

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Metaphor is a key of communication in life. In daily interactions, metaphors serves as powerful tools for a effective communication. Metaphors allow people to convey ideas or emotions through comparison that can be deeply relate. By using metaphors, people can get different perspectives and understanding among people with different backgrounds and experiences.

Metaphor can be found in many aspect of our life. Metaphor mostly used in literary works such as novels, short stories, song lyrics, poems, et cetera. The other literary work that used metaphor is movies. Literary works that use metaphor will be more interesting and can attract the audience's attention. For example, metaphor will make a movie more dramatic and make the message well conveyed to the audiences.

Lakoff and Johnson (1980) said that "The essence of metaphor is an understanding and experiencing one kind of thing in terms of another". In other words, metaphor is a figure of speech that compares two different objects that aims to achieve a same value of meaning.

The reason why the writer is interested to analyze the metaphor found in American teen drama series script Euphoria is since this drama is very popular among teenager nowadays and the writer found that there are many utterances that use metaphor written in the script that the writer can analyze. Euphoria is an American teen

television drama series that written by Sam Levinson. This drama series script uses English as their official language.

The writer focuses on the utterances of the actors that include metaphor in this drama series script. There are many words conveyed by the actors that use metaphors. In this drama TV series, the teenager used metaphor to avoid the boredom in a conversation and also to make the utterances more dramatic. For example, *it was the first day of school, my heart was racing*. In this example, the word *racing* does not refer to the action of competing in a race or running a race with someone, but it means that their heart is beating very quickly because either they are excited or afraid. Based on the statement above, the writer is interested to analyze the types of metaphor and find out the source domain and target domain in the metaphors found in American teen drama series script Euphoria Season 1.

1.2 Theoretical Framework

In this section, the writer discusses the theoretical groundings of metaphor. The writer will explain about the definition of metaphor, the types of metaphor, and the meanings of metaphor.

1.2.1 Metaphor

Metaphor is a figure of speech that compares one thing to another. In other words, metaphor is a figure of speech used to describe one thing by suggesting a comparison to another thing. As Lakoff and Johnson (1980) state that “Metaphor is anything that has different meaning and the main function is to be understood”. It

means that metaphor is a type of figurative language that compares two unrelated things to convey a same value of meaning. For example, *the party was the bomb*. The word *party* and the word *bomb* are two unrelated things that convey a same value of meaning. The word *party* refers to a social gathering of invited guests, usually involving activities like eating, drinking, and entertainment, while, the word *bomb* refers to something that can explode. In this example, the word *bomb* does not refer to something that can explode, but it refers to excellent or very impressive thing. The writer compared the word *bomb* as excellent or very impressive.

“Metaphor is different with simile” (Harding, 2017). Although both metaphor and simile make utterances or writing more interesting, but they are different. Simile compares two different things. Something is *like* or *as* something else. For example *she swam like a fish*. It describes how good she was at swimming. Metaphor is also compares two different things. In metaphor, we use a metaphor when something is something else. It describes an action or an object that is not literally true. For example, *Caca is a walking dictionary*. In this example, we know that Caca is not a dictionary, but it means that Caca has a lot of vocabularies.

1.2.1.1 Types of Metaphor

Metaphor can be found everywhere. There are 3 types of metaphor according to Lakoff and Johnson (1980). There are orientational metaphor, ontological metaphor, and structural metaphor.

A. Orientational Metaphor

“Orientational metaphor is one of unstructured metaphorical concepts which is organized as the overall system of concepts that are related to each other” (Lakoff and Johnson, 1980). Orientational metaphor is dealing with spatial orientation like up-down, in-out, front-back, on-off, deep-shallow, and central-peripheral. Orientational metaphor is based on our physical and culture experiences. For example happy is up and sad is down. It is because when we are happy, we feel on-top position. This is the concept of the phrase *Happy is up*, while the concept for the phrase *sad is down* is when we are sad, we are at our all-time low.

