SOURCE DOMAIN METAPHOR OF *BUSINESS* IN HEADLINE NEWS OF THE *JAKARTA POST*

A Paper

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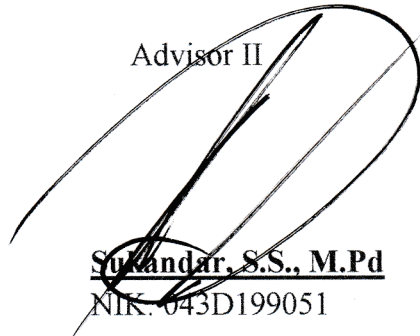**Andre Anggi Cun Sipangkar**

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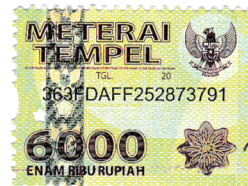
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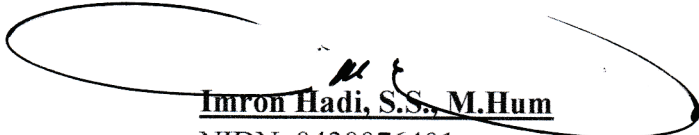NIM : 0431315.10141.003

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CHAPTER 1

INTRODUCTION

A. Background of The Research

Linguistics is the study of languages which can lead people to understand how to say a lot of meaning, variety, and use. Linguistics described the description of language. The purpose of learning linguistics is to help understand a language to produce a complete and accurate explanation or description of the language. This is because linguistic science will provide a direct understanding to us about how language is formed and used in such a way that language is the only means to communicate between us, as well as to learn how the language performs its role in social life. This has a close connection with the culture, history, human behavior that uses the language. In linguistics field, the study of meaning can explain the information or concepts that a sender has intention to convey the message about they say.

In linguistics field, the term of meaning studies is the relationship between linguistic signs and their markings, or in other words semantics is the study of meaning in language. In daily life, to understand the meaning of a sentence or a word is necessary to interact and can get the knowledge of the relationship between symbol or language unit.

In human activities, language is very important thing in communication and it is used as a tool of communication among the nations around the world. Language is the one of human basic that cannot be separated from

daily life. Which language is very closely related with how to understand a meaning of words, phrases, or sentences that are spoken by the speakers in order to reach the communication goal. Language can be used to express something to others, and seen as a way to combine words with the aim of communication in the social creatures.

As social creatures, language is one way for everyone to make conversation, give information, or request information from another people. Language will give us how to be a good person when make conversation with other people that ever met and with person that never met before. People usually used language to communicate and to interact with the others, and create language by forming words which have meaning and be understood in every social interaction.

In social interaction, people must learn a language deeper. Therefore, a person needs to study linguistics as a study of language. Linguistics is very influential on human life as social beings that need each other and always associated with interaction. With interaction, every human being needs a linguistic knowledge so that language will be more organized, and clearly. And in linguistic is divided into several branches, one of them is semantics.

Semantics is a branch of linguistics that studies about meaning and contained in a language, code, or other type of representation. In other words, semantics is the study of meaning. As well as Hurford (2007, p.1) statement, he said that semantic is the study of meaning in language. Meaning and semantics have a very closely related relationship as has been learned that

meaning is the object of study of semantics. The relationship between semantics and meaning is very relevant, because the meaning and semantics have the same point of view with the purpose of understanding words, phrases, and sentences.

There are seven types of meaning which is influential in interpreting the word and phrase. There are conceptual meaning, connotative meaning, social and affective meaning, collocative meaning, associative meaning, thematic meaning, and interpreted meaning. But a very important and related discussion of the formation of metaphor there are conceptual, associative (which consist of connotative and collocative), and thematic. Conceptual meaning is widely assumed as a central linguistic in communication. Conceptual usually called denotative or cognitive. Associative, includes also connotative meaning and collocative meaning. Connotative meaning is the communicative value and expressions has by virtue, and it's purely conceptual content. Meanwhile, collocative meaning consists of the associations. (Leech, 1981, p.5)

A collocative meaning is made up of two or more words that are commonly used together. The collocative meaning also relates to the metaphor, caused by the meaning that is outside the collocation will be called a metaphor, and will produce a new meaning. From this new meaning will be understand how in the metaphor formed mapping. Mapping is a collection of systematic correspondences that exist between the elements of the compilation of the source domain and the target domain. These are two main

types of conceptual domains. Source domain is the conceptual domain of draw metaphorical expression, and target domain is the conceptual domain that we try to understand. This is what will help in the formation of words into a metaphor.

Metaphor is an indirect expression, and there is a second placing of its original meaning. Meaning is not using the word in the real sense. In the semantics, it also mentioned that in the use of this figurative meaning as opposed to the true meaning. Metaphors are often found in our daily lives.. In daily life people can find metaphors in an article, newspaper, or even every utterance that they produce. Metaphors to add the value of art in the sentence and make the reader more interested and not bored. Metaphors have characteristics of the use of figurative words that have similar meanings.

The metaphors abundantly explain in the comparison to a literal alternative. Metaphor tend to provoke thought and feeling to a greater Griffiths (2006, p.16) figurative is a form of language that is used daily and has deviation of word order with the aim to obtain a more specific meaning by comparing two things, it means that whenever you describe something by comparing it with something else, you are using figurative. Figurative can also be defined as words or words that are different from the true meaning. One type of figurative is metaphor. And metaphors have many different types, one of which are the cognitive metaphor or can be called conceptual metaphor.

Based on Lakoff and Johnson's (2003) he gives an idea that, "metaphor is pervasive in everyday life, not just in language but in thought and action. Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature." (p. 3). It means that conceptual system thus plays a central role in defining our everyday realities, but conceptual system is not something normally aware of, because in everyday life, one way to find out is by looking at language.

Lakoff and Johnson's also explain that metaphor is a cognitive process which help us to conceptualize our experience by setting us correspondence between easily understood things like burdens and hard to understand things like obligation, and cognitive metaphor definitely thought about the way our think, experience, and what our do every day is very much a matter of metaphor.

Kovesces (2010) also give an "idea" a convenient shorthand way of capturing this view of metaphor is the following: conceptual domain A is conceptual domain B, which is what is called a conceptual metaphor." (p. 4). It means that conceptual metaphor consists of two conceptual domains, in which one domain is understood in terms of another. A conceptual domain is any coherent organization of experience.

Lakoff and Johnson (2003, pp. 8-26) and also Kovesces (2010, pp. 37-40) divided metaphor into three types. There are structural metaphor, orientational metaphor, and ontological metaphors. First, structural metaphor is a way of understanding one concept. The structural metaphor is the

metaphor that has similarity of structure or system. Second, orientational metaphor is the kind of metaphor that is found in daily life. Third, ontological metaphor is a type of metaphor in which something concrete is projected onto something abstract.

From the conclusion of the above, that semantics is a branch of linguistics that studies about meaning and contained in a language and metaphor is the use of language or phrase words or phrases used to express the word or meaning directly and not the real meaning. Meaning in this case is usually explained to express a meaning that is outside the collocation to produce a new meaning but the meaning is really not too difficult to explain and interpret what the meaning of the intended word. Semantic and metaphor has the relation concept to interpreting the meaning in metaphor. Those are the examples of the metaphor in the news week magazine about "business":

Sample 1

"*Trade wars are good and easy to win*" Trump wrote in an early morning tweet. (Business, TheJakartaPost/Friday/March 2, 2018)

The source domain in sample 1 is *trade war* and the target domain is **encounter competition**. Based on the speaker's knowledge, the source domain provides the structure of the target concept. The structure of the *trade war* is attacked every weak countries that follow the competition, or criticism every countries that follow the competition were right on target. The structure refers to the nature of strong country who can win the competition. Based in this context, this sentence belongs to **structural metaphors.**

Furthermore, based on explained above, the writer interested to analyzed about the meaning of metaphor in the kind of cognitive metaphor, there are three the kinds of the cognitive metaphor based on Lakoff and Johnson, structural, orientational, and ontological metaphor, and explain all of the kinds of cognitive metaphor and connected about the source and target domain that consist in the cognitive metaphor.

B. Question and Scopes of the Research

1. Questions of the Research

This problem can be mentioned in detail as the following question:

a Are the cognitive processes of metaphor found on every word contained in headline news of the news week magazine about business?

b How can the mapping of those domains be understood in headline news about business?

c What kinds the most cognitive metaphor exist mostly in the news?

2. Scopes of the Research

In this research, the analysis just focuses on the metaphor meanings in the word or sentence in the news week magazine and the kinds of metaphor that discusses about business seen from the process of formation and the process of understanding the metaphor. In addition, this study also aims to describe the source domain and target domain that most appear in weekly magazine that discuss about business in the theory which are used by Lakoff and Johnson(2003) and Kovesces(2010). By classifying and

analyzing the metaphor, we can understand how to determining metaphor in those magazines.

C. Objectives and Significances of the Research

1. Objectives of the Research

Based on the problem of the research mentioned above, the objectives of the research are described as follows:

a. This research is how to find the cognitive process on metaphor in headline news of the news week magazine.

b. This research is to understood the source and target domain of the metaphor in headline news of the news week magazine.

c. This research is to explain the kinds of those cognitive metaphors that exist mostly in headline news of the news week magazine.

2. Significance of the Research

Hopefully, this research can get more benefits and useful not only for writer but also for readers especially for students STBA – JIA in order to add knowledge in learning English. The significance can be drowned as theoretically and practically.

Theoretically, the writer has conducted this research to provide knowledge for the linguistic development in daily life by proving that metaphor is not merely about the comparison of two objects, and is not sufficiently viewed as figurative language that serves to adorn the language, and rarely used in daily life.

In practically, this research gives more knowledge to understand metaphors in the Jakarta Post newspaper and gives value experience in understanding metaphor. For the reader, the writer hopes through this research can give more information about understanding a kind of metaphor in novel as the terms of critical analysis.

D. Operational definitions

a. Semantics

Semantics is a branch of linguistics that studies about meaning and contained in a language, code, or other type of representation. In other words, semantics is the study of meaning.

b. Figurative

Figurative is a form of language that is used daily and has deviation of word order with the aim to obtain a more specific meaning by comparing two things. It means that whenever you describe something by comparing it with something else, you are using figurative. Figurative can also be defined as words or words that are different from the true meaning.

c. Metaphor

Metaphor is an indirect expression, and there is a second placing of its original meaning. Meaning is not using the word in the real sense. In the semantics, it also mentioned that in the use of this figurative meaning as opposed to the true meaning.

E. Systematization of the Research

The systematization of the paper means to present the paper in well edited composition. This paper is divided into 5 chapters as follows:

Chapter I Introduction describes about background of the research, questions and scopes of the Research, the objectives and significance of the research, operational definitions, and the systematization of the research.

Chapter II Theoretical Description explains the definition of semantic, the definition of metaphor, cognitive metaphor and research of the relevance.

Chapter III Research of Methodology consists Time and Places of the Research, Kind of the Research, Procedure of the Research, Technique of the data collection, Technique of the data Analysis, and the Source of the primary and secondary Data.

Chapter IV Analysis Data analyzes of the data description, data analysis, data interpretation, and discussion.

Chapter V Conclusion and Suggestion present of the summary from all chapter and some suggestions for the object of the research.

CHAPTER II

THEORETICAL DESCRIPTION

A. Definition of Semantics

The term semantics was used broadly to refer to the study of meaning. It was also central to the study of communication. Though the 'meaning' or the information one wants to communicate can be conveyed, through a number of means like gesture, picture, signal, etc, language was the main tool of communication of the human beings. Semantics is the one of the branches of linguistics that studies of the meaning. This statement is supported by Kreidler (1998) said that "Semantics is the systematic study of meaning". (p. 3). And also Lobner gives definition that semantics is the sub of linguistics that is concerned with the meaning in language. (2002, p. 3). These statement means semantics has been defined as the study of how languages organize and express meanings.

Saeed in his book *Semantics*: Fourth edition said that "Semantics is the study of the meanings of words and sentences" (2016, p. 3). Similar to Saeed, Jaszczolt (2002, p. 1) defines that semantics regarding to the meaning of words and sentences. Moreover, semantics is not only the study of meaning of words and sentences, Yule (2010), gives explanation that semantics besides the study of meaning of words and sentences, semantics also study of meaning of phrase in language. (p. 112).

