

CHAPTER I

INTRODUCTION

1.1 Background of Study

Metaphor, a type of figure of speech that people use when comparing two distinctive ideas or things, while within the process, the usage of words such as “as” and “like” is unnecessary to convey the ideas. Lakoff and Johnson (1980) emphasize that Metaphor, especially Conceptual Metaphor Theory, is not merely a device for people to use, but a basic and very fundamental window to explore the process of thinking and understanding. This process eventually led humans to be able to convey complex ideas and also able to express emotions. Furthermore, with metaphor, we are able to connect unrelated and distinctive ideas, or even understand complex ideas and concepts by doing the mapping from the complex domain to something more familiar to us. Metaphor can also be found in many aspects, such as speech, songs, and even in games.

Games have already been known for a long time as a versatile and avant-garde medium for people to tell stories or even to convey complex ideas or messages. Many ways that can be used to convey those ideas or messages, one of them is using metaphor through the game, which can add more depth, tone, nuance, meaning, and experience to the players. According to Lakoff and Johnson (1980), metaphor is a process for people to use their cognitive ability in order to understand and experience a particular idea or concept by using other terms to compare. To be precise, the main idea and the one that used to be compared are two completely distinct things.

The existence of metaphors could be noticeable inside the games through the gameplay narrative, as the author often uses them as a medium to convey complex ideas and concepts. Thus, games like Far Cry 5 can be considered as an exploration of metaphorical concepts in terms of human condition, through the open-world and action-adventure genre, where it can be seen as a metaphor for the struggles and challenges we need to face in our lives. Thence, this game can be seen as a manifestation of a platform or medium for the developer to utilize metaphors in their story by putting them inside the gameplay mechanics, in regard to delivering complex and deeper messages to the players.

This game was published in 2018, Far Cry 5, exists as one of many games designed and developed by Ubisoft Montreal, released for several platforms such as PC, PlayStation 4, and Xbox One. Far Cry 5 is a game with a plentiful narrative and engaging gameplay, giving players a special chance to get involved in metaphors that are used through the game design. The metaphors are planted and infused in the game very well, which makes this game exist as one of the best games that not only gamers would try to play this game, but also ordinary people who want to experience the masterpiece of this game's narrative.

The reason why Far Cry 5 plays the role as the source of primary data is that the developers and designers of this game utilize metaphors to convey their messages that some of them could not be explicitly told in the storyline, but could be delivered in the hidden meanings. As for that, the scientific reasoning of upholds this topic is to serve as a bridge that connects games and figurative languages, especially metaphors, by analyzing how metaphors are injected into a game's narrative. Far Cry 5 is one of many great games, which those game often have their own traits. One of the traits Far Cry 5 provides to its

player is that this game serves as a medium and a tool for the developers and designers to convey metaphors inside the game's narrative.

Below are some examples of metaphors that are used to describe how the game's storyline that will be experienced by the players:

(1) *We are creeping toward the edge...*

According to Lakoff and Johnson (1980), the data above is exemplified with an Orientational Metaphor. The data, which is a metaphorical expression, utilizes the spatial or place-oriented approach to conceptualize an unknown idea. The word *toward* implies a movement or a physical progression that someone will go through to reach some point. Which in this context would be a progression or movement forward to a critical point or a catastrophic state. Therefore, in this sentence said by Joseph Seed (a character inside the game), it represents how his people will or already are in the process of moving forward to some point. Below is a mapping between the source and the target domain of the conceptual metaphor theory in the data:

Source Domain

Target Domain

Creeping (as a physical action)

→ Slowly approaching the critical point

Edge (physical location or boundary)

→ A place or point where there is no return

Nearing some dangerous points that the situation can be felt

→ Increasing the risk or danger

Edge/cliff (as a physical boundary before a drop)

→ Inevitable place of catastrophe

A single step toward the edge means falling → A single bad choice means complete collapse

Linguistic evidence: “creeping”, and “toward the edge” convey a physical movement or approach used for abstract escalation toward crisis.

In the sentence “we are creeping toward the edge”, the speaker urged to convey a message that revealed to be a conceptualization of his people approaching some critical situations. The physical experience of creeping toward a physical edge is utilized to imply a message. Which is a sense of slowly, gradually, and progressing to a catastrophic end.

