

**CONCEPTUAL METAPHOR USED BY THE MAIN
CHARACTERS IN *CRAZY RICH ASIANS* MOVIE**

THESIS



BY:

VIRA HERLIEN ARIESTANTI

REG. NUMBER: A73217095

ENGLISH DEPARTMENT

FACULTY OF ARTS AND HUMANITIES

UIN SUNAN AMPEL SURABAYA

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I am the undersigned below:

Name : Vira Herlien Ariestanti
NIM : A73217095
Department : English
Faculty : Arts and Humanities
University : UIN Sunan Ampel Surabaya

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CONCEPTUAL METAPHOR USED BY THE MAIN CHARACTERS IN
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By

Vira Herlien Ariestanti

Reg. Number A73217095

Approved to be examined by the Board of Examiners, English Department,
Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya

Surabaya, 17th July 2021.

Thesis Advisor



Raudlotul Jannah, M.App. Ling.

NIP. 197810062005012004

Acknowledged by:

The Head of English Department



Dr. Wahyu Kusumajanti, M.Hum.

NIP. 197002051999032002

EXAMINER SHEET

This thesis written by Vira Herlien Ariestanti (A73217095) has been approved and accepted by the Board of Examiners, English Department, Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya on 6 August 2021

The Board Examiners are:

Examiner 1

Examiner 2



Raudlotul Jannah, M. App.Ling
Rohmah, M.Pd. NIP. 197810062005012004 NIP.
197303032000032001



Prof. Dr. Zuliati

Examiner 3

Examiner 4



Dr. H. Mohammad Kurjum, M.Ag.
NIP. 196909251994031002



Suhandoko, M.Pd.
NIP.196005152000031002

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NIP. 196210021992031001



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UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA
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Nama : Vira Herlien Ariesntanti
NIM : A73217095
Fakultas/Jurusan : Adab dab Humaniora/Sastra Inggris
E-mail address : Viraherlien@gmail.com

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Conceptual Metaphor used by the main characters in
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nama terang dan tanda tangan

lives for a long time. In everyday life, language has several functions for people who used it.

Abcarian, Klotz and Cohen (1984) state that one of the functions of language is to express thought. This means the language is used to describe something that is in mind or express a feeling. This also means that metaphor is a tool that can be used to make extraordinary language. In this case, the metaphor has a very close relationship with literary work. Lakoff and Johnson (2003) argue that metaphors are also a part of everyday life. They both also stated that metaphor is a tool in which people can represent, feel, and achieve one thing that is agreed with another.

Kovencess (2010, P.10) Conceptual metaphor is conceptual domain a is conceptual domain b . A conceptual metaphor consists of two domains where concepts in one domain can be interpreted in another domain or in other terms that still have continuity in a coherent paragraph. The two domains contained in the conceptual metaphor have their names. The first is the conceptual domain from which we draw metaphorical expressions to understand other conceptual domains or our point of view to interpret other domains is called the source domain, while the conceptual domain that is understood or the destination domain that we want to know in this way is the target domain.

The researcher limits research so that research is more focused; therefore, this study only focuses on the conversation in the movie Crazy Rich Asians. The researcher will categorize metaphors based on the theory of Lakoff

movies because the literary works of Kevin Kwan are very interested in talking about the intended meaning in each conversation between the character, which is certainly based on contextual meaning.

Oktavia Zunanik (2015) observed metaphor in the lyrics of Maher Zain songs. To find out the result of the research question in this study, she used a qualitative method. She also used data analysis from Miles and Huberman to reduce data, display data, and conclude or verify. Result of this study is Muslim person is always thinking about Allah. Maher Zain's song lyrics explain that humans must believe in what they live, humans can do something that is the best from the best. Like what is already explained in Al-Qur'an, Allah already makes all around the world and always feeling thankful for Allah.

Khilda Nida Maulida (2015) focused on the translation of metaphor in the movie entitled 300: Rise of An Empire movie subtitle. In this research, to analyze the data, a descriptive analysis technique was used by the researcher. This research used the qualitative method. The result of this research is the writer finds out the types of metaphors as anthropomorphic metaphor abstract to concrete metaphor, synesthetic metaphor, and animal metaphor, which means loyalty and the meaning of longing and sadness.

Syarwani, Habib (2017) also examined the metaphor used in Emily Dickinson's poem. The researcher used the metaphor theory that Lakoff and Johnson introduced for analyzing the data. This research was descriptive

qualitative because the writer applied the terms words, phrases, and sentences. In this research, the writer found thirty six metaphorical expressions divided into three types of metaphor: a structural metaphor, ontological metaphor, and orientational metaphor. The structural metaphor was dominant in the poem of Emily Dickinson.

