

Disclosing Metaphorical Analysis in Political Discourse

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Abstract: Political speeches are often rowdy by various styles of rhetoric. Metaphor, for instance, becomes one of intensive linguistic features employed in the language of politics by the elites in various parts of the world. With regard to this issue, the present study focuses on investigating the form and meaning of metaphor acquired through the mapping between source domain and target domain in Jakarta gubernatorial candidates' speeches 2017. In addition, the study also aims to describe the similarities and differences, as well as to address its relation to the concept of good governance through the metaphorical expressions found in the study. The data in this qualitative research were collected through observation method and note-taking. Based on the results of the study, it can be revealed that the application of conceptual metaphor by the candidates seems to considerably vary and not only discuss political issues but they also discuss the ongoing phenomena to make the people realize the major problems and understand the visions of each candidate. Findings also disclosed that metaphor with regard to the concept of good governance was employed to conceptualize a number of leadership values which tend to be abstract such as country, power, democracy, integration and transparency, law enforcement, social inequalities, and accountability. The results disclosed an overview analysis as well as revealed the importance of interpreting the language use according to the context for in some cases language might be literal and sometimes it might be metaphorical.

1 INTRODUCTION

Howarth (2000) and Angotti (1993) mentioned that politics is struggle for power in order to put the certain ideas of politic, economic and social into practices. In this respect, all of those values cannot be detached from the role of language that always exists and is used in the political actions. Even the use of language has received considerable attention is notably important human culture. Through language, human beings are not only expressing their thoughts, but also conceptualizing and interpreting the world enclosing them. In this process, language plays an important role, for any political action is prepared, accompanied, influenced and employed by language (West & Turner, 2008).

In the last decades, the study of the relationship of language and politics is increasingly attracting the attention of experts from various disciplines (see, for example: Arrese 2016; Fairclough 2001; Boroditsky 2000; Cameron 2010; Ferrari 2007; Howarth 2000; Ives 2004). According to the relation of language, In this paper the researchers will therefore turn the attention towards the examining the role of language

through the matter of metaphor towards the embodiment of the concept of good governance in campaign speeches delivered by the gubernatorial candidates of DKI Jakarta 2017-2022 period as part of democratic society, and in turn, this shall emerge as an area for attention in the recent project because the speeches examined presented vision, mission and issues as well as the actual discourse emerging in the middle of the Jakarta community.

Lakoff and Johnson (2003) stated that metaphor is pervasive in everyday life, not just in language but in thought and action. Our conceptual system thus plays a central role in defining our everyday realities. The concept of good governance in the modernization nowadays, according to has become one of the basic keys in the political discourse to restructure the system of organization of government in Indonesia.

Based on the several illustrations above, it seems that metaphor is not just a linguistic phenomenon. Instead, linguistic metaphors reflect how concepts are organized in our minds. Hence, the study of metaphor could be stated as something that never get enough to serve as research topics.

Even more in depth research about the metaphor keeps remain with the review of various aspects of the discipline. Therefore, it is important the presumably discuss how language is used in the realm of politics. Understanding of the language and thoughts of each candidate can be reflected through the analysis of conceptual metaphors in speeches of the gubernatorial candidates of DKI Jakarta 2017.

Focusing on the use of metaphors, This research shall not only describe, but also understand one thing in terms of another by transferring, or 'mapping' knowledge about one concept (the 'source concept') to another (the 'target concept'). Since a large part of language is metaphoric, as per the conventionality argument, it follows that our conceptual knowledge is also largely metaphoric. By knowing the various structures, the formulation against the concept of good governance through the metaphorical concepts found in the results of the research can be revealed.

2 METHODS

The data in this qualitative research were collected through observation method and note-taking. Data analysis techniques consisted of data reduction, data displays and conclusion.

Under the context to interpret data based on theory, this study is presented within George Lakoff and Mark Johnson (1980) Conceptual Metaphor Theory and Jonathan Charteris-Black's (2004) Critical Metaphor Analytic Approach. It was developed by Jonathan Charteris-Black (2004), in his book *Corpus Approaches to Critical Metaphor Analysis*, as an approach for analyzing metaphors in political discourse. CMA is an approach to discourse that enables us to challenge existing ways of thinking and feeling about human behavior and its relation to language (Charteris-Black, 2004). A comprehensive examination of metaphor choices in a certain discourse can help the readers figure out the hidden intentions of language users and further develop the readers' awareness of social relations that are loaded in metaphoric expression.

Firstly, based on the finding that metaphors have played a salient role in political construction, CMA of political discourse has long been mostly concentrated

on speeches delivered by political leaders and news report, such as Yu-hua & Yan (2007). Apart from the political texts, the researchers have extended their projects to metaphor analysis of financial discourse, such as Charteris-Black (2004), Koller (2006) and López (2010). Besides, the framework of CMA has also been employed in religious discourse, such as Charteris-Black (2004).

Charteris-Black (2004) adopts the three steps in his research: identification, interpretation and explanation of conceptual metaphors. Metaphor identification indicates a close reading of a sample of texts to figure out candidate metaphors. Metaphor interpretation is concerned with ascertaining the relationship between metaphors and the cognitive and pragmatic elements that determine them. At this stage, it is likely to consider the extent to which metaphor choices account for constructing a socially important representation.

After metaphor identification and interpretation, discourse analysts can go further to explain the reasons why these metaphors instead of the others are chosen in a certain situation. Interpretation against the language use of metaphor and the research findings of empirical research by focusing on the relevance of context and formulation of the concept of good governance. Through these steps, it can be seen that the contextual approach by reviewing and looking at the context that existed around the metaphor phrase is the primary step that cannot be ignored.

