



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

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Abstract

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 is used to analyze the data. The concept of metaphor is elaborated into source domain and target domain. The type of this research is qualitative descriptive. 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.

Key words: metaphors, conceptual metaphor, political news, source domain, target domain

A. INTRODUCTION

Metaphor is one of figurative languages in which two things that are unrelated each other are compared. Croft and Cruse (2004:193) states that the highly used figurative language is metaphor. In addition, Lakoff and Johnson (1980 : 4) state 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*.

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Metaphor is not only found in fictional text such as poetry and prose but also in nonfiction text, such as in political discourse. Musolff (2004: 4) studied that metaphors are often used to discuss and conceptualize political topics such as EU politics. Political news is included in the political discourse. 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. The metaphors found in political news is interesting to be discussed, since the study conducted by Musolff (2004) shows that there are many metaphors found in it.

This study analyzed the metaphors used in two different newspapers. 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 are 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 addition, The Jakarta Post is 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.

Based on the explanation above, the main purpose of this study is to find out the use of metaphors in political news The Jakarta Post and The New York Times. This study is elaborated into two specific purposes, which are to find out the target domain and source domain of metaphors used in two newspapers and to find out the similarities and differences between two of them.

Metaphor is influenced by the way human thinks and it is related to cognitive stylistics. It is a study of stylistics in which language relates to how human brains work. A theory about metaphor in cognitive stylistics is called Conceptual Metaphor Theory (CMT). It was first elaborated by Lakoff and Johnson (1980) in their work "Metaphors we live by". In the book, they state that the everyday language used by human being is full of conventional metaphors.

Conceptual metaphor is a concept of mapping and its goal is to put the understanding about the concept of metaphor cognitively. According to Lakoff and Johnson (1980), in CMT, metaphor is not just figurative language but it also has contribution in shaping our understanding of the world around us. Metaphoric thought dig in into our conceptual level of consciousness and influences the speech in textual level.

In CMT, the mapping of two domains of conceptual metaphor have special names, target domain and source domain. Kövecses (2010) states that "the conceptual domain from which we draw metaphorical expressions to understand another conceptual domain is called source domain, while the conceptual domain that is understood this way is the target domain". For example ARGUMENT IS A WAR, *the war* is the source domain and *the argument* is the target domain because it is the term that we try to understand through the source of domain.

Kövecses (2010) identified 13 common source and target domains. The common source domain are the human body, health and illness, animals, plants, buildings and construction, machines and tools, games and sport, money and economic transactions (business), cooking and food, heat and cold, light and darkness, forces, and movement and direction. Moreover, the common target domain include emotion, desire, morality, thought, society or nation, politics, economy, human relationships, communication, time, life and death, religion, and lastly events and actions.

B. RESEARCH METHOD

This study is a descriptive research. The goal of descriptive research is to describe the facts systematically. The researcher described the factual data thoroughly. In this method, the researcher solved the problem by classifying, analyzing, identifying and comparing the data. The descriptive method is needed to describe the data and make interpretation of the research findings. The data in this research are in the form of words and clauses rather than numbers.

In this research, the sources of the data were the political news in The Jakarta Post and The New York Times newspaper website. The data were the metaphors found in the political news from the two websites. There were twenty political news taken from both newspapers so in total, there were forty news articles that were analyzed. The news were taken from a specific period of time. In this case, the researcher chose the news articles that were published in June until July 2019.

There were three steps in order to collect the data. The first step was visiting the news websites of The Jakarta Post (www.thejakartapost.com) and The New York Times (www.nytimes.com). After that twenty political news articles from each websites were read carefully and randomly and the total of the articles read were forty news. The last step of the data collection was identifying the words and sentences that use metaphor in the news articles by using Pragglejaz Group theory about Metaphor Identification Procedure (MIP).

