An Analysis on the use of Metaphor in a News Article about Corruption

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Abstract. The objective of this study is to analyze the use of metaphor in the news article entitled "PSI: OTT Bukti Parpol Gagal, PDIP: Korupsi Itu Individu" and published on October 25, 2018 in www.republika.co.id and its relation to the content of the article. The study is conducted by using the theory proposed by Knowles and Moon (2006) about the use of language that conveys the resemblance between two things in order to clarify a concept and the theory proposed by Lakoff and Johnsen (2003) about metaphor as a form of language that exists in the conceptual system of a speaker or user of a certain language. It is found out that there are 11 data about the use of metaphor in the article and that metaphor is used in order to clarify the actions and/or activities related to corruption mentioned in the article.

Keywords: metaphor, figurative language, semantics, news article

1 Introduction

Nowadays news can be found not only in print media but also in electronic media. Access to news is easy to come by: it is found in newspapers sold on the streets, on the internet by using cellular phones, or on television. It thus makes it easy for us who need information related to our daily lives.

The information conveyed in the news may be the same between one media and the other. However, the way of conveying the information may be different. This surely depends on many factors, some of which are the educational background of the journalist who writes the information, the ideology of the media, the type of media used: print or electronic, or the age of the readers: children, teenagers, or adults.

One of the factors that differentiate the way of conveying information in the news is the language used by the journalists. The difference in the use of the language is related to the formality: formal or casual. This difference may also be related to the choice of words and the meanings delivered: literal or non-literal. The researcher is interested in analysing the use of non-literal meaning, specifically metaphor, in a piece of news about politics in an electronic newspaper. Therefore, the researcher chooses an article from www.republika.co.id, which is entitled "PSI: OTT Bukti Parpol Gagal, PDIP: Korupsi Itu Individu." This news article bears statements concerning a sting operation or *Operasi Tangkap Tangan* (OTT) conducted by the Corruption Eradication Commission (*Komisi Pemberantasan Korupsi* or KPK), given by two politicians who are members of two different political parties. The researcher wants to examine the metaphor used in the news article and its relation to the content of the article.

2 Method

According to Knowles and Moon (2006), metaphor refers to the use of language which shows a thing which is abstract and different in its literal meaning in order to convey the similarity between that thing and another thing. For example, in the sentence, *Kaum perempuan lazimnya akan **gelap mata** apabila musim diskon tiba*, The women's eyes (*mata perempuan*) are associated to the eyes which turn dark (*mata gelap*), and this means that the women cannot see through things clearly or cannot control themselves during the sale season so that they just buy anything that is in front of them. In the terms of Knowles and Moon, the phrase *gelap mata* is the metaphor; the inability to control one's self or to think clearly is the meaning; and the idea of losing the sense of seeing or clarity is the connection.

The use of metaphor is important because it functions to explain, show, describe, express, or entertain. With metaphor, the user of a language can explain an abstract thing, which is in the form of a concept and whose meaning is not easy to explain.

According to Lakoff and Johnsen (2003), metaphor is not only considered as a word which is part of a language but also a description of a natural and conceptual system in the cognition of the user or speaker of that language, which is clear and structured. Metaphor is a form of expression in a language which is found in the conceptual system of the user or speaker of that language. The conceptualization of metaphor covers two domains, which are the source domain (concrete and familiar) and the target domain (abstract or less structured). For example, in the sentence, *You are wasting my time*, the form or concept of time which is abstract is related to the form of concept of waste which literally means garbage or something that can be thrown away. In that sentence, the concept of time belongs to the target domain, while the concept of waste belongs to the source domain. In this way the user of that sentence wants to convey the meaning: *You are throwing away my time*; or *You are not using my time well*.

In a broader sense, metaphor refers to the use of figurative language. Therefore, metaphor includes personification, simile, and metonymy. Personification is the use of language, which likens an inanimate object to a human being who is capable of doing activities that other human beings do. An example of personification can be found in this sentence, *The white cells are fighting off invading micro-organism*. In this sentence the white cells are likened to human beings who are able to fight off micro-organisms, while the micro-organisms are likened to human beings who are able to invade or occupy human bodies. The use of simile is the same as the use of metaphor. Simile also compares two forms or concepts. However, simile is marked by the use of comparison words, such as seem, like, as if, etc. For example, in the sentence, *There followed a chase in which we all run like rabbits*, we is compared to rabbits, and in that sentence a comparison word is found, which is the word like. Metonymy is the use of language which clarifies that a part of something refers to the whole of it. For example, in the sentence *Jakarta panas*, the word Jakarta, which refers to a city in Indonesia, refers to Indonesia, a country as a whole.

In this paper the researcher takes several examples of the use of metaphor from a news article entitled "PSI: OTT Bukti Parpol Gagal, PDIP: Korupsi Itu Individu," which was published at www.republika.co.id on October 25, 2018. She then explains two things being compared in the metaphor, determines the type of metaphor used, and relates the use of the metaphor to the content of the article.

3 Results and Discussion

The article taken from www.republika.co.id above contains contradictory statements from two politicians of two different political parties, Tsamara Amany from Indonesian Solidarity Party (*Partai Solidaritas Indonesia*) and Masinton Pasaribu from Indonesian Democratic Party of Struggle (Partai Demokrasi Indonesia Perjuangan). In this article Tsamara Amany states that *Operasi Tangkap Tangan* is a proof that the political parties fail to prevent their cadres from getting involved in collution practices, while Masinton Pasaribu states that corruptive acts are individual acts and not related to political parties. Amany also explains in the article that the reason why many members of political parties are involved in the corruption is the old tradition in recruitment within the internal organization of the political parties, which is closed, money ridden, and full of suspicions, so that the political parties should be able to conduct introspection and use recruitment system which is honest and transparent. Pasaribu states that political parties have already made a lot of efforts in preventing their members from getting involved in corruptive practices, one of which is agreeing with an integrity pact, and explains that members of political parties should be able to keep the trust given by the political parties and the people and be able to keep their integrity intact.

