

Types of Political Metaphors in the Indonesian Mass Media

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Abstract

The purpose of the study was to reveal political metaphor data focused on classifying types of conceptual metaphors. The data source used is the text of political discourse in the Indonesian national mass media (kompas, antaranews, republika, detik, and waspada). Research data in the form of lingual units, both lexical and grammatical in the form of metaphors. The data collection method is used by the concept of metaphor identification procedure, while the data processing method is carried out based on conceptual metaphor analysis through three classifications, namely structural, ontological and orientational metaphors. The data analysis method uses referential methods, to show and compare references or meanings contained in the realm of source and target metaphorical speech. The study found that the types of conceptual metaphors in political discourse are identical through attempts at concretizing abstract concepts. The expression of political metaphor is a form of simplification of concepts that are correlated with human sensory experience. Ontological metaphors give a living perception of inanimate objects, both concrete and abstract. Ontological metaphors also allow units of language to present space to be filled and juxtaposed with other concepts because they have similar substances. While orientational metaphors tend to point to parts of the human body through the association of political terminology and cultural realities in society.

Keywords: *types metaphor, political and Indonesian mass media*

Abstrak

Tujuan penelitian ini adalah mengungkapkan data metafora politik yang difokuskan pada klasifikasi jenis metafora konseptual. Sumber data yang digunakan adalah teks wacana politik yang ada di media massa nasional Indonesia (kompas, antaranews, republika, detik, dan waspada). Data penelitian berupa satuan lingual, baik leksikal maupun gramatikal yang berbentuk metafora. Metode pengumpulan data digunakan konsep *metaphor identification procedure*, sedangkan metode pengolahan data dilakukan berdasarkan analisis metafora konseptual melalui tiga klasifikasi yakni metafora struktural, ontologis dan orientasional. Metode analisis datanya menggunakan metode referensial, untuk menunjukkan dan membandingkan referen atau makna yang terdapat dalam ranah sumber dan target ujaran metafora. Penelitian ini menemukan bahwa tipe metafora konseptual dalam wacana politik identik melalui upaya konkretisasi konsep yang abstrak. Ungkapan metafora politik

merupakan bentuk penyederhanaan konsep yang dikorelasikan dengan pengalaman sensori manusia. Metafora ontologis memberi persepsi hidup terhadap benda mati, baik yang konkret maupun yang abstrak. Metafora ontologis juga memungkinkan satuan bahasa dapat menghadirkan ruang untuk dapat diisi dan disandingkan dengan konsep lain karena memiliki kesamaan substansi. Sementara metafora orientasional cenderung mengarahkan pada bagian tubuh manusia melalui asosiasi terminologi politik dan realitas kebudayaan di masyarakat.

Kata kunci: tipe metafora, politik, dan media massa Indonesia

Introduction

One form of language in expressing intent and expectations to others is using a form of metaphor. Everyone can use metaphors in communicating to anyone. One of the professions that often uses the concept of metaphors in packaging informational messages is journalists. In journalistic activities, journalists package the concept of a news or journalist's product through the concept of metaphor, because for journalists, language in the form of metaphors, is seen as more unique and interesting, than using formal language and everyday language. Ritonga argues that the use of language in the form of metaphors for journalists is considered more interesting and unique because it associates various lexicons that are familiar to the public, (Ritonga, 2016: 79). For example: let's wage war, to fight our enemies.

The use of language in the form of metaphors is often found in various sources, especially in various content in the mass media. If we look at the current content of the information and analysis of cases discussed in the mass media, it is certainly related to the political content that adorns the contents of the mass line. Political metaphors are one of the language expressions constructed by the mass media, in reviewing the problems faced by the public. Political metaphors become a cool topic developed in language because we will be formed to actively reason. Political metaphor means that whatever is conveyed in spoken and written language in the form of metaphors, and the content of the message is related to politics, then the message is categorized as a political metaphor (Surip and Mulyadi, 2019: 6). The use of metaphors in conveying political messages, through the pattern of association of the electoral process, is sought for similarities that are close to those of the war. In the Islamic concept, badar war is a major war that is associated with fighting giant enemies, because in election activities it is likened to fighting between murdered enemies. (Surip, 2021:9).