Kearns also suggests that semantics relates with the literal of words and the meaning of the way the words combined, which taken togethering of a particular utterance is constructed. That statement means semantics provides the pure meaning of the element of words, for example 'I forgot the paper', the element *I, forget,* past tense, *the* and *paper*, and the meaning drawn from order of the words, giving very approximately 'The person who is speaking at some time before the time of speaking forgot a particular item which is a paper'. (2011, p. 1).

Meanwhile, Griffiths (2006) compared that semantics can be considered as a knowledge that encoded in the vocabulary of the language and its patterns for building more elaborate meanings, up to the level of sentence meaning, and it is the study of the "toolkit" for meaning in language. (p. 1). Lyons 1995 (as cited Rambaud, 2012, p. 21) explains that linguistic semantics as the study of meaning in as far as it is systematically encoded in the vocabulary and grammar of natural languages. This is indicates that semantic is related to vocabulary and grammar, and also can be described in explaining the meaning in the language in detail and clearly.

Based on some opinions above we can concluded that semantics is the study of meaning in language as generally, and also meaning that concerned with words, phrase, and sentences. However, semantic not only learning about meaning in language and concerned with words, phrase, and sentences, but we can add knowledge about vocabulary and grammar of natural language also. Studied semantic correctly will make it easier when choosing

and using words with the correct meaning and accurate in conveying information in everyday life. Without learning about semantic, someone does not understand the meaning of words or sentences, there may be misunderstanding when speaking with others.

B. History of Semantic

Semantics is a one of linguistic branches; semantic is the study of meaning of the word, sentences, and phrase. Which is every word, sentences, and phrase has a meaning. Semantic is also study about meaning communicated through the language. The word semantics comes from the Greek verb *Semio* (to signif).

Based on the Riemer (2010) said that the history of semantic comes from the French linguist Michel *Bréal* for the first linguist who creates the name for *semantics* in the late nineteenth century. Like many other names of branches of linguistics, the word *semantics* reflects the origins of the Western tradition of linguistic analysis in the writings of Greek thinkers from the fifth century BC onwards. (p. 4)

Semantics comes from the ancient Greek word *semantikos*, an adjective meaning 'relating to signs' based on the noun *sēmeion* 'sign'. In Ancient Greek, one of the original uses of *sēmeion* was as a medical term for the symptoms that were the *signs* of underlying diseases. Semantics concern with the history of the linguistic signs and close relation in the nation of the world.

This derivation highlights the close relation between the study of linguistic signs-words, phrases, sentences and utterances and the study of

signs in general: both artificial, conventional signs like road signs, clock faces, the symbols used in computer programs, or the 'signals' communicated by different choices of clothes; and natural signs like symptoms of disease, the level of the sun in the sky (a sign of the time of day) or tracks on the ground (the sign that an animal has passed).

The study of signs in general is known as semiotics or semiology (both Greek words also deriving from *sēmeion*). In the twentieth century, the general study of signs became particularly important and the new discipline of semiotics was created, especially as the result of the work of the American philosopher Charles Sanders Peirce (pronounced 'purse'; 1839–1914) and of Bréal's student, the Swiss linguist Ferdinand de Saussure (1857–1913), often considered as the founder of modern linguistics.

Palmer (1981) also said that the term semantics is a recent addition to the english language. There is one occurrence of semantics in the phrase semantics philosophy to mean 'divination' in the seventeenth century, semantics does not occur until it was introduced in a paper read to the American Philological Association in 1894 entitled 'Reflected meanings: a point in semantics'. (p. 1)

One of the most famous books on semantics is *the meaning of meaning* by C.K Ogden and I.A Richards, first published in 1923. Yet *semantics* does not occur in the main body of the book itself. However it appears in an appendix, which is itself a classic in the field, entitled *the problem of meaning in primitive language*, written by the anthropologist. (p. 2)

Based on the explanations above, the conclusion of semantics comes from Greek verb *Semio* (to signif) by Michael Brēal in the late Nineteenth century. The word *semantics* comes from the origins of the Western tradition of linguistic analysis in the writings of Greek word *semantikos*, an adjective meaning 'relating to signs', based on the noun *sēmeion* 'sign'. In Ancient Greek, one of the original uses of *sēmeion* was as a medical term for the symptoms that were the *signs* of underlying diseases. The term semantics is a recent addition to the english language, and there are five other names of semantic include *Semasiology, semology, semiotics, sememics,* and *semics* is the other name of *semantics* in those times.

C. Semantics in Linguistics

Semantics is the study of meaning communicated through language, this definition based on Saeed (2016) in his book which explain an introduction to the theory and practice of semantics in modern linguistics. It can begin with the basic assumption that a person's linguistic abilities are based on knowledge that they have. One of the insights of modern linguistics is that speakers of a language have different types of linguistic knowledge, including how to pronounce words, how to construct sentences, and about the meaning of individual words and sentences.

To reflect this, linguistic description has different level of analysis, like phonology, syntax, and semantics. The division into levels of analysis seems to make sense intuitively. If we are learning a foreign language we might learn a word from a book or movie, probably we know what it means but not

know how to pronounce it or we might pronounce it perfectly but not know what it means. Then, we might know the pronunciation and meaning of, say a noun, but not know how its plural is formed or what its genitive case looks like. In this sense knowing a word unites different kinds of knowledge, and this is just as true of your knowledge of how to construct phrases and sentences. Since linguistic description is an attempt to reflect a speaker's knowledge, the semanticist is committed to describing semantic knowledge. (p. 3)

We find scholars writing on very different topics and using quite different methods, though sharing the general aim of describing semantic knowledge in a broad field of inquiry. As a result of the explanation, we can known that semantics is the most diverse field within linguistics, and semanticists have to also investigate the creation and transmission of meaning by the philosophy and psychology. (Saeed, 2016, p. 4)

a. Meaning

The correlation of study about semantics is defining of meanings are a sounding sign of linguistics formed from language. Meaning is also a constituent element of some words that refer to utterances, either in the form of figures or phrases as has been learned that meaning is the object of study of semantics. Griffiths (2006) also explain that it is an attempt to describe and understand the nature of the knowledge about meaning in their language that people have from knowing the language. The benefit from studying semantic of a language is to lay down rules about, to

become clear on what aspects of conventional meaning they dislike and which they favor. (p. 15) it can be stated that semantics is also concerned with the meanings.

Riemer (2010) defined that meaning is also the key to the using language, as anyone knows who has ever listened to people talking in an unknown language. Not only does such a language fail to express any meaning it is also often hard to catch hold of individual words, without knowing the meaning of an utterance, it is hard to identify the separate words which constitute it. Without a capacity to express meaning, then, language loses one of its essential aspects. (p. 3). Palmer (1981, p. 1) agreed that "meaning is a covers of a variety of aspects of language, and there is no very general agreement either about what meaning is about the way in which it should be described."

Leech (1981, p. 9) in his book semantics break down the "meaning" into seven different types of meaning. The description of all that may be the object of human knowledge or belief, or on the other hand, we can carefully distinguish the types of meaning, show how they all fit into the total composite effect of linguistic communication and show how methods of study appropriate to appropriate from one type to another type. Then, the seven types are:

1) Conceptual meaning

   Conceptual meaning is also called denotative, or cognitive meaning is the basic propositional meaning which corresponds to the primary dictionary

definition and widely assumed to be the central factor in linguistic communication. It can be shown to be integral to the essential functioning of language in a way that other types of meaning are not. Leech said that conceptual meaning has a complex and sophisticated organization to compare with similar organization, on the syntactic and phonological.

The aim conceptual meaning is to provide an appropriate semantic representation to a sentence or statement. A sentence is made of abstract symbols. Conceptual meaning can help us to distinguish one meaning from the meaning of other sentences. Conceptual meaning can be the language essential for communication and the base for all the other types of meaning.

2) Connotative meaning

Connotative meaning is the communicative value an expression over and above its purely conceptual content. It is something that goes beyond mere referent of a word and hints at its attributes in the real word. Connotative meaning can embrace the putative properties of the referent, due to the view point adopted by an individual or a group of people or a whole society.

3) Social meaning

Social meaning is that which a piece of language conveys about the social circumstances of its true. The social meaning of a text through the recognition of different dimension and level of style within the same

language of some words or pronunciation as being dialectical. It is concerned with the social circumstances of the use of a linguistic expression. For example, some dialectic words inform us about the social and regional background of the speaker and in the same way, people will know something of the social relationship between speaker and hearer.

4) Affective meaning

Affective meaning was the aspects of meaning which reflects personal feelings of the speaker, includes the attitude of the listener or his attitude to something the listener was talking about. Affective meaning is also largely a parasitic category in the sense that to express our emotions we rely upon the mediation of others categories of meaning conceptual, connotative, or stylistic.

5) Reflective meaning

Reflective meaning is the meaning which arises in cases of multiple conceptual meaning when one sense of a word from part of our response to another sense. Reflected meaning is also found in taboo words. Thus we can see that reflected meaning has great importance of the study semantics.

6) Collocative meaning

Collocative meaning consist of the associations a word acquires on account of the meanings of words which tend to occur in its environment. Not all differences on potential co occurrence need to be explain as collocative meaning, but while collocative meaning as a simply an

idiosyncratic of property individual words it can be made generalization on the other levels.

7) Thematic meaning

Thematic meaning or what is communicated by the way in which as a speaker or writer organize the message in terms of ordering, focus, and emphasis. Thematic also helps us to understand the message and the implication carefully and properly.

Based on the explanation above, it can be concluded that there are seven types of meaning in semantically. And it can be involved how speakers use language in contextualized social interactions how they do things with words. Semantics invites a focus on meaning and truth conditions without regard to communication and context.

D. The Metaphor

Metaphor is a part that can't be separated from human life because metaphor has become part of verbal expression in our daily life. This is explained by Lakoff and Johnson (2003) said that "metaphor is for the most of the aids of the poetic imagination and the rhetorical flourish - a matter of extraordinary rather than ordinary language." (P. 3). He thought that metaphor is also typically noted as a characteristic of language alone, a matter of words rather than thought or action. For this reason, most people think they can get along perfectly well without metaphor. This means that metaphors reflect what we think, what we experience, and what we do in our daily lives.

Lakoff and Johnson said "The essence of metaphor is to understanding and experiencing one kind of thing in terms of another". This quotation explains that essence in metaphor is when we can understand something through something else that has been known or experienced before. Understanding of metaphor is of course also influenced by cultural factors.

In the book *Introducing Metaphor,* Knowless and Moon (2006, p. 3) explained that,

> *"When we talk about metaphor, we mean the use of language to refer to something other than what it was originally applied to, or what it 'literally' means, in order to suggest some resemblance or make a connection between the two things."*

In the explanation above, when people talk about metaphors, people often use language to express something else and different from its literal meaning. However, there is a similarity between literal meaning and metaphorical meaning. This can happen because the metaphor is used to describe something abstract through a concrete thing.

From the explanation above, it can be concluded that the metaphor is a part that can't be separated from human life because metaphor has become part of verbal expression in our daily life and metaphor can be formed when we can understand something through something else that has been known or experienced before. When we talk about metaphors, we use language to express something else and differ from its literal meaning. Metaphors can also reflect what we think, what we experience, and what we do in our daily lives.

1. **Cognitive Metaphor**

   Based on Lakoff and Johnson (2003, p. 3) he gives an idea that, "metaphor is pervasive in everyday life, not just in language but in thought and action. Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature." This also supported by Knowles and Moon (2006) that "metaphor is pervasive in language, and there are two principal ways in which it is important." (p. 3). From the theory, we all know that the function of cognitive metaphor is to make easily infer the function, both in our daily lives and in a piece of literature. Metaphors are also ways of thinking, offering the listeners and the reader fresh ways of examining ideas and viewing the world.

   Meanwhile, Kovesces (2010) on his book *metaphor a practical introduction* also said that in the cognitive linguistic view, metaphor is defined as understanding one conceptual domain in terms of another conceptual domain. A convenient shorthand way of capturing this view of metaphor is the following: conceptual domain A is conceptual domain B, which is what is called a conceptual metaphor. (p. 4). It means that a conceptual metaphor consists of two conceptual domains, in which one domain is understood in terms of another. A conceptual domain is any coherent organization of experience.

