

**THE COMPARISON BETWEEN METAPHORS USED IN POLITICAL
NEWS IN THE JAKARTA POST AND THE NEW YORK TIMES ONLINE**

Thesis

*Submitted as Partial Fullfilment of the Requirements to Obtain Strata One (S1)
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ABSTRAK

Velini, Riskia Sitti. 2019. “The Comparison between Metaphors Used in Political News in The Jakarta Post and The New York Times Online”. Skripsi. Padang: Jurusan Bahasa dan Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Padang.

Penelitian ini membahas tentang persamaan dan perbedaan dari metafora yang ditemukan di berita politik di The Jakarta Post dan The New York Times. Teori Kovecses (2010) tentang konseptual metafora digunakan untuk menganalisis data. Konsep dari metafora dirincikan menjadi sumber domain dan target domain. Jenis penelitian ini adalah penelitian deskriptif. Setelah menganalisis 40 berita politik di The Jakarta Post dan The New York Times, ditemukan bahwa terdapat 61 metafora di The New York Times dan 16 metafora di The Jakarta Post. Dari hasil dari penelitian ini, politik merupakan tipe target domain yang paling banyak ditemukan di kedua koran online ini. Akan tetapi, tipe sumber domain yang ditemukan di kedua koran ini berbeda. Pada koran The New York Times, ditemukan bahwa tipe sumber domain yang paling dominan adalah gerakan dan arah, sementara itu di koran The Jakarta Post, tipe sumber domain yang paling dominan adalah mesin dan alat. Perbedaan ini terjadi karena penulis dari kedua koran ini mempunyai perbedaan kebudayaan dan juga perbedaan gaya menulis.

Kata kunci: metafora, konseptual metafora, berita politik, sumber domain, target domain.

ABSTRACT

Velini, Riskia Sitti. 2019. “The Comparison between Metaphors Used in Political News in The Jakarta Post and The New York Times Online”. Thesis. Padang: English Language and Literature Department, Faculty of Languages and Arts, Universitas Negeri Padang.

This study analyzed the differences and the similarities between metaphors found in political news in The Jakarta Post and The New York Times online. Kovecses (2010) theory about conceptual metaphor was used to analyze the data. The concept of metaphor is elaborated into source domain and target domain. The type of this research was descriptive research. After analyzing 40 political news in The Jakarta Post and The New York Times, it was found that there are 61 metaphors in the The New York Times and 16 metaphors in The Jakarta Post. The result of this study shows that politics is the most dominant type of target domain in the metaphors found in both newspapers. However, the most dominant type of source domain is different. In The New York Times, it is found that the most dominant type of source domain is movement and direction, meanwhile in The Jakarta Post, the most dominant type of source domain is machines and tools. The differences occur because the writers of both NYT and TJP have different cultural background and writing style.

Keywords: *metaphors, conceptual metaphor, political news, source domain, target domain.*

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LIST OF ABBREVIATIONS

CMT Conceptual Metaphor Theory

JP The Jakarta Post

NYT The New York Times

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CHAPTER I

INTRODUCTION

1.1 Background of Research Problem

Human being use language to express their ideas and communicate each other. In a successful communication, sender and receiver have to understand each other. There are two kinds of language used in communication, literal language and non-literal language. The literal language is a kind of language in which the meaning is conveyed conventionally. It means that the meaning of the words used are the real meaning. The other one is non-literal language or also be called figurative language. In figurative language, the meaning of the words is deviated from its real meaning and it has an implied meaning. The purpose of figurative language is to express the ideas in unusual way. In addition, according to Croft and Cruse (2004:193), the reason why someone use literal language is because she or he feels that there is no literal language that can produce the same effect as the figurative language.

Reaske (1996) states that there are 9 types of figurative language, including hyperbole, metaphor, metonymy, simile, synecdoche, alliteration, litotes, irony and allusion. However, Croft and Cruse (2004) states that the highly used figurative language is metaphor. Metaphor is a figurative language in which two things that are unrelated each other are compared. It is similar with simile, which also compare two things, but simile use connective word such as “like”, “as” and “than” in the sentences. Metaphors do not use connective words like that.

