

CHAPTER I

INTRODUCTION

1.1. Background of the Research

Metaphor is one of figurative language. Language that we use in everyday lives usually consists of metaphor, even just the simple one like dead metaphor which is metaphor without figurative meaning (Newmark, 1988, p. 106). By using metaphor, our conversation atmosphere can be different. Metaphor can influence the way we think and react after we heard or read such sentence with metaphor.. In George Lakoff and Mark Johnson's *Metaphors We Live By* (2003, p. 4-10), we see how everyday language is filled with metaphors we may not always notice.

An example of one of the commonly used metaphors, provided by Lakoff and Johnson in *Conceptual Metaphor in Everyday Language* (1980), is "Argument is War". Metaphor shapes our language in the way we view argument as war or as a battle to be won. It is not uncommon to hear someone say "He won that argument" or "I attacked every weak point in his argument". This metaphor makes a concept that is arguments being war and battles that must be won. Argument can be seen in other ways than a battle, but we use this concept to shape the way we think of argument and the way we go about arguing.

Metaphor, as one of figurative language, not only has explicit utterances or direct expression in expresses its meaning, but also has indirect expression or implicit meaning. Implicit meaning is the meaning which is different from

the utterances itself. Sentences that have implicit meaning something are hard to understand. It is because those sentences have more than one meaning and abstract. It will cause misunderstanding. Yet, those sentences are more aesthetic. One that uses implicit meaning, metaphor, is media.

Media is where people can get any information and entertainment (Oxford Dictionary). Media has function to give information, to entertain, to persuade people (advertisement), to show business, to make people interested and make them believe what they say. How media deliver its message is depends on its language. Usually it has hidden message.

Media can be divided into several genres. Newspaper is one of it. Newspaper delivers its news by using sentences only. Even though there is a picture, it is just for additional. High technology in this era makes people is closer with news article. They can read news in online newspapers by using their smartphone. It makes media rivalry become intense. Also, newspaper should compete with television in delivering its news. People usually more interest when there is something visually showed whether just sentences in all of it. So, in order to get more reader, newspaper will play with its language and use metaphor, especially ontological metaphor.

Ontological metaphor commonly appears in economic news in newspaper. It is because economic news uses some term in deliver its news. Some metaphors in economic news are *inflation*, *export*, *exchange-rate*. Those words are economic term which is used to explain about some economic

situation. These words are unclear or abstract thing. Yet, in newspaper it has meaning as a real or concrete thing.

The problem is not all people understand those terms. It confuses them to get the point of the news. Newspaper has a lot of abstract words or phrase and delivers its message by using implicit meaning. In economic articles there are different kinds of meaning and ontological metaphor. Those metaphors that describe economic situation may make the language of newspaper more aesthetic, but it can become failed in deliver its message.

It is the reason why this research is done. The writer wants to show metaphors that are used in economic news. This research expected to help reader to know message from metaphor and language on economic article which has economic terms that complicate the reader to know what the meaning of it.

1.2. Identification of the Problem

This research focuses on analyzing the use ontological metaphor in three articles of *Jakarta Post*. These articles are about export-import activities and finance in Indonesia. In this research, the writer focuses on the following questions:

1. What are types of ontological metaphors that are found in three articles of *Jakarta Post*?
2. What are the meanings of those ontological metaphors in three articles of *Jakarta Post*?

1.3. Objective of the Research

There are three articles which become the data of this research. The articles are about export-import activities and finance in Indonesia which are from *Jakarta Post*. Ontological metaphors from those articles are analyzed.

Based on the research questions above, the aims of this research are:

1. To describe types of ontological metaphors found in three articles of *Jakarta Post*.
2. To show the meanings of those ontological metaphors in three articles of *Jakarta Post*.

1.4. Scope of the Research

This research is limited to types of ontological metaphor and its meanings in three articles of *Jakarta Post*. The articles are economic article about export-import and finance of Indonesia. To show and understand more about metaphor and its effect to reader this research will use George Lakoff and Mark Johnson's *Metaphors We Live By*.

1.5. Method of the Research

Data is understood as particular linguistic phenomenon which contain and directly relates with problem which is discussed (Sudaryanto 1993, p. 5-6). The data contains research object and context (Sudaryanto 1990, p. 14). It is diagrammed as follow:

$$\text{Data} = \text{OR} + \text{Context}$$

The data in this research is simple sentence which contains ontological metaphor. The research object is ontological metaphor while the context is sentences in the paragraph where the ontological metaphors are found. The source of the data is three articles from economy column of *Jakarta Post*. The specific news are about export-import activities and finance in Indonesia.

In conducting the research, the methods that are used are methods proposed by Sudaryanto (1993, p.5-7), that are collecting the data, analyzing the data, and presenting the result of the analysis. In collecting the data, observational method is used. In doing the observational method, non-participant observational technique and note taking technique are used. Non participant observational technique is observing the use of language without involving the researcher in the conversation (1993, p.134). The data are taken from three articles from *Jakarta Post*. The data are collected from the column of economy. The economic issues more focus to Indonesia's economy around August 2017 to February 2018. It is about export-import activities and finance in Indonesia. The same content of economy issues from some different articles are taken just one instead all of them.

In analyzing the data, distributional method is used which is the determining instrument is the part of that language itself (1993, p.15). This research analyzes the English articles containing headline, sub-headline and body copy which include phrases and sentences as the data. The main analysis

will be salient features in these articles, they are particularly Ontological Metaphor. This research will use George Lakoff and Mark Johnson's *Metaphors We Live By* to show and understand more about metaphor and its meaning, as this book focuses on metaphor and its used in daily life. From economic articles some metaphors are collected. Those metaphors then are put based on their types. The meanings of the datas are interpreted contextually. First, the meanings of the words which contain metaphor are interpreted by looking at the meaning in dictionary. Then, the metaphors are substituted with another word by substitution technique (1933, p.48). After interpret the meaning, those metaphors are referred to the context on the articles in order to get the meaning of metaphors in those articles.

In presenting the result of analysis, formal and informal methods are used. Formal method uses table in presenting the data. Meanwhile, informal is a method where only represents the data in form of statement. Metaphors that are shown is ontology metaphor. There are two meanings of metaphor are shown. The first one is the meaning of the metaphor itself. The second one is the whole meaning of the metaphor after reffering it to the content in related articles.