After collecting the data, the next step was analyzing. The process of data analysis consisted of three steps. The first step was determining the metaphors. The next step was classifying the target domain and the source domain of the conceptual metaphors found in the news articles. In this step, the target and source domain of the conceptual metaphors are classified by using Kövecses (2010) theory. After that, the data were compared to see the differentiation between metaphors found in The Jakarta Post and The New York Times. The comparison of the two websites was done by doing calculation of percentage. The last step was making conclusion based on the analysis of the data.

C. RESULT AND DISCUSSION

1. Research Findings

1) Target domain

After analyzing the data with the Kövecses (2010) theory about common target and source domain, the researcher found that there are 8 types of common

target domain found in metaphors in The New York Times and only 3 types in the Jakarta Post. The most dominant type of target domain used in metaphors of both of these newspapers is politics, with 57.3% found in The New York Times and 75% found in The Jakarta Post. To make it clearer, the researcher provides a table with a frequency and percentage of the target domain found in metaphors in The New York Times and The Jakarta Post.

Table 1 Target domain found in metaphors in The New York Times and The Jakarta Post

No	List of common target domain	The New York Times		The Jakarta Post	
		Frequency	Percentage (%)	Frequency	Percentage (%)
1	Emotion	2	3.27%	0	0%
2	Desire	1	1.63%	0	0%
3	Morality	0	0%	0	0%
4	Thought	2	3.27%	0	0%
5	Society / Nation	16	26.2%	3	18.75%
6	Politics	35	57.3%	11	68.75%
7	Economy	2	3.27%	0	0%
8	Human relationships	0	0%	0	0%
9	Communication	1	1.63%	0	0%
10	Time	0	0%	1	6.25%
11	Life and death	0	0%	0	0%
12	Religion	0	0%	0	0%
13	Events and Actions	2	3.27%	1	6.25%
Total		61	100%	16	100%

From the table, it can be seen that there are 8 types of common target domain found in The New York Times, including emotion, desire, thought, society or nation, politics, economy, communication and events and actions. However, there are only 3 types of common target domain found in The Jakarta Post, including society or nation, politics and communication. The most dominant type is politics, with 53.7% found in The New York Times and 75% in The Jakarta Post. The examples of metaphors found that used politics as the target domain are POLITICS IS A MOVEMENT, POLITICS IS AN ANIMAL, POLITICS IS A FORCE, POLITICS IS A GAME and POLITICS IS A MACHINE. Politics as the dominant type of target domain found in both newspapers happens because the topic of the news is politics so the metaphors use politics as the target domain, rather than any other common target domain that Kovecses states.

The second dominant type of common target domain is society or nation. The researcher identified 26.2% of the metaphors used society and nation as the target domain in The New York Times and 18.75% in The Jakarta Post. It means

that beside talking about politics, the writers on both newspapers also talk about society or nation in the political news. For example, the researcher identified the conceptual metaphor A NATION IS A HUMAN BODY, A NATION IS A MOVEMENT, AN ORGANIZATION IS A BUSINESS, AN ORGANIZATION IS A MOVEMENT, AN ORGANIZATION IS AN ANIMAL, A SOCIETY IS A HUMAN BODY and A SOCIETY IS A MACHINE.

The least used target domain in The Jakarta Post is time. There is only one metaphor identified that use time as the target domain, which is TIME IS A MOVEMENT. However, the least used target domain in The New York Times is desire and communication. The researcher identified one metaphor that used desire and communication as the target domain, as in the example COMMUNICATION IS A BUILDING and LOVE IS A GAME.