3 FINDINGS AND DISCUSSION

As cited on the part of the framework, metaphor use in political speeches were investigated in this study. And each of the reports was examined in search of metaphors. Overall, these metaphors could be categorized into the following dominant types: structural (20 times), ontological (17 times), and orientational metaphor (6 times). To know each category a conceptual metaphor, the table below presented the identification data in forms of the use of metaphoric expressions in the speeches of gubernatorial candidates' campaign in DKI Jakarta 2017:

Table 1: Data of conceptual metaphoric use.

Candidates	Conceptual Metaphor			Total	%
	Structural	Ontological	Orientalional		
Agus Harimurti Yudhoyono	8	8	4	20	46,5
Basuki Tjahaja Purnama	3	5	1	9	30
Anies Baswedan	9	4	1	14	32,5
Total	20	17	6	43	
Percentage	46,5%	39,5%	14%		100%

From the analysis that has been done in this study, on the whole, the findings revealed 43 metaphoric expressions. For instance, the candidates chose to keep the public from realizing their primary vision and mission as a result of the coming of gubernatorial elections of DKI Jakarta. Consequently, this research revealed the important role of metaphors to frame good governance issues and sever certain political interests.

First, the first candidate, Agus Harimurti Yudhoyono employed most efficiently 20 metaphoric data of conceptual metaphors (46.5%). It consisted of the use of structural metaphor (8 data). Furthermore, the second candidate, Basuki Tjahaja Purnama employed the least (9 data) of conceptual metaphor among others (30%). It consisted of the use of structural metaphor (3 data), ontological metaphor (5 data), and orientational metaphor (1 data). Last, metaphors employed by the third candidate, Anies Baswedan, 14 data (32,5%) could be categorized into the following dominant types, It consisted of the use of structural metaphor (9 data), ontological metaphor (4 data), and orientational metaphor (1 data).

The possible tendency that could be drawn was that each candidate was capable of packaging ideas conveyed to the public through metaphoric expressions. Once it happened in reality, one should seize the chance. The metaphor by means of the campaign speeches was highly persuasive, convincing the hearers that it was a golden opportunity which could never be missed. Therefore, the metaphor implicitly expressed the gubernatorial candidates' approval of the issue.

In addition, the potential metaphors used by the candidates that could be seen in the table above were likely to be deliberately diverse in their use as an effort to give the effect of anesthesia and to persuade the public. In this research, on the type of structural metaphor, one interesting evidence of deserving attention was the metaphorical use of the journey, commodity, and objects metaphors. For instance, the data "*time bomb*" (bom waktu) as part of object metaphor of ontological category revealed the conflict metaphors employed to give a positive

assessment of their own party ideology and to present a negative evaluation of the party of the opposition. Further example, the use of adjective "*bitter*" (pahit) in structural metaphor "Let us make welfare so that none of the citizens of Jakarta feel the *bitterness* of life." as form of food metaphors used to conceptualize feelings related to the social disparities occurring in Jakarta.

Whereas, the use of nominal "*heart*" (jantung) in metaphoric data "Proclamation was echoed in the *heart* of the capital city Jakarta." ("Proklamasi dikumandangkan di *jantung* ibu kota Jakarta.") as form of part of body metaphors used to conceptualize animate thing in accord with Jakarta itself.

In addition, the findings also disclosed the similarity indicating non-human entity metaphors that tended to be consistent in figuring out metaphoric expressions which consisted of condition meaning (being) and substance use. In this respect, a reflection that wanted to be disclosed through the use of metaphors was mainly obvious, the gubernatorial candidates tried to objectify something abstract. This can be made clear by looking at the following data "time is getting closer." Where the time serves as the target domain that has the abstract concept is projected with the human figure that has the ability to step closer or away.

Therefore, as the analysis done on such example revealed that existing elements behind the source domain was on the form of human entity. This can be discovered through the use of metaphors that derive from the word *closer* (mendekat). By understanding the details of the data above, this phenomenon also disclosed that the diversity of meaning occurs due to the expansion because there were two words used in metaphoric expressions compared in different contexts.

Based on the results of the study, it can be revealed that the application of conceptual metaphor by the candidates seems to considerably vary and not only discuss political issues, they also discuss the ongoing phenomena to make the people realize the major problems and understand the visions of each candidate. Findings also disclosed that metaphor with

regard to the concept of good governance was employed to conceptualize a number of leadership values which tend to be abstract such as democracy, justice, integration and transparency, law enforcement, and social inequalities. The results disclosed an overview analysis as well as revealed the importance of interpreting the language use according to the context for in some cases language might be literal and sometimes it might be metaphorical.

4 CONCLUSIONS

A comprehensive examination of metaphor choices in a certain discourse can help the readers figure out the hidden intentions of language users and further develop the readers' awareness of social relations that are loaded in metaphoric expression. The existence of metaphors can be traced through the existence of a mapping from a domain concept the source and target domains. As for the concepts used in the mapping of source domain and target domain in the gubernatorial candidates' campaign speeches of DKI Jakarta 2017 consists of two concepts, concrete and abstract concepts. This research has been able to uncover the existence of similarities and differences in realization of conceptual metaphor in which the use of metaphoric expressions not only discussing political issues itself, but also discussing the happening issue thus the society is aware of the existing problems and understands the political vision and mission of each candidate. And in fact, metaphors are used to build a particular discourse meant as non-textual contexts understood by the candidates and the citizens of DKI Jakarta, which demonstrated the campaign speeches of Jakarta 2017. Metaphors in accord with the concept of good governance is used for conceptualize the metaphorical expressions against the effort of realizing governance order that is likely to be abstract such as democracy, justice, integration and transparency, law enforcement, and social disparities.

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