



FIGURATIVE LANGUAGE ANALYSIS USED IN POLITICAL DISCUSSION AT PRIME TIME NEWS METRO TV

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Abstract

This study describes about how figurative language used in several political discussions which are presented in Prime Time News Metro TV YouTube Channel. This study was not only described types of figurative language but also described each meaning/message. The source of data based on four selected videos which had similar theme called *The Upcoming 2024's Election in Indonesia*, those were appeared between January to April 2022. In data analysis, it found that there were 204 utterances containing of figurative language. Therefore, based on Keraf(2009) classifications there were 7 types of figurative language found in this study which are simile, metaphor, personification, synecdoche, irony, sarcasm and innuendo. In this results, metaphor became the most frequent type of figurative language. Moreover, this study also found 5 types of meaning among 7 types of meaning in Pardede(2016) namely; conceptual meaning, connotative meaning, social meaning, affective meaning and reflected meaning. In shorts, there were three results of this study: firstly, connotative meaning became the most frequent type of meaning, secondly, it was compatible to the general assumption about figurative language was rich of imply meaning; lastly, metaphor had special role to emphasize the speaker's intention while using other figurative language like sarcasm and innuendo.

Keywords: figurative language, metaphor, types of meaning.

A. INTRODUCTION

Figurative language is a type of language that consists of implicit meaning. Figurative language or figure of speech is used to deliver ideas along with hidden meaning. This type of language is commonly used in daily conversation and it is functioned to describe objects. Identically to Gluckberg (2001), believes that figure of speech is descriptive word formed as an object.

Otherwise, Keraf (2009) believes there are more functions of figurative language despite of creating object. Keraf(2009) believes figurative language is functioning to explain, strengthen, make alive an object, stimulate association,

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produce humor and decorate an object. Apparently, the variety of figure of speech functions becomes the reason of it is widely used in communications. Moreover, it is appeared in both types of communication which are spoken and written communication.

In written communications, figurative language appears in literary works both fiction and non-fiction. Fictional literary works such as poems, song lyrics and novels, while in non-fictional literary works like newspapers. In fact, in most newspapers figurative language is appeared to create vivid image, to clarify ideas and to emphasize key points (Rohani, 2018). Furthermore, the usage of figurative language in spoken communications is also diversified. It occurs in traditional customs, political discussions, political speeches, and any other spoken activities presented by mass media.

Behind the great usages of figure of speech in daily communications, linguistic scholars like Lakof and Jhonson (1980) believe the appearances of figurative language are culturally based. Therefore, Collie and Slatter (1987) extend this perspective into that figurative language offers valuable authentic material, cultural enrichment, language enrichment and personal involvement.

Based on those great perspectives, unfortunately many users of figure of speech are not aware about types of figurative language. Despite of not knowing types of figurative language, many users are not comprehended the implied meaning of each figure of speech form. Therefore, the functions of figurative language are not achieved properly.

There has been a series of study which analyzed types of figurative language both on written communication and spoken communication. However, most of the studies were based on written communication like newspapers, only few studies that based on spoken communication. Several studies which analyze figurative language used in spoken communication, mostly analyze traditional customs. It is because traditional customs assumed to represent how language used in society.

Unfortunately, traditional customs are not enough to represent language use in society because language has changed. Especially nowadays most of language uses are represented in mass media and social media. The complexities of language use are easily seen in both of media above. However, there were few studies that have analyzed figurative language based on both of those media, particularly in political discussions and political interviews appeared in Television, there were only few studies which conducted. One of which is a study from Andry(2020) analyzes types of satire based on Rocky Gerung statements appeared in Indonesia Lawyers Club TV One (one of television programs in Indonesia).

Before moving further, it is better to know the types of figurative language. Based on three scholars who experts of figurative language, first scholar is McArthur(1992) who classifies figure of speech into fourteen types. McArthur(1992) states figure of speech is classified into alliteration, chiasmus, euphemism, hyperbole, idiom, irony, litotes, metaphor, metonymy, onomatopoeia, oxymoron, paradox, personification, and simile.