(2) *The harbingers of doom will see the truth*

The data above is considered an ontological metaphor. This is because Ontological Metaphor is a way of mapping abstract concepts onto physical objects or entities. Thus, the sentence above, which conceptualizes an abstract concept, “the truth” as a physical object that can be seen. Therefore, this reasoning gives a sense of the word “truth” as something that has its own existence and presence. The sentence uttered by Joseph Seed (a character inside this game) to his people is to let them know that the Harbingers will eventually see the “truth”. Below is the mapping that can be pulled from the sentence “The harbingers will see the truth”:

Source Domain

See (physical action or physical perception)

Physical visualization of the word “truth”

Visual perception/to see something

Target Domain

→ Understanding/Gaining awareness

→ Abstract insight into the word “truth”

→ Mental comprehension or to understand something

Seeing clearly

→ Gain insight fully

Linguistic evidence: the verb “see” used in the metaphorical expression, convey presenting as an act of comprehension, while the “truth” is treated as a physical object.

In this sentence spoiling a situation where the “harbingers” will come to a situation where they gain an insight or awareness. The people mentioned will end up having a physical experience of visual perception.

(3) *We need to build us a resistance*

The sentence above is categorized as a metaphor and belongs to one of three types of metaphors. This sentence belongs to Structural Metaphor, where the concept of “build” or “building” is typically associated or related to physical construction. On the other hand, “resistance” is an abstract concept that usually presents as a social or political movement. The idea of physical construction is being applied to such an abstract concept as resistance, making it a part of structural metaphor. The following is a map to explain the conceptual metaphor theory in the sentence:

Source Domain

Target Domain

Build or building (Physical construction)

→ Develop or reinforce (strengthen the resistance)

Physical structure (Building)

→ Resistance movement/opposition

Foundation of the building

→ The core leaders or first recruit for the resistance

Walls and reinforcements

→ Resources, strategies, and defences

Strengthening the building

→ Increasing numbers of members, their morale, and weapons

Linguistic evidence: The usage of verb “build” usually belongs to for material structure yet also can be used on building abstract social organization (resistance).

This sentence illustrates how the physical constructions can be applied to such an abstract concept. Suggesting that building a resistance needs essential elements such as a strong foundation, structural integrity, and assembling material, which are much like building a physical construction.

This study, titled “Metaphors in Dialogues inside the Game Far Cry 5,” will be an interesting and essential study to open the way to how games utilize metaphors to convey deeper messages, ideas, and emotions. Serve a contribution to the field of linguistics study due to the issue addressed, will talk about how metaphors can exist in the game Far Cry 5, and how the developers and designers injected the metaphors into the narrative of this game. By highlighting how games are a medium and a tool for commentary towards social life, and giving them critiques. Thus, examining the metaphors used in the game Far Cry 5, readers would be able to understand the deeper meaning, themes, and mechanics this game offers to players, as well as how games could be used as a tool and medium for those complex ideas, messages, and emotions experienced by the players. In addition, this research study can also be a form of commentary for game developers and designers on how they can fully and effectively utilize metaphors in their games to create a much more exciting, engaging, and fascinating experience for the players. Eventually, while several studies has been conducted to explore the use of metaphor in literature and advertisements, there are still

few amount of attention given to this topic of metaphorical language in game. This study aimed to filling the gap by exploring the Metaphors in game Far Cry 5 using Conceptual Metaphor Theory 5.

1.2 Research Question

This study aims to discover what metaphors are included by the game's developer and designer through its narrative and gameplay mechanics. The research questions are formulated below:

1. What are the metaphorical expressions found in the dialogues in the game "Far Cry 5"?
2. What are the types of metaphors found in the dialogues inside the game "Far Cry 5"?