To understand the meaning of the language in the form of metaphors it is necessary to take several steps that can be performed. Among them is through looking for similarities in the meaning of metaphorical messages with other meanings behind the associated meanings (Siregar, 2020: 12). While Lakof (2003) emphasizes in order to know the meaning of the metaphorical message conveyed, we must understand the meaning of what is associated in the message. Journalists in delivering messages, require their own creativity in order to have attractiveness and become special language characters, this also encourages readers to be creative in understanding the message conveyed.

Several studies on metaphors have been carried out, including Kinanti and Rachman (2019), Haula and Nur (2019), Nirmala (2017), Surip and Mulyadi (2019), and Surip (2021). These five studies use conceptual metaphorical theory in analyzing their data. There are two differences in the analysis carried out, namely using the analysis of conceptual metaphors, and structural, ontological, and orientational metaphors. Another concept is related to a type of metaphor based on the semantic field of human perception of space, namely state, cosmos, energy, substance, terrestrial, object, life, animal, and man. Meanwhile, this paper focuses on the analysis of conceptual metaphor types based on the concepts of Lakoff and Johnson (2003).

Research on metaphors at all times will remain interesting because we as humans will still use metaphors in expressing our hopes and desires when socializing with each other. We use metaphors as a form of language skills because they can embellish and divert literal meanings, (Dita, 2011). The use of metaphors also reflects a person's intelligence, experience, and expertise. The analysis of metaphorical studies at any time will be interesting to develop and elaborate on various variants. Especially the huge content that surrounds human life, such as elections in every country that drains the energy and emotions of its people.

The opinions of journalists in writing news are in the form of metaphors, according to them the use of metaphorical language is more productive than literal language. Journalists write their media work in the form of news, opinions, reader voices, and other forms, but still tend to use metaphors because they can convey messages, not in their original meaning. But it uses the meaning that is translated into a concept that is familiar to the reader. This is a separate technique for journalists so that readers also try to understand the meaning of the message implied in the media work (Surip, 2021). Three reasons are the basis for why the use of metaphors is often used by journalists in constructing news, (1) metaphors are preferred by journalists and editors, because they are different from the usual prevalence (2) potential metaphors to meet the needs of journalists and editors because they can use new words; (3) metaphors are more interesting in the news than in other linguistic realities (Laksana, 1994: 128). The use of metaphors as an attempt to express a certain abstract thought or concept about a symptom or event that is the center of attention, through cross-domain mapping in conceptual systems (Siregar, 2004: 140). The use of metaphors in discourse can be traced through the expressions or expressions of the metaphors used. Metaphorical expressions are expressions of language, can be words, phrases, or sentences that are forms across domains of conceptual systems. Referring to Siregar (2004:143), the results of press coverage in the mass media, both in the form of news, editorials, opinions, and reader letters, are an interesting source of data in looking at the use of metaphors.

Political metaphors are the use of language by associating other forms that have similar characteristics to political themes. As it relates to power, the influence of leaders, and authority in government (Surip and Silvana, 2020: 276). The message expressed relates to political activities and activities, through associating other concepts that have common characteristics. Carver and Pikalo (2008) political metaphor "metaphor in the text of political discourse that describes social

and political problems, discuss political issues and certain social capital" (2008: 16). Metaphors in the text of political discourse that talk about sociopolitical issues, discuss political issues and certain social interests. Metaphors whose messages are related to socio-political issues, both power, authority, authority, and power of influence, are categorized into political metaphors.

Conceptual metaphors seek to understand and explain relatively abstract concepts based on human physical and sensory experiences of the world. The types of conceptual metaphors that have been studied are mostly some of the places called the main metaphor, (Taylor, 2002). The process of understanding abstract forms through their relationship to concrete forms is called conceptual metaphors (Lakoff, 1992:5). Conceptual metaphor is a cognitive mechanism so that one can perceive or relate a type of object as another object. Conceptual metaphors are understood as the cognitive process of expressing a concept with another concept that corresponds to the previous concept, in order to understand or compose a more abstract concept.

Structural metaphors can be understood as metaphorical concepts used to understand the abstract by equating them with concrete things. A structural metaphor is a concept of something metaphorically structured in another (Lakoff & Johnson, 2003: 14). Structural metaphors look at equations from abstract objects into concrete objects formed using other concepts based on source domains (SD) and target domains (TD) (Kövecses, 2002: 34). This concept is based on correlation in human daily experiences whose concepts are systematically structured. (Lakoff & Johnson, 2003: 53).