   For the purposes of a clearer exposition, conceptual metaphors can be classified according to the cognitive function that they perform. Lakoff and Johnson stated in his theory that there are three general kinds of

conceptual metaphors, orientational metaphors ontological metaphors, and structural metaphors;

The first is *orientational metaphors*, have to do with spatial orientation like up-down, in-out, front-back, on-off, deep-shallow, central - peripheral. These spatial orientations arise from the fact that people have bodies of the sort people have and that they function as they do in our physical environment. Orientational metaphors give a concept a spatial orientation; for example, HAPPY IS UP. The fact that the concept HAPPY is oriented UP leads to English expressions like "I'm feeling *up* today." (Lakoff and Johnson, 2003, p. 15)

In the other opinion Kovesces (2010) explain that orientational metaphors provide even less conceptual structure for target concepts than ontological ones. Their cognitive job, instead, is to make a set of target concepts coherent in our conceptual system. The name "orientational metaphor" derives from the fact that most metaphors that serve this function have to do with basic human spatial orientations, such as up-down, center periphery, and the like. It would perhaps be more appropriate to call this type of conceptual metaphor "coherence metaphor," which would be more in line with the cognitive function these metaphors perform. In coherence, people simply mean that certain target concepts tend to be conceptualized in a uniform manner. (p. 40). It means that orientational metaphor also have to conduct derives fact that most

metaphors function would be more in line with cognitive function there metaphors were performs.

Such metaphorical orientations are not arbitrary. They have a basis in our physical and cultural experience. Though the polar oppositions up-down, in-out, etc, are physical in nature, the orientational metaphors based on them can vary from culture to culture. For example, Lakoff and Johnson give the following concept, there are:

a. HAPPY IS UP; SAD IS DOWN. I'm feeling *up.* That *boosted* my spirits. My spirits *rose.* You're I'm feeling *down.* I'm *depressed.* He's really *low* these days. I *fell* into a depression. My spirits *sank.*

b. CONSCIOUS IS UP; UNCONSCIOUS IS DOWN

Get *up.* Wake *up.* I'm *up* already. He *rises* early in the morning. He *fell* asleep. He *dropped* off to sleep. He's *under* hypnosis. He *sank* into a coma.

c. HEALTH AND LIFE ARE UP; SICKNESS AND DEATH ARE DOWN

He's at the *peak* of health. Lazarus *rose* from the dead. He's in *top* shape. As to his health, he's way *up* there. He *fell* ill. He's *sinking* fast. He came *down* with the flu. His health is *declining.* He *dropped* dead.

d. HAVING CONTROL OR FORCE IS UP; BEING SUBJECT TO CONTROL OR FORCE IS DOWN

I have control *over* her. I am *on top of* the situation. He's in a *superior* position. He's at the *height* of his power. He is my social *inferior.* He is *low man* on the totem pole.

e. MORE IS UP; LESS IS DOWN

The number of books printed each year keeps going *up.* His draft number is *high.* My income *rose* last year. The amount of artistic activity in this state has gone *down* in the past year. The number of errors he made is incredibly *low.* His income *fell* last year. He is *underage.* If you're too hot, turn the heat *down.*

f. HIGH STATUS IS UP; LOW STATUS IS DOWN

He has *a lofty* position. She'll *rise* to the *top.* He's at the *peak* of his career. He's *climbing* the ladder. He has little *upward* mobility. He's at the *bottom* of the social hierarchy. She *fell* in status.

g. GOOD IS UP; BAD IS DOWN

Things are looking *up.* We hit *a peak* last year, but it's been *downhill* ever since. Things are at an all-time *low.* He does high-quality work. (2003, p. 4).

The conclusions on the basis of these examples, Lakoff and Johnson suggest the following conclusions about the experiential grounding, the coherence, and the systematicity of metaphorical concepts, the most of our fundamental concepts are organized in terms of one or more spatialization metaphors, there are an internal systematicity to each spatialization metaphor an overall external systematicity among the various spatialization metaphors, which defines coherence among them,

spatialization metaphors are rooted in physical and cultural experience they are not randomly assigned, so many possible physical and social bases for metaphor, and in some cases spatialization is so essential as a part of a concept that it is difficult for us to imagine any alternative metaphor that might structure the concept of the metaphors. (2003, p. 18)

The second is *ontological metaphors* as the basic experiences of human spatial orientations give rise to orientational metaphors, so our experiences with physical objects (especially our own bodies) provide the basis for an extraordinary wide variety of ontological metaphors, as the second concepts. That is ways of viewing events, activities, ideas, etc, as entities and substances. Ontological metaphors serve various purposes served. (Lakoff and Johnson, 2003, p. 26).

Ontological metaphors provide much less cognitive structuring for target concepts than structural ones do. Kovesces (2010) stated that ontology is a branch of philosophy that has to do with the nature of existence (p. 38). Their cognitive job seems to be to merely give a new ontological status to general categories of abstract target concepts and to bring about new abstract entities. What this means is that we conceive of our experiences in terms of objects, substances, and containers, in general, without specifying exactly what kind of object, substance, or container is meant. Since our knowledge about objects, substances, and containers is rather limited at this general level, we cannot use these highly general categories to understand much about target domains. This is the job of

structural metaphors, which provide an elaborate structure for abstract concepts.

But it is nevertheless a cognitively important job to assign a basic status in terms of objects, substances, and the like to many of our experiences. The kinds of experiences that require this the most are those that are not clearly delineated, vague, or abstract. For example, we do not really know what the mind is, but we conceive of it as an object. This way we can attempt to understand more about it. In general, ontological metaphors enable us to see more sharply delineated structure where there is very little or none.

Source Domains   *Target Domains*

Physical object   ⇒ non physical or abstract entities.

⇒ events.

Substance   ⇒ activities.

Container   ⇒ undelineated physical objects.

⇒ physical and nonphysical surfaces.

⇒ stated.

Given that undesignated experiences receive a more delineated status via ontological metaphors, speakers can use these metaphors for more specific jobs:

1) To refer to, to quantify, or to identify aspects of the experience that has been made more delineated. For example, conceiving of fear as an object, we can conceptualize it as "our possession." Thus, we can linguistically refer to fear as *my fear* or *your fear*. Cases like this are the least noticeable types of conceptual metaphor.

2) Once a "nothing" experience has received the status of a thing through an ontological metaphor, the experience so conceptualized can be structured further by means of structural metaphors. If we conceptualize the mind as an object, we can easily provide more structure for it by means of the "machine" metaphor for the mind (as in: "My mind is *rusty* this morning").

We can conceive of personification as a form of ontological metaphor. In personification, human qualities are given to non human entities. Personification is common in literature, but it also abounds in everyday discourse, as the examples below show:

His theory *explained* to me the behavior of chickens raise in factories.

Life has *cheated* me.

Inflation is *eating up* our profits.

Cancer finally *caught up* with him.

The computer *went dead* on me.

Life interacts in social science, giving quality to fellow human beings in daily activities, such as explaining, cheating, eating, chasing, and dying.

Personification uses the best domain we have on our own. In personalizing humanity as human beings, we can begin to understand them a little better. (pp. 38 – 39)

The third concept is *structural metaphors*. Talk about structural metaphors is grounded in systematic correlations within our experience. This metaphor allows us to simply orientate concepts, and as we do with orientational and ontological metaphors, they enable us to use a very structured and clearly defined concept to other structures. Like an orientational and ontological metaphor, the structural metaphor is right in allowing us to conceptualize what is in terms of something we understand more easily, that is physical conflict. (Lakoff and Johnson, 2003, p. 62).

Meanwhile, Kovesces (2010) give the explanation that structural metaphors is domains provide relatively rich knowledge structures for the concept of goals. In other words, the cognitive function of this metaphor is that it is possible to recognize target A through the structure of B. This understanding takes place by means of conceptual mappings between the elements of *A* and elements of *B*. For example, the concept of time is structured according to motion and space. Given the time is motion the metaphors, we understand time in the following way:

We understand time in terms of some basic elements: physical objects, their locations, and their motion.

There is a background condition that applies to this way of understanding time: the present time is at the same location as a canonical observer.

Given the basic elements and the background condition, we get the following mappings.

Times are things.

The passing of time is motion.

Future times are in front of the observer; past times are behind the observer.

One thing is moving, the other is stationary; the stationary thing is the deictic center.

This set of mappings structures our notion of time in a clear way. The time is motion conceptual metaphor exists in the form of two special cases in English time passing is motion of an object and time passing is an observer' s motion over a landscape. In the first version, the observer is fixed and times are objects moving with respect to the observer. Times are oriented with their fronts in their direction of motion. For example:

Time passing is motion of an object

The time will *come* when . . .

The time has long since *gone* when . . .

The time for action has *arrived*.

In the weeks *following* next Tuesday . . .

On the *preceding* day . . .

I'm looking *ahead* to Christmas.

Thanksgiving is *coming up* on us.

Time is *flying by*.

In the second version, times are fixed locations and the observer is moving with respect to time. For example:

Time passing is an observer's motion over a landscape

There's going to be trouble *along the road*.

His stay in Russia *extended* over many years.

He *passed* the time happily.

We're *coming up* on Christmas.

We're *getting close* to Christmas.

The time is motion metaphor as specified in the mappings and the differences in the two versions accounts for a large number of linguistic metaphors in English. The mappings not only explain why the particular expressions mean what they do but also provide a basic overall structure, hence understanding, for our notion of time. Without the metaphor it would be difficult to imagine what our concept of time would be. Most structural metaphors provide this kind of structuring and understanding for their target concepts. (pp. 37-38)

Lakoff and Johnson (2003) also consider the *structural metaphors* that are important in our lives, such as a labor is a resource and time is a resource. Both of these metaphors are culturally grounded in our experience with material resources. Material resources are typically raw

materials or sources of fuel. Both are viewed as serving purposeful ends. Fuel may be used for heating, transportation, or the energy used in producing a finished product. Raw materials typically go directly into products. In both cases, the material resources can be *quantified* and given *a value.* In both cases, it is the *kind of* material as opposed to the particular piece or quantity of it that is important for achieving the purpose. For example, it doesn't matter which particular pieces of coal heat your house as long as they are the right *kind* of coal. In both cases, the material gets *used up* progressively as the purpose is served. (p. 66)

Kovesces (2010) gives explanation that the metaphor the cognitive linguistic view is also defines as understanding one conceptual domain in terms of another conceptual domain. Examples of this include when we talk and think about life in terms of journeys, about arguments in terms of war, about love also in terms of journeys, about theories in terms of buildings, about ideas in terms of food, about social organizations in terms of plants, and many others. A convenient shorthand way of capturing this view of metaphor is the following: conceptual domain A is conceptual domain B, which is what is called a conceptual metaphor. (p. 4).

The term of conceptual metaphor above, it's supported by Lakoff and Johnson (2003) they said that a conceptual metaphor consists of two conceptual domains, in which one domain is understood in terms of another. (p. 4). To know about the explanation above that talk about these target domains by making use of such source domain as journeys,

buildings, or food, let us know to consider the some classic examples of each from Lakoff and Johnson's in his book *Metaphors We Live By*. Following the conventions of cognitive linguistics, through the statement of conceptual metaphors and italics for metaphorical linguistic expressions (2003, p. 5)

AN ARGUMENT IS WAR

Your claims are *indefensible*.

He *attacked every weak point* in my argument.

His criticisms were *right on target.*

I *demolished* his argument.

I've never *won* an argument with him.

You disagree? Okay, *shoot!*

If you use that *strategy*, he'll wipe you out.

He *shot down* all of my arguments.

LOVE IS A JOURNEY

Look *how far* we've come.

We're *at a crossroads*.

We'll just have to *go our separate ways.*

We can't *turn back* now.

I don't think this relationship is *going anywhere*.

Where are we?

We're *stuck*.

It's been a *long*, *bumpy road*.

This relationship is a *dead-end street*.

We're just *spinning our wheels*.

Our marriage is *on the rocks*.

We've gotten *off* the *track*.

This relationship is *foundering*.

THEORIES ARE BUILDINGS

Is that the *foundation* for your theory?

The theory needs more *support*.

We need *to construct* strong argument for that.

Here are some more facts *to shore up* the theory.

We need to *buttress* the theory with *solid* arguments.

The theory will *stand on* the *strength* of that argument.

So far we have *put together* only the *framework* of the theory.

Kovesces (2009) also explain that it is just a small sample of all the possible linguistic expressions that speakers of English commonly and conventionally employ to talk about target domains. To put the same thing differently, it is the metaphorical linguistic expressions that reveal the existence of the conceptual metaphors. An important generalization that emerges from these conceptual metaphors is that conceptual metaphors typically employ a more abstract concept as target and a more concrete or

physical concept as their source. Argument, love, idea, and social organization are all more abstract concepts than war, journey, food, and plant. This generalization makes intuitive sense. If we want to fully understand an abstract concept, we are better off using another concept that is more concrete, physical, or tangible than the abstract target concept for this purpose. (p. 7)

Based the explanation above, he decided to conclude that the experiences with the physical world serve as a natural and logical foundation for the comprehension of more abstract domains. This explains why in most cases of everyday metaphors the source and target domains are not reversible.

