

Metaphor Analysis On Article Of Legislative Election In *The Jakarta Post*

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Abstract

The writer analyze the metaphor on article of legislative election in *The Jakarta Post*, the writer gets the conclusion as follows: There are two classes of metaphor, namely syntactic metaphor, and semantic metaphor. Syntactic metaphor is divided into four (4) types, namely noun metaphor, verb metaphor, adjective metaphor and adverb metaphor, while semantic metaphor is divided into three (3) types, namely concrete metaphor, animistic metaphor, and humanizing metaphor. There are twenty one (21) articles in *The Jakarta Post* from the given sample contains twenty one (21) articles consist of seven types of metaphor. The following is the result of the research: noun metaphor is fourteen (14), verb metaphor is seven (7), adjective metaphor is eleven (11), adverb metaphor is two (2), concrete metaphor is twenty seven (27), animistic metaphor is two (2), and humanizing metaphor is five (5). The most dominant types of metaphor in the election article of *The Jakarta Post* is *concrete metaphor*. It shows that in the article, people always use a concrete term to talk about an abstract thing; it makes the readers more understand and interest about the information or the messages which is delivered.

Key words : *Metaphor , syntactic metaphor, semantic metaphor*

I.Introduction

The writer chooses the article of legislative election in *The Jakarta Post* to be analyzed. Election article is the media to promote someone through his/her party, such as in the election of legislative or president time. In the newspaper, especially in election article, many people who want to promote themselves use many ways to get the attention from the readers to choose him/her and choose their party. One of the ways to get the attention is by using many varieties of language, such as metaphor. Not only the formal language, but also informal language, caricature or other interesting words are used.

Based on the background and scope above, the objectives of this study are

to find out the syntactic types of metaphor on article of legislative election in *The Jakarta Post* and to find out the semantic types of metaphor on article of legislative election in *The Jakarta Post*.

Semantics

Semantics is the study of meaning of the words in language. Saeed (1997:17) states semantics is the study of meaning communicated through language, this is the study of the meanings of words and sentences.

Metaphor

Metaphor is derived from the Greek word '*metaphora*' meaning transference. It consists of the word *meta*, means over and *pherein*, means to carry. So, metaphor simply means to carry over. A metaphor has generally been understood as a figurative expression which interprets a thing or action through an implied comparison with something else.

The example of Metaphor:

Metaphor

Meaning

You are the <i>apple</i> of my eyes	Someone special or soul mate
Time is a <i>jet plane</i>	Move too fast
That girl is a <i>cat</i>	A malicious woman
I see the beautiful <i>queen night</i>	The moon

Metaphor is a figure of speech in which a word or phrase that ordinarily designates one thing is used to designate another, thus making an implicit comparison, as in “a sea of trouble” or “All the world’s a stage” (Shakespeare)

Halliday (1994:340) states metaphor is a word use for something resembling that which it usually refers to: for example: flood ... poured in, oozes, steam tide in.

According to I.A.Richards in *The Philosophy of Rhetoric* (1936), metaphor consists of two parts: the tenor and vehicle. The tenor is the subject to which attributes are ascribed. The vehicle is the subject from which the attributes are borrowed. Other writers employ the general terms ground and figure to denote what Richards identifies as the tenor and vehicle.

Types of Metaphor

Goatly (1997) states that there are some types of metaphor, namely:

1. Active Metaphor
2. Inactive Metaphor
3. Asymmetric Metaphor
4. Subjective Metaphor
5. Dead Metaphor
6. Mimetic Metaphor

Active Metaphor

Are especially context dependent for the grounds they generate above all they are dependent on the interaction of the vehicle and the particular topic being referred to and their grounds will consequently be variable according to this context. An active metaphor is one which by contrast to a dead metaphor, is not part of daily language and is noticeable as a metaphor.

Example: His *tractor* of blood stooped thumping

Her *blinking* love

They *mashed* each other’s live

Inactive Metaphor

Inactive metaphor is a metaphor where the topic is referred to directly through a second conventional and fixed meaning of vehicle available, but will be wired in parallel under normal processing, otherwise their ground may be perceived in the right circumstances: incorporated in the topic concept so predictable.