Lakoff and Johnson (1980 : 4) states that metaphor is pervasive in everyday life, not just in language but also in thought and action. From this statement, it means that metaphor is not only used in communication but also in the way people think and act. In daily life, language is full of metaphor. For example, the metaphor *time is money* is commonly used in daily life. It shapes people's mind that time is valuable. Because of this metaphor, the perception of time in people's mind is that it has the same value as money.

Metaphor is about mapping between two domains and it is discussed in cognitive stylistics. In cognitive stylistics, the important feature is the way people transfer mental constructs, especially in the way they map one mental representation onto another when reading texts. Stylisticians have drawn attention to this system of conceptual transfer in both literary and in everyday discourse, and have identified two important figures of speech, metaphor and metonymy (Simpson, 2004). A theory about metaphor in cognitive stylistics is called Conceptual Metaphor Theory (CMT). It was first elaborated by Lakoff and Johnson in their book "Metaphors we live by" (1980) and later was developed by Kovecses (2010). In "Metaphors we live by", Lakoff and Johnson stated that the everyday language used by human being is full of conventional metaphors.

Metaphor is not only found in fiction but it is also found in non-fiction such as political discourse. Musolff (2004 : 4) studied that metaphors are often used to discuss and conceptualize political topics such as EU politics. Musolff also said that some political topics that have been discussed in the communications literature are

metaphoric in nature. In this research, the researcher focused on political news. The political news talks about new information about what is happening in politics, mostly in civil government and political power. In addition, election is one of the examples of political news.

Politics is the main issue in Indonesia and also in the US this year. Indonesia held a presidential election in April 17, 2019 and politics was the hot issue in Indonesia, since the candidates of the president were doing a campaign. The campaign has started since September 23, 2018 until April 13, 2019. In addition in the US, there was a debate about the 2020 democratic party presidential debates and forums. The debates have taken place among candidates in the campaign for the Democratic Party's nomination for the president of the US in 2020 presidential election. The first two debates was held in June 26 and June 27 2019. Both of these countries were having the same main issue going on, which is politics, and the local newspapers were full of politics. Thus, the researcher was interested in analyzing the metaphors used in political news in Indonesia and the US.

The newspapers that were analyzed in this research is in online form because in this digital era, people often read news in online website. The political news in The New York Times and The Jakarta Post were chosen to be the sources of data. The New York Times is an American newspaper based in New York City with readers from all around the world. The newspaper is ranked number 1 in a 2011 based on the quality of U.S newspapers by Daniel de Vise of The Washington Post. In 2019, The New York Times is in the 3rd rank of 10 U.S daily newspapers based on the media

transparency and trust according to Alliance for Audited Media. This proves that it is one of the reliable newspapers in the U.S. In addition, The Jakarta Post was chosen because the coverage of the news was considered accurate and educated, also with good analysis based on The Adam Malik Award in January 2009. The target of this newspaper are foreigners and educated Indonesians. Both of these newspapers are considered trusted in their own countries and thus the researcher is interested in analyzing the language that they use in the newspaper.

The study about metaphors has been conducted for the past few years. One of the previous research was conducted by Burgers et. al (2016) under the title *Figurative Framing: Shaping Public Discourse through Metaphor, Hyperbole and Irony*. This study expands framing theory by introducing figurative framing. According to the writers, figurative language types like metaphor, hyperbole and irony are important in shaping public discourse, because these figures contain important linguistic and conceptual content about the issue under discussion.

Another study was conducted by Kurniawati (2015). She did a research under the title *A Study of Conceptual Metaphor in Suzanne Collins' The Hunger Games*. In her research, she analyzed conceptual metaphor in a literary work, a novel. The results of her research show that there are only nominal and predicative metaphors that dominantly used. *sadness*, *fear*, and *anger* are the dominant target domains. *natural force*, *fire*, *tormentor*, *down*, and *captive animal* appeared as the dominant of source domains.