2. The Collocative Meaning In Semantic

The term collocation was used broadly to meaning associated with the use of several words in the same environment. The meaning of collocation is also interpreted as meaning related to certain characteristics of a number of synonymous words (or in other sense must be in accordance with the place). This statement is supported by O'Dell and Mc Carthy (2008) said that "a collocation is a pair or group of words that are often used together." (p. 6). And also Palmer (1981) a much less extreme view that people shall know a word that company it keeps, it called collocations (p. 94). This statement means collocations is a pair or group of words and interpreted as meaning related in the same environment.

Baker (1992) said that the collocation is attentively as 'semantically arbitrary restrictions which do not follow logically from the propositional word of meaning. (p. 47). Kolesnikova (2013) also agreed with Baker that the definition of the collocations is such expressions in which one word chooses another one to convey a particular meaning in an unmotivated, unpredicted way. (p. 4).

Meanwhile, Cruse (1986) said that collocation will be used to refer to sequences of lexical items which habitually co-occur, but which are nonetheless fully transparent in the sense that each lexical constituent is also a semantic constituent. (p. 40). This is indicates that collocation is also can be described in explaining that the collocation refer to sequences of the semantics and also lexical meaning in the language in detail and clearly.

However, O'Dell and Mc Carthy (2008, p. 28) said that if someone uses a metaphor, they use a word in a way that is slightly different from its basic meaning. For example, the first meaning of *sunny* is connected with the weather, so we talk about a sunny day. However, *sunny* can also be used in expressions like a sunny smile, the children's sunny faces to mean happy; in these collocations *sunny* is used in a metaphorical way. Metaphors are more common in written than spoken English and often have the effect of sounding quite poetic. Example

a. Light and Dark

Light in English is associated with happiness, while dark associated with unhappiness and negative feelings.

b. Fire and Heat

Words associated with fire and heats often suggest anger in English.

A heated debate, a heated discussion or a heated conversation is one in which people disagree in an angry way with each other. If you say that someone has a fiery temper, you mean that they often get suddenly angry. (p. 28)

Based on the definition and explanation above, metaphor is related with the meaning of collocation, they use a word in a way that is slightly different from its basic meaning. For example, the first meaning of *sunny* is connected with the weather, so we talk about a sunny day. However, *sunny* can also be used in expressions like a sunny smile, the children's sunny faces to mean happy; in these collocations *sunny* is used in a metaphorical way.

E. Components of Meaning

The Components of meaning have another relation those are characteristic of the lexicon. To explain this, Saeed (2016) give the explanation that some semanticists have the thought that words are not the smallest semantic units but are built up of smaller components of meaning which are combined differently to form different words. Thus, to take perhaps

the commonest examples in the literature, words like woman, bachelor, spinster, and wife have been viewed as being composed of elements such as [ADULT], [HUMAN] and so on:

Woman [FEMALE] [ADULT] [HUMAN]

Bachelor [MALE] [ADULT] [HUMAN] [UNMARRIED]

Spinster [FEMALE] [ADULT] [HUMAN] [UNMARRIED]

Wife [FEMALE] [ADULT] [HUMAN] [MARRIED]

Or it can use a binary feature format for these components, similar to that used in phonology and syntax. The examples will be as below:

Woman [+FEMALE] [+ADULT] [+HUMAN]

Bachelor [−FEMALE] [+ADULT] [+HUMAN] [−MARRIED]

Spinster [+FEMALE] [+ADULT] [+HUMAN] [−MARRIED]

Wife [+FEMALE] [+ADULT] [+HUMAN] [+MARRIED]

The elements above in square brackets are called **semantic components**, or **semantic primitives**, and this kind of analysis is often called **componential analysis or** CA for short. (pp. 259-261). Based the explanation above, it can be concluded that the study of the components of meaning is the structure of the lexical semantics as the systematic study of the meaning related to properties of words, and change the word of meaning to process of meaning extension such as **metaphor** and metonymy.

F. Newspaper

Newspaper is a scientific writing that has to use the correct structure of sentence. Newspaper usually distributed daily or weekly in the form of a

folded book of papers. The publication is typically selected based on the subject and content. The most important and the interesting news will be displayed on the front page of the publication, and can be called *headline news.* Newspaper may also include, sports, business, economic, political, advertisement, entertainment and other general interest news.

Based on Martin and Copeland (2003) he defined that the newspaper:

"Newspaper has provided society with entertainment as well. From essays on any number of subjects in the eighteenth century, to sensational and exaggerated stories, serialization of novels, and introduction of comics in the nineteenth century, to the massive sports and feature sections, consumer reporting, and magazines of today's publications, newspaper have sought ways to fill the needs of people beyond the political and economic realms." (p. 104)

Newspapers are known as the eyes and ears of the world. Information that comes to us from all around the world is known as the news. People in the world need a newspaper as one of forms of mass media that has been known for many countries. It will increase the people's knowledge and helps them to know and to understand about the news happening in the world after reading it. Information that comes to us from west, east, north and south is known as news. Today's modern world is incomplete without the newspapers, with the advantage of the media the popularity of newspapers have become very less. But the effectiveness of it still persists. Moreover, people need the newspaper because it gives them information about all aspect of life. It can be concluded that people can be learn anything from the content of newspaper and they get accurate news and information.

English language newspaper, according to *The Jakarta Post* is the famous in Indonesia. Well known that the newspaper which published every day, accurate and up to date news. The Jakarta Post that also is made possible by the technology is a breakthrough product that became the innovation of media. The Jakarta Post Newspaper that write English in Indonesia is interesting to study, because the daily national newspaper in Indonesia which use the international language. The Jakarta Post briefly reviews the latest news, issues, social, economic, cultural, and education.

G. Article

Article is [1]A written composition in prose, usually nonfiction, on a specific topic, forming an independent part of a book or other publication, as a newspaper or magazine, [2]an individual object, member, or portion of a class; an item or particular, [3]something of indefinite character or description. (http://www.dictionary.com/browse/article)

From the definition, it can be mention that related to article in the newspaper of The Jakarta Post, is a piece of writing included with others in a magazine, books, newspaper, or other publication.

H. Research of Relevance

There have been some conducted researches that deal with the cognitive metaphor. The writer found some relevance in the library of STBA – JIA, and in the article. In the library of STBA – JIA, the writer found the relevance research in English S1 Programmed. The writer also found the same research

in another library university e-journal. The titles are needed because the research needs to be compared by other relevant research to make the research better.

Desari Aprillia Lusi (04313151181091) student of English in School of Foreign Language - JIA 2011. *The Metaphor Analysis in The Novel Love Me Forever.* The writer uses qualitative methodology to describe and analyze some sentence in metaphor in *Love Me Forever* novel as a source data of the research. Based on the research, the data were taken from 50 words or sentences in novel that amount 52 chapter with a random way which contains the metaphors. The writer concludes that some metaphors have been implicitly expressed and found the mistake that cannot understood about metaphor.

Kristiana Siningsih (04313151101006) student of English in school of Foreign Language – JIA 2014. *Cognitive Metaphor in General Election News of The Jakarta Post Newspaper.* The writer aimed to knowing the process analysis mapping cognitive metaphor from source domain to target domain in general election news of The Jakarta Post Newspaper. The theory is from Lakoff and Johnson about conceptual metaphor. The method of the research is qualitative analysis. The outcome of the research shows that there is in conceptual metaphor cognitively there are kind of metaphor that used: orientational metaphors, structural, and ontological, and the most used is ontological metaphors.

Tania azhar (0709U038) student of University Widyatama, Bandung 2013. *Metafora Konseptual "Argument Is War" Dalam Berita Bisnis Pada Surat Kabar Berbahasa Inggris Kajian Semantis"*. The writer analysis data "Argument Is War" within business news that consist of offensive, defensive, and neutral based on the Jakarta Post and The New work Times Newspaper edition by concreting on semantic theories. The method used in this final paper is descriptive-analytical. The research used metaphorical structure, mapping and meanings. The result is to shows the metaphorical linguistic expressions in the data based on structural mapping of Argument is War in the theory of Lakoff and Johnson within business news and the metaphorical meaning. However the readers have to get assume the metaphorical expressions in the existence of war terminology based on the cognitive metaphorical meaning of the metaphor in the data through its literal meaning as the subject of the data that the writer explain about metaphor based on the theory Lakoff and Johnson.

CHAPTER III

METHODOLOGY OF THE RESEARCH

A. Method of the Research

1. Time and Place of the Research

In collecting the data of the research, the writer did the research from beginning of March 2018 and finished in July 2018. It has been done for several times to conduct and collection of the data. The writer tried to find the references as the basic and theory of the research. The reference were collected from many sources such as some book which the writer read from STBA JIA library and others university library, these places also become where the writer compiled the research. The writer also looks for some references from e-book, and the other sources from internet.

2. Kind of the Research

The data for this research is taken from the newspaper magazine. The research analyzes the cognitive metaphors that exist in the newspaper. This research uses the qualitative method that has major component of the qualitative research. This research needs some steps to make an analysis and to do the research. One of is collecting the data. It is important for the research. It can be used to obtain the intricate details about phenomena such as feeling, through process, and emotion that are difficult to extract or learn about through conventional research. Creswell (2009) say that qualitative research is an approach for exploring and understanding the

meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures, data typically collected in the participant's setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of the data. (p. 4). In addition, the data of qualitative research cannot be easily quantified and the analysis is interpretive rather than statically. (Gass & Mackey, 2005, p. 2)

Qualitative methods show different approaches to behavior. Although the process is similar, there are several methods that exist in data analysis, and take advantage of various designs. Make the method for qualitative research proposals partially require to educate the reader on the purpose of qualitative research with specific terms, and carefully reflecting on the role play in this study.

In qualitative research, Creswell (2012) say it can be seen the different major characteristics at each stage of the research, exploring a problem and developing a detailed understanding of a central phenomenon, having the literature review play a minor role but justify the problem. Starting the purpose and research the question in a general and broad way so as the participants experiences, collecting data based on words from a small number of individuals so that the participants views are obtained: analyzing the data for description and themes using text analysis and interpreting the larger meaning of the findings; writing the report using

flexible, emerging and evaluative criteria, and including researchers subjective reflexitivity. (p. 16)

B. Procedures of the Research

After understanding the role of systematical and arranged steps of the research, it come the procedure of the research. The Step as follows:

1. Preparation

The several basic things during the writings are to identify the problem, to select the fixed title, to formulate and to the limit the statements of the research and to consider the advantage later. The research uses books of theories to strengthen and to prove the analysis of the research. Despite having read some books, it is important to seek some advices from Advisor I and Advisor II.

2. Implementation

To obtain the research well, the implementation presents analyzing is how the cognitive process of metaphor on every word, which can be found in the newspaper of The Jakarta Post.

3. Finishing

a. Composing the analyzed data

Before reporting the result to finish the research, the data analysis to be composed after giving the mark, to be gathered with the kind of how the cognitive process of metaphor on every word in the newspaper and how to mapping the source domain to target domain in the cognitive metaphor.

b. Discussing with the counselor

Discussing with the first and second counselor has been done every time to maximize the result of the research.

c. Revising result

During the analysis, it is important to seek advices about how to analyze the source domain of cognitive metaphor found in the headline news of the magazine about business in the Jakarta Post Newspaper from counselor I and counselor II. The counselors gave some correction on mistakes in the material or technical in writing. Revising the mistakes in the research is important to make the research better.

d. Concluding the result

The final phase to make the research can be understood is concluding the result of all chapters. The result is based from all chapters in the research. The research can be concluded with is kind of cognitive metaphor in the magazine about business in the Jakarta Post newspaper.

C. Technique of the Data Collection

The data qualitative can come from various kind of the data source such as documents, and pictures, those the writer applies documentation technique, the data collecting from the magazine, which used technique observation, the research does the following procedures, the first step, the data are collected by observing thoroughly cognitive metaphor in the title business column of The Jakarta Post news week. Second step, the writer marks the metaphor. The

last step, analyzed the kind of cognitive metaphor found in the title business column of newspaper.

D. Technique of the Data Analysis

In the research process, the writer uses descriptive qualitative and tries to analyze the data by collecting some reference as books and e-books which are related to this paper. There are some techniques that the writer had done to analyze the data: collecting data, classifying data, identifying data, analyzing data and the result for references and many sources regarding cognitive metaphor knowledge.

