

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Language is a system that connects one's thoughts to others. In this way, one person's ideas will be more readily accepted by others than it will be easier to communicate. Language is what certain members of society speak (Wardhaugh, 2006:p.1). Humans are social creatures who use language to communicate with one another. It is difficult for people to communicate without the use of words. Along with the development of the times, language has become varied and adapted to the times.

Figurative language is when people use words or phrases that are rarely used in everyday speech. Through figurative language, writers can make their work more interesting or dramatic than language that simply states facts. And also, through figurative language, we are required to use imagination to understand its meaning. This makes a figurative language challenging to understand because the definition of figurative language is not in the dictionary like another vocabulary commonly used in everyday speech.

The use of figurative language or figure of speech appropriately can attract the attention of the reader. It can assume that using a figure of speech plays an essential role in influencing speaking and communicating from various circles.

Fadaee (2011) states that speech is an innovative tool in literature and regular communication used to explain something different from everyday language. Thus,

using a figure of speech can change the value of taste and even lead to certain connotations. Therefore, a figure of speech is the use of language that is not in the true sense. The style of language or figure of speech that a person uses to convey messages or information indirectly. The use of the figure of speech is often found in poetry, novels, or digital media. The example of figurative language is metaphor.

Metaphor is the transfer of meaning from one concept to another to have the same value. Metaphors can be found in everyday life. When metaphor permeates human life, it means that metaphor is woven into human communication. Metaphor aims to express meaning by emphasizing the impression it creates. Lakoff and Johnson (1998) say that metaphor is anything that has a different purpose and its primary function is understanding. In other words, metaphor is an expression to compare two different things with non-real meanings.

Metaphor has two meanings which are narrow meaning and broad meaning. Narrow meaning is defined as forms of figurative language that are implied without using like, as for, as, as, etc. while metaphors in a broad sense are all forms of semantic figurative extensions. Yob (2003) states that metaphor is used when someone wants to understand something abstract. It can be defined as an implied analogy when imagining one person with another. Therefore, there is a meaning that can be drawn from this analogy.

The present era is known as the millennial era. Print or electronic media is very influential as a guide to issues or opinions of readers. Thus, people can decide how to understand the world through texts. The Jakarta Post presents worldwide news like the current trend, namely the Covid-19 Pandemic. The news

of Covid-19 has been widely discussed and has always been the news headlines every day in The Jakarta Post.

The reason why the writer is interested to analyze metaphor in the newspaper is since the Jakarta post is one of famous national newspapers in Indonesia, because of many of words in the articles that are ambiguous or confusing and it is necessary to look for the meaning behind. There are several words in the articles related to covid-19 that have a lot of different understanding among readers, especially on the language style used. The most of the language styles found are metaphors and The Jakarta Post is international newspaper that using English as official language.

As a mass media, the Jakarta Post stills the most convenient means of communication. Journalist must have a good skill in language use to involve in the Jakarta Post. The journalist who is come from over the world produced a high quality of writing because the writing should be rechecked by expert. Thus, it is interesting to analyze Jakarta Post.

The writer focuses on headline news articles related to covid-19 because the information and news about the Covid-19 virus is indeed filling the pages of newspapers and other mass media. Based on the phenomena above, the writer was interested to do research entitled “The Analysis of Metaphor related to Covid-19 in Headline News of The Jakarta Post”. The writer uses George Lakoff and Mark Johnson theory to finds types and meanings of metaphor.

This research is expected to help readers know the message of the metaphor and increase their knowledge in reading headline articles. The language

in the article has health terms that make it difficult for readers to know what those terms mean. So the reader needs to know the meaning of the word in terms of health itself.

Before conducting the research, the writer made observations. Example (1) the unsung word heroes does not refer to heroes but to doctors and other medical personnel. This sentence uses the comparative word, namely unsung heroes with medical personnel because medical personnel has become heroes who have always been at the forefront of fighting the Covid-19 Pandemic.

Furthermore, in example (2), the word twin pandemics compares *obesity and covid-19*. Pandemic itself is a disease that is widespread and dangerous. Twin pandemics means a condition that is continuously spreading side by side. If Covid-19 is widespread, it will inevitably follow obesity in that country.

In example (3), the word silver bullet does not refer to a child weapon but refers to a solution. In this sentence, the comparative word used is a silver bullet with a solution. Bullets are often used as a weapon in risking someone. As well as the solution risk a big problem. The writer provides the examples to make us easier to understand.