Structural metaphors don't just try to reconcile an abstract concept into something concrete. However, trying to juxtapose an abstract concept is described so that it will be easily understood, (David, 2007: 19). According to the example revealed by Kövecses, life is a journey. The concept of life (LIFE) which is abstract is described so that it is easier to understand because it is corresponded with travel (JOURNEY). Nirmala (2010) also explains that structural metaphors seek to compare an abstract entity that is targeted based on the similarity of characteristics owned by the entity as a source to make it easier to understand.

Ontological metaphors make thoughts, experiences, and other abstract processes into objects that have physical properties (Lakoff & Johnson, 2003: 25). Ontological metaphors see events, emotions, and ideas as entities and substances. This concept is exemplified in the form of the metaphor inflation is an entity, "poverty can make us cornered and fall into humiliation" Lakoff (1992). Ontological metaphors also apply the concept of comparison of abstract objects that are realized with concrete objects. Ontological metaphors according to Kövecses (2010:38) give less structure to the concept of targets than structural metaphors. This metaphorical cognitive task only gives a new ontological status to a general category of target concepts and presents a new abstract entity. In understanding our own experience in terms of what kind of object, substance, and container.

Ontological metaphors attempt to provide uncontested experiences into concoctions through specific tasks: as a reference, quantity, or to identify aspects of the experience. Then the abstract experience accepts status as an object, the

experience can be structured more deeply with structural metaphors. For example; physical objects are abstract entities- his mind is going to overload, and my mind could be short-circuited any minute. An example of abstract entities is physical objects, it is conceptualized as an abstract adjective that has no reference, in reality, to be an entity or object in this case that is a "computer" that has a real reference. The signal word listed is in the use of adjectives from the computer itself, namely; overloaded and short-circuited, which very clearly refers to the nature of computers in general.

Oriental metaphor is a spatially oriented metaphor concept, e.g. up-and-down, inside-out, front-back, deep-shallow, and center-peripheral (Lakoff & Johnson, 2003:14). This spatial orientation arises based on the concept of the human body and its usefulness in the surrounding environment. Oriental metaphors are based on physical and cultural experiences, so spatial orientation in certain cultures needs to be considered because cultural experiences with each other certainly have differences (Davidson, 1979: 15). One example of spatial orientation in orientational metaphors is the expression 'happiness is broad'. Instead, feelings of sadness are expressed in the metaphor of 'sadness is narrow' (Lakoff & Johnson, 2003: 15). Another example is: "We are excited again" but "my spirit is falling".

The formation of orientational metaphors to denote positive and negative things is not only limited to upper-lower spatial orientation but has also been applied to the scheme of depictions of two poles and two values, (Kövecses, 2002: 54). Oriental metaphors are metaphors related to the orientation of space, such as up-and-down and front-back. Oriental metaphors, according to Kövecses (2010:40), provide a less conceptual structure for concept targets than ontological metaphors. This metaphorical cognitive work makes a coherent set of target concepts on the conceptual system of man. Coherently it can be understood that some target concepts are often conceptualized in a variety of forms by being characterized as 'up' as orientation and 'down' as opposed to upper orientation. The name of the orientational itself is taken from the fact that most of these metaphors relate to the basic human orientation toward space, such as the ups and downs, middle-edges, and at all.

Based on several studies on metaphors and various expert opinions above, political phenomena as part of people's activities reflected in the use of metaphors in political discourse texts in the national mass media are an attraction for research. When viewed from various types of metaphors that exist in various mass media, one of them is in the form of political metaphors. The purpose of this study will seek to reveal the type or type of political metaphor based on the theory of conceptual metaphors. As well as revealing political metaphorical data obtained from the specified national mass media, based on the theory of conceptual metaphor types. Whether to find a new type of conceptual metaphor or still conform to an existing theory of conceptual metaphor. The study analysis is focused on finding metaphorical types in political discourse in the national mass media; kompas.com, republika.go.id, waspada.co.id, detik.com, and antaranews.com.

