

Metaphors in World Cup 2014 Brazil from *The Jakarta Post*

THESIS

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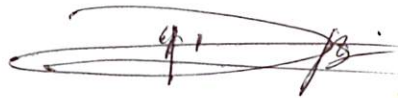
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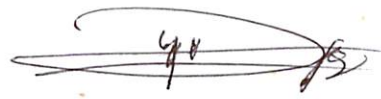
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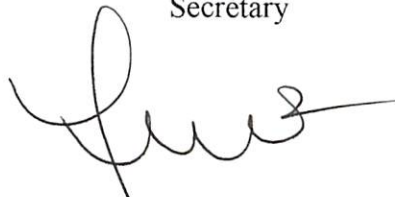
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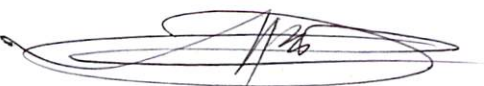
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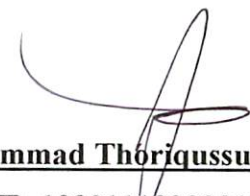
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ABSTRACT

Sholihah, Mirmayatus. 2015. Metaphors in World Cup 2014 from *The Jakarta Post*. Thesis. English Department. Faculty of Letters and Humanities. State Islamic University Sunan Ampel Surabaya. Thesis advisor: Endratno Pilih Swasono, M.Pd.

Metaphors are not only viewed as a matter of language alone. In Cognitive linguistics view, metaphors influences the way we think and act in everyday life. Metaphors can be found in different aspect of our daily life, and one is founded in sport news. This research was focused on metaphor that used by The Jakarta Post in World Cup 2014 news.

This research aims to analyze the conceptual metaphors, kinds and the common kinds of conceptual used by The Jakarta Post in World Cup 2014 news. The researcher used Lakoff and Johnson (1980) as the theoretical frameworks. According to Lakoff and Johnson (1980), Conceptual Metaphors can be classified into its three types, they were structural metaphor, orientational metaphor, and ontological metaphor. Because of that, the researcher presented two problems on this study: (1) What Conceptual Metaphors are used by The Jakarta Post in World Cup 2014 Brazil? (2) What kinds and the most common kind of conceptual metaphors are used by The Jakarta Post in World Cup 2014 Brazil?

This study is a Qualitative research. The data was taken from World Cup 2014 News in The Jakarta Post (online version). The data are linguistic expressions which contain metaphorical cases. The researcher made herself as the instrument in collecting and analyzing all data. The Identification Metaphor Procedures (IMP) developed by Pragglejaz Group (2007) is used to identify the data and Charteris-Black's The Critical Metaphor Analysis (CMA) is also used to analyze the data.

The result found fifteen metaphorical linguistic expressions which form five conceptual metaphors. Three conceptual metaphors were classified into structural metaphor, a conceptual metaphor was classified into orientational metaphor and a conceptual metaphor was classified into ontological metaphor. Among the three kinds of conceptual metaphors, the structural metaphors are the most frequent used in the Jakarta Post.

***Key words:* Cognitive linguistics, Conceptual Metaphors, The Jakarta Post, World Cup 2014.**

ABSTRAK

Sholihah, Mirmayatus. 2015. *Metaphors in World Cup 2014 from The Jakarta Post*. Thesis. English Department. Faculty of Letters and Humanities. State Islamic University Sunan Ampel Surabaya. Thesis advisor: Endratno Pilih Swasono, M.Pd.

Metafora tidak hanya di pandang sebagai bagian dari bahasa saja. Menurut pandangan kognitif linguistik, metafora mempengaruhi pola pikir dan tindakan manusia dalam kehidupan sehari-hari. Metafora dapat ditemukan pada berbagai macam aspek kehidupan manusia sehari-hari, salah satunya bisa kita jumpai pada berita olahraga. Penelitian ini difokuskan pada penggunaan metafora pada berita Piala Dunia 2014 yang diterbitkan oleh The Jakarta Post .

Penelitian ini bertujuan untuk menganalisis metafora konseptual, jenis metafora konseptual dan metafora konseptual yang paling sering digunakan oleh The Jakarta Post pada berita Piala Dunia 2014. Peneliti menggunakan teori dari Lakoff dan Johnson (1980) sebagai kerangka teoritis. Menurut Lakoff dan Johnson (1980), Metafora konseptual dapat diklasifikasikan menjadi tiga jenis, yaitu metafora struktural, metafora orientational, dan metafora ontologi. Berhubungan dengan teori di atas, peneliti menghadirkan dua masalah yang akan dibahas pada penelitian ini: (1) Metafora konseptual Apakah yang digunakan oleh The Jakarta Post pada berita Piala Dunia Brasil 2014? (2) Jenis metafora konseptual apa yang digunakan oleh The Jakarta Post pada berita Piala Dunia Brasil 2014 and jenis yang mana yang sering digunakan?

Penelitian ini merupakan penelitian kualitatif. Data pada penelitian ini diambil dari berita Piala Dunia 2014 yang di terbitkan oleh The Jakarta Post secara on-line. Datanya berupa ekspresi linguistik yang mengandung metafora. Peneliti bertindak sebagai instrumen yang mengumpulkan dan menganalisa sendiri semua data. Prosedur Identifikasi Metafora (IMP) yang dikembangkan oleh Pragglejaz Group (2007) digunakan untuk mengidentifikasi data dan teori Analisa Kritis Metafora (CMA) oleh Charteris-Black juga digunakan untuk menganalisis data.

Hasil dari penelitian ini meneemukan lima belas ekspresi linguistik yang membentuk lima metafora konseptual. Tiga metafora konseptual diklasifikasikan ke dalam metafora struktural, satu metafora konseptual diklasifikasikan ke dalam metafora orientational dan satu metafora konseptual diklasifikasikan ke dalam metafora ontologi. Di antara tiga jenis tersebut, metafora struktural merupakan jenis metafora konseptual yang paling sering digunakan oleh The Jakarta Post.

Kata kunci: *Kognitif Linguistik, Metafora Konseptual, The Jakarta Post, World Cup 2014.*

CHAPTER I

INTRODUCTION

This chapter presented the discussion on the background of the study, statement of problems, research purposes, significance of the study, scope and limitation, and definition of key terms.

1.1 Background of Study

Language is one of important thing in society. Through language, people can communicate and express their wills, desires, and feelings. There are two ways to express the speaker's feeling, literal language and figurative language. Literal language means exactly what it says. Then, Figurative language is the type of language in which "it doesn't mean what it says"

(Hawkes, 1972). Figurative language creates an imagination to the reader or listener to help them understand the meaning of the sentence. Figures of speech are used in figurative language. Kinds of figure of speech used in figurative language are metaphor, simile, hyperbole, personification and synecdoche. Then, the discussion topic in this research is about metaphor.