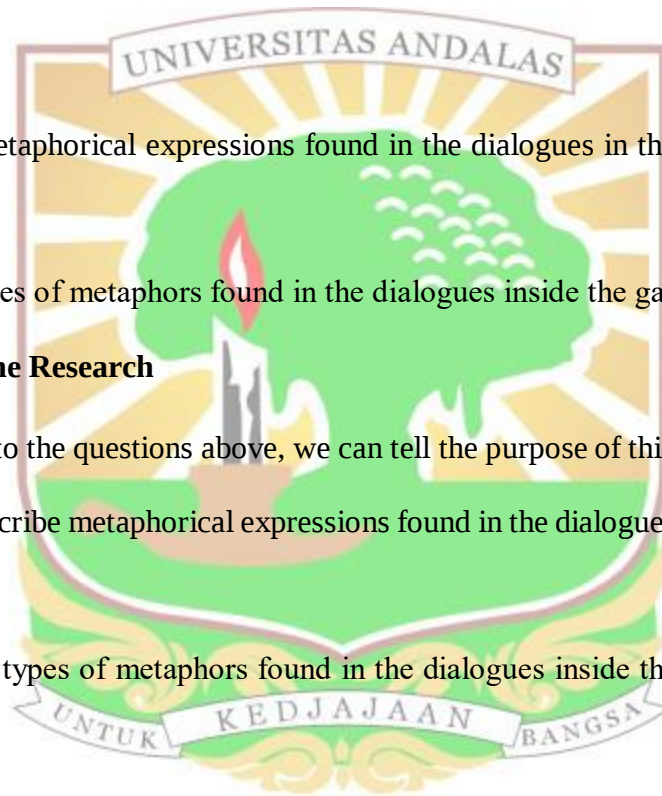
1.3 Objective of the Research

According to the questions above, we can tell the purpose of this research is:

1. To show and describe metaphorical expressions found in the dialogue in the game "Far Cry 5"
2. To describe the types of metaphors found in the dialogues inside the game "Far Cry 5"

1.4 Focus of the Research

This research will focus on the game Far Cry 5's dialogues, which include the dialogue between characters in the main storyline and all the side quests available in the game, in order to examine the idea used in metaphorical terms. The dialogues that are found to have metaphorical expression will be examined and analyzed to know what types of metaphors they are and what ideas lies behind those dialogues.



1.5 Methods of Research

This research employs the qualitative descriptive method in the process of approaching the object of the research. This method is used to explore the metaphors and unravel the meanings conveyed throughout the dialogues from the characters of Far Cry 5. By conducting a detailed analysis of the Far Cry 5's dialogues, this research aims to identify the metaphors and messages hidden in the game. Applying library research to collect studies to support the analysis. Whilst the primary data are collected from playing the game, the secondary and supporting data are sourced from books, journal articles, and websites that are related to the topic of this study.

1.5.1 Data Collection

Data serves as one of the main roles that are required to conduct this study. Arikunto (2021) stated that research is mandatory in order to collect data which needed in order to increase the value of the object that is being studied. The issue addressed in this study is about *how* and *what* metaphors exist in a video game. The data in this study includes several elements that are contained within the characters' dialogues inside the game Far Cry 5. The data collected will then be analyzed with the theory of types of metaphors. The dialogues in this game provide metaphors that can be studied. Thus, these issues of the game Far Cry 5 contain metaphors that become the data in this study. The collection procedures are:

a. Gameplay observation

After accessing the game and starting to play, the data started to be recorded. The data that is needed is in-game texts (Dialogues, lore, environmental text, etc.)

b. Take screenshots and notes

Take screenshots from the game that are relevant to the issues of this study and make notes to examine the metaphors applied in that part or moment of the game's story.

c. Transcribe dialogue and audio

Several dialogues and audio will be chosen from the game to examine the metaphors used.

d. Classifying the data

The data collected will be classified based on types of metaphors and analyzed by Conceptual Metaphor Theory and its sub-points.

1.5.2 Data Analysis

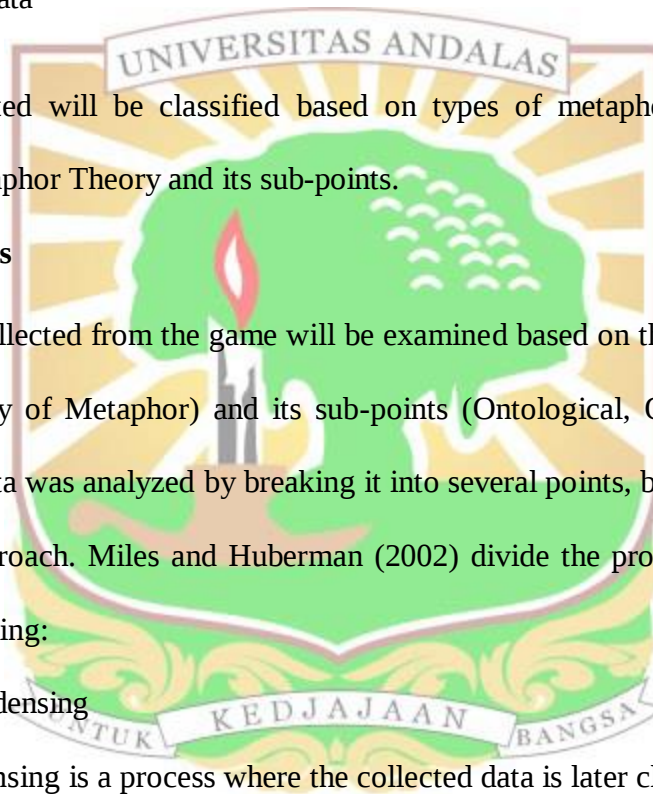
The data collected from the game will be examined based on the theory of CMT (Conceptual Theory of Metaphor) and its sub-points (Ontological, Orientational, and Structural). The data was analyzed by breaking it into several points, based on the Miles and Huberman approach. Miles and Huberman (2002) divide the process of analyzing data into the following:

