

TYPES OF POLITICAL METAPHORS IN THE INDONESIAN MASS MEDIA

M. JOHARIS LUBIS,

Universitas Negeri Medan, Indonesia

M. SURIP

Universitas Negeri Medan, Indonesia

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 from the Pragglejaz group, 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 of metaphors, politics, and Indonesian mass media

1. Introduction

Political metaphors become one of the language activities that use political content packaged in the form of metaphors, to make it more unique and interesting. The location of its uniqueness and wisdom in the use of language forms that associate various political vocabulary that is being discussed by the community, David (2007). For example, let's wag a badr war, to fight our enemies. This political metaphor associates the electoral process as a badr war which in history as a great war in Islam and associated against the enemies as if the election that took place became a process of resistance between enemies that Surip had to kill (2021).

Various metaphorical analyses have been carried out by several experts because metaphors have a creative role Lakoff (1992). To be able to understand the meaning of metaphor must understand other meanings behind the expressed meaning (Black, 2007: 265). The use of written language in the media of the time has several properties, including; short, dense, simple, smooth, clear, straightforward, interesting, and raw. The nature is short, smooth, and clearly viewed by the speaker; solid nature is viewed in terms of its content; and the simple, straightforward, and raw nature is viewed in terms of language. Interesting language becomes a special attraction for readers to know more

about the content of a text. To make the title or text more interesting, one of the journalists' efforts is to utilize metaphors.

Metaphorical research at all times remains interesting to research because its essence in human life cannot be separated from the use of metaphors in expressing their interests and talents in socializing with each other. Humans use metaphors as a form of language skills because they can beautify and shift the literal meaning, Dita (2011). The use of metaphors also reflects a person's intelligence, experience, and expertise. Analysis of metaphorical studies at any time will be interesting to develop and elaborate on in various variants. Especially the big content that surrounds human life, such as elections in every country that drain the energy and emotions of its people.

The use of metaphors in the news according to Laksana (1994) is said to be more productive than the use of literal language. There are three reasons why the use of metaphors is more widely used by journalists in constructing news, namely: (1) metaphors are preferred by journalists and editors, after all, 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 language realities (1994: 128). Metaphors are used to express a particular thought or concept that is often abstract 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 phrases or expressions of metaphors used. Metaphorical expressions are expressions of language, can be words, phrases, or sentences that are cross-domain forms of conceptual systems. Referring to Siregar (2004: 143), the results of press coverage in the media of the future, both in the form of news, editorials, opinions, and reader letters, is a very appropriate data source to see the use of metaphors.

Based on the above opinion, political phenomena as part of community activities reflected in the use of metaphors in the text of political discourse in the national mass media become an attraction to be researched. The study sought to reveal the kinds of political metaphors based on Lakoff, Johnson, and Kövecses. The orientation of his study was focused on finding the kind of metaphor in political discourse in the national mass media; kompas.com, republika.go.id, waspada.co.id, detik.com, and antaranews.com.

2. Literature Review

Political metaphor is the use of a form of language by associating other forms that have characteristic similarities with political themes related to power, influence, and authority in government. The focus of political metaphors is on messages packaged in the form of metaphors. The message expressed relates to political activities and activities by associating other concepts that have similar characteristics. According to Carver and Pikalo (2008), a political metaphor is a "metaphor in the text of political discourse that describes social and political problems, discusses political issues and certain social capital". Metaphors in the text of political discourse discuss sociopolitical issues,

discussing political issues, and certain social interests. (2008: 46). Metaphors whose themes relate to the expression of socio-political problems, both power, authority, authority, and power of influence, are called political metaphors.

Kinanti and Rachman (2019), Haula and Nur (2019), Nirmala (2017), Surip, M and Mulyadi (2019), and Surip, M (2021) have discussed in their research the types of conceptual metaphors. There are two different types of studies that have been done, namely the type of conceptual metaphor according to the concept of Lakoff and Johnson, namely structural, ontological and orientational metaphors. Another concept, is a type of metaphor based on the semantic field of human perception space, namely state, cosmos, energy, substance, terrestrial, object, life, animal, and human. This paper focuses on a type of conceptual metaphor based on the concept of Lakoff and Johnson (2003), which is to divide the types of conceptual metaphors into three, namely; structural, ontological, and orientational metaphors.