Method

The research method used in this study is descriptive qualitative to reveal the meaning of the type of conceptual metaphor that exists in political discourse in the mass media. The data collection technique is carried out using the nonparticipant observation method, and the note-taking technique. Based on Sudaryanto's opinion, the listening method, literature study method, and documentation method were used to obtain conceptual metaphor-type data (Sudaryanto, 2017: 133). In addition, this study also uses the matching method with basic referential techniques, where the matching method is used to determine the classification of political metaphor types based on the data obtained (1993: 113). Furthermore, to complete the provision of data, an intuition method is also carried out. Deignan (2005:110), an intuitive method often used by researchers of conceptual metaphors in expressing the meaning of implied metaphors. This research data is expressions in the form of metaphors contained in the political context in the national mass media (kompas.com, republika.go.id, waspada.co.id, detik.com, and antaranews.com)

The research instruments used are text instruments that are published in the mass media and researchers themselves. According to Moleong's opinion (2007:8) the main key to the instrument is the researcher himself, so it must be equipped with proper validation. Qualitative researchers as instruments function to establish research focus, select informants as data sources, collect data, assess data quality, analyze data, interpret data, and conclude research findings (Sugiyono, 2014: 306).

Tabulated research data will be analyzed based on the type of political metaphor using referential methods. This method is used to show and compare references or meanings contained in the source and target of political metaphorical expressions. Referential methods with referential basic techniques are used to know the reality or everything (extraordinarily linguistic) designated by language in political discourse in the category of metaphorical types, (Mahsun, 2011). The basic technique chosen is the determinant element sorting technique (PUP). The PUP technique according to Sudaryanto (2015: 109) is a sorting technique where the tool used is a mental dissection power owned by the researcher himself. The disability in this technique uses referential dissection power whose determinant tool uses the reference referred to by linguistic units as determinants (Kusuma, 2007: 52). The reference can be objects, places, properties, works and circumstances referred to by the identified linguistic units. The advanced technique uses the equation banding circuit (HBS) technique. The HBS technique is a data analysis technique whose determining tool is in the form of comparative power equalizing among linguistic units determined by their identity (Kusuma, 2007: 53). The stages of data analysis steps carried out in this study: (a) choosing metaphorical expressions based on metaphorical type categories with the PUP technique. (b) analyze the data by deciphering the data in the form of metaphorical mapping based on the comparative power of the equation. (c) present the data by constructing a comparative structure between the elements of the target realm and the source realm. (d) infer the results of data analysis based on the meaning of metaphors.

Results and Discussion

Based on research data obtained from the sources of 5 national mass media, namely: *kompas.com*, *antaranews.com*, *detik.com*, *republika.go.id*, *waspada.go.id*, 94 political metaphors were found. The accumulation of data obtained can be classified into three types of conceptual metaphors. Among them are structural metaphors 49 or 52.1 %, ontological metaphors 27 or 28.7 %, and orientational metaphors 18 or 19.1 %. More details can be seen in table 1 below:

Tabel 1. Persentase Data Penelitian

No	Type Metaphors	Data	Persentase
1	Structural	49	52,1 %
2	Ontological	27	28,7 %
3	Orientalional	18	19,1 %
		94	100 %

Political metaphors have peculiarities that distinguish them from other metaphors. Political metaphors have a cognitive intersection with the political context. Figurative metaphors such as backbone, throwing a smile, or stealing a heart would not have been found in this study. The processed data is a type of political metaphor inherent in the political context in Indonesia, based on the theory of conceptual metaphors, namely structural, ontological and orientational metaphors. The research data found will not be discussed in its entirety, but only a number of data representing the adequacy of the three types of conceptual metaphors are discussed. The analysis of the types of conceptual metaphors in the political context in the Indonesian mass media is:

4.1 Structural Metaphors

Identical structural metaphors look at equations from abstract objects into concrete objects using other concepts, coupled with the correlation of human daily life experiences whose concepts are systematically structured, Surip (2021). The political terms expressed are a form of simplification of concepts that are correlated with everyday human experience. Naturalistically, humans construct language based on what can be infected. Here's the structural metaphorical data that represents the data found.

Table 2. Structural Metaphorical Data

(1)	Calon presiden nomor urut 02, Prabowo Subianto, mengatakan Indonesia mengalami <i>kebocoran kekayaan</i> (Antaranews) (<i>Presidential candidate number 02, Prabowo Subianto, said Indonesia had a wealth leak</i>)
(2)	Jokowi meminta Prabowo melapor ke KPK jika ditemukan indikasi <i>kebocoran anggaran negara</i> (Detik) (<i>Jokowi asked Prabowo to report to the KPK if indications of state budget leaks were found</i>)