- (1) *Unsung heroes of Covid-19*
- (2) *Obesity and Covid-19 are twin pandemics*
- (3) *The vaccination drive is not a silver bullet*

1.2 Identification of the Problems

Based on the description that has been described, it can identify several problems. This study focuses on a metaphorical analysis of several articles in the Jakarta Post during Covid-19 time. The author formulates research questions as follows:

1. What types of metaphors are used in the Jakarta Post article regarding Covid-19?
2. What are the meanings of metaphor used in the Jakarta Post article regarding Covid-19?

1.3 Objectives of the Research

Based on the research questions above, this study aims to analyze, classify, and describe the types and the meanings of the metaphor used by Jakarta Post's article during Covid-19. The objectives of this study can be described as follows:

- a. To find out the types of metaphors used in the Jakarta Post article related to Covid-19.
- b. To analyze the meanings of metaphor used in the Jakarta Post article related to Covid-19.

1.4 Scope of the Research

This study focuses on the types and meanings of metaphors in the

headlines news of the Jakarta post articles related to Covid-19. Regarding Covid-19, the headline news used figurative language about health terms. Thus, the importance of knowing the term health can add to the reader's insight later. The scope of this research is the field of semantics which is limited to figurative language, especially metaphors, because it is related to the meaning of words and sentences used in the Jakarta Post article. The author hopes that this research will benefit readers to increase knowledge in the field of language, especially for the study of implied meanings in metaphors. In addition, the writer hopes that this research will contribute to other researchers in analyzing the related purposes. This study classifies the types of metaphors and examines the meaning of the metaphors used in the article based on the theory of Lakoff & Johnson (2003).

1.5 Methods of the Research

1.5.1. Source of the Data

The data for this study were obtained from newspaper articles on the Jakarta Post website. This research topic focuses on the preliminary analysis of metaphor related to Covid-19. This research is limited to headline news in the articles published in January - March 2021. The author chooses 23 headline news related to Covid-19 as the source of data analysis published in the Jakarta Post article.

1.5.2. Collecting the data

In collecting the data, the writer used the observational method. The

observational method is a form of observational technique that is carried out through conversation by recording or taking notes. This method is almost the same as the method of observational that cannot manipulate the object under study. Thus, by conducting the observation the researcher got the data more accurately since that can see the true phenomenon that happened. Usually, the observational method is used to use written languages such as a newspaper or a script to be researched (Fraenkel and Wallen, 2009).

Data collection is carried out in several stages, as follows:

1. Searching the data. Data collection begins with opening the Jakarta Post's official website on the internet.
2. Sorting the data. The next data collection step is to select articles according to the issues that are discussing the economic decline and the number of deaths due to this pandemic, namely in January – March 2021. Then, the data category that will be taken is only for headline news so that this research is more significant.
3. Resorting the data. The final step is reading and understanding the article's contents and finding words or sentences that contain metaphorical figures, then classifying the types of metaphors and the meaning of the metaphors used in the article based on the theory of Lakoff & Johnson (2003).

1.5.2. Analyzing the Data

The data are analyzed by using the identity method and referential technique. The identity method is a data analysis method in which the determining tool is outside, detached, and does not become part of the language (langue) to be

studied (Zaim, 2014). The identity method is often used to analyze the news perspective. Referential techniques divide one lingual unit according to its type, such as nouns, verbs, adjectives, and so on (Zaim, 2014). This referent technique is helpful for knowing which perpetrator, sufferer, or user of a news sentence. The data in this study is the Jakarta Post Headlines News related to Covid-19 on January - March 2021 edition, which describes the language of metaphors. The data were classified into two characteristics: the kinds of metaphor and meaning of the metaphor. Based on Lakoff & Johnson's (2003) theory, the types of metaphor are divided into three parts: structural, orientation, and ontological.

Furthermore, the meaning of metaphor are divided into two types: source domain and target domain. As a result, the author discusses the findings to answer the research question. Thus, in conclusion, the author composed to summarize the findings and discussion of the research.

1.5.4 Presenting the Results of Analysis

The result of the analysis is presented in both formal and informal methods. Formal and informal methods will be used to show the results of the analysis. The formal method uses signs and symbols to present the analysis results, such as diagrams or tables. Informal methods are offered as sentences as the result of the analysis.