Khoir (2016) examines the language functions used and the context functions used by Donald J.Trump in his Twitter tweet. The researcher used Jakobson's theory on language functions to identify the word, phrase, sentences and then analyze each of the sentences with language function meaning found in Donald. J Trump's tweet.

Ifantidou E (2019) studied aspects of the visual metaphor entitled "Metaphor Comprehension In L2: Meaning, Images, And Emotions". This study discusses the linguistic component of understanding metaphors in emotions and mental images. Metaphors are considered richer in affective connotations than lexical or sentential non-emotional partners, and images can restore propositional meanings.

Based on the findings of previous studies, the researcher found a gap to do new research that is interesting and will provide unique contributions for the future researcher, that is metaphor research in a film. This research resulted in a new study which in previous research examined metaphors in song lyrics, poetry, or advertisements, but this time the researcher managed to find new research which used film as a research medium from this metaphorical theory.

whereas, in comparative metaphors, only the figurative terms are implied to be replaced or identified in literal terms. Abstract metaphorical relationships that seem more convincing and can influence the reader. The use of metaphors is very effective in helping readers accept activities that do not occur. The authors use metaphors to convey or change complex ideas, and it becomes less clear what is considered natural and ordinary or familiar and concrete. Barnhart (1995) says that is metaphors are numbers where phrases or words are not arranged as usual and are replaced by other words to suggest similarities That is made more evident by transferring attributes from several different objects, or it can be the name of another thing.

Gibs (2008, p.08) metaphor is signaled in talk and allows conversational participants to manage their interactions and come to joint understandings of various ideas, while in other instances, people's talk suggests their entirely different metaphoric understandings of ideas and events So the metaphor of the conversation is carried out so that the conversation flows more and the speaker does it to manage their interactions to find the same understanding. Even though sometimes the ideas and conditions between the two are different, it affects the conversation so that the conversation can proceed well or use the metaphor itself when talking so that when criticizing not to hurt other people.

So the metaphor is the expression of someone in different words, but in the same meaning, metaphor is used by someone in expressing something that

This theory was initiated by Lakoff and Johnson (1980) through their book *Metaphors We Live*. The main principle in the cognitive theory proposed by Lakoff and Johnson is that metaphor takes place at the level of human thought processes. The metaphor connects two conceptual domains called the source domain, and the second is the target domain. The source domain consists of a set of entities, attributes, or processes that are literally and semantically connected and stored in mind. The target domain tends to be more abstract and follows the structure of the source domain through ontological mapping, and the source domain is described or described concretely. This mapping is called a conceptual metaphor so that the target domain will be understood as a whole by the source domain.

2.2.1 Types of Metaphor

In general, metaphor can be classified into two major types: conventional and conceptual, or in others name dead metaphor (conventional) and live metaphor (conceptual). A dead metaphor is an expression that has been used so often that it has lost its metaphorical value, while a live metaphor (conceptual) is an expression that still maintains its metaphorical value, therefore it needs an effort to comprehend the meaning. For the clearer exposition, Kovecses (2010, p.37) conceptual metaphors can be classified according to the cognitive functions that they perform. This theory was

interaction, we experience things, and substances and this experience provide the basis for a lot of ontological metaphors.

To put it another way, we categorize unbounded and unstructured events, activities, ideas, and emotions as concrete entities and substances. For example, *my mind doesn't operate today*. The sentence shows that the speaker conceptualizes his mind into something that has physical properties.

2.2.1.3 Structural Metaphor

A structural metaphor is a metaphor where one concept is expressed in terms of another structured or concept. The source domain provides a relatively rich knowledge structure for the target concept. In other words, the cognitive function of these metaphors is to enable speakers to understand target a through the form of source b. Konveces (2010, p.55) the cognitive function of these metaphors is to enable speakers to understand target a using the structure of source b. So the conceptual metaphor is where the source domain or domain A can be interpreted as domain B, where these two domains have a coherent meaning.

For example, structural metaphors are an argument. In this case, argument and war are two different things. The argument is intended as an oral speech, and war is interpreted as a clash of weapons. Through structural

same university, but they don't know each other about his girlfriend's background, even though her men often give the woman several codes.

Rachel Chu is a professional in economics at a university in America. When they have lunch, Nick invites Rachel to go to Singapore to accompany Nick to his friend's engagement. Nick brings Rachel to Eleanor, Nick's mother, even though her mother behaves well and Rachel is very polite. Still, she is afraid that Eleanor won't approve of their relationship because Nick's family is very rich or aristocratic, then Nick said that he would propose to Rachel.