The first technique is collecting the data through documents that are in The Jakarta Post newspaper. The data is cognitive metaphor. The writer read the articles in the newspaper that contain cognitive metaphor, in every word/phrase/sentence. Then these data are reviewed, collected and sorted based on the published data by making a table.

Second, elaborate the meaning components data the data in order to looking for the target domain of cognitive metaphor word/phrase/sentence. After the cognitive metaphor words are found and sorted based on the data, these words is ready to be analyzed. The writer began to identify the data to find the source domain and comparing with target domain.

Thirdly, give the binary of the data in order to looking for the target domain of cognitive metaphor word/phrase/sentence. After the cognitive metaphor words are found and sorted based on the data, these words is ready to be analyzed. The writer began to identify the data to find the source

domain and comparing with target domain and the looking for the meaning from the oxford dictionary to find the components of meaning. And the writer can give the explanation about the data analyzed based on the cognitive metaphor.

E. Sources of the primary and secondary data

1. The primary data

The research focuses on the mapping of source and target domains in metaphor, those domains found in the Jakarta Post of Business column wheres published in june till august 2018 as a primary data. The sources data are the actual sources when it happened in the data collection, like finding metaphors sentence in the magazine, informant, respondents, and interviews.

2. The secondary data

The secondary data that the writer uses are based on several articles, the linguistic books, dictionary, website, language journals, e-books, some previous in the same field, and semantics books which related to metaphor as the writer's main focus in the research. In this research, the writer analyzes some of the source domain of metaphor in the title business column of *The Jakarta Post* news week magazine.

CHAPTER IV

DATA ANALYSIS

A. Data Description

The problem of the research will be answered in this chapter. This chapter presents the analysis of the research findings and discussion. The data are taken from The Jakarta Post newspaper, article about business news of national and international, published from 29th June until 1st August 2018. The analyzed about process to form the metaphor in that newspaper and the intuition that related the writer experiences in everyday life. It is used to give description between source domain and target domain and determine about kinds of cognitive metaphor that use by Lakoff and Johnson and Kovesces.

The ways to analyze are findings on the cognitive metaphor word/phrases/sentences and finding the components of meaning every words use oxford dictionary. Then, process mapping to comparing the source domain and target domain that have partial similarities, correlations, discontinuities, and simplex: complex parallels. Afterwards from the result of comparing source domain and target domain, the source and target domain will be combined and interpreted, so that the meaning which did not collocation will be called metaphor. Finally, that will know the components meaning that use to form the meaning metaphor.

Table 4.1 Data Description

No	Data	Column	Date
1	In a bid to **rev up** Southeast Asia's biggest economy.	Business	June 29th, 2018
2	To anticipate the possibility of the **economy worsening.**	Business	July 2nd, 2018
3	The Republican **president has lashed out at OPEC** in recent weeks.	Business	July 5th, 2018
4	The domestic economy and a **positive export** performance.	Business	July 7th, 2018
5	In the face of global uncertainty and a **trade war**.	Business	July 10th, 2018
6	Grab was **born into the competition**	Business	July 13th, 2018
7	The Government expects **to finish ironing** out the details.	Business	July 16th, 2018
8	The policy was made to maintain people purchasing power and to maintain **growth momentum** as well as to stabilize the economy.	Business	July 18th, 2018
9	Give the green light to **spin off** refineries price in Cilacap.	Business	July 20th, 2018
10	The government will begin its trade mission to the United States on Monday **to boost Indonesia**'s commerce with the world's largest economy.	Business	July 22nd, 2018

11	Meanwhile, **the energy subsidy was projected to swell** to Rp.163.49 trillion this year	Business	July 24th, 2018
12	In the first half of 2018, thanks to the firm's efficiency measures, such as **cutting** its management **budget.**	Business	July 25th, 2018
13	However, he believes **the government will jump out** to help the firm.	Business	July 26th, 2018
14	An effort **to stave off competitors** and turn around sales in the country.	Business	July 31th, 2018
15	Diess is **grappling with polictical** challenges alongside an internal overhaul in the aftermath on the three-year-old duesel crisis.	Business	August 1st, 2018

B. Data Analysis

In the data of the research, they are analyzed from the newspaper which contains cognitive metaphor. The data are listed in the newspaper about business that contain the source and target domain in the cognitive metaphor. The description is read in the newspaper that contains metaphors in the final of words to make the interpretation of data analyzed easily. The data will analyze below:

The Jakarta Post Newspaper (June 29 [th] 2018)

Datum 1:

In a bid to **rev up** Southeast Asia's biggest economy, the central bank had borrowing costs could stifle efforts to boost the economy's sluggish growth rates.

Concept in phrase

In the cognitive metaphor which mentioned the phrase above, the writer finds the word *rev up*. In this theory the word *up* and *down* is called **orientational metaphor**. It can be seen from the used of the concept word *rev* and *up.* The word *rev* if combined with the word *up* will mean be revived. If we interpreted, *rev up* will be get up and rise up which means as the activity after lying, sitting, or kneeling posture, assume an upright position, and also after falling or being thrown down. Usually the word *rev up* is used if people talking about machine which means to make revolution with the engine machine to moving converts into motion. Meanwhile, the writer found the metaphor caused by the phrase "*rev* the economic *up*". In semantic, the phrases "*rev up the economy*" as the metaphor concept is the act to increase the speed of relationships between production, trade, and the supply of money.

Components of meaning in the Oxford's dictionary (2010):

Rev (2010, p. 1265)**:** [1]a revolution of engine per minute, [2]an act of increasing the speed of revolution.

Rev 1: [REVOLUTION][ENGINE]

Rev 2: [ACT][INCREASE][SPEED]

Engine (2010, p. 485): [1]a machine with moving parts that converts power into motion.

Engine:

[MACHINE][MOVING][CONVERTS][POWER][INTO][MOTION]

Economy (2010, p.466): The relationship between production, trade and the supply of money.

Economy: [RELATIONSHIP][BETWEEN][PRODUCTION][SUPPLY]

Source Domain: *Rev up the engine*	Target Domain: *Rev up economy*
Components of meaning	**Components of meaning**
1. [REVOLUTION]	1. [ACT]
2. [ENGINE]	2. [INCREASE]
3. [MACHINE]	3. [SPEED]
4. [MOVING]	4. [RELATIONSHIP]
5. [CONVERTS]	5. [BETWEEN]
6. [INTO]	6. [PRODUCTION]
7. [MOTION]	7. [TRADE]
	8. [SUPPLY]
Rev up the engine :	*Rev up the economy*:
To make revolution with the engine machine to moving converts into motion	An act to increase the speed of relationships between the production, trade, and the supply of money.

Table 4.1 Process mapping the metaphor meaning of *rev up economy.*

The comparison above is, engine mapped for "*economic*" and the result from comparing the component meaning as follows we can get the

meaning of metaphor is the act of Indonesia's central bank to increase the rates speed relationships between the production of trade and the supply of money.

The meaning of metaphor: Based on the component meaning that mentioned above, it can be concluded that word *rev up* in the phrase of Southeast Asia' biggest economy shows the meaning of metaphor that Indonesia want to wake up from the lower position to the more better position "higher position" by the targeting annual growth of seven percent, and the commodities driven economy has remained stuck the 5.0 percent range. The word of **"*rev up*"** was paired with **an act to increase the speed of relationships between production, trade, and the supply of money.**

The Jakarta Post Newspaper (July 2ⁿᵈ 2018)

Datum 2:

The purchasing power is there, but people prefer not to spend to anticipate the possibility of the **economic worsening**.

Concept in phrase

In the cognitive metaphor which mentioned the phrase above, the writer finds the word *worsening*. The word *worse* is used in a bad situation or condition, usually happened on the part of the people or animal bodies. Based on this theory, it is called the **ontological metaphor**. The writer saw the concept using words *worse* and the *condition* means that become more serious or severe the unpleasant

situations or circumstances in which every people that are still live. Meanwhile, here the writer finds the metaphor caused by the words *worse* with *the economy*. In semantic, the phrase *the economic worsening*, the concept of the metaphor is the relationships between the production and supply of poorer quality or lower standard.

Components of meaning in the oxford's dictionary (2010):

Worse (2010, p. 1718): [1]more serious or severe and the unpleasant situation, [2]of poorer quality or lower standard.

Worse1: [MORE][SERIOUS][OR][SEVERE][UNPLEASENT]

[SITUATION]

Worse 2: [POORER] [QUALITY] [OR] [LOWER] [STANDARD]

Condition (2010, p. 301): the circumstances or situation in which people live, work or do things.

Condition:

[CIRCUMTANCES][SITUATION][WHICH][PEOPLE][LIVE]

Economy (2010, p. 466): the relationships between production, trade and the supply of money in a particular country

Economy:

[RELIATIONSHIPS][BETWEEN][PRODUCTION][AND][SUPPLY]

Source Domain: *the condition worsening*	Domain: *the economy worsening*
Components of meaning	**Components of meaning**
1. [MORE]	1. [POORER]
2. [SERIOUS]	2. [QUALITY]
3. [OR]	3. [OR]
4. [SEVERE]	4. [LOWER]
5. [UNPLEASENT]	5. [STANDARD]
6. [SITUATION]	6. [RELATIONSHIPS]
7. [CIRCUMTANCES]	7. [BETWEEN]
8. [WHICH]	8. [PRODUCTION]
9. [PEOPLE]	9. [AND]
10. [LIVE]	10. [SUPPLY]
The condition worsening:	*The economy worsening* :
To become more serious or severe of the unpleasant situation or circumstances in which every people who are still live.	The relationships between the production and supply of poorer quality or lower standard.

Table 4.2 Process mapping the metaphor meaning of *economic worsening*.

The comparison above, *condition* is mapped for "*economy*" and the result from comparing the component meaning as follows we can know that the phrase of *the economy worsening* is the metaphor because "worse" and "the economy" it's not the collocation, but if the word "worse" compared with the "condition" that's means the condition will be worsening by the Government, it cannot be called as a metaphor, because "worse" with "condition" it's the collocation.

The meaning of metaphor: Based on the component meaning that mentioned above, it can be concluded that the phrase of *the economy worsening* in the article stated "into anticipate the possibility that the Government" have to do **the relationships between the production and supply of poorer quality or lower standard.**

The Jakarta Post Newspaper (July 5th 2018)

Datum 3:

The Republican President has **lashed out** at OPEC in recent weeks.

Concept in phrase

In the cognitive metaphor which mentioned in phrase above, the writer finds the phrase *lashed out*. The phrase *lashed out* is interpreted to suddenly attack someone or something physically, or pressure to any of various structures, or an annoying or bother some person, situation, activity, etc. Based on the theory, the writer using the word "out" as the opponent of the word "*in*". So it can be called as the **orientational metaphor.** The writer saw from the concept of phrases *lashed out* that means the basic condition of physical structure of a person. But, the writer finds the metaphor caused by the phrase *lashed out* with the *OPEC*. In semantic, the phrase *lashed out the OPEC* as the concept of metaphor is the hit the great force in the organization of Petroleum Exporting Countries.

Components of meaning in the Oxford's dictionary (2010):

Lash (2010, p. 837): [1] strike or beat with a whip or stick, [2] to hit with great force

Lash 1: [STRIKE][BEAT][WITH][WHIP][OR][STICK]

Lash 2: [HIT][GREAT][FORCE]

Enemy (2010, p. 152): a person who is actively opposed or hostile to someone or something.

Enemy:

[PERSON][WHO][ACTIVE][OPPOSED][SOMEONE][SOMETHING]

OPEC: the Organization of the Petroleum Exporting Countries

OPEC:

[ORGANIZATION][PETROLEUM][EXPORTING][COUNTRIES]

Source Domain: Lashed out the enemy	*Target Domain: Lashed out OPEC*
<u>**Components of meaning**</u> 1. [STRIKE] 2. [BEAT] 3. [WITH] 4. [WHIP] 5. [STICK] 6. [PERSON] 7. [ACTIVE] 8. [OPPOSITE] 9. [SOMEONE] 10. [SOMETHING]	<u>**Components of meaning**</u> 1. [HIT] 2. [GREAT] 3. [FORCE] 4. [ORGANIZATION] 5. [PETROLEUM] 6. [EXPORTING] 7. [COUNTRIES]
Lashed out the enemy :	*Lashed out OPEC :*

The strike and beat with whip or stick the person who active or the opposite someone or something.	Hit the great force in the organization of Petroleum Exporting Countries.

Table 4.3 Process mapping the metaphor of *lashed out OPEC*.