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). 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.

Orientation 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. Orientational 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). Orientational metaphors are metaphors related to the orientation of space, such as up-and-down and front-back. Orientational 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.

3. Research Methodology

The research method used is qualitative descriptive to express the meaning of the type of conceptual metaphor that exists in a political context. The provision of data is carried out by the method of viewing free libatcakap (nonparticipant observation) and continued with the technique of recording. In Sudaryanto's opinion, the listening method, library study method, and documentation method are used to obtain data on conceptual metaphor types (Sudaryanto 2017: 133). In addition, the matching method is also used with the basic technique of referential, in Sudaryanto's opinion, the match method is used to determine the classification of metaphor types based on research data (1993: 113). As a proponent of data providers, also carried out intuition methods, in Deignan's opinion (2005: 110), intuitive methods are often used by conceptual metaphor researchers, such

as Layoff and Johnson, Kovecses. The sample is metaphorical expressions that exist in the political context of the national mass media in Indonesia.

The method of analysis used is a referential method, to show and compare references or meanings contained in the source and target of metaphorical expressions. Referential methods with basic referential techniques are used to know the reality or everything (outside the language) designated by language in political discourse in the category of metaphorical types, Mahsun (2011). In addition, content analysis with inference techniques is also used to show how cognitive processes occur in generating metaphorical expressions to connect between source and target, and finding the metaphorical basis that determines the relationship between the two. The data collection method takes inspiration from the concept of metaphor identification procedure from the Pragglejaz group, while the data processing method is carried out in the conceptual analysis.

4. Result and Discussion

Political metaphors have a peculiarity that distinguishes them from other metaphors. Political metaphors have a cognitive intersection with political context. Figurative metaphors such as backbone, throwing smiles, or stealing hearts would not be found in this study. The data processing is a type of political metaphor inherent in the political context in Indonesia, based on conceptual metaphor theory, namely structural, orientational, and ontological metaphors. 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.

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

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.

- (3) Pilegtenggelam, enggakadagunakitabicara, kata Priyo (Republika)
(Pileg drowned, there's nothing for us to talk about, Priyo said)
- (4) Sudahsaatnya politik yang menggunakanrasimekitatenggelamkanbersama-sama, ujar Wahyu (Waspada)
(It is time for politics that uses our racism to sink together, said Wahyu)
- (5) Priyomengatakantokohnasionalseperti Bung Hatta pernahmengatakanIndonesia akantenggelam di dasarlautanjikamenjadiembel-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 berkutattentang Jokowi, bahkansemakinkelihatantenggelamdenganobsesinyakepada Jokowi," tuturnya (Detik)
(Still struggling about Jokowi, even more seem to be drowned with his obsession with Jokowi, "he said)

The same thing happens with the metaphorical data pile 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 pile, 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 pile, 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 pile 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.

- (7) Sudahsaatnyatakanyaperangudara, tapiperangdarat, door to door, man to man marking, dengan kata lain, janganadasejengkaltanahpun yang lepasdarikerjarelawan," kata KiaiMa'ruf (Kompas)

(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 KiaiMa'ruf)

- (8) Inikananalogiya,pertempuranpolitikataukompetensipolitikkanbiasa-biasasaja, kata Fadli (Antaranews)

(This is an analogy yes, political battles or political competence are mediocre, fadli said)

- (9) Menurutdia, GA ITB akanmengambilperansebagaiinfanteri(Kompas)

(According to him, GA ITB will take on the role of infantry)

- (10) Makanya Jawa Tengah dan Jawa Timur jadi wilayah pertempuran bagi Prabowo-Sandi (Waspada)

(That's why Central and East Java became a battle area for Prabowo-Sandi)

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

- (11) Prabowo adalah jenderal kardus karena memilih Sandiaga Uno sebagai wakil presiden demi sejumlah uang, ujar Andi. (Antaranews)

(Prabowo is a cardboard general because he chose Sandiaga Uno as vice president for some money, Andi said)

This metaphor is very typical during the 2019 election because it went 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.

