

CHAPTER I

INTRODUCTION

1.1 Background of the research

In our daily life, language is a part of human needs. Language is a function of system communication for humans each other. It is the primary tool for expression and communication. Furthermore, language can help the speaker and the hearer communicate well. Many approaches can be studied in terms of language. Nowadays, language has become developed.

Metaphor is one of the types of figurative language. It refers to words or expressions of language that humans use to express meaning in separate ways. Knowles & Moon (2006) argue that Metaphor is the use of language to refer to something other than what it was originally applied to, to indicate some similarity or make connection between the two things. A metaphor is an unusual expression of language or meaning, which means that the speaker's utterances or words contrast with the literal meaning. So, Metaphors express one concept to another concept with the same value. The use of metaphors is not only to describe something abstract, but metaphors have become normal for people who use language. Thus, metaphors can be found in everyday life. Based on its use, metaphors can be found everywhere, such as in advertising language, daily conversation, newspaper articles, novels, and poetry.

Nowadays, people can access and read news on the internet. In the present era, online media news has become popular because people have access to the internet and

can easily access it. Thus, News could affect people's perspective regarding the world. The Jakarta Post is one of the online media outlets in Indonesia. The Jakarta Post presents News from all over the world. It was like the World Cup 2022. The World Cup is a football competition between countries around the world. The participants of the World Cup usually consist of 32 countries. The competition was participated by the men's national teams of FIFA members. The World Cup is held once every four years. So, last year, World Cup 2022 was held in Qatar. The Jakarta Post, as an online media outlet in Indonesia, presented news about the World Cup in 2022. Headline news regarding the World Cup 2022 has become famous in the Jakarta Post.

The writer is interested in analyzing the Metaphor of Headline News because the Jakarta Post is one of Indonesia's most famous media outlets. News related to the World Cup usually uses the style of language, and several words have a lot of different meanings for the readers. This is because the articles want to attract readers. The language styles found in the article are related to the World Cup, such as metaphors. Here are some headline news that use Metaphor,

- (1) *France fans savor 'brilliant' World Cup win over England*
- (2) *France face England at World Cup after Brazil crash out.*

Example (1): The word brilliant does not refer to something shining brightly. In this sentence, brilliant refers to France's win over England at the World Cup. It shows that France's victory was an impressive achievement, and France fans are happy about it.

Furthermore, in example (2), the word crash out does not refer to a vehicle crashing; the definition of crash out is an accident in which a vehicle hits something. In this sentence, Crash Out refers to Brazil, which has lost the match against England.

The Jakarta Post is one of the international media outlets in Indonesia that presents news related to the World Cup. The World Cup was running, and the Jakarta Post was full of news related to the World Cup. The writer only focuses on headline news related to the World Cup 2022. The headline news must be written interestingly to attract the readers' attention to read it. The use of Metaphor is helpful for the journalist to create headlines News that attract the readers. So, the writer is interested in analyzing the Metaphor of headline news related to World Cup 2022. This research is entitled "Analysis of Metaphor in Headline News in Jakarta Post Sport Related to World Cup 2022."

1.2 Theoretical Framework

The chapter will explain the theories used by the researcher to analyze the Metaphors used in the headline news of Jakarta Post Sport related to the World Cup 2022. The researcher uses the theory of conceptual Metaphor to find the types of Metaphors from Lakoff & Johnson (1980) and the meaning of Metaphors using the theory of meaning by Leech (1981).

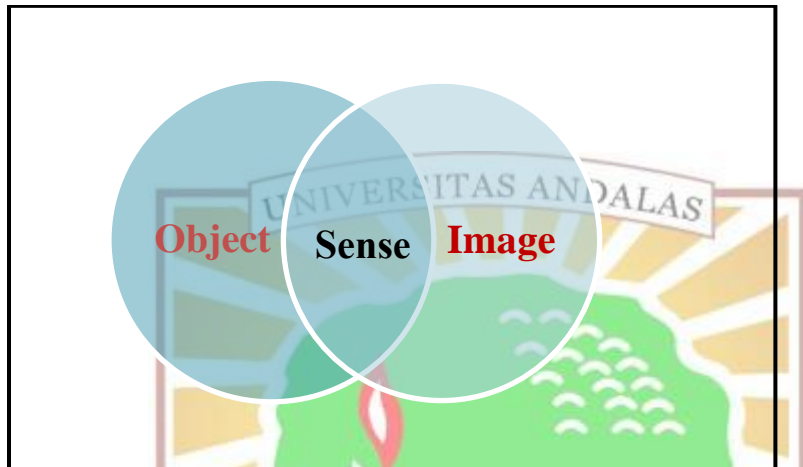
1.2.1 Metaphor

According to Lakoff & Johnson (1980, p. 5), metaphor is understanding and experiencing one kind of thing in terms of another. This means it is about when the speaker explains one thing in terms of another. Metaphor defines words or phrases that