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- (3) *Pileg tenggelam, enggak ada guna kita bicara, kata Priyo (Republika)*
(Pileg drowned, there's nothing for us to talk about, Priyo said)
-
- (4) *Sudah saatnya politik yang menggunakan rasisme kita tenggelamkan bersama-sama, ujar Wahyu (Waspada)*
(It is time for politics that uses our racism to sink together, said Wahyu)
-
- (5) *Priyo mengatakan tokoh nasional seperti Bung Hatta pernah mengatakan Indonesia akan tenggelam di dasar lautan jika menjadi embel-embel negara lain (Antaranews)*
(Priyo said national figures such as Hatta once said Indonesia would sink at the bottom of the ocean if it became a frill of other countries)
-
- (6) *Masih berkuat tentang Jokowi, bahkan semakin kelihatan tenggelam dengan obsesinya kepada Jokowi,” tuturnya (Detik)*
(Still struggling about Jokowi, even more seem to be drowned with his obsession with Jokowi, "he said)
-

The same thing happened with the metaphorical data of wealth leaks and leaks of state budgets. This structural metaphor data looks at the abstract equations into concrete things and looks at the correlation between human daily experiences. The word leak entity is close to human daily experiences when on the move, such as a house leaking when it rains, and a container/place leaking when carrying something. Leak diction is an abstract thing, namely getting water from something leaking, or due to perforation so that water or air can come out or enter. While the word wealth and state budget is described as something that is easier to understand because it has the meaning of budget and wealth that can be detailed sourced from the state budget based on state records and endorsements. The metaphor of leakage of wealth and state budgets has meaning, the loss of the state budget due to being stolen or taken abroad, and spent on the personal and family needs of corrupt state officials. Even though the budget is the country's wealth that should be used to prosper the people and build the progress of the country.

Based on the data in table 2. Above the same thing happens with the metaphorical data pileg drowning, racism we drown, Indonesia will sink to the bottom of the sea, and drown with its obsession. The data above also looks at the equations of an abstract thing through juxtaposing and comparing something entity that is easier to understand, because it is correlated with human daily experience. The word entity 'drowning' is identical to things that can be injured, namely concrete such as rocks, humans, ships, and others. While the word entity pileg, racism, and ebsesi that are abstract are juxtaposed with entities that are easier to understand because they are attached to everyday experiences that can be witnessed by humans. The use of sink diction in the four data above is something that is easier to understand because it has the meaning of drowning diction. While the word pileg, racism, Indonesia, and obsession is an abstract entities. One can understand what is meant by drowning that is targeted based on the similarity of traits possessed by the entity, racism, and obsession as a source.

The meaning of pileg sink is followed by a political situation in which the public is more active and intensely talking about elections, both directly and indirectly. The intensity is not balanced between election-related talks and

legislative elections. So that pileg is interpreted to sink like an object that sinks in water. So will our racism sink, Indonesia will sink, and sink with its obsession. This structural metaphor data, in addition to having the meaning of criticism of what happened to the opponents of the election, also leads to racism against political opponents in order to influence the electoral process. Indonesia is difficult to rise and sink if other nations interfere in the affairs of this nation, and its obsessions or ambitions will fail if it is not balanced with maximum effort and sincerity.

The metaphorical data above looks at the equations of an abstract concept into concrete things trying to fuse two different entities, but that have similar properties and contexts. It also appears in the data below, namely, symbolically, the barn becomes the basis of metaphorical structures by looking at the similarities of other structures in the political sphere.

4.2. Ontological Metaphors

Ontological metaphors make abstract thoughts, experiences and processes into objects that have physical properties, and give life a perception of inanimate objects, both concrete and abstract. Seeing events, emotions, and ideas as an entity and substance such as a container that has room to fill or bring out something. Then each abstract concept is displayed into an object that has real physical properties. In addition, ontological metaphors also make an entity of inanimate objects, both abstract and concrete used and treated like humans, and see the comparison of abstract objects manifested in concrete objects. as in the data below. As in the data in table 3. Below.