However, Keraf (2009) adds more of figurative language classifications which are simile, metaphor, allegory, personification, allusion, eponym, epithet,

synecdoche, metonymy, antonomasia, hipflask, irony, satire, innuendo, antiphrasis, and paronomasia. Last scholar is Verdonk(2013), Verdonk(2013) simplifies types of figurative language into two layers. First layer is trope, it consists of phrases or words that deliver imply meaning. Types of figurative language that included into trope are simile, metonymy, metaphor, etc. While Scheme is actually particular words that have been organized syntactically, lexically, and phonetically which is used to raise or improve the meaning of the words without changing it. These are included figurative language such as antithesis, repetition, and so on. Figure of speech classifications of Verdonk(2013) is simpler than McArthur(1992) and Keraf(2009). However, it will be more efficient for linguists to extend their comprehension of figure of speech rather than general readers because to be able to classify types of figure of speech by Verdonk(2013), readers need to have background knowledge about semantics, pragmatics and syntax.

Comprehending types of figure of speech is not enough to achieve goal of communications since figure of speech contains imply meaning. Therefore, meaning classification knowledge is equally important to types of figurative language knowledge. Meaning classifications by Leech is considered as grand theory of types of meaning in semantic. Therefore, Pardede(2016) in his book classifies types of meaning similarly to Leech which are conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning and thematic meaning.

Based on the phenomena of figurative language use in both written communications and spoken communications and the fact that the lack of studies of figurative language uses in spoken activities appeared in mass media, the researcher eager to conduct a research about how figurative language use by participants in political discussions. Particularly to political discussions are appeared in Metro TV YouTube channel. Not only to find out how figurative language is used in this spoken activity but also to find out each message of participant based on meaning classifications. Then, the researcher hopes this study can represent how figure of speech use in particular context in communication especially politic.

B. RESEARCH METHOD

This study used qualitative method because the object was based on political discussions appeared in mass media. Political discussion is one of social phenomena which presents how language use brings particular context like politic as the part of society. It is compatible to characteristics of qualitative method based Rossman and Rallis (1998) which are: taking place in natural setting; using multiple methods that interactive and humanistic; it is emergent and free; it is fundamentally interpretive and it views social phenomena holistically. Moreover, Ary et Al(2009) adds that qualitative methods are properly implied to specific contents like public record, letters, films, tapes, themes and report. Therefore, political discussion itself is one of video tapes which presented at Television.

Particularly, the data was based on political discussion which was limited to political discussion with theme of 2024's Indonesian election appeared Metro TV YouTube channel. This political theme becomes popular in period of January-April 2022 because 2022 is the year of politic in Indonesia since several political issues have risen in this period of time. Therefore, the researcher picked four political discussions that needed to classify into types of figurative language based Keraf(2009) and types of meaning based on Pardede(2016).

Several instruments were needed to collect data. The instruments were books, stationary, laptop, dictionary. Other than that, researcher was the main instrument of this research, because the researcher who would analyze, collect, observe, present and draw the conclusion of the data.

The data from the videos were classified into types of figurative language. Then, the data were classifying into types of meaning in order to find each meaning/message of each utterance delivered by participants in political discussion.

C. RESULT AND DISCUSSION

1. Research Finding

a. Types of Figurative Language

There were 204 data in this research. The data had classified into 16 (sixteen) types of figurative language based on Keraf(2009). The researcher found only seven types of figurative language. There are 7 Simile, 107 metaphors, 13 personifications, 3 synecdoche, 5 irony, 64 sarcasm, and 6 innuendo. Here are the tables of the result:

Table 1. Total of Figurative Language based on Keraf (2009)

No.	Types of Figurative Language	Frequency	Percentage
1.	Simile	7	3,5%
2.	Metaphor	107	52,4%
3.	Allegory, Parable and Fable	0	0%
4.	Personification	13	6,4%
5.	Allusion	0	0%
6.	Eponym	0	0%
7.	Epithet	0	0%
8.	Synecdoche	2	1%
9.	Metonymy	0	0%
10.	Antonomasia	0	0%
11.	Hipflask	0	0%
12.	Irony, Cynicism and Sarcasm	Irony: 5 Cynicism: 0 Sarcasm: 64	Irony = 2,4% Cynicism = 0% Sarcasm = 31,4%
13.	Satire	0	0%
14.	Innuendo	6	2,9%
15.	Antiphrasis	0	0%
16.	Puns or Paranomasia	0	0%
	Total	204	100%