B. Ontological Metaphor

Lakoff and Johnson (1980) state that “Ontological metaphor appears when we are faced with activities, events, emotions, and ideas, etc., as an entity and substances”. Ontological metaphors make our thoughts, experiences into a physical object. As Lakoff and Johnson (1980) state that “Ontological metaphor occurs when we specify a physical object as a person”. In other words, in ontological metaphor, we make an inanimate object come alive. For example *my mind is not operating today*. In this example, the speaker describes the inanimate object *mind* as a physical object by using the word *operating* while usually the word *operating* is used for something that can be operated, for example, a computer.

C. Structural Metaphor

“Structural metaphors are when a concept is structured with another concept metaphorically” (Lakoff and Johnson, 1980). Structural metaphor has a correlation

with our daily experiences. For example, *ARGUMENT IS WAR*. *Argument* is an oral action like arguing, reasoning, or discussing something, while *war* is a physical action of fighting between states or nations usually by using a weapon. The concept between the word *argument* and *war* is different, but when we are arguing, we attack each other by using words, not a weapon. Therefore, this is the idea why Argument Is War. As Kovecses (2010) states “The cognitive function of structural metaphor is to allow the speaker to comprehend the target through the structure of the source”.

Structural metaphor structure one kind of thing or experience in terms of another, but have the same natural dimensions in both. For example *ideas are food*. Ideas and food can be swallowed, devoured, and warmed over (Lakoff & Johnson, 1980). According to Crystal, Beckson, and Ganz (1999) theory, they are divided metaphor into different types such as conceptual metaphor, mixed metaphor, and poetic metaphor.

D. Conceptual Metaphor

According to Crystal, Beckson, and Ganz (1999), they argue that conceptual metaphor is a metaphor that has form “the first subject is a second subject”. In other words, the first subject is alike with the second the subject. This type of metaphor is similar with structural metaphor by Lakoff and Johnson. For example Argument Is War. We can actually win or lose when we are arguing and we can see that the other person in the argument as the opponent.

E. Mixed Metaphor

“Mixed metaphor is a combination of more than one metaphor in which the qualities which are intended to suggest is illogical or incongruous” (Beckson and Ganz, 1975). Mixed metaphor usually contains more than one line. Mixed metaphor is linked two or more elements that can give certain effects to the readers. Usually mixed metaphor has clichés meanings.

F. Poetic Metaphor

According to Beckson and Ganz (1975), poetic metaphor is a sequence of metaphor that extremely far fetcher parallel among dissimilar things or objects. It means, there is more than one comparison in a poetic metaphor to describe one thing. Stern (2000) states that “Poetic metaphor is based on the idea of conventional metaphor but they are often original or can be found in a novel”. This type of metaphor is requiring effort to be understood.

1.2.1.2 Meanings of Metaphor

According to Lakoff and Johnson(1980), “Conceptual metaphor is a natural part of human thought and linguistic metaphor is a natural part of human language”. Beckson and Ganz (1999) argue that conceptual metaphor is the simplest case of metaphor that has a form “The first subject is the second subject”. Metaphor is a way of something more than the ordinary way. In other words, metaphors are contrast to literal meanings. Lakoff and Johnson (1980) use source domain and target domain to analyze the meanings of metaphor. “Source is something that describes the target domain, as Lakoff and Johnson(1980) state that source domain is used in reasoning

about the target domain”. Source domain has characteristics such as clear, familiar, and explicit. In other words, the word of a source has to state the word clearly. The term of target domain refers to something that discussed but it is expressed with different words. In other words, target domain is the domain that we try to understand. The characteristics of target domain are corresponds inversely with the characteristics of source domain such as abstract, unfamiliar, and implicit. The example of using source domain and target domain is *time is money*. In this example, the word *money* is described as source domain and the word *time* is described as target domain. We try to understand the meaning of the word *time* with the word *money*. In this case, the meaning of the word *time* is as valuable as *money*.