Example: *Crane* referring to lifting machine

Rat substitutes for disloyal

Asymmetric Metaphor

Asymmetric metaphor is the type of metaphor where metaphorical intention or interpretation do not match occur the speaker and the hearer. This kind of asymmetric is often exploited for humor purposes intended as metaphor by the speaker but not understood as such by the hearer, or conversely not intended as metaphor by the speaker but interpreted as such by the hearer.

Example: This is my *blood*, this is my *body*

Subjective Metaphor

Is the metaphor which arises because the speaker has a different ideological or physical view of the world from the hearer or some of which involve the representation of another's speaker thought or representation.

Example: The cliff leaned back a little

The understand subjective may well be that in terms of development and psychology they have more in common with irony.

Dead Metaphor

Is one in which the sense of a transferred image is not present.

Example: I'm dead tired

She is the apple of my eyes

To grasp a concept

To gather what you've understood

All of these phrases use a physical action as a metaphor for understanding (itself is a metaphor), but in none of these cases do most speakers of English actually visualize the physical action. Dead metaphors, by definition normally go unnoticed.

Mimetic Metaphor

A further species of metaphor arises through mimetic artifacts. To admit these into metaphor is of course to acknowledge that metaphor can extend to non verbal expression straying beyond linguistic text into the visual aid plastic art.

Example: The carpet had an oriented tree on it

But her stomach perished – her vest melted into it

The interesting thing about mimetic metaphor is that its interpretation differs from the normal kind of metaphorical interpretation. But the assertion or description is literally true.

Classification of Metaphor

Syntactic Metaphor

This metaphor uses different parts of speech

1. Noun Metaphor

This noun metaphor draws attention to the noun in a sentence and the symbols of metaphor rises up only on subject but other component still note in common words directly, this metaphor is also known as Nominative Metaphor.

Example: Time is a *jet plane*

You are the *apple* of my eyes

2. Verb Metaphor

This metaphor draws attention to a verb in a sentence. The symbol of metaphor rises up only on predicate. This metaphor also known as Predicative Metaphor.

Example: Time is *running up*

The hourglass *whispers* to the lion's roar

3. Adjective Metaphor

This metaphor draws attention to an adjective in a sentence.

Example: *Golden* skin

A *wooden* performance

4. Adverb Metaphor

This metaphor draws attention to an adverb in a sentence.

Example: Thistles *dried* to stick in last years wind

Stands *nakedly* in the green

Stands *sullenly* in the slowly whitening field

Semantic Metaphor

This metaphor rises up according to the types of transference of meaning they employ.

1. Concretive Metaphor

A concretive metaphor uses a concrete term to talk about an abstract thing.

Example: The Burden of responsibility

Every cloud has a silver lining

Religious discourse often uses concretive metaphor to make ideas more vivid: heaven is frequently referred to as if it or a building.

2. Animistic Metaphor

An animistic metaphor uses a term usually associated with animate things (living creatures) to talk about inanimate thing.

Example: The leg of the table

Foot of hill

The eye of bamboo

3. A Humanizing or Antromorphic Metaphor

This metaphor uses a term usually associated with human beings to talk about a non – human thing.

Example: The hands of the clock

The kettle's sad song

Newspaper

Newspaper is the media of information; it is printed publication, issued daily or weekly, with news, advertisement, etc. Some newspaper which is famous in Indonesia, such as; The Jakarta Post, SIB (Sinar Indonesia Baru), Kompas, Analisa, Media Bisnis, Sindo, Medan Pos, Post Metro, etc.

Article

Article is the piece of writing in a newspaper. Article is a column or media in a newspaper giving the editor's opinion or the idea, thought, creativity and opinion of an institution which is examined publicly; article is also the expression of fact and opinion which interpret important news and influences public opinion.

Election

Election is one of the editorials in The Jakarta Post newspaper. In this editorial, people promote him/her, especially in the legislative election time; they use many ways and many media communication to promote themselves. Such as; television, internet, radio, billboard, newspaper, etc.