The comparison above, *enemy* is mapped for "*OPEC*" and the result from comparing the component meaning as follows we can know that the phrase of *the lashed out OPEC* is the metaphor because "lashed out" and "the OPEC" it's not the collocation, but if the phrase "lashed out" compared with the "enemy" that's means lashed out the enemy, it cannot be called as a metaphor, because "lashed out" with "enemy" it's the collocation.

The meaning of metaphor: Based on the component meaning that mentioned above, it can be concluded that the phrase of *lashed out at OPEC* in the article sentence of "The Republican president accused the OPEC", shows the meaning of metaphor from the phrase *lashed out* that will be **hit the great force in the organization of Petroleum Exporting Countries.**

The Jakarta Post Newspaper (July 7th 2018)

Datum 4:

The domestic economy and a **positive export** performance.

Concept in phrase

In the cognitive mataphore which mentioned in phrase above, the writer finds the word *positive*. The word *positive* is usually involved by

the outlook and essential to happiness, joy, and progress of life, and seen from the characteristic or the attitude of the human, and based on this theory, is called as **orientational metaphor**. The phrase *positive export* indicated conceptualization showing the correspondence between the concept of the business profit and the concept of the economy. The word *positive* will be interpreted as a good, affirmative, or constructive quality or attribute. And the writer did the concept in phrase using the word *positive* is for *outlook* means that to thinking about what is good in a situation and sure that good things will happen in every person. Meanwhile, the writer found the metaphor caused by the word *positive* it does not collocate with word *export*. In semantic the phrase *positive export* as the concept of the metaphor is to sell or sends a goods, and directed to be successful result into every country.

Components of meaning in the Oxford's dictionary (2010):

Positive (2010, p. 1140): [1]thinking about what is good in a situation, feeling confident, and sure that good things will happen, [2]directed at dealing with producing a successful result.

Positive 1: [THINKING][GOOD][SITUATION][WILL] [HAPPEN]

Positive 2: [DIRECTED][DEALING][WITH][SUCCESFULL]

[RESULT]

Outlook (2010, p. 1043): the attitude to life and the world of a particular person.

Outlook: [ATTITUDE][TO][LIFE][IN][THE][WORLD][OF][PERSON]

Export (2010, p. 516): to sell and send goods to another country.

Export: [TO][SELL][AND][SENDS][GOODS][TO][COUNTRY]

Source domain : *a positive outlook*	**Target Domain**: *a positive export*
<u>Components of meaning</u> 1. [THINKING] 2. [GOOD] 3. [SITUATION] 4. [WILL] 5. [HAPPEN] 6. [IN] 7. [THE] 8. [PERSON] *A positive outlook*: thinking about what is good in a situation and sure that good things will happen in every person.	<u>Components of meaning</u> 1. [DIRECTED] 2. [SUCCESFULL] 3. [RESULT] 4. [SELL] 5. [SENDS] 6. [GOODS] 7. [TO] 8. [COUNTRY] *A positive export*: to sell or sends a goods, and directed to be successful result into every country.

Table 4.4 Process mapping the metaphor meaning of *positive export*.

The comparison above, *outlook* is mapped for "*export*" and the result from comparing the component meaning as follows we can know that the phrase of *a positive export* is the metaphor because "positive" and "the export" it's not the collocation, but if the word "positive" compared with the word "outlook" it cannot be called as a metaphor, because "positive" with "outlook" it's the collocation.

The meaning of metaphor: Based on the component meaning that mentioned above, it can be concluded that the phrase of *a positive export* in "the domestic economy and a positive export performance" shows the

metaphor, and the meaning is **to sell or sends goods, and directed to be successful result into every country.**

5. The Jakarta Post Newspaper (July 10th 2018)

Datum 5:

Indonesia manufacturing industry and secure big investment projects in the face of global uncertainty and a **trade war**.

Concept in phrase

In the cognitive metaphor which mentioned in phrase above, the writer finds the word *war*. In this theory, the word *war* included **structural metaphor**. Structural metaphor is the way of understanding one concept and exist based on the systematic correlation of everyday experiences. It can be seen from the concept of word *war* that means a fighting situation between country or groups of people. The word *war* usually we find in term of world war. The term *world war* means the situations fight against each other in particular part of the groups of countries. Meanwhile, the writer found the metaphor caused by the words *trade* with *war*. In semantic, the phrase *trade war* as the metaphor concept is <u>a situation or aggressive of competition between companies or the country and the activity buying or selling goods.</u>

Components of meaning define from oxford's dictionary (2010):

War (2010, p.1672): [1] a situation in which two or more countries or groups of people fight against each other. [2] a situation in which there is aggressive competition between groups, companies, countries.

War 1: [SITUATION] [FIGHT] [AGAINST] [EACH] [OTHER]

War 2: [SITUATION][AGGRESSIVE][COMPETITION]

　　　[COMPANIES] [COUNTRIES]

Trade (2010, p. 1583): the activity of buying and selling or of exchanging goods or services.

Trade: [ACTIVITY][BUYING][SELLING][GOODS][OR][SERVICES]

World (2010, p. 1716): particular part of groups of countries.

World: [PARTICULAR][PART][GROUPS][OR][COUNTRIES]

Source Domain : *World War*	Target Domain : *Trade War*
Components of meaning	**Components of meaning**
1. [SITUATION]	1. [SITUATION]
2. [FIGHT]	2. [AGGRESSIVE]
3. [AGAINST]	3. [COMPETITION]
4. [OTHER]	4. [COMPANIES]
5. [PARTICULAR]	5. [ACTIVITY]
6. [PART]	6. [BUYING]
7. [GROUPS]	7. [GOODS]
8. [COUNTRIES]	*Trade war :*
World war :	A situation or the aggressive of
A situation to fight against the each	competition between companies
other on every particular part of the	or the country and the activity
groups of countries.	buying or selling goods.

Table 4.5 Process mapping the metaphor meaning of *trade war*.

The comparison above, *world* is mapped for "*trade"* and the result from comparing the component meaning as follows we can know that the phrase of *trade war* is the metaphor because "trade" and "war" it's not the collocation, but if the word "war" compared with the "world" which

means world war, it cannot be called as a metaphor, because "world" with "war" its collocation.

The meaning of metaphor: Based on the component meaning that mentioned above, it can be concluded that the phrase of *trade war* in the article "Indonesia manufacturing industry and secure big investment projects in the face of global uncertainty" shows the meaning of metaphor that **Indonesia want to do a aggressive competition between companies or the country and the activity buying or selling goods.**

The Jakarta Post Newspaper (July 13th 2018)

Datum 6:

Grab was **born into competition**, we embrace competition because we believe iron sharpens iron.'

Concept in phrase

In the cognitive metaphor which mentioned in phrase above, the writer finds the word *born*. The word *born* has a lexical meaning as *birth* of the human or animal and based on this theory is called as **ontological metaphor**. It can be seen that the word *born* is usually for the *baby* that means *born* is the birth of a baby into the world, or it more interpreted as the time when a baby or young animal comes out of its mother's body or a process come out from mother's body and the beginning in your life as a person in environment and experiences with the friends or family. Meanwhile, here the writer found the metaphor caused by the word *born* with *competition*. In semantic, the phrase *born into the competition*, the

concept of the metaphor is <u>to start the exist situation between people or organization to compete each other.</u>

Components of meaning define from oxford's dictionary (2010):

Born (2010, p. 160): [1]to come out of your mother's body at the beginning of your life. [2]to start to exist.

Born 1: [COME] [OUT] [MOTHER] [BODY BEGINNING] [YOUR]

      [LIFE]

Born 2: [TO][START][EXIST]

World (2010, p. 1716): a person environment, experiences, friends, and family.

World: [PERSON][ENVIRONMENT][EXPERIENCES][FAMILY]

Competition (2010, p. 293): a situation in which people or organizations compete with each other.

Competition: [SITUATION][PEOPLE][ORGANIZATION][COMPETE]

      [WITH][EACH][OTHER]

Source Domain : *Born into the world*	Target Domain : *Born into the competition*
<u>Components of meaning</u> 1. [COME] 2. [OUT] 3. [MOTHER] 4. [BODY] 5. [BEGINNING] 6. [YOUR] 7. [LIFE]	<u>Components of meaning</u> 1. [TO] 2. [START] 3. [EXIST] 4. [SITUATION] 5. [ORGANIZATION] 6. [COMPETE] 7. [WITH]

8. [PERSON]	8. [EACH]
9. [FAMILY]	9. [OTHER]
Born into the world:	***Born into the competition:***
A process come out from the mother's body and starts to beginning of your life as a person in environment with the family.	To start the exist situation between organization to compete each other.

Table 4.6 Process mapping the metaphor meaning of *born into competition*.

The comparison above, *world* is mapped for *"competition"* and the result from comparing the component meaning as follows we can know that the phrase of the *born into the competition* is the metaphor because "born" and "competition" it's not the collocation, but if the word "born" compared with the "world" that's means born into the world, it cannot be called as a metaphor, because "born" with "into the world" its collocation.

The meaning of metaphor : Based on the component meaning that mentioned above, it can be concluded that the phrase of *born into the competition* in the article stated that Grab embrace competition because we believe iron sharpens iron' shows the meaning **to start the exist situation between people or organization to compete each other.**

The Jakarta Post Newspaper (July 16th 2018)

Datum 7:

The Government expects to finish **ironing out** the details sometime in August.

Concept in phrase

In the cognitive metaphor which mentioned in phrase above, the writer finds the word *ironing out.* The word *ironing out* interpreted usually used to remove creases on clothes. The writer uses word "out" as the opponent of the word *"in"*. Based on the theory, the metaphor cognitive in phrase above is called as **orientational metaphor.** It can be seen that the concept in the phrase *ironing out the clothes* is the activity to remove creases in the material of wool. But, the writer found the metaphor caused by *ironing out* with the *details.* In semantic, the phrase *ironing out the details* as the concept of metaphor is to get rid of any difficulties problem, which is contained in small individual item.

Components of meaning define on oxford's dictionary (2010):

Ironing (2010, p. 795): [1]the activity or task to remove the creases. [2]to get rid of any problems or difficulties that are affecting.

Iron 1: [THE][ACTIVITY][TASK][TO][REMOVE][CREASES]

Iron 2: [RID][PROBLEMS][DIFFICULTIES][AFFECTING]

Cloth (2010, p. 267): material made by wool.

Cloth: [MATERIAL][WOOL]

Detail (2010, p. 398): a small individual fact or item.

Detail: [SMALL][INDIVIDUAL][FACT][ITEM]

Source Domain : *Ironing out the cloth*	Target Domain : *Ironing the details*
<u>Components of meaning</u> 1. [THE] 2. [ACTIVITY] 3. [TO] 4. [REMOVE] 5. [CREASES] 6. [MATERIAL] 7. [WOOL] *Ironing out the clothes*: The activity to remove creases in the material of wool.	<u>Components of meaning</u> 1. [RID] 2. [PROBLEMS] 3. [DIFFICULTIES] 4. [AFFECTING] 5. [SMALL] 6. [INDIVIDUAL] 7. [ITEM] *Ironing out the details*: to get rid of any difficulties problem, this is contained in small individual item.

Table 4.7 Process mapping the metaphor meaning of *ironing out the details*.

The comparison above, *clothes* is mapped for "*details"* and the result from comparing the component meaning as follows we can know that the phrase of *ironing out the details* is the metaphor because "ironing out" and "the details" it's not the collocation, but if the words "ironing out" compared with the word "clothes" that's means the activity to ironing the clothes, it cannot be called as a metaphor, because "ironing" with "clothes" it's the collocation.

The meaning of metaphor: Based on the component meaning that mentioned above, it can be concluded that the phrase of the *ironing out the details* in "The Government expects to finish ironing out the details sometime in August", shows the metaphor, and the meaning is **to get rid**

of any difficulties problem, which is contained in small individual item.

The Jakarta Post Newspaper (July 18th 2018)

Datum 8:

The policy was made to maintain people's purchasing power and to maintain **growth momentum** as well as to stabilize the economy.

Concept in phrase:

In the cognitive metaphor which mentioned in phrase above, the writer finds the word *grow*. The word *grow* usually relates for body of the human or animal, and based on this theory is called as **ontological metaphor**. The meaning concept of the word *grow* means developing and getting bigger or being big, perfect, and so on, the body and soul of a increase in size to become increasingly acceptable or attractive. If the words *grow* is related with the word *body* it will mean to increase the size of the number of strength and quality the physic structure of human and animal or to grow toward or arrive at full structure or increase a strength and size of physical structure of a person or the animal. Meanwhile, here the writer found the metaphor caused by the word *growth* with *momentum*. In semantic, the phrase *growth momentum*, the concept of the metaphor is to develop and improve the quality of skill and to movement of an object.