have a meaning that is different from literal meaning. It is about the speaker's meaning in sentences or utterances. The existence of Metaphor has something different than literal meaning of the sentence. The Metaphor deals with the speaker's meaning in sentences. Searle (1979:84) states that Metaphor works by explaining how the speaker's intended meaning and the sentence's literal meaning come apart. It means how to say something and mean something else. According to Lakoff & Johnson (1980:7), Metaphor is an essential aspect of human language in everyday life, and it is crucial in describing abstract concepts in simple forms, which means how Metaphor describes one abstract concept into simple forms. The language style used in the headlines of News related to the World Cup 2022 can be improved by metaphors.

Knowles and Moon (2006:3) state that the importance of Metaphor is due to its function of explaining, clarifying, describing, expressing, evaluating, and entertaining. There are many reasons for the use of metaphors in speech or writing. It is because when people want to express a particular thing and have no other word to refer to it, Metaphor is an option to communicate an opinion or feeling or to describe a specific object in a more imaginative way or creative way. Metaphors often express abstract ideas through concrete images, helping difficult-to-explain concepts easier to understand. Thus, metaphors can help people communicate effectively. Metaphors are everywhere in the language we use, and there is no escape from it (Goatly, 2005). For example, "*that was a beautiful catch,*" the use of the word *beautiful* refers to the *catch*. *Beautiful means* having beauty; giving pleasure to the sense or the mind (oxford learner's dictionary). The concept of the sentence is beautiful refers to the *catch*, the

speaker gives opinion that the *catch* was success, and it is good, and the speaker tries to connect the *catch* with *beautiful*. This expression is usually found when someone sees something great or aesthetically and tries to express what they see.



Source: Newmark, 1988: 105. Adapted from Ferdinal et al., 2023

According to Newmark, the object is the concept described by the Metaphor, and the image is the concept used to describe the object, while the sense is the similarity between the object and image. For example, “*You are a shining star.*” The example has “you” as an object, the things that the image will describe, while the image from the sentence is “*shining star.*” Thus, the similarity between the object and the image is called the sense. The sense of the example is that the person has a bright personality, which means he is on his way to success.

Lakoff & Johnson (1980, p. 6) state that Metaphor is not just about language, mere words but they argue that is about human thought is metaphorical. This means Metaphor is not just an aesthetic instrument, but from the theory, metaphor is essential

to human thought. They presented proof that Metaphor is widely used in daily conversation and thought. Moreover, they also state that Metaphor is a characteristic that defines concepts, not words. The purpose is not only aesthetic or artistic but also to help people understand certain concepts. Conceptual Metaphor means understanding one concept or thing of experience in terms of another. They believe that metaphors are not only figurative expressions of language. According to Lakoff & Johnson (1980, p. 3), our conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature. Thus, conceptual metaphors could help people in language to describe abstract concepts in concrete terms. Conceptual metaphors are used to explain abstract concepts which are difficult to describe. Metaphors help us understand issues and events in life. For example, when we think about life in terms of journey, we talk about arguments in terms of war.

1.2.2 Types of Metaphors

According to Lakoff & Johnson (1980), there are three types of conceptual metaphors: orientational metaphors, ontological metaphors, and structural metaphors. This subchapter would like to explain the three types of metaphors.

1. Orientational Metaphor

According to Lakoff & Johnson (1980, p. 14), orientational Metaphor is one of conceptual metaphors that does not structure one concept in terms of another but instead organizes an entire system of concepts with respect to one another. This concept relates to spatial orientation, including up-down, in-out, front-back, on-

off, deep-shallow, and central peripheral. Spatial orientations reflect the nature of bodies and their function in the ways they do within our physical environment.

Kovecses (2010, p. 40) state that orientational concept gives target concepts even less conceptual structure, in cognitive work, aligning a set of target concepts within conceptual system. Orientational Metaphor refers to the fact that metaphors used for this reason relate to basic human spatial orientations.