According to Lakoff & Johnson, metaphors are conceptual metaphor rather than just linguistic. It means that people use the understanding of one conceptual domain to make sense of another. Lakoff & Johnson argue that metaphors are grounded in physical and social experiences. Many metaphors reflect the way bodies interact with the world. The understanding of metaphor involves a mapping from a source domain to a target domain. Lakoff & Johnson emphasized that metaphors are embedded in everyday language, shaping the way we think and act. Overall, Lakoff & Johnson’s theory showed that metaphors are central to human cognition, shaping not only our language but also our perceptions, actions, and understanding of reality.

The mechanism of how the theory of Lakoff & Johnson works is metaphors facilitate understanding by linking familiar experiences to abstract concepts, enriching our cognitive processes and influencing how people think and act. For example, *time*

is money. People understand *time* in terms of *money*. It related to concept that people can spend *time*, save *time*, or invest *time*. Thinking of time as money highlights the value affecting how people prioritize and plan the time. Therefore, the use of metaphors can shape our behavior and attitudes toward the target domain. By framing time in terms of money, we might become more focused on efficiency and productivity.

Examples of the implementation of source and domain target by Lakoff & Johnson from several sources:

1. Life is journey.

Source domain: Journey

Target domain: Life

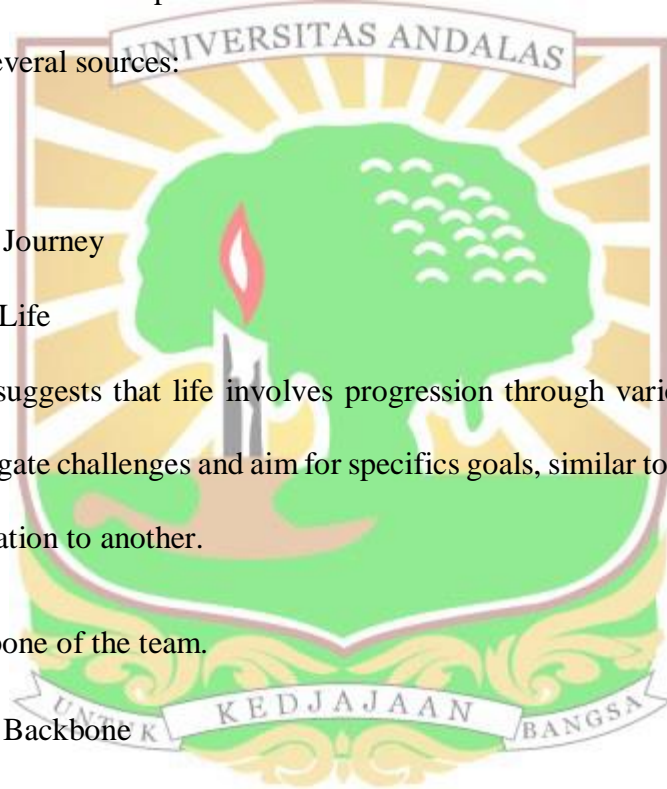
This metaphor suggests that life involves progression through various stages, where individuals navigate challenges and aim for specific goals, similar to a traveler moving from one destination to another.

2. She is the backbone of the team.

Source domain: Backbone

Target domain: Team

This metaphor conveys that the person provides crucial support and stability to the team, similar to how the backbone supports the body. It emphasizes their importance in maintaining the team's structure.



3. He is a shining star

Source domain: Star

Target domain: He

This metaphor suggests that the person stands out due to their exceptional qualities or achievements, just as a star shines brightly in the night sky. It conveys admiration and recognition.

4. She has a heart of stone

Source domain: Stone

Target domain: She

This metaphor implies that the person is emotionally unresponsive or harsh, comparing their heart to stone to emphasize a lack of warmth or empathy.