From the table above, it shown that the most figurative language was used by participants in all political discussions was metaphor. The reason of metaphor is widely used in this spoken activity because metaphor can create vivid image to describe object and to compare the imaginary object to real object. Therefore, the usage of metaphor in spoken activity is more efficient than other types of figurative language. Especially in political discussion, metaphor can build vivid image about political phenomena and issues. For example, there was a phenomenon when citizens had lowest trust to president along with his policy.

The usage of metaphor in these political discussions was rather different from previous studies. In this study, metaphor was freely occurred in most utterances. The metaphor was even appeared along with other types of figurative language. In fact, metaphor was appeared along with sarcasm and innuendo. For further explanation, see at the datum below:

1) Metaphor and Sarcasm

a. Datum 2:57

*“Jadi, sebetulnya saya ingin mengkonfirmasi **ini ada bisikan-bisikan dari elit yang mana?**”*

The literal meaning of this sentence is *Actually, I want to confirm which whispers from elites do you mean?*

The words of ***bisikan-bisikan dari elit*** mean *whispers from elites* are the type of metaphor. Whispers are used as image of President’s plan along with his colleagues to postpone the election. Moreover, the speaker assumes this plan is become inappropriate regulation from president. Therefore, the speaker intends to mock president through his one of party members by implying that this plan is part of their scenario to dominate Indonesia for their advantages.

2) Metaphor and Innuendo

a. Datum 2:62

*“Mereka mendapatkan **durian runtuh**, untuk mendapatkan dan memperpanjang masa jabatan hingga 2027.”*

The literal meaning of this statement is *They get jackpot, just to extend their career until 2027*. Word of ***durian runtuh*** is a type of metaphor that gives an image of having great advantage. The speaker uses word of ***durian runtuh*** to describe the advantages they (president and his colleagues) will get, if their position is extended. The extension of their position will give them more time to dominate Indonesia. Despite of word ***durian runtuh*** is classified into type of metaphor, it is also classified as type of innuendo. Innuendo as Keraf (2009) believes is a type of figurative language that is used to reduce facts. Therefore, the word of ***durian runtuh*** is used to reduce fact in a form of metaphor.

However, synecdoche becomes the lowest figure of speech that is occurred in this study. In political discussion, participants are not used

synecdoche as much as metaphor, sarcasm and personification because the synecdoche itself is not commonly used in daily conversation. If the participants use synecdoche, it is afraid that it will less common in viewers' ears. Therefore, the viewers are losing interests on political discussions. Not only for synecdoche is not commonly used in daily conversation but also allegory, fable, parable, allusion, allegory, epithet, metonymy, antonomasia, hipflask, satire, antiphrasis and pun.

b. Types of Meaning

Despite discovering types of figurative language in political discussion, this study also discovers types of meaning from each utterance from participants. Discovering types of meaning of each utterance is necessary for analyzing the exact message of each participant. It is because figurative language consists of implied meaning. For further result, see the table below:

Table 2. Types of Meaning based on Pardede(2016)

No.	Types of Meaning	Frequency	Percentage
1.	Conceptual Meaning	37	18,1%
2.	Connotative Meaning	129	63,2%
3.	Social Meaning	28	13,7%
4.	Affective Meaning	2	1%
5.	Reflected Meaning	8	4%
6.	Collocative Meaning	0	0%
7.	Thematic Meaning	0	0%
Total		204	100%

Based on the table above, it is shown that the most frequent type of meaning occurred in political discussion in connotative meaning. The result was compatible with the hypothesis that most of figurative language consist of imply meaning. Therefore, connotative meaning is a meaning that delivers other concepts of general concept of words. In conclude that connotative meaning as the meaning that creates different concept other than the literal meaning concept.