2) Source Domain

After analyzing the data, there are 13 types of common source domain identified in The New York Times. However, there are only 3 types of common source domain identified in The Jakarta Post. A table is provided to make the explanation clearer as it can be seen below:

Table 1 Source domain found in metaphors in The New York Times and The Jakarta Post

No	List of common source domain	The New York Times		The Jakarta Post	
		Frequency	Percentage (%)	Frequency	Percentage (%)
1	The Human Body	5	8.19%	0	0%
2	Health and Illness	3	4.91%	0	0%
3	Animals	6	9.83%	0	0%
4	Plants	2	3.27%	0	0%
5	Buildings and Construction	4	6.55%	0	0%
6	Machines and Tools	5	8.19%	7	43.75%
7	Games and Sport	8	13.11%	0	0%
8	Money and Economic Transactions (Business)	1	1.63%	0	0%
9	Cooking and Food	1	1.63%	0	0%
10	Heat and Cold	1	1.63%	0	0%
11	Light and Darkness	5	8.19%	0	0%
12	Forces	6	9.83%	6	37.5%
13	Movement and Direction	14	21.31%	3	18.75%
Total		61	100%	16	100%

Based on the table, there are two differences between both of the newspapers. Firstly, the researcher identified all of the common source domains according to Kovecses (2010) in the political news in NYT and most common

type of source domain used is Movement and Direction with the percentage 21.31%. This shows that the writers of this newspaper tend to use movement and direction to describe the target domain in the metaphors, even though the source domain is different, such as in the conceptual metaphor AN ORGANIZATION IS A MOVEMENT, A NATION IS A MOVEMENT, A PARTY IS A MOVEMENT, POLITICS IS A MOVEMENT, EMOTION AND MIND ARE MOVEMENTS and A POLICY IS A MOVEMENT.

However, in The Jakarta Post, there are only three common source domains identified, which are machines and tools, forces, and movement and direction. The most common type of source domain used is Machines and Tools with the percentage 43.75%. The writers of The Jakarta Post tend to use machines and tools as the source domain in the metaphors, as in the conceptual metaphor POLITICS IS A MACHINE, A POLITICIAN IS A MACHINE, AND A SOCIETY IS A MACHINE.

2. Discussion

From the findings of the metaphors analysis in NYT, there were 61 metaphors identified. All of the common source domain claimed by Kovecses (2010) were identified and there were only 8 types of common target domain identified. The most used type of source domain is movement and direction and the most used type of target domain is politics. The writers of NYT tried to describe politics by using movement and direction, and it involves changes of location and also stationary. The most used target domain is politics because the register of the texts is also politics.

From the results of this research, it can be interpreted that the writers of political news in NYT used many metaphors in writing news articles. They tried to explain and describe political terms and other terms by using metaphorical expression. This is a common phenomenon because the writers of NYT are English native speakers. Ventrone (2017 : 10) states that the native speakers use figurative language naturally so they are commonly use it everyday. Based on this statement, it can be interpreted that figurative language is also used by native speakers in writing news articles.

There were 16 metaphors identified in political news in JP. Three types of common source domain and four types of common target domain were identified in this newspaper. The most used type of common source domain in JP is machines and tools and the most used type of common target domain is politics. The writers of JP mostly tried to describe and explain the target domain by using machines and tools. In addition, politics is used for the target domain because the register or the topic of texts is also about politics.

From the result of the data analysis, it can be said that the writers of this newspaper did not use many metaphors in their writings. This happened because the writers of TJP news articles are not English native speakers. However, they are learning English since their job is to write news in English so it can be said that they are English Language Learner (ELL). According to Kathpalia and Carmel (in Ventrone, 2017 : 7), when learning a new language, people tend to emphasize in learning grammatical competence rather than metaphorical

competence. It means that for ELL, learning grammatical is more important than learning metaphorical expression. This is the reason why there were not much metaphorical expressions used in the political news in The Jakarta Post. The writers are Indonesian native speakers and also ELLs, thus they did not really pay attention to the use of figurative language, in this case, metaphors. In addition, there were not many metaphors used in JP compared to NYT because the writers of JP was considering the readers. The readers of JP are Indonesian native speakers so they are not common with English metaphors. The writers of JP did not want to confuse or make the readers do not understand the articles so they chose to not use many metaphors in writing their articles.