Components of meaning define from oxford's dictionary (2010):

Growth (2010, p. 663): [1]to increase in size, number, strength or quality, [2]to develop and improve particular qualities or skill.

Growth 1: [INCREASE][SIZE][NUMBER][STRENGTH][QUALITY]

Growth 2: [DEVELOP][IMPROVE][QUALITY][SKILL]

Body (2010, p. 152): the whole physical structure of a human or an animal.

Body: [PHYSIC][STRUCTURE][HUMAN][ANIMAL]

Momentum (2010, p. 954): the quantity of movement of a moving object.

Momentum: [QUANTITY][MOVEMENT][OF][OBJECT]

Source Domain : *Growth the body*	Target Domain : *Growth the Momentum*
Components of meaning	**Components of meaning**
1. [INCREASE]	1. [DEVELOP]
2. [SIZE]	2. [IMPROVE]
3. [NUMBER]	3. [QUALITY]
4. [STRENGTH]	4. [SKILL]
5. [QUALITY]	5. [MOVEMENT]
6. [PHYSIC]	6. [OBJECT)
7. [STRUCTURE]	
8. [HUMAN]	
9. [ANIMAL]	
Growth the body :	*Growth the momentum* :
To increase the size of the number of strength and quality the physic structure of human and	To develop and improve the quality of skill and to movement of an object.

animal.	

Table 4.8 Process mapping the metaphor meaning of *growth the momentum*.

The comparison above, *body* is mapped for "*momentum*" and the result from comparing the component meaning as follows we can know that the phrase of the *growth momentum* is the metaphor because "growth" and "momentum" it's not the collocation, but if the word "growth" compared with the "body" that's means growth the body's up, it cannot be called as a metaphor, because "growth" with "body" its collocation.

The meaning of metaphor: Based on the component meaning that mentioned above, it can be concluded that the phrase of *growth the momentum* in the article stated that "the Indonesia Government" means **to develop and improve the quality of skill and to movement of an object.**

The Jakarta Post Newspaper (July 20th 2018)

Datum 9:

Pertamina give the green light to **spin off** refineries price in Cilacap, Central Java, (RU IV Cilacap).

Concept in phrase

In the cognitive metaphor which mentioned in phrase above, the writer finds the word *off*. The word *off* is the opposite with the word *on*. The word *off* and *on* for negative and the positive meaning, and based on this theory, is called the **orientational metaphor**. It can be seen above

the concept uses the word *spin* and *off*. The meaning concept of the word *spin* is generally interpreted as to revolve or rotate rapidly, as the earth or a top or the act of causing a spinning or whirling motion. But, if the words *spin* and *off* compared, the meaning will be to part and fly away from something that is spinning. Generally, the words *spin* is related for *wheels* that means the turn round quickly in the objects under the vehicle. Meanwhile, here the writer found the metaphor caused by the words *spin off* with *price*. In semantic, the phrase *spin off the price*, the concept of the metaphor is <u>the turn round quickly in once amount of money and have to pay.</u>

Components of meaning define from oxford's dictionary (2010):

Spin (2010, p. 1434): [1]to turn round and round quickly, [2]to turn round quickly once.

Spin 1: [TURN][ROUND][QUICKLY]

Spin 2: [TURN][ROUND][QUICKLY][ONCE]

Wheel (2010, p. 1693): one of the round objects under the vehicle that is car, bicycle, bus, etc

Wheel: [OBJECTS][UNDER][THE][VEHICLE]

Price (2010, p. 1161): the amount of money that you have to pay.

Price: [AMOUNT][OF][MONEY][HAVE][TO][PAY]

Source Domain : *to spin off the wheel*	Domain : *to spin off the price*
Components of meaning	**Components of meaning**
1. [TURN]	1. [TURN]
2. [ROUND]	2. [ROUND]
3. [QUICKLY]	3. [QUICKLY]
4. [OBJECTS]	4. [ONCE]
5. [UNDER]	5. [AMOUNT]
6. [THE]	6. [OF]
7. [VEHICLE]	7. [MONEY]
	8. [HAVE]
	9. [PAY]
	To spin off the price :
To spin off the wheel :	To turn round quickly the amount
To turn round on a quickly in the	of money that you have to pay.
objects under the vehicle.	

Table 4.9 Process mapping the metaphor meaning of *to spin off the price*.

The comparison above, *wheel* is mapped for "*price*" and the result from comparing the component meaning as follows we can know that the phrase of *to spin off the price* is the metaphor because "spin" and "price" it's not the collocation, but if the word "spin" compared with the "wheel" that's means spin off the wheel, it cannot be called as a metaphor, because "spin" with "wheel" its collocation.

The meaning of metaphor: Based on the component meaning that mentioned above, it can be concluded that the phrase of *spin off the price* in the article stated that the "Pertamina vows to maintain control the price

and the Indonesia" have to do **the turn round quickly in once amount of money and have to pay.**

The Jakarta Post Newspaper (July 22th 2018)

Datum 10:

The government will begin its trade mission to the United States on Monday to **boost Indonesia**'s commerce with the world's largest economy.

Concept in phrase

In the cognitive metaphor which mentioned in phrase above, the writer finds the word *boost*. The word *boost* will be interpreted as a suddenly motion or things to increase or improve something. Based on the theory, it is called as **orientational metaphor.** The writer saw the concept of the word *boost* is for *energy* that means to put the effort and enthusiasm for increase the ability to do the activity better, in the basic condition of physical structure of a person. But, the writer found the metaphor caused by the word "*boost*" and relate with the "*the economy*". In semantic, the phrase *to boost economy* as the concept of metaphor is <u>to encourage something and help the production.</u>

Components of meaning define on Oxford dictionary (2010):

Boost (2010, p. 158): [1]to make increase, or become better or more successful, [2]something that helps or encourages.

Boost 1: [INCREASE][BECOME][BETTER]

Boost 2: [SOMETHING][HELPS][ENCOURAGE]

Energy (2010, 484): the ability to put effort and enthusiasm into an activity.

Energy: [ABILITY][EFFORT][ENTHUASIASM][ACTIVITY]

Economy (2010, p.466) : the relationship between production, trade and the supply of money.

Economy: [PRODUCTION]

Source Domain : *boost the energy*	**Target Domain :** *boost the economy*
<u>**Components of meaning**</u> 1. [INCREASE] 2. [BECOME] 3. [BETTER] 4. [ABILITY] 5. [EFFORT] 6. [ENTHUASIASM] 7. [ACTIVITY]	<u>**Components of meaning**</u> 1. [SOMETHING] 2. [HELPS] 3. [ENCOURAGE] 4. [PRODUCTION]
Boost the energy: To put the effort and enthusiasm for increase the ability to do the activity more better.	*Boost the economy*: To encourage something and help the production.

Table 4.10 Process mapping the metaphor meaning of *boost the economy*.

The comparison above, *energy* is mapped for "*economy"* and the result from comparing the component meaning as follows we can know that the phrase of *to boost the economy* is the metaphor because "boost" and "the economy" it's not the collocation, but if the word "boost" compared with the "the energy" that's means *to boost the energy of the*

human body's, it cannot be called a metaphor, because "boost" with "the energy" its collocation.

The meaning of metaphor: Based on the component meaning that mentioned above, it can be concluded that the phrase of *to boost the economy* in the article stated that the "Government believes and have **to encourage something and help the production."**

The Jakarta Post Newspaper (July 24th 2018)

Datum 11:

Meanwhile, the energy subsidy was projected **to swell up** to Rp.163.49 trillion this year from the 94.52 trillion initially stated in the budget.

Concept in phrase

In the cognitive mataphor which mentioned in phrase above, the writer finds the word *swell*. The word *swell* usually is related for foot, and its use as the part of the human or the animal on their bodies. Based on this theory, is called the **ontological metaphor**. The meaning concept of the word *swell* is generally interpreted become the big condition because of the influence on a thing (body part). And the writer saw the concept using words *swell* for *foots* that means to become larger in the size of lower extremity at leg and below ankle of person to walks. Meanwhile, here the writer found the metaphor caused by the words *swell* with *the subsidy*. In semantic, the phrase *the subsidy was swell*, the concept of the metaphor is to increase or make number or size and the money was paid by government to reduce the cost.

Components of meaning defines from oxford's dictionary (2010) :

Swell (2010, p.1510): [1]become larger or rounder in size, typically as a result of an accumulation of fluid. [2]to increase or make in number or size

Swell 1: [BECOME][LARGER][IN][SIZE]

Swell 2: [TO][INCREASE][OR][MAKE][NUMBER][OR][SIZE]

Foot (2010, p. 581): the lower extremity of the leg below the ankle, on which a person stands or walks.

Foot: [LOWER][EXTREMITY][LEG][BELOW][ANKLE][PERSON

Subsidy (2010, p. 1490): money that is paid by a government or to reduce cost.

Subsidy:

[MONEY][PAID][BY][GOVERNMENT][TO[REDUCE][COST]

Source Domain : *the foots swell up*	**Target Domain : *the subsidy swell up***
<u>**Components of meaning**</u> 1. [BECOME] 2. [LARGER] 3. [IN] 4. [SIZE] 5. [USED] 6. [ANKLE] 7. [PERSON] 8. [STANDS] 9. [WALKS]	<u>**Components of meaning**</u> 1. [TO] 2. [INCREASE] 3. [NUMBER] 4. [SIZE] 5. [MONEY] 6. [PAID] 7. [GOVERNMENT] 8. [REDUCE] 9. [COST]
***The foots swell* :** To become larger in size of the	***The subsidy swell* :** To increase the money and the

part of person or animal body's, especially the ankle and usually used to stand or walks.	number of the size that was paid by the government to reduce the cost.

Table 4.11 Process mapping the metaphor meaning of *the subsidy swell*.

The comparison above, *foot* is mapped for "*subsidy*" and the result from comparing the component meaning as follows we can know that the phrase of *the subsidy swell* is the metaphor because "swell" and "subsidy" it's not the collocation, but if the word "swell" compared with the "foot" that's means the foot swell up, it cannot be called as a metaphor, because "swell" with "foot" its collocation.

The meaning of metaphor: Based on the component meaning that mentioned above, it can be concluded that the phrase of *the subsidy swell* in the article stated that the "Meanwhile, the energy subsidy was projected, Government have to" do **to increase or make number or size and the money was paid by government to reduce the cost.**

The Jakarta Post Newspaper (July 25th 2018)

Datum 12:

In the first half of 2018, thanks to the firm's efficiency measures, such as **cutting its management's budget**.

Concept in phrase

In the cognitive metaphor which mentioned in phrase above, the writer finds the word *cut*. The word *cut* is usually known for *hair*. The concept of word *hair* it's the part of the person on their heads. Based on this theory, is called the **orientational metaphor**. It can be seen that the

words *cut* is related to *hair* which means to make opening or wound with knife or scissors substance looks like growing on head. Meanwhile, here the writer finds the metaphor caused by the words *cut* with *the budget*. In semantic, the phrase *cutting the budget*, the concept of the metaphor <u>is to reduce by removing part of money that available to the person or organization.</u>

Components of meaning defines from oxford's dictionary (2010) :

Cut (2010, p. 361): [1]to make an opening or wound especially with sharp tool such as knife or scissors. [2]to reduce by removing a part

Cut 2:

[MAKE][OPENING][OR][WOUND][WITH][KNIFE][SCISSORS]

Cut 2: [REDUCE][BY][REMOVING][PART]

Hair (2010, p. 672): the substance that looks like a mass of growing especially on the head

Hair: [SUBSTANCE][LOOKS][LIKE][GROWING][ON][HEAD]

Budget (2010, p. 183): the money that is available to a person or organization.

Budget:

[MONEY][THAT][AVAILABLE][TO][PERSON][ORGANIZATION]

Source Domain : *cutting the hair*	Target Domain : *cutting the budget*
<u>Components of meaning</u> 1. [MAKE] 2. [OPENING]	<u>Components of meaning</u> 1. [REDUCE] 2. [BY]

3. [OR]	3. [REMOVING]
4. [WOUND]	4. [PART]
5. [WITH]	5. [MONEY]
6. [KNIFE]	6. [THAT]
7. [SCISSORS]	7. [AVAILABLE]
8. [LOOKS]	8. [TO]
9. [LIKE]	9. [PERSON]
10. [GROWING]	10. [ORGANIZATION]
11. [HEAD]	
Cutting the hair :	*Cutting the budget* :
To make an opening or wound with knife or scissors that looks like a mess of growing especially on head.	To reduce by removing part of money that available to the person or organization.