(12) Mardani menyatakan, hoaks menjadiparasitkemajuanbangsa(Waspada)

(Mardani stated, hoaxes become parasites of the nation's progress)

(13) Korupsi telah menjadipenyakit kanker yang menggerogoti demokrasi di Indonesia(Detik)

(Corruption has become a cancer that eats away at democracy in Indonesia)

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.

- (14) Calon Presiden 02 Prabowo menyebut Indonesia dalam keadaan Sakit (Kompas)
(Presidential Candidate 02 Prabowo says Indonesia is in a state of illness)
- (15) Harapan kita bahwa setelah terpilih menjadi anggota dewan terhormat dan sudah duduk di kursi empuk, jangan sampai dihindangi oleh penyakit lupa (Antaranews)
(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)

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.

- (16) Saya bersyukur kita bangun infrastruktur secara merata diseluruh tanah air, baik di wilayah Barat, Tengah, Timur, kita harapkan menjadi lompatan besar bagikita untuk majukedepan lebih baik (Republika)
(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, bukannya kesempatan petani-petani untuk melompat dalam produksi," tutur dia (Antaranews)
(It is already concrete, open the opportunity to farmers to jump in production," he said)

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.

- (18) Jadi membangun ekonomi itu tidak menetes kebawah, yang bawah semakin lemah,

yang di atassemakinkuatsehinggamelahir kandisparitas, ujar KiyaiMa'ruf (Detik)

(So building the economy does not trickle down, the bottom is getting weaker, the above is getting stronger so that it gives birth to disparities, said KiyaiMa'ruf)

- (19) Prabowo-Sandiaga ingin memastikan bahwa harga bahan-bakar tidak akan melukai masyarakat yang berada di bagian paling bawah piramida (Republika)

(Prabowo-Sandiaga wants to ensure that fuel prices will not hurt the people at the very bottom of the pyramid)

The bottom becomes a representation of weakness because orientationally, the bottom is identical to the people and the people are considered weak so it requires more attention in the process of economic development. Furthermore, orientational political metaphors are also associated with the oriented human limbs as a whole.

- (21) Sudah saatnya kaum milenial untuk menunjukkan kreativitas untuk membangun negeri (Detik)

(It's time for millennials to show their creativity to build the country)

- (22) HIPMI ini kepala nya 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 his nyoblosnya Prabowo-Sandi," said Erwin Aksa)

- (23) Mulai hari ini, mata, telinga dan otot partai akan bergerak (Antaranews)

(From today, the eyes, ears and muscles of the party will move)

- (24) Elit di Jakarta saya katakan, hatinya sudah beku, mereka hanya mikir kekayaan dan diri dan keluarga nya 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)

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.

5. 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.

Reference

- Black, Charteris. 2007. "Metafora dan Komunikasi Politik". *Jurnal metaphor and discourse journal*. Vol.5, Edisi 4 (2007). Hal. 125-135.
- Davidson, Donald. 1978. "What Metaphors Mean," *Critical Inquiry* 5 (1). Chicago: The University of Chicago Press.
- Davidson, Donald. 1979. *What metaphors mean," in on metaphor*, edited by S. Sacks. Chicago: University of Chicago Press.
- Deignan, Alice. 2005. *Metaphor and Corpus Linguistics*. Amsterdam: John Benjamins Publishing Company.
- Grothe, Mardy. 2008. *Never methapor I didn't like: a comprehensive compilation*
- Haula Baiq dan Nur Tajudin, 2019. "Konseptualisasi Metafora dalam Rubrik Opini Kompas: Kajian Semantik Kognitif". Malang: *Jurnal Retorika*. Vol 12, No 1. Februari 2019
- Kesuma, Jati Mastoyo, Tri. 2007. *Metode Penelitian Bahasa*. Jogjakarta: Caraswati books