The result of the election according (<http://mediacenter.kpu.go.id>) the top 10 position of the parties which is won the election time, namely:

Table 1 Top 10 position of the parties

No	Number of Party	Name of The Party	Voice Result	Percentage
1	31	Democratic Party (Partai Demokrat)	21.703.137	20.85%
2	23	Golkar Party (Partai Golkar)	15.037.757	14.45%
3	28	Indonesian Democratic Part of Struggle (PDI-P)	14.600.091	14.03%
4	8	Prosperous Justice Party (PKS)	8.206.955	7.88%
5	9	National Mandate Party (PAN)	6.254.580	6.01%
6	24	United Development Party (PPP)	5.533.214	5.32%
7	13	National Awakening Party (PKB)	5.146.122	4.94%

8	5	Greater Indonesian Movement Party (Gerindra)	4.646.406	4.46%
9	1	People's Conscience Party (Hanura)	3.922.870	3.77%
10	25	Peace Prosperous Party (PDS)	1.541.592	1.48%

3. Research Design

Soehartono (1995:9) states research design is the way or all strategies to find and to get the data which is needed in the research. The research was conducted in descriptive research. Generally a descriptive research is a non hypothesis research. The hypothesis is not necessary formulated in this research. Since this study is descriptive research, the writer attempted to describe the use of metaphor on article of legislative election in *The Jakarta Post*. Then the writer used descriptive analysis to describe the meaning and purposes of those metaphors.

Arikunto (2006:129) says source of the data is the subject from where we can get the data. The writer got the data from the newspaper, namely *The Jakarta Post*. In the newspaper, there were some articles, such as; economic, nature, sport, politic, election, etc. The writer limited her research in the issues of election to analyze the metaphor on article of legislative election in *The Jakarta Post*. The data was taken from March 19th until March 25th, 2009 on page 1 - 5

Technique of collecting the data is the step that the writer did in collecting the data and information by reading the legislative election article in the newspaper, . underling the metaphor which is found in the article and classified the metaphor..

4. Data Analysis

After collecting the data, then the writer classified them based on the class of metaphor from the election article in seven editions. There are thirty four sentences consisting of metaphor. They can be seen clearly in the appendix.

Here are some explanations of the types of metaphor and their meanings

1. During the meeting, Megawati and Kalla signed an agreement that underscored their commitment to build a strong government.

In this context, the phrase "strong government" shows metaphor, because it compares *government* (noun) with the word *strong* (adjective). It could describe the power or situation of something. Based on syntactic metaphor, it is an adjective metaphor because it uses the word *strong* (adjective). Based on semantic metaphor, it is a concrete metaphor because it uses a concrete term *strong* to talk about an abstract thing *government*.

In the literal meaning, government is a group of people who govern a country or state, and strong is having great power. But, in this context, the phrase "strong government" refers to the rules system or condition of the country or state. Megawati and Kalla make an agreement to build a strong government; it means they want to make a new government which will give the change and development for the country, such as choose the intellectual and the best people in the cabinet position.

2. Islamic parties might not be able to secure a significant number of votes in this year's legislative election as ... Wednesday.

In this context, the phrase "secure a significant number" shows metaphor, because it is part of figurative language. It talks about something which is not concrete. It could describe the efforts of someone or something. Based on syntactic metaphor, it is a noun metaphor because it uses the word *significant number* (noun). Based on semantic metaphor, it is a concrete metaphor because it uses a concrete term *secure* to talk about an abstract thing 'significant number'.

In the literal meaning, the word significant number means the important number or specific number, such as phone number or bank account number. But, in this context, the word "significant number" refers to the total of supporter for that party. In this legislative election time, the party hopes that it will get many votes from the people. Because, if the party gets many votes, it means the candidate from the party will get a position in the legislative seat.

3. The PKS is obviously moving to the middle and trying to be a more open party.

In this context, the phrase "open party" shows metaphor, because it is part of figurative language. "Open (verb)" has literal meaning, but the word open here uses to talk about an abstract thing. It describes the characteristic or feelings of something. Based on syntactic metaphor, it is a verb metaphor because it uses the word open (verb). Based on semantic metaphor, it is a concrete metaphor because it uses a concrete term *open* to talk about an abstract thing 'party'.