Metaphor is commonly known as a kind of figures of speech. Figures of speech express the idea that goes beyond the literally meaning. According to Jufrizal and Refnaldi (2008), metaphor is a figure of speech which concisely compares two things by saying the one is the other. It is considered implied comparison because it compares two things without using

comparative markers such as 'like' or 'as'. For example "Her home was a prison", it is not literally means that her home is a prison. The readers have to understand this sentence using their imagination that her home had some of the characteristics of a prison. The readers will imagines that she could not leave her home, maybe her parents forced her to stay at home, and she was trapped inside. In this sentence, "prison" is a metaphor. The idea of prison is not the same as its literal meaning which describes that prison is made of metals, place for criminals, and guarded by polices.

A different view about metaphor comes from Cognitive linguists. In the cognitive linguistics, metaphor is not merely viewed as characteristic of language alone. Metaphor is pervasive in everyday life, not just in language but in thought and action (Lakoff and Johnson, 1980:3). It means that the way we think, what we experience, and what we do every day is influenced by metaphor. Because metaphor influences human conceptual system (in the terms of which we both act and think), so it is called conceptual metaphor.

The conceptual metaphor can be seen in the following examples:

ARGUMENT IS WAR

He attacked every weak point in my argument.
I've never won an argument with him.
He shot down all my arguments.

This is an example of a metaphorical concept, namely, ARGUMENT IS WAR. Argument and war are different kind of things. "War" is a physical battle with weapons and armies as the device to attack the enemies and gain a win or lose. However, the expressions "attacked every weak point", "won"

and “Shot down” are used to depict the concept of *war* in arguing. When arguing something, we see the people we are arguing with as an enemy. We will attack his position and defend our own. It means we can attack his argument using our ideas or perspectives and we have to defend our ideas to gain a win in that arguing performance. It shows that many of the things that someone does in arguing are partially structured by the concept of war. In other word, what we talk is about “argument” but we act according the way we conceive it as a “war”. ARGUMENT is structured, understood, performed, and talked about in terms of WAR. The concept is metaphorically structured, the activity is metaphorically structured, and the language is metaphorically structured. In this sense, the ARGUMENT IS WAR is one of metaphors that we live by in this culture, because “war” structures the performing action in arguing.

The use of metaphor cannot be separated in everyday life. Metaphors could be found in various research fields, such as in novels (e.g. Jannah, 2012), medical discourse (e.g. Wen-Yu Chiang & Ren-Feng Duann, 2007), speeches (e.g. Dewanti, 2011; Lesz, 2011; Sabu, 2011; Risdianto, 2014), advertisement (e.g. Xianrong Zhang, 2009), newspaper (e.g. Bergh, 2011; Murdani, Yanti, & Rina, 2014; Krisnawati, 2014) and etc.

Analysis of conceptual metaphor for thesis was commonly taken from speeches. The researcher tried to show there was another interesting object that still rare to analyze conceptual metaphor, it was about sport news. So far

the researcher only got two researchers, Bergh (2011) and Krisnawati (2014) who studied conceptual metaphor in sport news.

Doing a research about conceptual metaphor in sport news would be interesting because we could find metaphorical cases in terms of factual report which often dominated by literal meaning. This research discussed about conceptual metaphor in sport news, especially the news of World Cup 2014 Brazil. World Cup is the biggest event in football competition, it would be special because it is only held in every four years unlike other football competitions that can be seen in every season. The news of World Cup 2014 was taken from The Jakarta Post (Online Version). It is an English-language newspaper from Indonesia where the researcher comes from. The same cultural background enables researchers to examine conceptual metaphors which exist in the news of World Cup 2014, because different culture has different form to structure a conceptual metaphor. Online version of The Jakarta Post would collect the news easily, by texting in searching column device, the researcher could find all news of World Cup 2014 Brazil.

This research is focus on conceptual metaphors that used by The Jakarta Post in World Cup 2014 news. Conceptual metaphor is different with metaphor as one of figures of speech. A conceptual metaphor needs linguistic expressions that cluster together to form a conceptual metaphor, it was like the previous example that used expressions "attact", "won", and "shot down" to form a conceptual metaphor, namely ARGUMENT IS WAR. Because of that, this research began to focus on identifying linguistic expressions in World

Cup 2014 news. After that, it focused on analyzing conceptual metaphors which is structured by linguistic expressions using conceptual metaphor theory based on Lakoff and Johnson (1980). Then, it classified into three kinds of conceptual metaphor, namely, structural metaphor, orientational metaphor and ontological metaphor based on Lakoff and Johnson's theory (1980).

1.2 Statement of Problems

Based on the background of the study, the researcher decides some research problem as follow:

1. What Conceptual Metaphors are used by The Jakarta Post in World Cup 2014 Brazil?
2. What kinds and the most common kind of conceptual metaphors are used by The Jakarta Post in World Cup 2014 Brazil?

1.3 Research Purposes

Based on the research problem, the researcher decides the aims of this research are:

1. To find and describe conceptual metaphors used by The Jakarta Post in World Cup 2014 Brazil.
2. To find kinds and the most kind of conceptual metaphors used by The Jakarta Post in World Cup 2014 Brazil.

1.4 Significance of the Study

This research contains several benefits to the researcher and to the readers. The benefits are:

1. To enrich our knowledge about conceptual metaphor, the process of linguistic expressions forms the conceptual metaphor, the meaning of conceptual metaphor, kinds of conceptual metaphors which found in World Cup 2014 Brazil from The Jakarta Post.
2. To give a greater awareness that metaphors is everywhere in our daily life. Metaphors are not only can be found in novels, medical discourses, advertisements, political speeches, but also in sport news as the main topic of this research.

1.5 Scope and Limitation

This research only focuses on analyzing conceptual metaphors and kinds of conceptual metaphors that used by The Jakarta Post in World Cup 2014 Brazil which posted from 4th June 2013 to 15th July 2014. It was retrieved from *www.thejakartapost.com*.

1.6 Definition of Key Terms

1. Cognitive Linguistics

Cognitive Linguistics refers to the linguistic research of all kinds on the interaction between language and cognition.

2. Metaphors

Metaphor is a way to understand one thing in the terms of other things. It means the contextual meaning contrasts with the basic meaning but can be understood in comparison with it. Metaphors in this research refer to linguistics expressions (could be in the form of words, phrases or clauses or even sentences) that contain metaphorical cases.

3. World Cup 2014 Brazil

World Cup is an international football competition in every four years. The World cup 2014 is played in Brazil. In this research, it means a news topic of sport article from the Jakarta Post newspaper (online version) that contains metaphorical cases.

4. The Jakarta Post

The Jakarta post refers to a website source of this research known as www.thejakartapost.com. It is an online version of the largest English-language newspaper in Indonesia where the data of this research was taken.

CHAPTER 2

REVIEW OF LITERATURE

This chapter presented some theories related to this research, previous studies and an overview about World Cup 2014.

2.1 Theoretical Framework

This section discussed some theories related to this research, they were cognitive linguistics, conceptual metaphors, conceptual metaphors as a set of mapping and kinds of metaphor.

2.1.1 Cognitive Linguistics

Cognitive linguistics is concerned with investigating the relationship between human language, the mind and socio-physical experience (Evans, digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id Bergen, and Zinken, 2007:2).