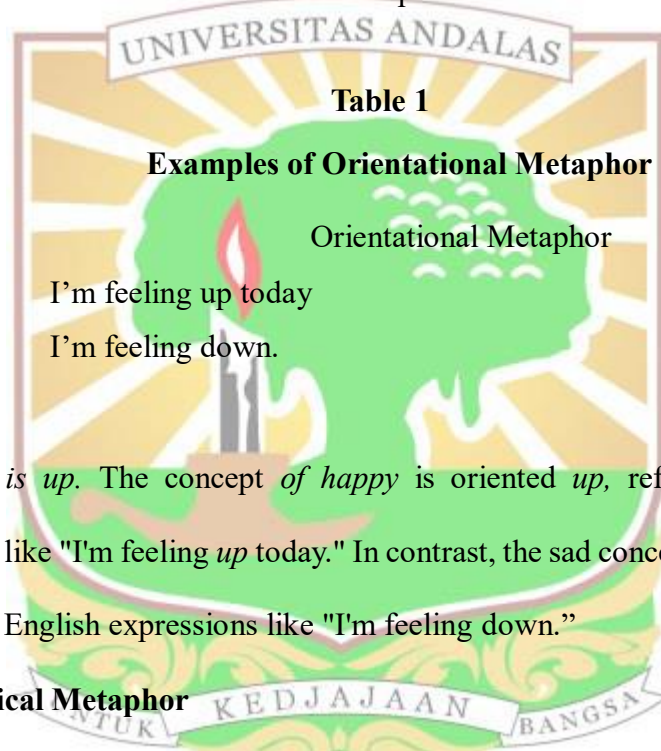


Table 1
Examples of Orientational Metaphor

No	Orientational Metaphor
(3)	I'm feeling up today
(4)	I'm feeling down.

Happy is up. The concept of *happy* is oriented *up*, referring to English expressions like "I'm feeling *up* today." In contrast, the sad concept refers to *down*, referring to English expressions like "I'm feeling down."

2. Ontological Metaphor

Ontology is a branch of philosophy that has to do with the nature of existence. (Kovecses, 2010, p. 40), Based on what Kovecses said, ontology is the study of existence. The study of classification and how to determine the existence of things. It tries to take abstract concepts and explain that they are real. Lakoff & Johnson (1980, p. 25) state that ontological Metaphor is about providing ways of viewing events, activities, emotions, ideas, as entities and substance. It enables us to

express our thoughts and talk about concepts and events as if they have definite physical characteristics. We must imagine them as physical objects to give them form. For example, *life has cheated me*. In this case, *life* is an abstract concept that is not understood. Therefore, abstract concepts are often described using another more concrete concept. In this case, life is not human, but it is given qualities of human beings, such as cheating.

Ontological Metaphor occurs when the physical object is further defined as a person; this is clear. This enables us to understand a wide variety of experiences with nonhuman entities in terms of human motivation, characteristics, and activities. Based on Lakoff & Johnson (1980), here are some examples:

