the Study:

The purposes of the study are as follows:

1. to find metaphor and metonymy' expressions used by Barack Obama and John Mc Cain in their campaign speeches
2. to find the types of expression meanings which contain metaphor and metonymy used by Barack Obama and John Mc Cain in their campaign speeches

1.7 Significance of the Study

The result of this research is hoped to give contributions to the development of metaphor and metonymy theories. It can be additional references for next researcher to conduct this kind of research. In addition, this research also gives the knowledge about the truly meanings of metaphor and metonymy to the readers especially for the politicians who are going to deliver their speech with the different language style.

1.8 Definition of Key Terms

There are some terms used in this research:

- a. Figurative language is language that uses words or expressions with a meaning that is different from the literal interpretation. Moreover, it is used in a way that is different from usual meaning in order to create a particular mental image.
- b. Metaphor is an implied comparison between two unlike things that actually have something important in common. It is similar to a simile, but does not use “like” or “as”.

- c. Metonymy is a figure of speech in which one word or phrase is substituted for another with which it is closely associated; also, the rhetorical strategy of describing something indirectly by referring to things around it.
- d. American presidential campaign is a form of communication by American presidential candidates. The purpose is to know, convince and deliver vision and mission in front of the citizen. They may do the campaign at the different time and place.