Cognitive linguistics practice can be divided into two main areas of research: cognitive semantics and cognitive (approaches to) grammar. The area of cognitive semantics is concerned with investigating the relationship between experience, the conceptual system, and the semantic structure encoded by language. A cognitive approach to grammar is concerned with modeling the language system (the mental 'grammar'), rather than the nature of mind.

Conceptual metaphor theory was one of the earliest and most important theories to take a cognitive semantic approach.

Lakoff and Johnson's (1980) said that metaphor is not simply a stylistic feature of language, but that thought itself is fundamentally metaphorical. According to this view, conceptual structure is organized by cross domain mappings or coherences which exist in long term memory. For example, we can think and talk about *quality* in terms of *vertical elevation*, as in this example:

She got a really *high* mark in the test.

Where *high* related not literally to physical height but to a good mark. According to Conceptual Metaphor Theory, this is because the conceptual domain *quality* is structured and understood in terms of the conceptual domain *vertical elevation*. The claims made by conceptual metaphor theorists like Lakoff and Johnson directly relate to two of the central assumptions associated with cognitive semantics. The first is the embodied cognition thesis, and the second is the thesis that semantic structure reflects conceptual structure.

Embodied cognition thesis is related to experience. Human experience is embodied, it means structured by the nature of the bodies we have and by our neurological organization (cognition). People can only talk about what they can perceive and conceive, and the things that they can perceive and conceive derive from experiences which saved in their mind in the long term memory. The function of the embodiment experience helps us to create the concepts from the nature of the "reality" that we think and talk about.

The second guiding principle is semantic structure reflects conceptual structure. Semantic structure can be equated with conceptual structure but it

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 sets 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

mind and experience. People can only talk using a language that they can perceive and conceive, and all of it derives from physical, social and cultural experience which is saved in their mind.

2.1.2 Conceptual Metaphors

Metaphor is for most people a device of the poetic imagination and the rhetorical flourish. Metaphor is typically viewed as characteristic of language alone, a matter of words rather than thought or action.

According to Lakoff and Johnson (1980), metaphor is a way of conceiving of one thing with the other thing and its primary function is to understanding. Metaphor is not only viewed as characteristics of language, it is pervasive in everyday life, not just in language but in thought and action.

Human ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature. The concepts govern human mind and everyday functioning. It means the concepts structure what people perceive, how they get around in the world, and how they relate to other people. The conceptual system thus plays a central role in defining everyday realities. In other word, conceptual metaphor is a neural mapping that influences how people think, reason, and act in everyday life.

Lakoff and Johnson (1980) have found a way to begin to identify in detail just what the metaphors are structure how people perceive, how people think, and what people do. They start with the concept ARGUMENT and the

conceptual metaphor ARGUMENT IS WAR. This metaphor is reflected in our everyday language by a wide variety of expressions:

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.

All variety of expression above shows that many of the things that people *do* in arguing are partially structured by the concept of war. We can actually win or lose arguments. We see the person we are arguing with as an opponent. We attack his positions and we defend our own. We plan and use strategies. Though there is no physical battle, there is a verbal battle, and the structure of all variety of expression above reflects this. The conceptual metaphor ARGUMENT IS WAR is one of metaphor that we live by in our culture and its structures what we do, how we understand, and what we are doing when we perform in arguing.

Try to imagine a culture where arguments are not viewed in terms of war, where no one wins or loses, where there is no sense of attacking or defending. Imagine a culture where an argument is viewed as a dance, the participants are seen as performers, and the goal is to perform in a balanced and aesthetically pleasing way. In such a culture, people would view arguments differently, experience them differently, and talk about them differently. But it would probably not view them as arguing at all. It would

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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.

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In this explanation so far, the researcher can conclude that metaphor is not just a matter of language or words. There are metaphors in a person's conceptual system, it influences how people think, reason and act in everyday life. The concepts derive from human experiences (include physical, social and cultural experiences). When people know a conceptual metaphor, they use the linguistic expressions that reflect it in such a way, in other word, they use metaphorical linguistic expressions that cluster together to form systems called **conceptual metaphors**. In the present example by Lakoff and Johnson, people use variety of expressions such as *indefensible*, *attacked every weak point*, *won*, *shot down*, etc to form a conceptual metaphor, ARGUMENT IS WAR. ARGUMENT is structured, understood, performed, and talked about in terms of WAR. The concept is metaphorically structured, the activity is metaphorically structured, and the language is metaphorically structured.

2.1.3 Conceptual Metaphor as a Set of Mapping

According to Lakoff and Johnson (1980), the metaphorical concept is systematic, the language we use to talk about that aspect of the concept is systematic. In the ARGUMENT IS WAR metaphor, all expressions from the vocabulary of war, e.g., *attack a position*, *indefensible*, *strategy*, *new line of attack*, *win*, *gain ground*, etc., form a systematic way of talking about the battling aspects of arguing.

There is a set of systematic correspondences between the source and the target, the constituent conceptual elements of B correspond to constituent

elements of A. Technically, this conceptual correspondences are often referred to as **mappings** (Kövecses, 2010:7). We can see an example of the systematic set of mapping in the following conceptual metaphor.

LOVE IS A JOURNEY

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

We're just *spinning our wheels*.

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

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

This relationship is *foundering*.

We're *at a crossroads*.

We've *gotten off the track*.

We can't *turn back* now.

This relationship is *a dead-end street*.

The uses of the sentence "I don't think this relationship is *going anywhere*", the expression *go somewhere* indicates travelling to a destination, in this particular sentence, a journey that has no clear destination. The word "*I*" obviously refers to the travellers. This sentence then gives us three constituent elements of journeys: the travellers, the travel or the journey, and the destination. However, when we hear this sentence in the appropriate context, we will interpret it to be about love, and we will know that the speaker of the sentence has in mind not real travellers but lovers, not a physical journey but the events in a love relationship, and not a physical destination at the end of the journey but the goal(s) of the love relationship. The sentence "We're just *spinning our wheels*" suggests that somehow relationships are conceptually equated with the vehicles used in journeys. The sentence "It's been *a bumpy road*" is not about the physical obstacles on the way but about the difficulties that the lovers experience in their relationship. And the sentence "We're *at a crossroads*" will mean that choices have to be

made in the relationship, and not that a traveller has to decide which way to go at a fork in the road.

From these interpretations, we can lay out a set of mappings between constituent elements of the source and target. In giving the mappings, Kövecses reverse the target-source order of the conceptual metaphors. He adopts this convention to emphasize the point that understanding typically goes from the more concrete to the more abstract concept.

Source: JOURNEY	Target: LOVE
the travelers	⇒ the lovers
the vehicle	⇒ the love relationship itself
the journey	⇒ events in the relationship
the distance covered	⇒ the progress made
the obstacles encountered	⇒ the difficulties experienced
decisions about which way to go	⇒ choices about what to do
the destination of the journey	⇒ the goal(s) of the relationship

This is the systematic set of mappings, that characterize the love is a journey conceptual metaphor. It was the application of the journey domain to the love domain that provided the concept of love with this particular structure or set of elements.