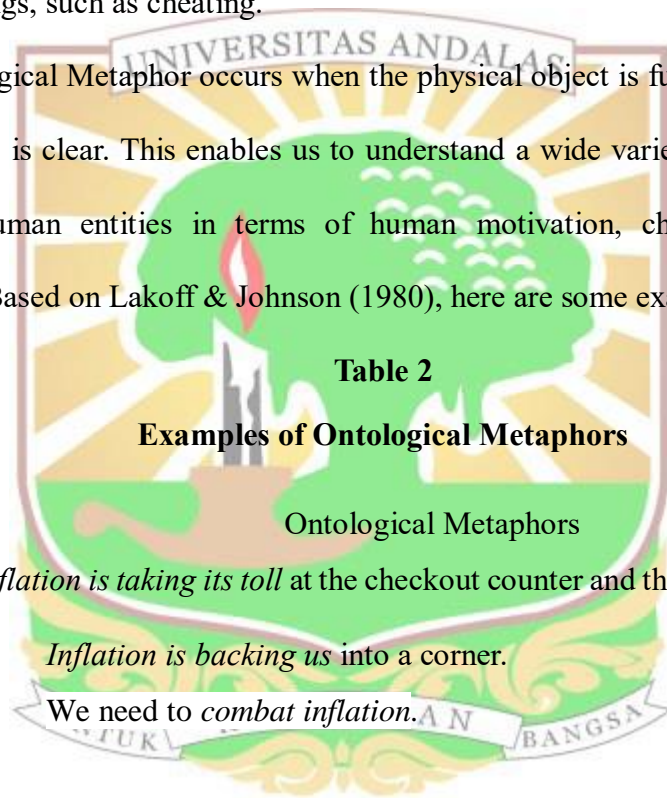


Table 2
Examples of Ontological Metaphors

No	Ontological Metaphors
(5)	<i>Inflation is taking its toll</i> at the checkout counter and the gas pump.
(6)	<i>Inflation is backing us</i> into a corner.
(7)	We need to <i>combat inflation</i> .

The examples above are the inflation to be able to do anything that is properly human, such as baking, taking, and it can also make sick.

3. Structural Metaphor

Lakoff & Johnson (1980, p. 14) state that structural metaphors are cases where one concept is metaphorically structured in terms of another. Structural Metaphor is the understanding and expression of one concept in terms of another well-defined and structured concept. Using structural Metaphor, we may use words related to one concept to discuss another.

According to Kovecses (2010, p. 37), the cognitive function of structural Metaphor is to enable us to understand the target by using the source's structure. For example, "Argument is War." Arguments and wars are distinct kinds of things. The argument is represented as verbal discourse. Meanwhile, war is represented as a military conflict.

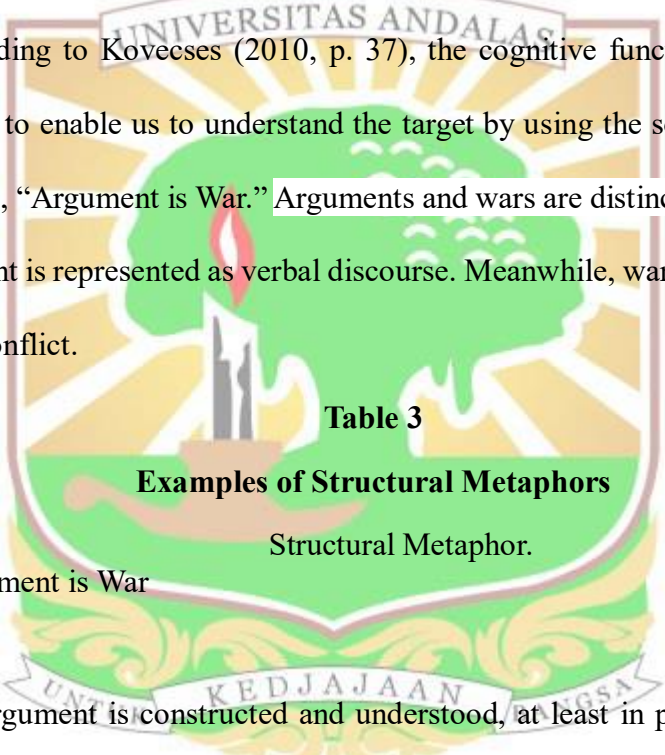


Table 3
Examples of Structural Metaphors

No	Structural Metaphor.
(8)	Argument is War

The argument is constructed and understood, at least in part, by means of war. Lakoff & Johnson (1980, p. 4) state that many of the things we do in arguing are partially structured by the concept of war. For the structural Metaphor, war means what we do and how we understand what we are doing when we debate. We can use knowledge about war to understand and talk about arguments. Thus, the concept of "Argument is War is metaphorically structured.

1.2.3 Connotative Meaning

By using the types of meaning from Leech (1981), As Leech (1981, p. 8) state meaning can be studied as a linguistic phenomenon in its own right, not as something outside language. There are seven types of meaning, conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning. Five of the seven types of meaning are associative meaning. Leech (1981, p. 18) said that associative meaning has variable characters and open-endedness. There are five associative meanings connotative meaning, social meaning, affective meaning, reflected meaning and collocative meaning. Therefore, the type of meaning that is relevant for this research is Connotative meaning because this type can help improve our understanding of the meaning of metaphors.