The third study was conducted by Azizah (2017). Her thesis entitled *The Use of Metaphor in The Jakarta Post Newspaper* and it was about the types metaphor found in The Jakarta Post newspaper headlines based on the theory of Zoltán Kövecses. The result of this study shows that the dominant metaphors found in the headlines are ontological and orientational metaphors.

After elaborating several previous studies, there are three differences between this research and the previous research. First, the previous studies mainly discussed about metaphors found in fiction texts such as in novel. This research used non-fiction texts, political news, as the source of the data. Secondly, the previous study that analyzed metaphor in non-fiction texts mainly used critical discourse analysis approach in doing the analysis. This research used cognitive stylistics as the approach in order to analyze the metaphor found in political texts. More specifically, Conceptual Metaphor Theory was used in this research. Thirdly, the previous studies did not discuss about metaphors found in political news from two different newspapers and this is explored more in this research. This research compared two newspapers from two different countries to see the differentiation between each other in using metaphors. Thus, this research is the expanding of the previous research.

1.2 Identification of Research Problem

Metaphor can be analyzed in three different kinds of approach in linguistics point of view, including Critical Discourse Analysis (CDA), pragmatics and stylistics. In CDA, the ideology that the writer used in their articles can be analyzed in several ways, including by using metaphor. The metaphor found in the articles can define

the ideology and it can be seen whether the writer is biased to one thing or the other. In addition, metaphor also can be analyzed by using pragmatics approach. In pragmatics point of view, metaphor is a case of violation of maxim, specifically maxim quality.

In addition, metaphor can also be analyzed by stylistics approach. In this research, the researcher focused on using cognitive stylistics. It is a study that focus on mapping between one mental representation and another when reading texts. In cognitive stylistics, the conceptual metaphor theory was pioneered by Lakoff and Johnson (1980). In conceptual metaphor, there are two domains; the domains are related to each other. One domain, from which they are mapped is called “source domain” and the domain onto which they are mapped is called “target domain”. This theory was developed later by Kövecses (2010).

1.3 Limitation of Research Problem

Based on the identification of research problem above, this research is limited to the analysis of conceptual metaphor. The analysis is based on Kövecses theory (2010) of conceptual metaphor. In conceptual metaphor, there are two domains, including target domain and source domain. This research focused on 13 types of common target domain and source domain according to Kovecses.

1.4 Formulation of Research Problem

From the limitation of the problem above, the researcher formulated a research problem as the following : “How are metaphors used in political news in The Jakarta Post and The New York Times?”

1.5 Research Questions

In order to elaborate the research problem, the research questions are formulated as follow:

1. What are the source domain and target domain of the metaphors used in political news in The New York Times?
2. What are the source domain and target domain of the metaphors used in political news in The Jakarta Post?
3. What are the differences and similarities between the metaphors used in The New York Times and The Jakarta Post?

1.6 Purposes of Research

Related to the research questions above, the purposes of the research can be formulated as follow:

1. To find out the the source domain and target domain of metaphors used in political news in The New York Times.
2. To find out the the source domain and target domain of metaphors used in political news in The Jakarta Post.
3. To find out the differences and similarities between the metaphors used in The Jakarta Post and The New York Times.

1.7 Significance of Research

There are two significances in this research, including theoritical and practical advantages. Theoritically, the researcher hopes it will give contribution for the next

linguistics researchers, especially for those who want to conduct a stylistics research about figurative language, including metaphor. Hopefully this research can be used as an extra source to improve the understanding of the conceptual metaphor. It is not only can be used in news discourse but also in other kinds of discourse. In addition, practically, this research's aim is to enlighten the readers about metaphors found in non-fiction text, particularly metaphors.

1.8 Definition of Key Terms

Metaphor : a figurative language that compare two different things that share common characteristics implicitly.

Cognitive stylistics : a branch of stylistic discipline that focus on mapping between a mental representation and another when reading texts.

Conceptual Metaphor Theory : a theory of metaphor pioneered by Lakoff & Johnson (1980) in which one idea or conceptual domain is described in terms of another.

Political News : The news that contains information about political issues around the world, for example election and diplomacy relationship.

The New York Times : a newspaper based in the US

The Jakarta Post : an English newspaper based in Indonesia