In the end, Eleanor recounts the sacrifice he made to be part of the family and told Rachel that Rachel "would never be enough." Rachel hesitated to continue her relationship with Nick, Eleanor and Su Yi personally fought with Rachel and Nick. Using personal investigative evidence, they reveal that Rachel had an affair after Rachel's mother, Kerry, left her husband and fled to the United States. They asked Nick to end the relationship with Rachel. Rachel fell silent, ran away, and cried, then Kerry arrived in Singapore to visit her suddenly and explained that her husband was rude and that she was pregnant from an old friend who was trying to comfort her, then ran away for fear of her husband. Kerry tells Rachel that Nick has arranged Kerry's visit and urges her to talk to Rachel. When they meet, Nick apologizes and proposes to Rachel. She meets Eleanor in the mahjong room and tells him that she refused Nick's proposal so that Nick's relationship with her family will not be destroyed. In the end, Nick and Rachel engage and will get married.

3.2.1 Research Data

The data in this study, in the form of words, phrases, sentences uttered by the main character in the film *Crazy Rich Asians*, namely Rachel Chu, Nicholas Young, and Eleanor Young, contain metaphors within the utterances. The results focused more on the metaphors that emanate from conversations conducted by the three actors. Sentences analyze the data, and then the researcher found the types of metaphors used on the subject of this study.

3.2.2 Data Source and Subject of The Study

The data source is a movie from *Crazy Rich Asians* its more in a transcript of this movie because the researcher used utterances to get the data, and the most crucial duration starts from minute 5 until the end, which has been released in 2018 and downloaded by via Youtube and Pahe.in. Because the data used are in the form of words, phrases, and sentences, the research subjects are Rachel Chuu, Nick Young, and Eleanor Young in terms of the three main characters, there are a lot of metaphors because the three characters dominate in this film, so the data is taken from the transcript of this film, where the utterances are taken from the three main characters. Rachel Chuu is the main actor in this film because she became Nick Young's lover, and the film tells the story of both, and Eleanor Young is Nick Young's mother who strongly opposed their relationship. The subject of this research is the three actors

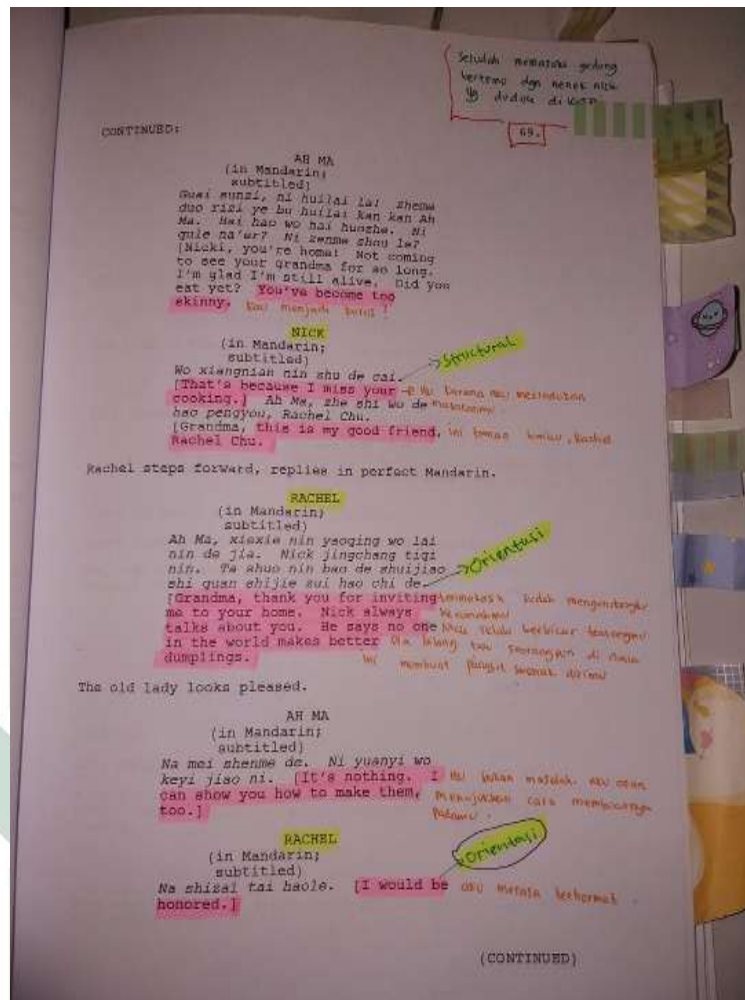


Figure 3.1 The Example of Classified The Data

3. Discussing

The researcher described the data included in the metaphor by using the conceptual metaphor theory by Lakoff and Johnson. After described the data then the researcher has analyzed the data to group it into the appropriate type of metaphor. Then the researcher also explained any data that had been obtained.