5. The classroom was a zoo

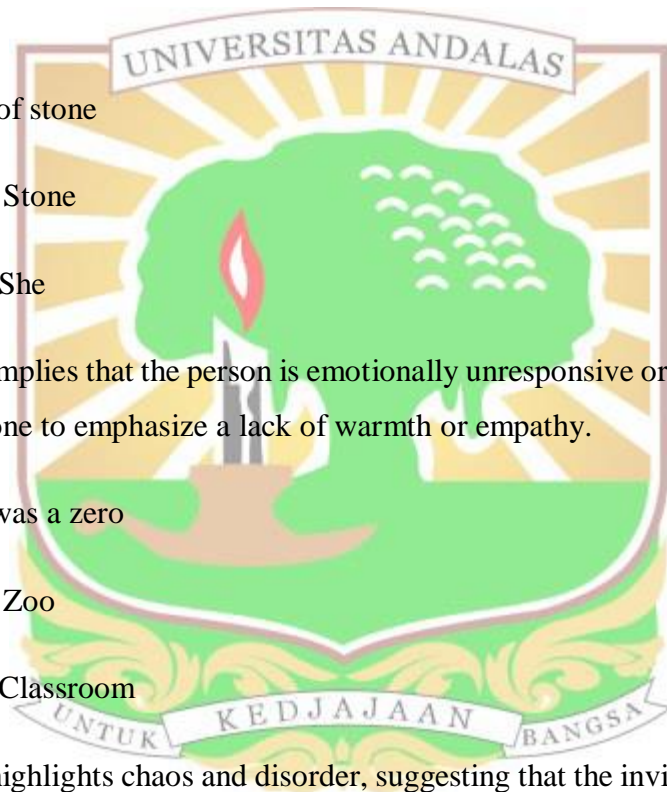
Source domain: Zoo

Target domain: Classroom

This metaphor highlights chaos and disorder, suggesting that the environment is unruly or difficult to manage. It evokes images of noise and unpredictability, illustrating a situation where students might be behaving wildly, contrasting with the expected calmness of a learning environment.

6. Her voice is music to his ears.

Source domain: Music



Target domain: Her voice

This metaphor conveys that her voice is pleasing and enjoyable, much like beautiful music. It suggests an emotional response, implying that her words resonate with him on a deeper level. It elevates the value of her voice, suggesting harmony and emotional connection.

7. He is a night owl.

Source domain: Night owl

Target domain: He

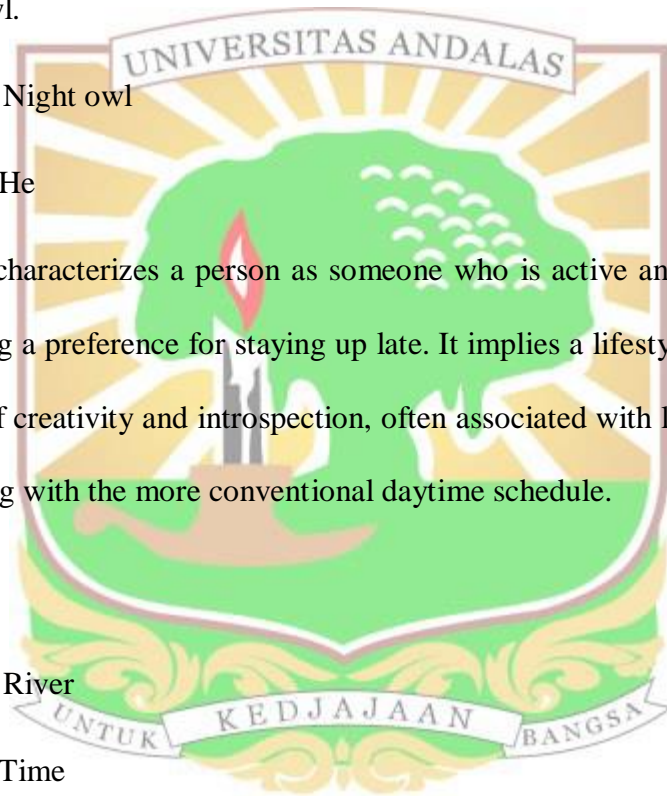
This metaphor characterizes a person as someone who is active and alert during the night, suggesting a preference for staying up late. It implies a lifestyle choice and can evoke images of creativity and introspection, often associated with late-night activity, while contrasting with the more conventional daytime schedule.

8. Time is river.

Source domain: River

Target domain: Time

This metaphor portrays time as a continuous flow, like a river that moves forward and cannot be reversed. It suggests that moments in life come and go, emphasizing the transient nature of experiences. This comparison can evoke feelings of inevitability and the importance of savoring moments before they pass, reflecting on how time shapes our lives.



