





does not mean that the two are identical. Instead, cognitive semanticists claim that the meanings associated with linguistic units such as words, for example, form only a subset of possible concepts. After all, we have many more thoughts, ideas and feelings than we can conventionally encode in language. In other words, the more experiences we have can help us to form more set of concepts in the minds of speaker-hearers.

Cognitive linguistics can also be understood by another researcher's view like Ibarretxe-Antuñano (2004). He states that cognitive linguistics is a new approach to the study of language which views linguistic knowledge as part of general cognition and thinking (mental processes of reasoning, memory, attention or learning)

For cognitive linguists, language is not structured arbitrarily. It is motivated and grounded more or less directly in experience, in our bodily, physical, social, and cultural experiences.

Human experience is the motivation for what is meaningful in the human mind; thought is not a manipulation of symbols but the application of cognitive processes to conceptual structures. Meaning structures come not only from the direct relationship with the external world but also from the nature of bodily and social experience (how humans interact with the world) and from human capacity to project from some aspects based on this experience to some abstract conceptual structures.

The important point of this section, both researchers explained that cognitive linguistics is the study of the relationship between language, human





seem strange even to call what they were doing "arguing." In perhaps the most neutral way of describing this difference is every culture has its discourse form to structures their conceptual metaphor.

In the cognitive linguistic view, Kövecses (2010) says metaphor is defined as understanding one conceptual domain in terms of another conceptual domain. A conceptual metaphor consists of two conceptual domains, source domain and target domain. The conceptual domain from which we draw metaphorical expressions to understand another conceptual domain is called **source domain**, while the **target domain** is the domain that we try to understand through the use of the source. Examples of this include when we talk and think about *arguments* in terms of *war*. The target domain is *arguments* and the source domain is *war*.

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 concept as their source. 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. In other word, the metaphorical process typically goes from the more concrete to the more abstract but not the other way around. Human experiences with the physical world serve as a natural and logical foundation for the comprehension of more abstract domains.





















Ekaning Krisnawati (2014) has conducted the research about Metaphor in Indonesian Soccer News. It discussed a cognitive view on metaphors found in Indonesian soccer news published in two Indonesian newspapers. This research used conceptual metaphor theory by Lakoff and Johnson (1980). The writer used MIPVU (Metaphor Identification Procedure Vrije Universitet) method developed by Steen et al. (2010) to identify metaphorical linguistic expressions in the data sources. The results revealed that metaphorically, the game of soccer perceives goals as gold and crops, and the games themselves are hunting.

Faisal Risdianto (2014) has done with the research about The Use of Metaphor in Barack Obama's Inauguration Speech. This research was a (qualitative) bibliographical study. This study aimed to elaborate the uniqueness of Barack Obama's inaugural speech after he was sworn in as the 44th US president at 20 January 2009. The writer used the perspective of Lakoff and Johnson's conceptual metaphor to analyze the data. The result of analysis showed 23 sentences which contain metaphor in Barrack Obama's inaugural speech text. the researcher drew a conclusion that Obama effectively and creatively used metaphorical expressions in convincing his people about his future plans. His remarkable speech discussed how to solve the great scale of the economic mess that now confronts the US and the common feeling of the loss of national self-confidence.

Murdani, Yusrita Yanti, & Nova Rina (2014) were done with a research about the use of metaphor in the Jakarta Post. Their theoretical





visitors from 202 countries, FIFA in each host city gathered a total of 5 million people.

The final match was played at Estádio do Maracanã in Rio de Janeiro and won by Germany. Germany became the first European team to win a World Cup staged in the Americas. As the winners, Germany qualified for the 2017 FIFA Confederations Cup in Russia. The runner-up of this game was Argentina, the Netherlands came to the third-place, and the fourth-place was Brazil.

World cup match was the most awaited football competition by almost the entire people in this world. It was not surprised when this match became the world topic through various media such as newspapers, televisions, YouTube, and many others online media.

One of media which reported World Cup 2014 match was The Jakarta post. It was an English-language newspaper in Indonesia. It has printed version and online version. Jakarta Post reported the world cup matches from the qualification until the final match.

All in all, because the main topic of this research was about conceptual metaphor, the writer intended to analyze metaphors and kinds of conceptual metaphors used by The Jakarta Post in World cup 2014 news which retrieved from <http://www.thejakartapost.com>.