Table 3. Ontological Metaphorical Data

(7)	Sudah saatnya tak hanya <i>perang udara, tapi perang darat, door to door, man to man marking</i> , dengan kata lain, jangan ada sejengkal tanahpun yang lepas dari kerja relawan,” kata Kiai Ma’ruf (Kompas) <i>(It is time not only air war, but land war, door to door, man to man marking, in other words, no piece of land escaped from volunteer work, " said Kiai Ma'ruf)</i>
(8)	Ini kan analogi ya, <i>pertempuran politik</i> atau kompetensi politik kan biasa-biasa saja, kata Fadli (Antaranews) <i>(This is an analogy yes, political battles or political competence are mediocre, fadli said)</i>
(9)	Menurut dia, <i>GA ITB akan mengambil peran sebagai infanteri</i> (Kompas) <i>(According to him, GA ITB will take on the role of infantry)</i>
(10)	Makanya Jawa Tengah dan Jawa Timur jadi <i>wilayah pertempuran</i> bagi Prabowo-Sandi (Waspada) <i>(That's why Central and East Java became a battle area for Prabowo-Sandi)</i>
(11)	Prabowo adalah <i>jenderal kardus</i> karena memilih Sandiaga Uno sebagai cawapres demi sejumlah uang, ujar Andi. (Antaranews) <i>(Prabowo is a cardboard general because he chose Sandiaga Uno as vice president for some money, Andi said)</i>

On the ontological metaphorical data in table 3. Above the ontological metaphor data above is the content of the 2019 election political news that is identical to war. Journalists and politicians juxtapose by seeking correspondence between the concept of elections and the concept of war. This pattern refers to seeing an event, and emotion, as an entity and substance that has a space of activity. War certainly gives rise to fighting and various activities in an effort to achieve victory. Political battles are actually just contesting ideas and ideas to gain sympathy and popular votes in elections. However, the democratic process turned into a war that was conceptually analogous through involving many people, weaponry, and battlefields.

Ontological metaphorical data of air warfare, ground warfare, political combat, GA ITB as infantry, and combat areas, see events and emotions as an entity that has a space of activity and see the comparison of an abstract thing realized in concrete terms. Air wars and ground wars correspond to various political activities carried out by candidates for presidential /vice presidential contestants and their respective successful teams. Air warfare through various network media, online news and various social media that conveys the positive and negative sides of both partners as an effort to convince and disrupt society in making choices.

Political battles and battle areas also correspond to various activities carried out by both the presidential candidate and his successful team in gaining public sympathy, and this is also a battle area. The battle area is not only limited to various physical activities on the ground but a vacuum through online news and social media that is directed to change the mindset of voters in making their choice. While GA ITB as infantry has corresponded to the warfighters who became the vanguard of the battle in achieving victory. Likewise in the metaphorical data of the cardboard general below.

In metaphorical data 11 above, the data was very distinctive during the election at that time, because it was viral and became the subject of heated discussion in the midst of society. This metaphorical expression also means criticism and racism against Prabowo's presidential candidate for the decision to choose Sandiaga as his vice president. Prabowo is considered a cardboard general because he prefers Sandiaga Uno who in fact has much stronger financial capital than other vice presidential candidates. As a container for carrying many items, cardboard is identical to the container of luggage. Of course, the luggage given to Prabowo is not ordinary luggage, but a nominal that allegedly perpetuates Sandiaga Uno's path to accompany Prabowo as vice president. The statement that Prabowo is a cardboard general is considered a black campaign that attacks Prabowo's camp. The emergence of the black campaign metaphor certainly cannot be separated from the assumption that black is a color synonymous with ugliness and evil, one of which is the campaign through slander and hoaxes.

The metaphor of a cardboard general is based on correspondence between a general who does not have a complete character that is brave, decisive, consistent, and has a stand. Seen the comparison side of cardboard abstract objects that have properties that are easily changed and formed into various toy things and

other purposes. In addition, the metaphorical data of cardboard generals is also based on an entity of cardboard inanimate objects and is used in the human context of a general. Then the metaphorical data of cardboard generals also makes the thoughts, experiences, and processes of abstract things into objects that have physical properties.

The metaphor of the cardboard general has a schematic basis directed at the nature of the cardboard that is mushy, easily foldable, and malleable into various decorative things, toys, and so on. While the image of the cardboard general is aimed at the character of a general who is brave, strong, persistent, hard, tenacious, and has a firm stance in defending the integrity of the country. Both the scheme and the image are used as an effort to reveal the reality of electoral politics that continues to heat up and is actively discussed by the public.

4.3 Orientational Metaphors

Orientational metaphors relate to a spatially oriented concept that arises based on the concept of the human body attributed through its usefulness in the surrounding environment, or the part of the human body is associated with political terminology. This combination is also correlated with cultural orientation. Each culture has its own context and perspective that distinguishes one culture from another. Culture in this case is a culture in a broad context. Orientational metaphor is a spatial orientation based on the concept of the body and its usefulness in the surrounding environment and shows something that means positive and negative in metaphorical speech. As per the data representation in table 4 below.