A conclusion from this part describes that when the speakers know a conceptual metaphor, they use linguistic expressions that reflect it in such a way (systematic way) that they do not violate the mappings that are conventionally fixed for the linguistic community. However, there is an important point that should be remembered, Kövecses (2010:10) states that not any element of B can be mapped onto any element of A.

2.1.4 Kinds of Conceptual Metaphor

According to Lakoff and Johnson (1980) and Kovecses (2010), there are mainly three kinds of metaphorical concepts, namely, orientational metaphor, structural metaphor and ontological metaphor.

First, **structural metaphors** are cases where one concept is metaphorically structured in the terms of another (Lakoff and Johnson, 1980:14). In this kind of metaphor, the source domain provides a relatively rich knowledge structure for the target concept. Source domains provide frameworks for target domains. In other words, the cognitive function of these metaphors is to enable speakers to understand target A by means of the structure of source B. ARGUMENT IS WAR is an example of a structural metaphor. The concept *argument* is structured in the term of *war*.

There are a lot of other structural metaphor examples in our everyday life. One of them is the metaphorical concept "TIME IS MONEY", which is reflected in contemporary English.

TIME IS MONEY

You're *wasting* my time..
 I don't *have* the time to *give* you.
 How do you *spend* your time these days?
 I've *invested* a lot of time in her.
 I don't *have enough* time to *spare* for that.
 You're *running out* of time.
 You need to *budget* your time.
 Do you *have much* time *left*?
 You don't *use* your time, *profitably*.
 I *lost* a lot of time when I got sick.
 Thank you *for* your time.

Time in Western culture is a valuable commodity. In modern Western culture, work is typically associated with the time it takes and time is precisely

quantified, it has become customary to pay people by the hour, week, month or year. TIME IS MONEY reflected in many ways: telephone message units, hourly wages, hotel room rates, interest on loans, and paying your debt to society by "serving time." This concept has arisen in modern industrialized societies and structures the basic everyday activities in a very profound way. Corresponding to the fact, people act as time is a valuable commodity, a limited resource, even money. People conceive of time that way. Thus People understand and experience time as the kind of thing that can be spent, wasted, budgeted, invested wisely or poorly, saved, or squandered.

TIME IS MONEY, TIME IS A LIMITED RESOURCE and TIME IS A VALUABLE COMMODITY are all metaphorical concepts. They are metaphorical since we are using our everyday experiences with money, limited resources, and valuable commodities to conceptualize time. This isn't a necessary way for human beings to conceptualize time; it is tied to our culture.

There are cultures where time is none of these things (Lakoff and Johnson, 1980:8-9). It means that culture also influences the way people use conceptual metaphor, different culture will form different conceptual metaphors.

Second, the next kind of metaphor is **orientational metaphor**. This metaphor organizes a whole system of concepts with respect to one another. It means orientational metaphor organizes concepts by giving them a spatial orientation: up-down, in-out, front-back, on-off, deep-shallow, central-peripheral. These spatial orientations derive from the structure of our bodies

and how we physically interact in our culture or environment. These 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."

Such metaphorical orientations are not arbitrary. They have a basis in human physical and cultural experience. Though the polar oppositions are physical in nature, the orientational metaphors based on them vary from culture to culture. For example, in some cultures the future is in front of us, whereas in others it is in back. The use of orientational metaphor is depending on kind of physical and cultural experience of each society.

Lakoff and Johnson (1980:15) give a brief illustration about how such metaphorical concept might have arisen from our physical and cultural experience. These accounts are mean to be suggestive and plausible, not definitive.

HAPPY IS UP; SAD IS DOWN

I'm feeling *up*. That *boosted* my spirits. you're in *high spirits*.
I'm feeling *down*. I'm *depressed*. I *fell* into a depression.

physical basis: Drooping Posture typically goes along with sadness and depression, erect posture with a positive emotional state.

CONSCIOUS IS UP; UNCONSCIOUS IS DOWN

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

Physical basis: Humans and most other mammals sleep lying down and stand up when they awaken.

HEALTH AND LIFE ARE UP SICKNESS AND DEATH ARE DOWN

He's at the *peak* of health. Lazarus *rose* from the dead. As to his health, he's way *up* there.

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He *fell* ill. He came down with the flu. He dropped dead.

Physical basis: Serious illness forces us to lie down physically. When you're dead, you are physically down.

The concept *up* is same in all these metaphors, but the experiences on which these *up* metaphors are very different. HAPPY IS UP has a different kind of experiential basis than CONSCIOUS IS UP or LIFE AND HEALTH ARE UP. Our experience in many different ways gives rise to many different metaphors.

Third, the last kind of conceptual metaphor is **ontological metaphor**. According to Lakoff and Johnson (1980: 25), Ontological metaphors provide ways of viewing events, activities, emotions, ideas, etc., as entities and substances.

Lakoff and Johnson take the experience of rising price which can be metaphorically viewed as an entity via the noun *inflation*.

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INFLATION IS AN ENTITY

Inflation is lowering our standard of living.

If there's much *more inflation*, we'll never survive.

We need to *combat inflation*.

Buying land is the best way of *dealing with inflation*.

Inflation makes me sick.

Inflation here is viewed as an entity, it is possible to refer to it, to quantify it, to act with respect to it and to see it as a cause for something.

Ontological metaphors serve various purposes, and the various kinds of metaphors there are reflect the kinds of purposes served. The following list gives some idea of the kinds of purposes:

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Reffering

My fear of insects is driving my wife crazy.

The *middle class* is a *powerful silent force* in American politics.

Quantifying

It will take *a lot of patience* to finish this book.

DuPont nas *a lot of political power* in Delaware.

Identifying Aspect

The *ugly side of his personality* comes out under pressure.

We never got to feel *thrill of victory* in Vietnam.

Identifying Causes

The *pressure of his responsibilities* caused his breakdown.

Our influence in the world has declined because of our *lack of moral fiber*

Setting Goals and Motivating Actions

He went to New York to *seek fame and fortune*.

She saw getting married as the *solution to her problems*.

Most of these expressions are not noticed as being metaphorical. The reason for this is that ontological metaphors serve a very limited range of

purposes (referring, quantifying, etc.), it is merely viewing a nonphysical thing

as an entity or substance does not allow us to comprehend very much about it.

Ontological Metaphor is used to comprehend events, actions, activities, and states. Events and actions are conceptualized metaphorically as objects, activities as substances, states as containers. (ibid., 30)

Personification is the extension of ontological metaphor. It comprehends a wide variety of experiences with nonhuman entities in the terms of human motivations, characteristics, and activities. In other word, it is seeing something nonhuman as human. Here are some examples:

Inflation *has attacked* the foundation of our economy.

Our biggest *enemy* right now is *inflation*

The dollar *has been destroyed* by inflation

Inflation *has robbed* me of my savings.