- Kinanti, Kingkin Puput dan Rachman, Anita Kurnia, 2019. "Metafora Tumbuhan dalam Peribahasa Indonesia (Kajian Semantik Kognitif)". Jember: *Jurnal Pendidikan Bahasa dan Sastra Indonesia Universitas Muhammadiyah Jember*. Vol. 4. No. 1, Februari 2019
- Kövecses, Zoltan. 2002. *Methapor: a practical introduction*. New York: Oxford
- Kövecses, Zoltan. 2010. *Metaphor: A Practical Introduction*. (Edisi 2.). Oxford: Oxford University Press.
- Lakoff, George dan Johnson, Mark. 2003. *Metaphors We Live By*. Chicago dan London: The University of Chicago Press.
- Lakoff, George. 1992. *The Contemporary Theory of Metaphor*. Cambridge University Press.
- Laksana, I Ketut Darma. 1994. "Majas dalam Tajuk Berita dan Artikel Telaah Pemakaiannya pada Enam Surat Kabar Ibu Kota". Tesis. *Jakarta: Fakultas Sastra Univesitas Indonesia*.
- Mahsun, M. 2011. *Metode penelitian bahasa*. Jakarta: Rajawali.
- Malah, Zubairu dan Taiwo, Dinyo Shadrach. 2020. "Conceptual Metaphore in President Muhammadu Buhari's Political Rhetoric". *International Linguistics Research Journal*. Vol. 3. No. 4 (2020), Hal 27-45
- Nirmala, Deli. 2017. "Korespondensi Konseptual Antara Ranah Sumber dan Ranah Target dalam Ungkapan Metaforis di Surat Kabar Harian Suara Merdeka". Semarang. *Jurnal Humanika Undip*. Vol. 3, No. 4. Juli 2017
- Nirmala, Deli. 2014. "Proses Kognitif dalam Ungkapan Metaforis". *Jurnal Parole*. Vol. 4 No. 1 April 2014.
- Nirmala, Deli. 2010. "Komponen Makna Ungkapan Metaforis dalam Pileg 2009 dalam Wacana Surat Kabar Pembaca di Harian Suara Merdeka". *Jurnal Parole*. Vol. 1 Oktober 2010.
- Punter, David. 2007. *Methapor*. New York: Routledge.
- Siregar, Bahren Umar. 2004. *Metafora Kekuasaan dan Metafora Melalui Kekuasaan: Melacak Perubahan Kemasyarakatan Melalui Perilaku Bahasa*. Dalam PELBBA 17 Pertemuan Linguistik Pusat Kajian Bahasa dan Budaya Atma Jaya: Ketujuh Belas. Jakarta: Yayasan Obor Indonesia. Hlm. 139-189.
- Sudaryanto. 1993. *Metode dan aneka teknik analisis bahasa. Pengantar penelitian wahana kebudayaan secara linguistis*. Yogyakarta: Duta Wacana University Pess.
- Sudaryanto. 2015. *Metode dan Aneka Teknik Analisis Bahasa*. Yogyakarta: Duta Wacana University.
- Surip dan Mulyadi. 2019. "Conseptual Metaphor in Humas Communication". *Jurnal Internasional BirLE. Indonesia*. Vol. 2, No. 4 Tahun 2019.
- Surip, dkk. 2021. "New Metaphors in Mass Media : A Sematic-Study in Written Discourse. *Asian EFL Journal. English Language Education (EFE) Publishing*. Vol. 28 Issue No. 2.2 April 2021.
- Trckova, Dita. 2011. "Multi-Funtionality of Metaphor in Newspaper Discourse". *Brno Studies in English*, Vol. 37, No.1, hal. 139-151 (online). DOI:10. 5817/BSE2011-1-9.