Table 4. Orientational Metaphorical Data

(12)	Mardani menyatakan, <i>hoaks menjadi parasit kemajuan bangsa</i> (Waspada) (Mardani stated, <i>hoaxes become parasites of the nation's progress</i>)
(13)	<i>Korupsi telah menjadi penyakit kanker yang menggerogoti demokrasi di Indonesia</i> (Detik) (Corruption has become a cancer that eats away at democracy in Indonesia)
(14)	Calon Presiden 02 Prabowo menyebut <i>Indonesia dalam keadaan Sakit</i> (Kompas) (Presidential Candidate 02 Prabowo says <i>Indonesia is in a state of illness</i>)
(15)	Harapan kita bahwa setelah terpilih menjadi anggota dewan terhormat dan sudah duduk di kursi empuk, jangan sampai <i>dihinggapi oleh penyakit lupa</i> (Antaraneews) (Our hope is that after being elected to the honorable council and already sitting in a soft chair, do not be plagued by the disease of forgetting)
(16)	Saya bersyukur kita bangun infastruktur secara merata di seluruh tanah air, baik di wilayah Barat, Tengah, Timur, kita harap ini menjadi <i>lompatan besar</i> bagi kita untuk maju ke depan lebih baik (Republika)

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- (I am grateful that we build infrastructure evenly throughout the country, whether in the West, Central, Eastern regions, we hope this is a big leap for us to move forward better)*
-
- (17) Itu sudah konkret, buka kesempatan ke petani-petani untuk *melompat dalam berproduksi*," tutur dia (Antaranews)
(It is already concrete, open the opportunity to farmers to jump in production," he said)
-
- (18) Jadi *membangun ekonomi itu tidak menetes ke bawah*, yang bawah semal lemah, yang di atas semakin kuat sehingga melahirkan disparitas, ujar Kiy Ma'ruf (Detik)
(So building the economy does not trickle down, the bottom is getting weak the above is getting stronger so that it gives birth to disparities, said Kiy Ma'ruf)
-
- (19) Prabowo-Sandiaga ingin memastikan bahwa *harga bahan bakar tidak akan melukai masyarakat yang berada di bagian paling bawah pirami* (Republika)
(Prabowo-Sandiaga wants to ensure that fuel prices will not hurt the people at the very bottom of the pyramid)
-
- (20) Sudah saatnya *kaum milenial unjuk gigi* mengerahkan daya kreatifitas untuk membangun negeri (Detik)
(It's time for millennials to show their creativity to build the country)
-
- (21) HIPMI ini *kepalanya saja ada di sana, tapi badan dan hatinya di sini* dan nyoblosnya Prabowo-Sandi," kata Erwin Aksa (Waspada)
(HIPMI is his head alone there, but his body and heart are here and in the election of Prabowo-Sandi," said Erwin Aksa)
-
- (22) Mulai hari ini, *mata, telinga dan otot partai akan bergerak* (Antaranews)
(From today, the eyes, ears and muscles of the party will move)
-
- (23) Elite di Jakarta saya katakan, *hatinya sudah beku*, mereka hanya mikir kekayaan diri dan keluarganya saja" ucap Prabowo (Detik)
(The elite in Jakarta I said, his heart is frozen, they just think about the wealth of themselves and their families," Prabowo said)
-

Juxtaposing the eradication of corruption with cancer that undermines democracy in Indonesia is certainly related to a cultural orientation that considers cancer is a deadly illness and difficult to cure. How severe is the practice of corruption in Indonesia so that it is orientally directed at understanding the level of chronic cancer. Likewise, hoax expressions have become parasites of the nation's progress, meaning that hoaxes have very massively affected the mindset and progress of the nation, because almost every day during elections, hoax news and information continuously approach the voting public through various media. Hoaxes have become an obstacle to the progress of the nation because it has succeeded in influencing the mindset of the community, even public officials as public servants.

Oriental construction also puts the state likened to a human being. The Indonesian state is portrayed as a depiction of how the condition of the government at that time was at a high severity related to the number of corruption cases

involving officials. The personification emerged as a form of criticism of Jokowi's government. In almost the same context, forgetting disease also appears as criticism for board members. Forgetting is not a disease, but a natural condition that is then associated negatively because, in practice, council members always forget their promises to the people who have voted and given their mandates. The metaphorical data above is a spatial orientation based on the concept of the human body and its usefulness in the surrounding environment. Indonesia's metaphorical data in a state of illness and disease are forgotten, making the concept of the human body, namely the state of illness used in the orientation of political activities.