Here inflation is personified, but the metaphor is not merely INFLATION IS A PERSON. It is much more specific, namely, INFLATION IS ADVERSARY. Its specific metaphor about inflation is used to give a way of acting toward it. People think of inflation as an adversary that can attack them, hurt them, steal from them, even destroy them.

The point here is that personification is a general category that also provides a very wide range of metaphors.

2.2 Previous Study

Some previous researchers have done their research about conceptual metaphor in different aspects of life, they were as follow:

The researcher found another researcher who has been analyzed metaphor in medical discourse. Wen-Yu Chiang and Ren-Feng Duann (2007) were done with her research about *Conceptual metaphors for SARS: 'war' between whom?* They analyzed naming strategies and conceptual metaphors for SARS in three major broadsheet newspapers, The Liberty Times and The United Daily News in Taiwan, and The People's Daily in China, their research demonstrated how the political agendas and underlying ideologies of newspapers permeated their use of metaphors. They took critical metaphor analysis (Charteris-Black, 2004) as the theoretical framework. They argued that all the linguistic devices under consideration represent SARS as an issue in the domain of political rather than medical discourse.

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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 Barack 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

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frameworks proposed by Lakoff and Johnson (1980). Their finding showed two conclusions. First, metaphorical expression is also used in political issues. Second, there are three types of metaphor used in the Jakarta post, namely structural metaphor, orientational metaphor and ontological metaphor. Among the three types of metaphors, orientational and ontological metaphors were the most frequent used in the Jakarta Post and structural metaphor was rare one.

The researcher took a lot of lessons from all previous studies, it also helped the researcher the way to start until finish this research about conceptual metaphor. Perhaps, this research had same topic about sport news with one of the previous studies above. However, in this research, the data was taken from English language newspaper which did not need to be translated as the previous study did. The researcher also wanted to not only focus on a target domain from the data.

2.3 World Cup 2014

World Cup was an international football competition in every four years. The 2014 FIFA World Cup was the 20th FIFA World Cup, It took place in Brazil from 12 June to 13 July 2014. The qualification matches played between June 2011 and November 2013.

There were 32 teams played a total of 64 matches in 12 venues located in many host cities across Brazil. The Twelve cities that hosted matches are Belo Horizonte, Brasilia, Cuiaba, Curitiba, Fortaleza, Manuas, Natal, Porto Alegre, Recife, Salvador, Sao Paulo and Rio de Janeiro. The country received

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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>.

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CHAPTER 3

RESEARCH METHODOLOGY

This chapter presented the research design, data and data sources, research instruments, data collection, and data analysis that used throughout this research.

3.1 Research Design

This research was a qualitative research. A generic definition of qualitative research was provided by Denzin and Lincoln (2000) as follows:

Qualitative research is a situated activity that locates the observer in the world. It consists of a set of interpretive, material practices that make the world visible. These practices transform the world. They turn the world into a series of representations, including field notes, interviews, conversations, photographs, recordings, and memos to the self. At this level, qualitative research involves an interpretive, naturalistic approach to the world. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them.

In addition, Strauss and Corbin (1998:11) provided a simple definition by the term 'qualitative research', it means any type of research that produces findings not arrived at by statistical procedures or other means of quantification.

The researcher used qualitative method because this research was focused on identifying and interpreting the conceptual metaphors that found in the news of World Cup 2014. It did not pay attention on the numbers of occurrence or statistical procedures.

3.2 Data and Data Sources

In qualitative research, Ryan and Bernard's (2000) divided qualitative data into its three main forms: text, images, and sounds. In short, qualitative research involves collecting or working with text, images, or sounds.

The data of this research was in the form of text. The data of this research were metaphorical linguistics expressions. The data could be in the form of linguistics expression (words, phrases, and sentences) which found in sport article, especially in the news of World Cup 2014 Brazil.

The source data was taken from The Jakarta Post newspapers (online version) that posted from 4th June 2013 to 15th July 2014. It was retrieved from *<http://www.thejakartapost.com>*.

3.3 Research Instrument

In Qualitative research, the main instrument was the researcher herself.

The researcher became the research instrument who actively and directly participates in data collection and data analysis.

3.4 Data Collection

The researcher used MIP (Metaphor Identification Procedure) developed by Pragglejaz Group (2007) as the method of data collection. The researcher used this method to identify the metaphorical linguistics expressions which found in the news of World Cup 2014. The core of the MIP procedure compares contextual and basic meanings of lexical units. If the two

meanings can be contrasted but can be understood in comparison to each other, the unit is metaphorically used (Krennmayr, 2011:29).

According to MIP, There were procedure consists of a short set of instructions to identify metaphors in text (Pragglejaz Group, 2007, p. 3).

1. Read the entire text/discourse to establish a general understanding of the meaning.
2. Determine the lexical units in the text/discourse.
3. a) For each lexical unit in the text, establish the contextual meaning.
b) For each lexical unit, determine if it has a more basic contemporary meaning in other contexts. basic meanings tend to be: more concrete (easier to imagine, see, hear, feel, smell, and taste), related to bodily action, more precise, historically older, and it is not necessarily the most frequent meanings of the lexical unit.
4. Decide whether the contextual meaning contrasts with the basic meaning but can be understood in comparison with it. If yes, mark the lexical unit as metaphorical.

To collect the data, the writer was done with some procedures based on

MIP method. First, the researcher found the articles of World cup 2014 Brazil which retrieved from <http://www.thejakartapost.com>. Second, the researcher did close reading the articles of World cup 2014 to establish a general understanding of the meaning. Third, after read the article, it was time to identified potentially metaphorical lexical items (examining the text on a word by word basis), in other word, the researcher marked the lexical items which potentially contain metaphorical case. The last, the researcher classified potentially metaphorical lexical items into three kinds of metaphor, they were conceptual metaphor, orientational metaphor and ontological metaphor.

3.5 Data Analysis

The researcher used Charteris-Black's Critical Metaphor Analysis (CMA) to analyze the data. This CMA method focuses on a language user's covert and unconscious intentions through identification of metaphors, interpretation of the conceptual metaphors and keys and finally, explanation of possible motives through the interrelation of rival metaphors (Charteris-Black, 2004). In other word, CMA approach consists of three stages: metaphor identification, metaphor interpretation and metaphor explanation.

First, identification means the researcher examined and identified candidate metaphors from material with a close reading of the sample text. Many expressions might not stand out immediately as metaphors, it needed to be studied again to see whether each use of a keyword was metaphoric or literal.

Second, interpretation means 'establishing a relationship between metaphors and the cognitive and pragmatic factors that determine them' (Charteris-Black, 2004: 37-38). In order to make the claim of an overall conceptual metaphor, there needed to be several expressions identified that fit to it. Charteris-Black claims that when a conceptual metaphor is exploited, the reader's interpretation may not follow what the text producer intends, and readers may sometimes interpret as literal a term that is intended metaphorically.

The last stage of CMA approach was explanation. In order to determine the ideological and rhetorical (the aim to persuade) motivation

behind metaphor use, the discourse function of metaphors is identified based on the context in which the metaphors occur (Charteris-Black 2004, 39). Metaphor explanation focused on the relevance to the context and the ideologies that motivated the metaphor uses.