In the literal meaning, *open* means not closed and it is usually used for the things, such as door or window. But, in this context, the word *open* shows that PKS will receive everybody who wants to be the member of this party. Although PKS is the Islamic party, but it will try to have the nationalism. It means, there is no different between Muslim from other religion.

4. Politics is dirty, but politics can be the only way to improve people's live.

In this context, the sentence "politics is dirty" shows metaphor, because it compares two things, that is politics (noun) and dirty (adjective), but does not use *like* or *as*. Based on syntactic metaphor, it is an adjective metaphor because it uses the word *dirty* (adjective). Based on semantic metaphor, it is a concrete metaphor because it uses a concrete term *dirty* to talk about an abstract thing *politics*.

In the literal meaning, the word dirty is used to describe about the characteristic or the condition of something, dirty is not clean. But, in this context, the word "dirty" is used to explain about the politic. It means that in politic people will find the frauds and many problems. It is not easy if people enter into the politics. Everybody can be tempted to make the fraud and it means you will make a sin.

5. Thousands of people attending a campaign event organized by the ... Rhoma Irama, the king of dangdut, at a soccer field ... on Wednesday.

In this context, the phrase "king of dangdut" shows metaphor, because it is part of figurative language. "The king" has literal meaning, but it uses to talk about an abstract thing *dangdut*. It describes about the skills or ability of someone. Based on syntactic metaphor, it is a noun metaphor because it uses the word *king* (noun). Based on semantic metaphor, it is a concrete metaphor because it uses a concrete term *king* to talk about an abstract thing *dangdut*.

In the literal meaning, the word 'king' means someone who led the kingdom. But, in this context, the word 'king' refers to the name or term of someone who has a skill in dangdut. In this context,

people say Rhoma Irama is the king of dangdut because he knows and dominates all about dangdut and creates the dangdut song, etc. It does not mean there is the kingdom of dangdut.

Total number of Noun Metaphor is (14), Verb Metaphor is (7), Adjective Metaphor is (11), Adverb Metaphor is (2), Concrete Metaphor is (27), Animistic Metaphor is (2), and Humanizing Metaphor is (5). The whole data is 34 sentences. This also shows that the most dominant types of metaphor found in election article of *The Jakarta Post* is *concrete metaphor*.

Table 2 : The Percentage of the Average types of Metaphor

No	Classes of Metaphor	Types of Metaphor	Number	Percentage
A	Syntactic Metaphor	1. Noun Metaphor	14	20,59 %
		2. Verb Metaphor	7	10,29 %
		3. Adjective Metaphor	11	16,18 %
		4. Adverb Metaphor	2	2,94 %
		5. Concrete Metaphor	27	39,71 %
B	Semantic Metaphor	6. Animistic Metaphor	2	2,94 %
		7. Humanizing Metaphor	5	7,35 %
Total			68	100 %

Table 4.2 shows that the total percentage of Noun Metaphor is (20,59 %), Verb Metaphor is (10,29 %), Adjective Metaphor is (16,18 %), Adverb Metaphor is (2,94 %), Concrete Metaphor is (39,71 %), Animistic Metaphor is (2,94 %), and Humanizing Metaphor is (7,35 %).