There were some differences that occur in the conceptual metaphors found in The Jakarta Post and The New York times. Based on the numbers of the metaphors identified, there was a significant difference between these newspapers. From the same number of articles that are analyzed, the researcher identified 61 metaphors in The New York Times and 16 metaphors in The Jakarta Post.

Based on the source and target domain of the metaphors used in both newspapers, there were also differences occurred. For the source domain, all of the types of common source domain according to Kovecses (2010) were identified. However, in the JP, there were only 3 types of common source domain identified. In NYT, the most used type of common source domain was movement and direction, and in JP the most used type of source domain was machines and tools. In addition, for the target domain, there are 8 types of common target domain identified in NYT meanwhile there are only 4 types identified in JP.

These differences occurred because of the different cultural context. NYT and JP are both newspapers that are written in English. However, this two newspapers are published by two different countries, United States and Indonesia. The news articles in The New York Times are written by English native speakers, however the articles in The Jakarta Post are written by English non native speakers. Due to this circumstance, the writers of these newspapers have different cultural background and different style in writing. This is also supported by Crystal and David (1969 : 173). They state that there is no reason to expect such a “homogeneity” since a newspaper is always very eclectic from the stylistic point of view. So in newspaper, there is no same style between the writers and the different style includes the use of metaphors.

However there is also a similarity occur in NYT and JP. The most used type of common target domain of the metaphors in both newspapers is politics and the second most used is society or nation. This is expected since the register of the news is politics. According to Simpson (2004 : 104), register is a variety of language in which the language is being put according to its use. In this case, politics is the register of the discourse and it is marked by the familiar words in politics such as politics itself, politician, society, nation, government, justice, state, party, and others (Van Dijk, 1997).

The result of this research is similar to the previous study done by Isnaini (2017). She has done a research about the conceptual metaphor on Brexit topic articles on *bbc.com*. The result of her study shows that the common target domain used in these articles are politics and economics. Politics is represented as a war,

journey, building and person while economics term represented as a game, nature and motion. This research also shows that the most common target domain in political news in The Jakarta Post and The New York Times is politics. However, the source domains are not exactly the same, because in this research the target domain politics is mainly represented with a movement.

However, the result of the data analysis of conceptual metaphors found in The Jakarta Post is different from Azizah's (2017) research. She conducted a research of the use of metaphor in The Jakarta Post also and the aim of the research is to find out the type of metaphor and describe the contextual meaning in each metaphor. The analysis of the contextual meaning of each metaphors shows that the identified structural metaphors use the concept of business in terms of war, journey, health and farm. Unlike the finding of Azizah's research, the researcher did not find any business as target domain of the metaphors identified in The Jakarta Post. The researcher identified three types of common target domain in The Jakarta Post, including society and nation, politics and time.

D. CONCLUSION AND SUGGESTIONS

There were 61 metaphors in The New York Times and 16 metaphors in The Jakarta Post news online identified. All of common source domain were identified in NYT, however not all of target domain were identified. In addition in JP, there were only 3 types of common source domain and 4 types of common target domain identified. The most common type of source domain of metaphors in NYT was movement and direction and in The Jakarta Post was machines and tools. In addition, the most common target domain used in both newspapers was politics, because the topic of the news is also politics.

There was a difference between the metaphors used in NYT and JP. The numbers of the metaphors used were different. The difference occurred because of the different cultural background of the writers from both newspapers. The writers of NYT news articles were native speakers of English and JP writers were not. Thus the use of figurative language, especially metaphors, of these two newspapers are different. However, there was a similarity between the metaphors used in NYT and JP. The similarity between NYT and JP was the target domain of the metaphors. Both of these newspapers used politics the most as the target domain. This happened because the register of the news is politics.

Related this study, the future researcher can conduct a research about metaphor in different field. It can be conducted in other discourse such as in advertisement, talk show or political debates. In addition, the future researcher can also conduct a research about how the cultural background can affect people in using figurative language in writing, especially in using metaphor.

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