According to Leech (1981, p. 12), connotative meaning is the communicated value an expression has by virtue of what it refers to, over, above its purely conceptual content. Connotation is when a word has more than one meaning. It is a word that we think of the word, which may not correspond to its true meaning. The meaning of language changes depending on social, cultural, and individual experiences. Connotative meaning focuses on the cultural and social connotation of words or phrases and their emotional and evaluative relations. It contributes to language variation and interpretation and it is not limited to context. The meaning associated with words implied is called connotative meaning. For example, metaphorical expressions such as *Costa Rica beat Japan to hand Germany a World Cup lifeline*. The connotation of lifeline in the sentence is a hope for Germany to continue the journey

of the World Cup. Meanwhile, a *lifeline* is a line or rope thrown to rescue someone in difficulty in the water (Oxford Learner's Dictionaries). There are three different types of connotative meanings, which are positive connotation, negative connotation, and neutral connotation.

Positive connotations are words or phrases that communicate good feelings or give praise to something because they suggest good, favorable, or not offensive meanings. Positive connotation shows politeness and respect for the topic of discussion, and it can influence the emotions of the readers. For example, *the golden era*. This is one of the metaphorical expressions and it also has a positive connotation. The *golden era* suggests good meaning, the meaning of the *golden era* is that when the things were at their period that successful.

The second type of connotation is the negative connotation. The characteristic of negative connotation is that it contains bad meaning. A negative connotation tends to give the sentence a bad meaning. The dependence on the context used can give the words different connotations. Negative connotations can be seen from the negative sense of values of the words and phrases they use. For example, "I'm feeling blue today." The word "blue" in the sentence is not just as color, while the connotation meaning of the words means feeling sad or unhappy. The sadness goes into a negative sense.

The last type of connotation is the neutral connotation. It refers to words that do not have either positive or negative meanings. The words with neutral connotations indicate something in a simple way, without judgment or emotional impact. The words

communicate information clearly and directly without depending on emotions. For example, the words daily used, such as "school," have a neutral connotation because it describes a physical structure and suggest nothing positive or negative.

1.2.4 Context

Context is understanding the meaning of a sentence or an utterance. According Yule (1996), context is a linguistic part of the environment in which a referring expression is used. Context is when the speaker can understand the situation of their utterance to whom the speaker is speaking. In this analysis, context is to help clarify the meaning of the metaphor, without context metaphor can be ambiguous or meaningless. So, the meaning of the metaphor need to be understood through the context. Metaphor involves indirect or direct meaning. Context is a part of crucial for the listener or reader to understand the meaning of the metaphor. Therefore, the use of context in metaphor helps the readers to understand the meaning and the purpose of the metaphor.

1.3 Review of previous studies

Regarding the topic of the research, the researcher found several research on the same topic. They are used to support this research. Andina (2022) wrote an analysis of metaphorical expression in Katy Perry's Song. The focus of this study is to analyze metaphors in the song lyrics. This research deals with the types and meanings of metaphorical expressions and their function in song lyrics. The aim of the research is to analyze metaphorical expressions found in song lyrics. The researcher uses four lyrics from Katy Perry's song as the source data in this field. In analyzing the data, the

researcher applied descriptive qualitative methods. This thesis uses the theory metaphor from Lakoff & Johnson (2003) and the types of Metaphor from Ullman (2004) and is supported by the function of Metaphor from Leech (1982).

This research could help further research for better references to find out the source of the data. This thesis can be used as previous studies for further research. The theory used in the research can help other researchers with different objects to be studied.

The second research by Mahmudah (2015) wrote *An Analysis of Metaphor in Jakarta Post Business Articles on May 2014 Edition*. This study focuses on metaphors in business articles in the Jakarta Post. The study's purpose is to find out the types of metaphors used in business articles. Thus, the researcher expects to help the reader to know the meaning of metaphors used in business articles. This thesis uses theory metaphors and types of Metaphors from Lakoff & Johnson to discover the types of metaphors used in the business articles in the Jakarta Post Newspaper. Furthermore, the researcher used qualitative research to analyze the data.

The similarity between this study and present research is analyzing the type of Metaphor, and the theory used for the research is the same. Meanwhile, there are differences. The present research analyzes the meaning of Metaphor by using the theory of meaning Leech (1981). The data sources and objects are quite different. This research can help to add insight to present research in understanding the theory type and meaning of metaphors used.

The third research article is by Ndraha (2018), who wrote an analysis of metaphors used in Westlife's song lyrics. This study focuses on analyzing and identifying the metaphors used in Westlife song lyrics. The researcher expects to help the listener understand the message of the lyrics by analyzing metaphors used in song lyrics. The research used qualitative research to analyze and identify the data based on the theory from Goatly's book, which explained six types of Metaphor.