According to CMA method, the researcher was done with some steps to analyze the data.

1. Examining the linguistics expression from sport article (World Cup 2014) of The Jakarta Post which contains metaphorical cases.
2. Identifying all conceptual metaphors through several expressions that fit to it and classifying it into three kinds of conceptual metaphor.
3. Interpreting conceptual metaphors based on the cross domain mapping.
4. Explaining the contextual meaning and rhetorical motivation behind the use of metaphors.
5. The last, the researcher make a conclusion based on the data analysis.

In order to help the reader understand the result of data analysis, the researcher also gave tables in presenting the data. There would be two tables in this research that used to present the result of conceptual metaphor's classification and the common kind of conceptual metaphor used by The Jakarta post in World Cup 2014 news.

The classification of linguistics expressions which form conceptual metaphor would be presented in the table as follows.

NO	Kinds of Conceptual Metaphors	Conceptual Metaphors	Linguistic expressions	Date
1	Structural Metaphor			
2				
3	Orientational Metaphor			
4				
5	Ontological Metaphor			
6				

The common kind of conceptual metaphor would be presented in the table of percentage data as follows.

Kinds of Conceptual Metaphors	Data (N)	Percentage (%)
Structural Metaphors		
Orientational Metaphors		
Ontological Metaphors		
TOTAL (Σ)		

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The formula to find the percentage is:

$$P = \frac{N}{\Sigma N} \times 100\%$$

Information:

P = Percentage

N = a number of data in each kinds of conceptual metaphor

ΣN = a total of data from all kinds of conceptual metaphor

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CHAPTER 4

FINDING AND DISCUSSION

This chapter presented the findings and discussion of all metaphorical linguistics data which found in The Jakarta Post. The researcher analyzed the data after the data were collected. The researcher tried to find and analyze conceptual metaphors, the kinds and the common kinds of conceptual metaphors that used by *The Jakarta Post* in World Cup 2014 news.

4.1 Finding

The researcher found 15 linguistic expressions data which contained metaphorical cases in World Cup 2014 News. The fifteen data were classified into the three kinds of conceptual metaphor based on Lakoff and Johnson theory. The result of the classification showed in the following table.

Table 1. Result of conceptual metaphor’s classification in World Cup 2014 News

N O	Kinds of Conceptual Metaphor	Conceptual Metaphors	Linguistic expressions	Date
1	Structural Metaphor	Scoring chance is a valuable commodity	Messi <i>missed</i> a chance to get his fifth goal of the tournament when he failed to beat Courtois in a one-on-one situation in stoppage time.	06/07/14

			Captain van Persie <i>wasted</i> chances to break the 0-0 deadlock.	06/07/14
			"Those misses could have been <i>very costly</i> ," Van Persie said. "But our win is all that matters now."	06/07/14
2	Structural Metaphor	Football supporters is water flow	They were <i>drowned out</i> by tens of thousands of traveling Argentina fans who outnumbered them and raucously supported Messi.	06/07/14
			A river of emotional fans wearing the white and sky-blue striped jerseys of the national team, among them a group of Argentine gauchos on horses, <i>flooded</i> the road leading from the airport to the football association complex.	15/07/14
3	Structural Metaphor	World cup is war	Messi appeared to have <i>won a battle</i> with his coach over which formation to use as Argentina	22/06/14

			started with three forwards in a 4-3-3 system.	
			With or without Luis Suarez, Uruguay faces a serious challenge <i>keeping the Colombia juggernaut at bay</i> in the last 16 of the World Cup.	25/06/14
			After Messi scored in each of Argentina's three group matches, Switzerland almost made good on its promise to <i>shut down</i> the four-time FIFA player of the year.	02/07/14
			United Germany <i>stands at the top</i> of the world.	14/07/14
4	Orientational metaphor	Winning game is up Losing game is down	"It was always my dream to <i>get on the summit</i> and look down," said Miroslav Klose.	14/07/14
			"We failed. We <i>didn't play up</i> to expectations, we know it wasn't a good tournament," said striker Neymar	15/07/14
			Jose Maria Marin, had said that	15/07/14

			losing the World Cup at home would be like " <i>going to hell</i> ."	
			some of the fans who were in the stadium where the massacre played out in excruciating fashion simply exited at halftime, some tearing up there tickets and giving <i>the thumbs down</i> to TV cameras.	09/07/14
5	Ontological metaphor	Sadness is entity	"I feel <i>an immense</i> sadness, but not only that, I feel annoyed at the blackout that happened on the pitch. We just blacked out."	09/07/14
			"I feel <i>an enormous</i> sadness," 19- year-old Soledad Canelas, carrying a blue-and-white Argentine flag, said after the game.	14/07/14

4.2 Discussion

This part discussed the analysis of metaphor’s classification data from the finding. The analysis was divided into three sections based on the three kinds of conceptual metaphor.

4.2.1 Structural Metaphor Analysis

Data 1

SCORING CHANCE IS A VALUABLE COMMODITY

- (1) Messi *missed* a chance to get his fifth goal of the tournament when he failed to beat Courtois in a one-on-one situation in stoppage time.
- (2) Captain van Persie *wasted* chances to break the 0-0 deadlock.
- (3) "Those misses could have been *very costly*," Van Persie said. "But our win is all that matters now."

Metaphorical expression (1)

It was taken from the World Cup 2014 news on July, 06 2014. In this time, Messi has a chance to set up his fifth goal of this tournament when his team played against Belgium, but he failed to beat the Belgium goalkeeper Thibaut Courtois.

Metaphorical expression (2)

It was taken from the World Cup 2014 news on July, 06 2014. In this time, the Netherlands actually needed a late goal from Robin van Persie to defeat Costa Rica and took a spot in the World Cup Semifinals against Argentina. Robin van Persie has two chances to break a draw 0-0 with Costa Rica, but it did not get one, van Persie could not score a goal.

Metaphorical expression (3)

It was taken from the World Cup 2014 news on July, 06 2014. It has related to the previous news, it was van Persie who could not break a draw 0-0 against Costa Rica. However, the team could reach the victory over Costa Rica in Penalty shootout.

The three linguistic expressions above were classified into structural metaphor. It was a kind of Conceptual metaphor where one concept is metaphorically structured in the terms of another. We tried to understand the *Scoring chance* in terms of *valuable commodity*. Where the conceptual domain *scoring chance* is understood in the terms of *valuable commodity*, it influenced the way we think and act in every day, especially for football players. Football players act like *scoring chance* is something that has special value for their team, important, precious and difficult to get. The football player used expression “*missed*”, “*wasted*”, “*very costly*” because he knew that a chance to score a goal is precious and difficult to get. If he wanted to get it, he had to defeat other team. If he had the chance to score a goal, he had to keep it and use it well. When he lose or missed the chance, it would be useful for the opponent team. Then, when the opponent team had the scoring chance, the other team had to pay dearly with a loss. The three expressions above were being an evident to conceptualize *scoring chance* in terms of *valuable commodity*. The expression “*missed*”, “*wasted*”, “*very costly*” form a conceptual metaphor, namely, SCORING CHANCE IS A VALUABLE COMMODITY.