Rachel's expression in the conversation above with Eleanor is indicated in an orientational metaphor because in that expression it is very clear that Rachel vents or shows her emotions towards Nick's mother, because of Nick's mother's bad treatment and words towards Rachel, causing Rachel's anger towards Nick's mother. the metaphor of orientation relates to someone's experience such as happiness or sadness, in Rachel's expression it shows sadness because Eleanor doesn't like Rachel, giving rise to Rachel's expression where this expression means that Rachel is very disappointed with Nick's mother's attitude towards her. So that *"I don't want any part of your family."* showing the sad emotions of Rachel which she had surrendered to what Nick's mother had said to her.

In Rachel's expression of the implicit meaning, which is a feeling of disappointment with Nick's mother so that it prompted Rachel to say the sentence "I don't want any part of your family", there was a very deep sense of disappointment in Rachel's heart, which at the first she thought that Nick's family could accept him well, but on the contrary, their relationship was not approved only because Rachel's economic class was very different from Nick's.

The target in this sentence is not written clearly, but this target represents the source domain, namely disappointment, the target of disappointment, which resulted in Rachel's expression that Rachel did not want to be a member of the Eleanor family, and all of those sentences stemmed from

(2003). In this study, what has been analyzed are the types of metaphors that have been used in the Crazy Rich Asians Move film and the second researcher have analyzed the function of the metaphors used theory function of metaphor by Geoffrey (1993).

After analyzing the film, the researcher has found three types of metaphors, in which orientation metaphors are found more and the second is ontological metaphors and the last is structural metaphors. Those were four structural metaphors, seven orientation metaphors, and five ontology metaphors. This type of orientation is widely used in this film because this film is indeed about romance, discussing social and economic status. so that the most suitable orientation metaphor to use is the orientation metaphor as a means of expressing one's feelings and emotions.

After analyzing the types of metaphors, the researcher examines the function of the metaphors used in the film Crazy Rich Asians. and the most widely used is the Information function with a frequency of 7, the second is an expressive function with a frequency of 5, then a directive function with a frequency of 3 and the last poetic function is only 1.

The researcher hopes that the results of this study can contribute to the world of education, especially for future research to be more effective in researching conceptual metaphors, because it is rare for someone to research conceptual metaphors, so this research provides discoveries by using

conceptual metaphor theory to facilitate further researcher in research using the same theory although in different media.

This research resulted in a new study which in previous research examined metaphors in song lyrics, poetry, or advertisements, but this time the researcher managed to find new research which used film as a research medium from this metaphorical theory. In the previous theory, no one discussed the function of the metaphor, but this time the researcher found a new result by looking for the function of the metaphor in the movie.

Furthermore, the finding of this research is in line with the research finding of metaphor conducted by Oktavia Zunanik 2015, the author has found three kinds that have been used in Maher Zain's song, namely structural metaphors, orientational metaphors and ontological metaphors. This study also explains that the various metaphors that have been found have the meaning that he who is in the song really wants to make his mother happy. The orientational metaphor shows that after he finishes reading the Quran his heart becomes calm, he always remembers Allah. The last one is the ontological metaphor he has had many mistakes done very badly in the past, now he wants to find the way of truth how to get to heaven.

Moreover, this research finding is also in line with another study conducted by Selvia Neilil Kamaliah (2013) investigated the conceptual metaphor used in song lyrics. She used the song lyrics of Coldplay's album as

the data. Selvia also used qualitative methods to analyze the data. In this study, Selvia found that the dominant conceptual metaphor used in the song lyrics of Coldplay's album is about love, life, changes, and conditions.

The results of this study also support previous findings because this study finds the same thing, namely the conceptual types of metaphors in the Crazy Rich Asians movie. So this research supports metaphorical research with different media from previous studies, in previous studies metaphors were always associated with emotion, but this research discusses the type of metaphor and the function of the metaphor used. This research is almost the same as previous research, but some previous studies did not use the target domain and source domain in metaphors, so this time the researcher perfected it by looking for meaning in each metaphor by using the concepts of the source domain and the target domain.

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