This article is almost different from the present research. It has made a new idea for other research in analyzing the type and meaning of metaphors. The research discusses how the Metaphor is used in song lyrics and the meaning delivered by the songwriter through the metaphorical expression. The theory used in the research is quite different from the present research. This article analyzes and describes the Metaphor used in song lyrics based on Goatly's book. The explanation of the theory is not detailed, and the readers do not understand the theory used in the article well. In the findings section, the researcher briefly identified and explained the type and meaning of Metaphor in Westlife's song lyrics. Therefore, the present research will differ from the article, and the author will use the theory and source data, which are very different. The similarity between the article and present research is the same as analyzing the types and meanings of metaphors. The author can get insight from the article into understanding and analyzing the types and meanings of Metaphormetaphors.

The fourth research article by Rahman (2018) is titled *Metaphor Analysis on Students' English Poems*. The article focuses on the use of Metaphor in students'

writing, specifically poems. The researcher focused on the use of Metaphor in love poems written by fifth-semester students of the English Education Program, Education Sciences Faculty, Muhammadiyah University of Jakarta. In analyzing the data, the researcher used a qualitative research method based on the theory from Parera (2004) about the types of Metaphor.

This article has some great ideas from the researcher in analyzing the types and meanings of Metaphor. The researcher used a semantic perspective to find out the types of Metaphors based on Parera's theory (2004). The article's weakness is that the explanation of the theory used in the article is unclear; thus, readers do not understand it well. The researcher also uses qualitative interpretation to describe and identify the meaning of metaphors used in the students' poems. Meanwhile, the differences between this article and the present research are the use of theory in analyzing the type and meaning of metaphors and the source of data are far different. The author can get a new perspective in analyzing the data because of the differences in the theory used in analyzing.

The last research, Septiyana (2019), wrote *An Analysis of Conceptual Metaphor Meaning in Owl City Songs*. This study focuses on the Metaphor used in the Owl City song lyrics. She identifies the types of conceptual Metaphor in song lyrics and analyzes the conceptual meaning of Metaphor in Owl City song lyrics. The researcher uses qualitative analysis to analyze the data. This study uses the theory conceptual metaphor from Lakoff & Johnson to analyze the data. The researcher did not explain the data according to the study's research question. In the first research question, the researcher

asks about the types of conceptual metaphors found in the Owl City song's lyrics. It is difficult for the reader to understand the data. The researcher also presented data that is not presentable and difficult to understand.

After reading all five research studies, the researcher has seen how metaphors are explained from different perspectives and objects. Five research studies can be used as comparisons. All five research have similarities to the present research. Almost five researchers also analyzed the types and meanings of metaphors. Meanwhile, the difference between the five research studies and the present research is the theory used to analyze metaphorical expression and the different objects. This research will use the theory conceptual metaphor from Lakoff & Johnson (1980). Furthermore, the object of this research is the headline news of Jakarta Post related to the World Cup 2022. The researcher has seen previous studies that these studies rarely analyze the object of the present research. Therefore, the researcher would like to analyze the Metaphor used in the headline news of Jakarta Post related to the World Cup 2022 based on the theory metaphor from Lakoff & Johnson (1980).

1.4 Research Questions

Based on the explanation above, the researcher discusses several problems. This research focuses on the Analysis metaphor used in headline news on Jakarta Post Sport Related to the World Cup 2022. Thus, there are two research questions are formulated to be analyzed as follows:

1. What types of Metaphor are used in Headline News in Jakarta Post related to the World Cup 2022?
2. What are the types of connotations from metaphors used in Headline News in Jakarta Post related to the World Cup 2022?

1.5 Objectives of the research

After the researcher found the research questions, the objectives of this research to investigate the problem in the research question, which are as follows:

1. To find out the types of Metaphors used in Headline News in Jakarta Post related to World Cup 2022.
2. To identify the types of connotations from metaphors used in Headline News in Jakarta Post related to World Cup 2022.

1.6 Scopes of the research

This research focuses on the types and meanings of metaphors used in the Jakarta Post's headline news about the World Cup 2022. The data come from headline news that used Metaphors about football. This research's scope is semantics, limited to Metaphor. Thus, this research identifies the types of Metaphors and analyzes the types of connotations from Metaphors used in headline news based on the Theory of Lakoff & Johnson (2003) and supported by the theory of meaning from Leech (1981).