Table 3 The Graphic Percentage of the Average Types of Metaphor

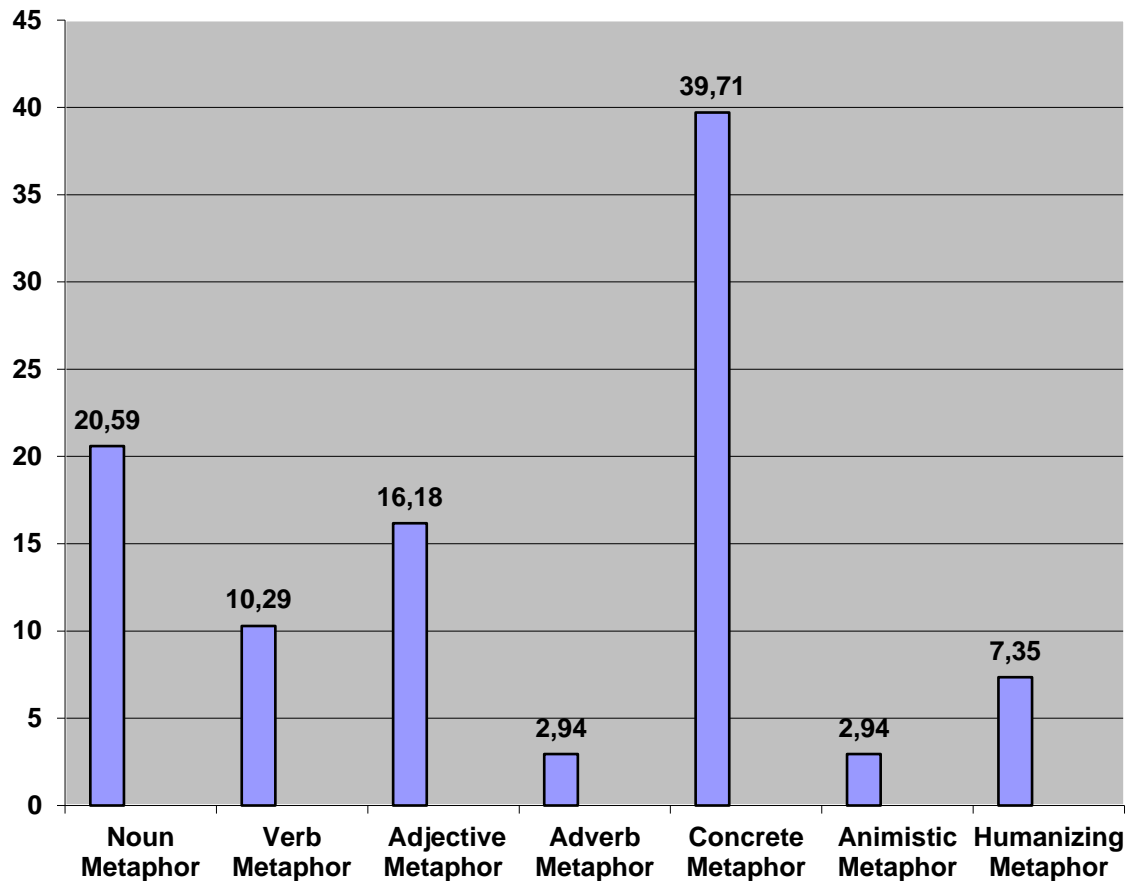


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Conclusions

After analyzing the metaphor on article of legislative election in *The Jakarta Post*, the writer gets the conclusion as follows:

1. There are two classes of metaphor, namely syntactic metaphor, and semantic metaphor. Syntactic metaphor is divided into four (4) types, namely noun metaphor, verb metaphor, adjective metaphor and adverb metaphor, while semantic metaphor is divided into three (3) types, namely concrete metaphor, animistic metaphor, and humanizing metaphor.
2. There are twenty one (21) articles in *The Jakarta Post* from the given sample contains twenty one (21) articles consist of seven types of metaphor. The following is the result of the research: noun metaphor is fourteen (14), verb metaphor is seven (7), adjective metaphor is eleven (11), adverb metaphor is two (2), concrete metaphor is twenty seven (27), animistic metaphor is two (2), and humanizing metaphor is five (5).
3. The most dominant types of metaphor in the election article of *The Jakarta Post* is *concrete metaphor*. It shows that in the article, people always use a concrete term to talk about an abstract thing; it makes the readers more understand and interest about the information or the messages which is delivered.

Based on the conclusion above, the writer suggests as the following:

Studying metaphor is important, because by knowing about metaphor, we will more understand about the message that the speaker wants to talk about and get the information clearly. We can find metaphor in every place and anytime. Not only in the newspaper, but also in daily conversation. Sometimes, in conversation people deliver her/his message by using metaphor. So that, to make us understand, it should be better to study about metaphor.

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