Data 2

FOOTBALL SUPPORTERS IS WATER FLOW

- (4) They were *drowned out* by tens of thousands of traveling Argentina fans who outnumbered them and raucously supported Messi.
- (5) A river of emotional fans wearing the white and sky-blue striped jerseys of the national team, among them a group of Argentine

gauchos on horses, *flooded* the road leading from the airport to the football association complex.

Metaphorical expression (4)

It was taken from the World Cup 2014 news on July, 06 2014. In this reporting, “they” means the Brazil fans that came to Brasilia’s Estadio Nacional for the Argentina-Belgium match. They came in the middle of Argentina’s fans with the Neymar’s strength, Neymar was the best football player from Brazil, but unfortunately he got back injury when against Colombia.

Metaphorical expression (5)

It was taken from the World Cup 2014 news on July, 15 2014. In this time, so much fans of Argentina’s team came to the Buenos Aires air port where the Argentina’s national team was welcomed home after the final match against Germany. Though Argentina became the runner-up of this champion, their fans still proud of them and celebrating their gusty performance in World Cup Final.

The two linguistic expressions above were classified into structural metaphor. It was a kind of Conceptual metaphor where one concept is metaphorically structured in the terms of another. We tried to understand *football supporters* in the terms of *water flow*. Here, the football supporters is not literally a water flowing. The conceptual metaphor FOOTBALL SUPPORTERS IS WATER FLOW influenced the news writer to think and act that the characteristics of water is structured to understand the condition of football supporters in World Cup 2014. The linguistic expression “*drowned*

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out” explained that the amount of many supporters would dominate the amount of less supporters, it was like a characteristics of water that could drawn anything into it. The linguistic expression *“flooded”* explained the amount of thousands supporters from Argentina that came to the road to welcomed their lovely team, it was like a characteristics of water that flooded the road the rains come.

Data 3

WORLD CUP MATCH IS WAR

- (6) Messi appeared to have *won a battle* with his coach over which formation to use as Argentina started with three forwards in a 4-3-3 system.
- (7) With or without Luis Suarez, Uruguay faces a serious challenge *keeping the Colombia juggernaut at bay* in the last 16 of the World Cup.
- (8) After Messi scored in each of Argentina's three group matches, Switzerland almost made good on its promise to *shut down* the four-time FIFA player of the year.

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Metaphorical expression (6)

It was taken from the World Cup 2014 news topic on June, 22 2014. It was a match between Argentina and Bosnia. The game was won by Argentina with score 2-1. Messi’s team beat the Bosnia team using formation 4-3-3 system in their match.

Metaphorical expression (7)

It was taken from the World Cup 2014 news topic on June, 25 2014. After winning the match 4-1 over Japan, Colombia was prepared for the next match against Uruguay in Rio de Janeiro’s Maracana stadium. In this next

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match, Uruguay would face Colombia without their top striker, Suarez, because his punishment from FIFA.

Metaphorical expression (8)

It was taken from the World Cup 2014 news topic on July, 02 2014. It was a moment when Switzerland had two clear chances to score goal over Argentina. The Switzerland team believed that they can beat the best FIFA player for the four times, Messi. In the end, the match was winning 1-0 by Argentina and Switzerland went home from World Cup.

Three linguistic expressions above were classified into structural metaphor. It was a kind of Conceptual metaphor where one concept is metaphorically structured in the terms of another. We tried to understand *World Cup* in the terms of *war*. World Cup and War were something different, War was a battle using weapons and World Cup is a field battle minus weapons. Football player saw the team that his team played with as an opponent. Both *war* and World Cup competition used strategy to gain win or lose. The Conceptual metaphor WORLD CUP IS WAR influenced the news writer to think and act in reporting World Cup 2014 competition. The news writer put some military vocabulary such as “*won a battle*”, “*Colombia juggernaut*” and “*shot down*” inside the news to structure our understanding that the news is talk about World Cup but the expressions act like the World Cup is a real war. The expression “*won a battle*” was not literally a real battle of war against enemies using weapon. It means a match of World Cup competition, the news writer used word “battle” because he/she remember

both concepts between “war” and “world cup” has same characteristics, such as both of them has an opponent, their purpose is to defeat their opponent and became a winner. The expression “*Colombia juggernaut*” was not literally a large of heavy truck that used in real war. It means a powerful squad of Colombia that has been ready to defeat the opponent team in football match. The expression “*shot down*” here was not literally use gun to attack the enemy, it means the Switzerland team wanted to defeat Messi who known as the best player for four-times in World Cup competition in match between Argentina versus Switzerland.

From the explanation above, the researcher could draw a set of mapping which can describe the conceptual connection between “World Cup” and “War”.

Source: WAR	Target: WORLD CUP
political conflict	☐ sport competition
the battlefield	☐ stadium
soldiers, armies	☐ team, players
the weapon	☐ ball
the strategy	☐ team formation
kill the enemy	☐ scoring goal against the opponent
win to gain a glory	☐ win to gain a title

The implication of the set of mapping above is as follows. War usually is about political conflict that takes place in a battlefield, football is a sport competition that takes place in a stadium. The participants in war consist of armies or soldiers who have an ability to handle their weapons and ammunition, just as football are organized in teams of players who have a skill to challenge their opponents using various technique of kicking the ball. In

war, soldiers should have a war strategy to tear down the enemy's castle or defense, just as football players should have a smart formation for the team to broke down the opponent defense and score goals. For soldiers the aim is to kill, hit, and defeat the enemy in order to win the war and achieve political supremacy, just as the purpose of football players is to defeat the opponents, score goals and winning the game to gain the title of the competition.

4.2.2 Orientational Metaphor Analysis

Data 4

WINNING GAME IS UP

LOSING GAME IS DOWN

- (9) United Germany *stands at the top* of the world.
- (10) "It was always my dream to *get on the summit* and look down," said Miroslav Klose.
- (11) "We failed. We *didn't play up* to expectations, we know it wasn't a good tournament," said striker Neymar.
- (12) Jose Maria Marin, had said that losing the World Cup at home would be like "*going to hell*."
- (13) some of the fans who were in the stadium where the massacre played out in excruciating fashion simply exited at halftime, some tearing up there tickets and giving *the thumbs down* to TV cameras

Metaphorical expression (9)

It was taken from the head topic of news on July, 14 2014. It was a moment when Germany won its fourth World Cup title, the team became the World Cup champion of the year. Their winning came after they beat Argentina in final match of World Cup 2014.

Metaphorical expression (10)

It was taken from the World Cup 2014 news on July, 14 2014. Miroslav Klose tried to express his happiness because Germany became the World champion in Wold Cup 2014. This was the beautiful last World Cup for him before he hanged up his shoes.

Metaphorical expression (11)

It was taken from the World Cup 2014 news on July, 15 2014. It was a moment when the best striker of Brazil, Neymar, said his regret to see Germany's 7-1 humiliated host Brazil. He could not join the last two match because a back injury. He felt sorry to all the Brazil fans through his statement.