Different from connotative meaning, affective meaning became the lowest type of meaning found in this study. Political discussion is a formal speaking activity, therefore, the participants need to arrange and choose their words carefully. Perhaps, this is the reason of affective meaning is rarely occurred because the participants try to conceal their feelings while discussing politics.

2. Discussion

Based on the finding above, the most frequent types of figurative language is metaphor. Based on total of 20 (twenty) type of figure of speech classifications by Keraf that has been simplified into 16 (sixteen) types, there were only seven types of figurative language found in this study which

are simile, metaphor, personification, synecdoche, irony, sarcasm and innuendo. Based on the finding, the most frequent types of figurative language is metaphor. From the total of 204 (two hundreds and four) data, there are 107 (one hundred and seven) metaphors. The reason of metaphor is widely used in political discussions, particularly in a theme *Upcoming 2024's Presidential Election in Indonesia*, that metaphor can give vivid image about particular political phenomena.

Similarly to result of types of figurative language, meaning classifications found in this study that used to discover messages from participant are only five amount of seven meaning classifications in Pardede(2016). Therefore, the most frequent types of meaning found in this study is connotative meaning as the meaning that is delivered the actual meaning beyond the literal meaning. As previously assumed that most of figurative language is consisted of imply meaning, then the result is compatible to the hypothesis. Based on the 204 (two hundreds and four) data that are already classified into types of figurative language, it found that there are 129 of them are classified as connotative meaning. However, affective meaning becomes the least meaning classifications in this study because in political discussion is formal spoken activity and in Indonesian culture showing feelings in formal occasion is uncommon.

In shorts, the result of this study has its own characteristics that different from previous studies. In fact, Rohani (2018) and friends titled *Semantic Analysis of Figurative Language Expressions in "Feature" of The Jakarta Post* found that the most frequent type of figurative language was simile from 20 figure of speech classifications. Besides simile, conceptual meaning became the most frequent meaning classifications. Therefore, in this study the researcher assumed that using figurative language in newspapers along with the meaning is extending readers' understanding. Another study was conducted by Tambunan, E. R. and Sinambula, E. (2018), is titled *An Analysis of Figurative Meaning on Obama's Presidential Speech*. This study found that the most frequent type of figurative language in Obama's speech was hyperbole.

Based on both studies above which were analyzed different media such as newspapers and presidential speech, might have variety results. Including this study, found the most frequent type of figurative language was metaphor. In fact, the use of metaphor was rather special. Based on the findings, metaphor worked as a tool that presented vivid image to other figure of speech like sarcasm and innuendo. Moreover, metaphor had great role in particular spoken activity like political discussion especially Prime Time News appeared Metro TV YouTube channel. Perhaps, it is because metaphor is the most common figure of speech in daily conversation. Therefore, metaphor is used to eager viewers' attentions because it sounds familiar in viewers' ears.

D. CONCLUSION AND SUGGESTIONS

There are several conclusions from this study which are: there are seven types of figurative language found based on Keraf (2009) such as simile, metaphor, personification, synecdoche, irony, sarcasm, innuendo; metaphor is the most frequent figure of speech found in this study; in fact, there are 107 metaphor occurred among of 204 data; metaphor are related to other figure of speech such as sarcasm and innuendo; metaphor works to give particular image to strengthen the intention of each speaker when using sarcasm and innuendo; there are five meaning classifications found in this study among of seven meaning classifications based on Pardede (2016); the most frequent types of meaning found is connotative meaning; the meaning classification result is compatible to general assumption of figurative language rich of imply meaning.

Regarding the conclusion above, the researcher suggests three suggestions. First, the researcher suggests further researchers to investigate more phenomena of figurative language usage in spoken texts because it is more complex rather than written texts. Then, type of research which compared the usages of figurative language in several perspectives such as gender, culture, society, places is suggested. Another suggestion for next researcher is to conduct figurative language analysis in more limited object; therefore, the analysis can be deeper and specific. Then, for readers, figurative language is commonly used in daily conversations. Knowing types of figurative language and its meaning are necessary to avoid misconceptions in communications.

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