Table 4.12 Process mapping the metaphor meaning of *cutting the budget*.

The comparison above, *hair* is mapped for "*budget"* and the result from comparing the component meaning as follows we can know that the phrase of *cutting the budget* is the metaphor because "cut" and "budget" it's not the collocation, but if the word "cut" compared with the "hair" that's means the budget will be cut by Government, it cannot be called as a metaphor, because "cut" with "hair" its collocation.

The meaning of metaphor: Based on the component meaning that mentioned above, it can be concluded that the phrase of *cutting the budget* in the article stated "in the first half of 2018, thanks to the firm's efficiency measures, such as cutting its management's budget that the Government" have to **do reduce by removing part of money that available to the person or organization.**

The Jakarta Post Newspaper (July 26th 2018)

Datum 13:

However, he believes **the government will jump out** to help the firm.

Concept in phrase

In the cognitive metaphor which mentioned in phrase above, the writer finds the word *out*. In this theory the word *out* and *in* is called **orientational metaphor**. The writer saw the used of the word *jump* and *out* in the article above. the word *jump* if combining with *out* will means to act quickly. If we interpreted, *jump out* will be to move suddenly and in one motion. The concept of using the words *jump out* is for *somebody* that means a person who uses his legs to move quickly off the ground. Meanwhile, the writer found the metaphor caused by the phrase *government* will *jump out*. The phrase it's not conceive the collocation meaning. So in semantic, the phrase *the government will jump out* as the metaphor concept is the way to move quickly by the group of people who are responsible for controlling a country.

Components of meaning defines on Oxford dictionary's (2010) :

Jump (2010, p. 810): [1]to move quickly off the ground or away from a surface by pushing yourself with your legs and feet. [2]to move quickly and suddenly.

Jump 1: [MOVE][QUICKLY][GROUND][WITH][LEGS][FEET]

Jump 2: [MOVE][QUICKLY][SUDDENLY]

Somebody (2010, p. 1419): person

Somebody: [PERSON]

Government (2010, p. 649): the group of people who are responsible for

controlling a country or a state.

Government: [GROUP][PEOPLE][RESPONSIBLE][CONTROLLING]

Source Domain : *Somebody will jump out*	Target Domain : *the government will jump out*
Components of meaning 1. [MOVE] 2. [QUICKLY] 3. [GROUND] 4. [WITH] 5. [LEG] 6. [PERSON]	Components of meaning 1. [MOVE] 2. [QUICKLY] 3. [GROUP] 4. [PEOPLE] 5. [RESPONSIBLE] 6. [CONTROLLING] 7. [COUNTRY]
Somebody will jump out: A person who uses his legs to move quickly off the ground.	*The government will jump out :* The way to move quickly by the group of people who are responsible for controlling a country

Table 4.13 Process mapping the metaphor meaning of *the government will jump out*.

The comparison above, *somebody* is mapped for "*government*"

and the result from comparing the component meaning as follows we can

know that the phrase of *the government will jump out* is the metaphor

because "jump out" and "government" it's not the collocation, but if the

word "jump out" compared with the "somebody" that's means *somebody*

will jump out, it cannot be called as a metaphor, because "somebody" with "jump out" its collocation.

The meaning of metaphor : Based on the component meaning that mention above, it can conclude that phrase of *the government will jump out* in the article stated that the "Government believes and have to **do the way to move quickly by the group of people who are responsible for controlling a country."**

The Jakarta Post Newspaper (July 31th 2018)

Datum 14:

An effort to **stave off competitors** and turn around sales in the country.

Concept in phrase

In the cognitive metaphor which mentioned in phrase above, the writer finds the word *off*. In the fragment of the article above, the word *stave in* is the opposite *stave off*. Based on the theory, the used of the word *on* and *off*, is called **orientational metaphor**. It can be seen the word *stave* is related to *disease* that means to prevent the illness affecting on human. Meanwhile, the writer found the metaphor caused the word *competition* with *stave off*. In semantic, the phrase *stave off the competition*, the concept of metaphor is prevent the organization from compete against each other.

Components of meaning define from Oxford dictionary's (2010):

Stave off (2010, 1459): [1]to prevent bad from affecting you for a period of time, [2]to break or damage by pushing or hitting it from the outside.

Stave 1: [PREVENT][BAD][AFFECTING][PERIOD][TIME]

Stave 2: [PREVENT][AFFECTING][TIME]

Disease (2010, p. 417): an illness affecting human.

Disease: [ILNESS][AFFECTING][HUMAN]

Competitor (2010, p. 293): the organization that competes against other.

Competition: [ORGANIZATION][COMPETE][AGAINST][OTHER]

Source Domain: stave off the disease	*Target Domain*: stave off the competitor
Components of meaning 1. [PREVENT] 2. [ILLNESS] 3. [AFFECTING] 4. [HUMAN]	**Components of meaning** 1. [PREVENT] 2. [AFFECTING] 3. [ORGANIZATION] 4. [COMPETE] 5. [AGAINST] 6. [OTHER]
Stave off the disease: To prevent the illness affecting on human.	*Stave off the competitor*: To prevent the organization from compete against each other.

Table 4.14 Process mapping the metaphor meaning of *stave off the competitor*.

The comparison above, *disease* is mapped for "*competitor"* and the result from comparing the component meaning as follows we can know that the phrase of *stave off the competitor* is the metaphor because "stave off" and "competitor" it's not the collocation, but if the word "stave off" compared with the "disease" that's means to stave off the

disease, it cannot be called as a metaphor, because "disease" with "stave off" its collocation.

The meaning of metaphor : Based on the component meaning that mentioned above, it can be concluded that phrase of *stave off the competitors* in the article stated that the "Government believes and have to **prevent the organization from compete against each other.**

The Jakarta Post Newspape (August 1ˢᵗ 2018)

Datum 15:

Diess is grappling with political challenges alongside an internal overhaul in the aftermath on the three-year-old diesel crisis.

Concept in phrase

In the cognitive metaphor which mentioned in phrase above, the writer finds the word *grappling*. In this theory, the word *grappling* is included as **structural metaphor**. Structural metaphor is the way of understanding one concept and exist based on the systematic correlation of everyday experiences. The writer saw the concept of the word *grappling* with *enemy* means to fights or struggle without weapons with the person. Meanwhile, the writer finds the metaphor caused by the word *grappling* with *political*. In semantic, the phrase *grappling with the political*, the concept of metaphor is to struggle for achieve something from the person who connected government.

Components of meaning define from Oxford dictionary's (2010):

Grapple (2010, p. 653): [1]engage in close fight or struggle without weapons, [2]struggle to deal with or overcome.

Grapple 1: [FIGHT][STRUGGLE][WITHOUT][WEAPONS]

Grapple 2: [STRUGGLE][OVERCOME]

Enemy (2010, p. 152): a person who is actively opposed or hostile to someone or something.

Enemy: [PERSON][OPPOSED]

Political (2010, p. 1132): connected to the government

Political: [CONNECTED][GOVERNMENT]

Source Domain: grappling with enemy	*Target Domain*: grappling with the political
Components of meaning 1. [FIGHTS] 2. [STRUGGLE] 3. [WITHOUT] 4. [WEAPONS] 5. [PERSON] 6. [OPPOSED] *Grappling with enemy* To fights or struggle with the opposed without weapons with the person	**Components of meaning** 1. [STRUGGLE] 2. [OVERCOME] 3. [CONNECTED] 4. [GOVERNMENT] *Grappling with political* To struggle for achieve something from the person who connected government.

Table 4.15 Process mapping the metaphor meaning *grappling the political*.

   The comparison above, *enemy* is mapped for "*competitor*" and the result from comparing the component meaning as follows we can know

that the phrase of *grappling with political* is the metaphor because "grapple" and "political" it's not the collocation, but if the word "grapple" compared with the "enemy" that's means to grappling with the person, it cannot be called as a metaphor, because "grapple" with "enemy" its collocation.

The meaning of metaphor : Based on the component meaning that mentioned above, it can be concluded that phrase of *grappling with political* in the article stated that the "VW warns of 'Titanic' effort to overcome emissions, trade tests" and have **to struggle for achieve something from the person who connected government.**

C. Interpretation of the Research Findings

According to the data analyses which had been analyzed in the business column The Jakarta Post that contains 15 data of the type cognitive metaphor. the interpretation of the data is formed in the following table:

Table of 4C

The result of kinds of the Cognitive Metaphor in The Jakarta Post Newspaper

Kinds of metaphor	Frequency	Percentage
Structural	2	13,3%
Orientational	9	60%
Ontological	4	26, 7%
Total	15	100%

From the analysis process, the total data collected in this research are 15 data. The results were various in frequencies of the kinds of metaphor that exist the most is **orientational metaphor** with the percentage 60%. Futhermore, it is followed by **ontological metaphor** with the percentage 26.7%. Then, **structural metaphor** have equal percentage 13.3%. those are the result the kinds of metaphors found in the business column The Jakarta Post.

CHAPTER V

CONCLUSIONS AND SUGGESTION

A. Conclusion

After the analysis has been done, the writer combining and completing all of the descriptions based on the contents of previous chapters, and used the references for composing this research, that are

1) How to understand the process mapping and how to describe the meaning from source domain to target domain of cognitive metaphor in The Jakarta Post Newspaper.

2) The way figure out the process mapping and explained the meaning of cognitive metaphor is find the component of meaning of every word that included from source domain and target domain from the dictionary. The example of the source domain to target domain that consist in the kinds orientational metaphor are *rev up the economy, lashed out OPEC, positive export, ironing out the details, to spin off the price, boost the economy, cutting the budget, the government will jump out,* and *stave off the competitors*. The target domain are *rev up the engine, lashed out the enemy, positive outlook, ironing out the clothes, to spin off the wheels, boost the energy, cutting the hair, somebody will jump out,* and *stave off the disease*.

3) The result from data collected, the writer found 15 the kinds of metaphor and the most dominant kinds of the cognitive metaphor that use in The

Jakarta Post in the headline news about business news consist of three kinds, there are orientational, structural and ontological metaphor.

4) The writer found the most dominant kinds of the metaphor is the **orientational metaphor** which has percentage 60% , Futhermore, it is followed by **ontological metaphor** with the percentage 26.7%. Then, **structural metaphor** have equal percentage 13.3%. those are the result the kinds of metaphors found in the business column The Jakarta Post. This kinds of metaphor is formed by using the theory of Lakoff and Johnson (2003) and Kovesces (2010).

B. Suggestion

Based on the conclusion above, the writer would like to give some suggestions that may be useful in the future for the readers, researcher, and the college. To whom the writer concerns are:

1) The writer suggests the reader, especially the student of English Department to choose metaphor as the object of research, because there are many interesting aspects which can be analyzed. Besides in daily conversation, metaphor also can be found in article, novels, magazines, movies, etc. Some people do not know how important and crucial to learn the metaphor. It is because people often use metaphorical expression to express their opinion or idea.

2) The writer also recommends the researcher to extend the research which similars with this topic. And also conduct research on different data with different theories so that readers know the difference of the kinds of

metaphor in a literary work. So, the researcher can understand the metaphor, the types of cognitive metaphor and understand the meaning in a literary work well. Furthermore, the researcher will no longer have difficulty to interpret the meaning of the sentences that used metaphor (types of metaphor).

3) And the suggestion for the college, the writer used to observe references mainly about books of the metaphor, the kind of metaphors based on the semantics abroad from the other universities, and also in the collection of semantics book in the school of foreign STBA – JIA where the writer studied. The writer also suggest to provide more semantic and metaphors books. It will make the sense of literature become among in this college and give the information about what will the research in the college.

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BIOGRAPHY

The writer was born in North Sumatra, Medan on November 7th, 1996. His name is Andre Anggi Cun Sipangkar. He is the youngest son of two children. He has one sister and educated at 14 Advent Bekasi Elementary School in 2002. He continued his education to the same place in 14 Advent Bekasi Junior High School Bekasi and graduated in 2010. In 2014, He completed his education in Advent Malang, Purwodadi Senior High School as Social Department Student. After finished his education at Senior High School, he was interested in joining English Department of School of Foreign Language JIA Bekasi. She took Undergraduate program (S1). After studied 4 years at School of Foreign Language JIA Bekasi, then he hope will graduated this year.