9. Anger is a storm

Source domain: Storm

Target domain: Anger

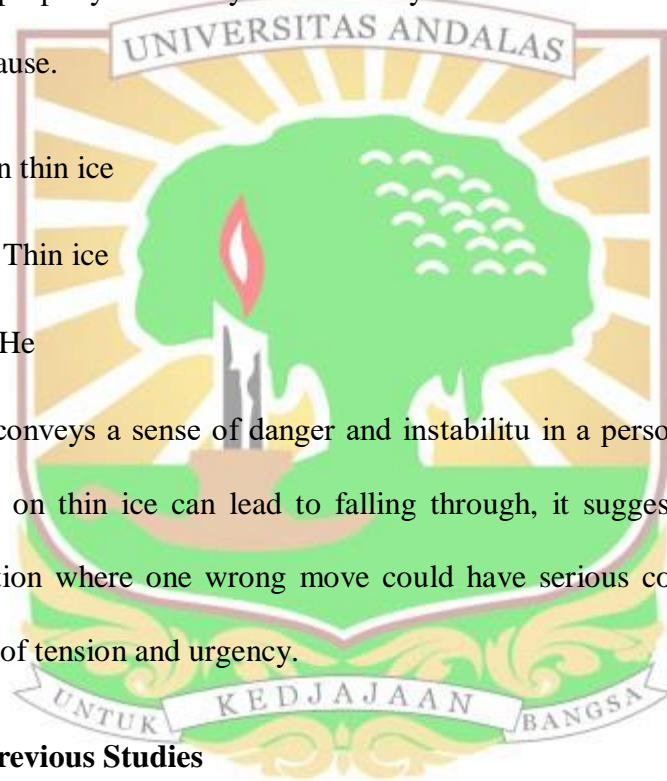
This metaphor suggests that it can be sudden, powerful, and destructive. Just as a storm can disrupt and create chaos, anger that can overwhelm and lead to negative outcomes if not managed properly. It conveys the intensity of the emotion and the potential for damage it can cause.

10. He is walking on thin ice

Source domain: Thin ice

Target domain: He

This metaphor conveys a sense of danger and instability in a person's circumstances. Just as walking on thin ice can lead to falling through, it suggests that he is in a precarious position where one wrong move could have serious consequences. This evokes feelings of tension and urgency.



1.3 Review of Previous Studies

The writer uses several previous studies in the same topics to conduct this research. Jihan Fabiola Mustika (2021) did a research which analyzed metaphors in an article. The title of the research is “The Analysis of Metaphor Related to Covid-19 in Headline News of The Jakarta Post”. The researcher identifies the types and meaning

of metaphors contained in the Jakarta Post related to Covid-19. The data of the research are limited to Jakarta Post News headlines published from January until March 2021.

In analyzing the data, Mustika (2021) used a theory by Lakoff and Johnson (1980) to determine the types of metaphors which classified the types of metaphor into 3 types, which are structural metaphors, ontological metaphor and orientational metaphor. In this research, Mustika found that the most dominant type of metaphor that contain in Jakarta Post related to covid-19 is structural metaphor. There are 11 structural metaphors, 9 ontological metaphors, and 3 orientational metaphors. The theory by Lakoff and Johnson (1980) will be used in further research, but the differences are in choosing the object and the source of the data.

Chairunnisa (2017) did a research entitled “An Analysis of Metaphor Used by The Main Characters in Moana Movie: Semantic Approach”. The researcher chose a movie called Moana as her data of the research. The researcher identified kinds of metaphor and analyzed the meaning of metaphors used by main character in Moana movie. The data of this research were limited to metaphor found in the word and sentences spoken by the main character in Moana movie. In analyzing the data, the researcher used a theory by Lakoff and Johnson (1980) about metaphor conceptual theory and types of metaphor.

Charunnisa (2017) found that the most dominant type of metaphor in her research is also structural metaphor. There were 15 phrases contained structural metaphor, 3 phrases contained orientational metaphor, and 12 phrases contained ontological metaphor.