If western culture gives the orientation of goodness as up or up or up, then the eastern culture in particular Indonesian place a positive orientation on a big or big jump. The jumping orientation is certainly on high, not large. So, the big jump is part of the placement of metaphorical orientation to show the positive things done sporadically and revolutionarily in this regard regarding even infrastructure. Different from the data below.

In the data 18 words below become a representation of weakness, because orientationally, the bottom is synonymous with the people, and the people are considered weak so it requires more attention in the process of economic development. Furthermore, the metaphor of orientational politics is also related to the overall oriented limbs of the human body.

The show of teeth is certainly not meant to be true. The millennial generation shows its existence through achievements and creative power to build the country. Teeth become a symbol of confidence, by orienting teeth that were originally only partial to the human body, into the whole of human existence, then its meaning will be much deeper to the reader. Likewise, the metaphor of his head is there, but his body and heart are here. Of course, the orientation that is built is not solely targeted at the limbs, but other entities that want to be achieved. The head as a symbol of mind and power orientation, while the body and heart are synonymous with effort and feeling.

In the introduction, it has been explained that this study seeks to reveal data on the type of political metaphor based on the theory of conceptual metaphors. Seeks to see if metaphorical data still resides on three types of conceptual metaphors, or can emulate new types. After discussion based on the determinant element sorting technique (PUP), findings were obtained: (1) analyzing the data through deciphering metaphorical mapping data based on the comparative power of equations, and making a comparative structure of the elements of the target realm and the target realm. Structural metaphorical data tend to look for similarities between abstract concepts to concrete ones. The equation compares political metaphorical data with concepts that are easy for people to understand. The similarity between the two concepts in political metaphors gives rise to the existence of identity image schemes (Lakoff & Johnson, 2003: 14). Structural metaphors seek to understand the abstract through equating with a concrete thing, then looking at the correlation of human everyday experiences whose concepts are systematically structured. (2) ontological metaphors use the source realm and the target realm describing events as an entity, which has the meaning of political upheaval based on reality in society. Ontological metaphorical data also give birth

to scheme-imagery, as it seeks to express actions as a distinct entity. Ontological metaphorical data seek to reveal two different types of identities. As the metaphorical expression of storm sweeps reflects on an event of severe weather as an entity, whereas rising up a line is a human activity (Kövecses, 2002: 34). Ontological metaphorical data makes the human mind and experience an abstract object into something that has physical properties, and makes an abstract and concrete inanimate entity used and treated like a human being. (3) orientational metaphors are associated with the source realm with the target realm. Seeing a spatially oriented concept, such as up-down, inside-out, and front-back, through associating human knowledge and experience, (Kövecses, 2010:40). Next, look at spatial orientations that indicate a positive and negative meaning.

Conclusion

The conclusion that can be drawn from the above explanation is the process of forming a conceptual metaphor that occurs in producing metaphorical expressions, namely by conceptualizing the similarity of traits, characteristics, and forces that the source has with the target, with the aim of describing events or experiences experienced, felt and thought by news writers about everything that happens in society. The strategy used to conceptualize is an associative strategy, namely: a strategy to turn on its semantic memory related to the nature, characteristics, and strengths that the source has to compare with the target.

This type of conceptual metaphor in political discourse in the national mass media, on structural metaphors, is identical to the concretization of abstract concepts. The political terms expressed are a form of simplification of concepts that are correlated with everyday human sensory experiences. Naturalistically humans construct language based on what can be sensed. Ontological metaphors give a living perception of inanimate objects, both concrete and abstract. Each abstract concept is displayed into an object that has real physical properties. Ontological metaphors also allow units of language to present space to be filled and a concept juxtaposed with other concepts that have substance in common. As well as a change in the orientation of the concept of inanimate objects towards the concept of man. Orientational metaphors are directed at the parts of the human body that are associated with political terminology. Then based on the concept of culture that has a context and perspective that distinguishes one culture from another. Based on research data, it was obtained that people who use metaphors in language or communicate with others are intelligent, experienced and experts on the topics discussed. A person who is good at composing metaphors is classified as smart people, because through metaphors will be compelled to associate and seek correspondence of other concepts that are close in human life.

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