Metaphorical expression (12)

It was taken from the World Cup 2014 news on July, 15 2014. In this time, the president of the Brazilian confederation, Jose Maria Marin said his annoyed expression to face the losing World Cup at home, because the World Cup 2014 is held in Brazil.

Metaphorical expression (13)

It was taken from the World Cup 2014 news on July, 09 2014. There were so much fans of Brazil that came in Belo Horizonte stadium to watch the match between Brazil and Germany. The match won by Germany 7-1 embarrassing the host Brazil in front of the entire world. Brazil's fans ware so disappointed for their loosing.

All of metaphorical expression above classified into Orientational metaphor. These metaphors give a concept a spatial orientation, these spatial orientations derive from the structure of our bodies and how we physically interact in our culture or environment. The function of orientational metaphors is mean to be suggestive and plausible, not definitive. In this analysis, there is no cross domain mapping as the structural metaphors did, the point was to make sense the conceptual metaphor through the spatial orientation.

The expression "*United Germany stands at the top of the world*" gave a concept WINNING GAME IS UP. When a team won a World Cup match, it related to high position in the situation. High means up, Germany stood in high position as the winner of World Cup 2014. The expression "It was always my dream to *get on the summit*" also gave same conceptual metaphor, *summit* means *at the top* means *up*. Miroslav Klose used the expression "*summit*" to show his team position when they won means they were in high position of the others team in Wold Cup competition.

The expression "*We didn't play up to expectations*" and "*losing the World Cup at home would be like 'going to hell'.*" gave a concept LOSING GAME IS DOWN. The expression "*didn't play up*" has already explained that in Neymar's mind, when his team played a better game, it means they play up, but when the team was not played a beautiful game like the Brazilian did, it means they did not play and absolutely the opposite of up is down. The expression "*going to hell*" refers to our experience that so far that we knew heaven is located in the sky so high (up) and so far away from earth, while hell

is located in the deepest (down) of our earth where were full of lava as we seen in movies. In our culture, the expression "*thumbs down*" refers to a bad performance. When a team played a good performance, the supporters would give "*thumbs up*", but when a team played a bad performance or loses from the other team, the supporters would give "*thumbs down*".

4.2.3 Ontological Metaphor Analysis

Data 5

SADNESS IS ENTITY

- (14) "I feel *an immense* sadness, but not only that, I feel annoyed at the blackout that happened on the pitch. We just blacked out."
 (15) "I feel *an enormous* sadness," 19-year-old Soledad Canelas, carrying a blue-and-white Argentine flag, said after the game.

The metaphorical expression (14)

It was taken from the World Cup 2014 news on July, 09 2014. The utterance came from a fan in Rio namely Ricardo Azevedo. He was the one of much more fans from Brazil who watched Germany win 7-1 over Brazil.

The metaphorical expression (15)

It was taken from the World Cup 2014 news on July, 14 2014. The utterance came from a fan from Argentina's team, his name is Soledad Canelas. He really wanted to see Argentina's team became the champion for the first time in his life. However, Argentina lose 0-1 from Germany in final match World Cup 2014.

The two linguistics expressions above were classified into ontological metaphor. Ontological metaphor is a way of viewing a non-physical thing as an entity or substances does not to comprehend very much about it.

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Ontological metaphor serves a limited range of purposes, there were referring, quantifying, identifying aspects, identifying causes, setting goals and motivation action.

The expression "I feel *an immense* sadness" and "I feel *an enormous* sadness" refers to range of quantifying purposes of ontological metaphor. It was like an example "It will take *a lot of patience* to finish this book. It did not need a much explanation about this conceptual metaphor. The writer just wanted to show that a non-physical object like sadness could be quantified as physical object.

After identifying and analyzing all metaphorical linguistics expression data that used by The Jakarta Post in World Cup 2014 news, the researcher found fifteen linguistic expressions which contain metaphorical cases. Eight linguistics expressions which classified as structural metaphor, then seven linguistic expressions form three conceptual metaphors, they were "Scoring chance is valuable commodity", "Football supporters is water flow", and "World Cup is War". There are five linguistic expressions which classified as orientational metaphor, then five linguistic expressions form a conceptual metaphor, namely, "Winning game is up and losing game is down." The last, there are two linguistic expressions which classified as ontological metaphor, Then the two linguistic expressions form a conceptual metaphor, namely, "Sadness is entity."

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In order to find the most common kind of conceptual metaphor that used by The Jakarta Post in World Cup 2014 news, the following table presented the percentage data.

Kinds of Conceptual Metaphors	Data	Percentage (%)
Structural Metaphors	8	53,4%
Orientational Metaphors	5	33,3%
Ontological Metaphors	2	13,3%
TOTAL	15	100%

Table 2. The most common kinds of Conceptual Metaphor

The table showed the common kind of Conceptual Metaphor that used by The Jakarta Post. It was structural metaphors which indicates 53,4% became the common one because it structured by eight linguistic expressions and the rare one was ontological metaphors which indicates 14,3% because it structured just by two linguistic expressions..

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

This research is focus on analyzing the conceptual metaphor, kinds and the common kinds of conceptual metaphors used by The Jakarta Post in World Cup 2014 News. The data are linguistic expressions which contain metaphorical cases. The research found fifteen metaphorical linguistic expressions in World Cup news, eight linguistic expressions classified into structural metaphor, five linguistic expressions which classified into orientational metaphor and two linguistic expressions which classified into ontological metaphor.

After analyzing the data, the writer made a conclusion to answer two research problems. First, there are five conceptual metaphors that used by The Jakarta Post in World Cup 2014 News. Three conceptual metaphors were classified into structural metaphors, they were “Scoring chance is valuable commodity”, “Football supporters is water flow”, and “World Cup is War”. A conceptual metaphors was classified into orientational metaphor, namely, “Winning game is up and losing game is down.” The last, A conceptual metaphors was classified into ontological metaphor, namely, “Sadness is entity.” Second, all three kinds of conceptual metaphor were used by the Jakarta Post in World Cup 2014 news, they were structural metaphor, orientational metaphor and ontological metaphor. In addition, structural

metaphors are the most common kind of conceptual metaphor used by the Jakarta Post and ontological metaphor is rare one to be found.

5.2 Suggestion

The writer suggests the reader, especially the student of English Department to do the research about metaphor, because there are many interesting objects which can be analyzed by Conceptual metaphor theory.

Metaphor is not only founded in literature field. Metaphor is everywhere in our life. We can found metaphor in medical discourses, political discourse, speeches, advertisements, and also in sport news.

Many people do not aware about the using of metaphor in their daily life. They use metaphor unconsciously in everyday activity and do not realize it. Because of the reason, the researchers suggest to conduct research metaphor in news of natural disasters for the further study. The researcher did not find yet about the research of metaphor in news of natural disasters, it would be useful to add other objects research that close to the daily life. The researcher also recommends the reader to conduct a research which has similar topic of this research with different data.

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