In answering the third question of the research, the researcher used a different theory which is a theory by Kovecses (1993) which is about the types of emotions such as, anger, fear, happiness, sadness, love, lust, pride, shame, and surprise. In this research, Chairunnisa (2017) found that there are 5 anger, 5 fear, 9 happiness, 2 sadness, 1 love, 2 lust, 4 pride, 1 shame, and 1 surprise emotion.

The third is a research by Rifki Maulana (2016). The title of the research is “A Semantic Analysis of Metaphor Found in Selected Lyrics of The Script, Katy Perry, and Michael Buble”. This research analyzed the type of metaphor by using the theory of Crystal, Beckson and Ganz (1999) and the theory of Richards and Leech (1969). The source of data for this research is limited to 20 selected lyrics from The Script, Katy Perry, and Michael Buble. Crystal, Beckson and Ganz (1999) divided metaphor into three types. There are conceptual metaphor, mixed metaphor, and poetic metaphor.

Maulana (2016) found 194 data of conceptual metaphor, 60 data of mixed metaphor, and 5 data of poetic metaphor. From the data above, the most domain type of metaphor found in the selected song lyrics of The Script, Katy Perry, and Michael Bible is conceptual metaphor, followed by mixed metaphor and the last is poetic metaphor. The writer also describe about the functional meaning of metaphor to make the lyrics of the song more meaningful.

The fourth is a research by Laurentius Jalu Waskitho Jati (2020) with the title “An Analysis of Metaphor Found in Bring Me The Horizon’s Selected Song Lyrics”. There are two songs that chosen by the researcher, Drown and Throne. The researcher analyzed and found out the types of metaphor and its meaning in the selected song lyrics of Bring Me The Horizon. The writer used two sources to conduct this research.

They are primary subject and secondary subject. The primary subject is the song lyrics of Bring Me The Horizon's selected songs. The secondary subject is about theories. The writer used the theory of Lakoff and Johnson (1980). Lakoff and Johnson classify the metaphor into three types. There are conventional metaphor, mixed metaphor, and new metaphor.

The finding of this research is there are three types of metaphor that found in song lyrics of Bring Me The Horizon's selected songs. The most dominant type of metaphor found in the song lyrics is conventional metaphor. The writer also analyzed the meaning of the songs in this research. Drown is a song that describe someone is lonely and frustrated, while Throne is a song about someone who wants to show others that they can do more than others think.

The last research that the writer used to conduct this research is a research by Ade Puadah (2017) entitled "An Analysis of Metaphor in Edgar Allan Poe's Poems". Puadah analyzed the type and the meaning of metaphor in Edgar Allan Poe's poems. The researcher used the theory of Lakoff and Johnson (1980) in classical view. There are 11 types of metaphor found in this research. There are implicit metaphor, submerged metaphor, active metaphor, animating metaphor, extended metaphor, standard metaphor, synesthetic metaphor, orientational metaphor, ontological metaphor, and conceptual metaphor. The researcher found that the most dominant type of metaphor in this research is ontological metaphor.

1.4 Research Questions

Based on the background above, the writer formulated the research question as follows:

1. What are the types of metaphor found in the drama series *Euphoria*?
2. What are the *source domain* and *target domain* of metaphor found in the drama series *Euphoria*?

1.5 Objectives of the Research

Based on the research questions above, this research aims to find out what types of metaphor found in the actor utterances in American teen drama series script *Euphoria* and find out the source domain and target domain of those metaphors. The objectives this research can be described as follows:

1. To find out what types of metaphor found in the drama series *Euphoria*.
2. To find out the source domain and target domain of metaphor found in the drama series script *Euphoria*.

1.6 Scope of the Research

This research focuses on the actor utterances in one of American teen drama series script *Euphoria*. The scope of this research is the field of semantics which is limited to figurative language, especially metaphors. This research analyzes the types of metaphor and the source domain and target domain of metaphors in American teen drama series script *Euphoria* season 1 by using theory of Lakoff and Johnson (1980).