1. Data condensing

Data condensing is a process where the collected data is later classified and categorized into three types of metaphors (Ontological, Orientational, and Structural). In this study of the game Far Cry 5, the author focuses on messages from the dialogues in the game that depict the form of metaphors.

2. Data display

After finishing the step of data condensing, the results of the data are then



displayed in the form of visual representations, such as pictures, diagrams, charts, or tables. This step of data analysis is intended to show the result of the data that has been analyzed before. Particularly, in this study, this step will provide the data and results through a detailed description.

3. Drawing a conclusion

Finally, it is to draw a conclusion from the results of the study. The result of this study includes the Conceptual Metaphor Theory and its sub-points that can be found in the dialogues of the characters in the game.

Below is the procedure that was used for conducting this study:

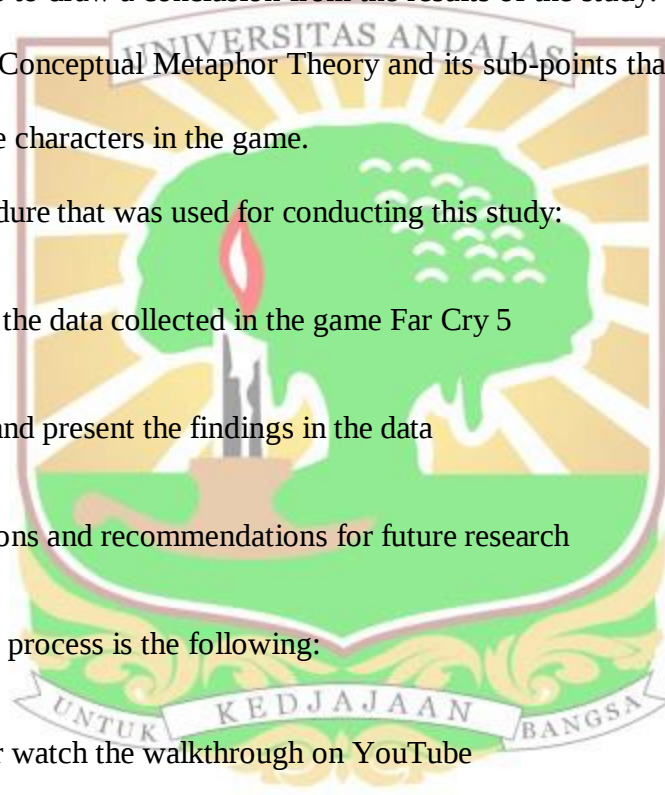
- a. Showing the data collected in the game Far Cry 5
- b. Discuss and present the findings in the data
- c. Conclusions and recommendations for future research

An example of this process is the following:

1. Play the game or watch the walkthrough on YouTube
2. Taking screenshots
3. Transcribe the dialogue that serve as metaphorical expression

We are creeping toward the edge...

4. Classifying the data based on the types of metaphors (Ontological, Structural, and Orientational)



Since the data above is using spatial idea, it would belong to Orientational Metaphors.

5. Describing the ideas lying behind the data

6. Make a metaphorical mapping between the Source and Target Domains to present the data

Source Domain

Target Domain

Creeping (as a physical action)

→ Slowly approaching the critical point

Edge (physical location or boundary)

→ A place or point where there is no return

Nearing some dangerous points that the situation can be felt

→ Increasing the risk or danger

7. Draw a conclusion from the data

1.5.3 Presenting the Results of Analysis

Once the data collection and analysis procedure is done, the results will be declared by doing a presentation. The presentation of the results will be done by explaining metaphors, particularly Conceptual Metaphor Theory, in the game Far Cry 5 descriptively.

1.6 Definition of Key Terms

There are several key terms that will be used in this research. Below are the key terms and their definition to give to the reader to comprehend those keys:

a. **Metaphor:** A figure of speech that is used to compare two distinctive ideas.

b. **Conceptual Metaphor:** A metaphorical mapping used to connect two domains.

c. **Metaphorical Mapping:** A process to transfer meaning from one domain to desired domains through metaphorical language.