In the news article 11 examples of the use of metaphor are found. The analysis of each of the examples of the use of the metaphor and its explanation are as follows.

1. … *Tsamara Amany mengatakan **operasi tangkap tangan** (OTT) terhadap Bupati Cirebon Sunjaya Purwadi memperlihatkan kegagalan partai politik …* (paragraph 1)
   In this part of sentence the metaphor used is *tangkap tangan*, and it means arresting somebody, and the connection is the idea of catching somebody or something. This part of the sentence also shows the use of metonymy. The arrest of the head of a region is associated to the arrest of a hand. It shows that the use of a part of a body, which is a hand, represents the whole body of a human being who heads a region. It also shows that this person is arrested while he is in the middle of conducting a corruptive act.

2. … *kegagalan partai dalam **membentengi** kadernya dari praktik korupsi …* (paragraph 1)
   The metaphor used in this part of sentence is *membentengi* which in this sentence means to protect, and the connection is the idea of sheltering or covering somebody. The act of protecting is compared to the act of building a fortress which functions to protect anybody inside it from the attack of the enemy. The use of this metaphor serves the purpose of explaining a more concrete act which is supposed to be conducted by the political party, which is protecting its cadres from corruptive acts. In this part of the sentence personification is also found. In this sentence the political party which is an inanimate object is described to be able to do what a human being is able to do, that is to protect its cadres from corruptive acts.

3. … *seharusnya kader … menjaga integritas saat **menduduki** jabatan di eksekutif atau legislatif …* (paragraph 4)
   The use of metaphor in this part of sentence, *menduduki*, means to own a legislative and executive position, and the idea of occupying or sitting on something is the connection. It shows a relation between something which is occupied or sat on and some other thing which is owned. This sentence also shows the use of metonymy because it describes that a structural position that a person has (a whole body experience) refers to something on which a person can sit (a part of body experience).

4. … *partai politik gagal karena **terbenam** dalam tradisi usang dan berbahaya.* (paragraph 5)

This use of metaphor *terbenam* in this sentence means unable to free one's self from a dangerous and old tradition, and the connection is the idea of being engulfed by something and not being able to be free from it. It relates the political parties to people that can submerge into water and thus cannot appear to the surface anymore. It explains that political parties are tied to a recruitment system which is old and endangers the future of the parties and that they are not able to make any effort to get away from that tradition. In this part of the sentence the use of personification is also found. It likens the political parties, inanimate objects, to people who get drowned.

5. … *partai ... belum berkomitmen menghadirkan politisi yang **bersih***, … (paragraph 7)
In this part of sentence the metaphor used is *bersih* and means not having any criminal record. The connection is the idea of having no stains or spots. It shows that a politician, which is a profession, is related to something which is clean, spotless, or free from stain. It is intended to explain that political parties have not committed to making their members free from being involved in corruption cases, criminal acts which surely have bad values.

6. … *rekrutmen partai politik ... selalu melibatkan sejumlah uang sebagai **mahar***. (paragraph 8)
In this part of sentence *mahar* (a dowry, usually in the form of money or valuable stuff, given by the groom to the bride) is the metaphor, which in this sentence means bribery. The connection is the idea of exchanging a sum of money with a favor. It describes that the recruitment in political parties requires a person to give a sum of money in order for him/her to be accepted as the member of the parties or to be promoted to a legislative or executive position.

7. … *sejumlah partai malah menuding aparat hokum melakukan kriminalisasi dan **tebang pilih***. (paragraph 10)
The metaphor in this part of sentence, *tebang pilih*, means being unfair. The connection is the idea of selecting something and cutting it. The use of metaphor relates an act of a legal officer to an act of selecting a tree and cutting it off. It refers to the accusation posed by the political parties that legal officers are not fair and just and, instead, act selectively in eradicating corruption and arresting the perpetrators.

8. … *sekitar 50 ada kepala daerah lain yang **dijerat** KPK* … (paragraph 11)
In this part of sentence the metaphor used is *dijerat*, which means being arrested. The connection is the idea of being caught by using a tool. It shows that the head of a region is related to an animal who can be caught by snaring or by using a rope. This metaphor is intended to describe the strategy or act conducted by KPK in order to catch a head of a region in the middle of committing a corruptive act.

9. *Kader PDIP menjadi yang paling banyak **tersangkut** kasus itu* … (paragraph 12)
In this sentence *tersangkut* is the metaphor and means being involved with a corruption case. The idea of being caught by using a tool is the connection. It describes that the PDIP cadres are associated to things that can get stuck or snared, and corruption cases are associated to hooks or snares that can catch them. It functions to explain that cadres of political parties are aware of their involvement in corruption cases but are not able to free themselves from these cases.

10. … *banyaknya kepala daerah dari PDIP yang **terseret** kasus korupsi tentu akan menjadi bahan evaluasi* … (paragraph 13)
The use of metaphor in this part of sentence, *terseret*, means getting carried away with corruption. The connection is the idea of being drawn by or getting carried away with something. It relates the head of a region to a thing that can be drawn forward above ground or water with difficulty. It functions to explain that the head of a region is involved

with corruption. In this part of sentence the use of personification is also found. A corruption case is likened to a living being that can drag or draw forward the head of region.

11. … *kader yang memperoleh kepercayaan .... Agat tidak **terjerembab** kasus korupsi …* (paragraph 14)

In this part of the sentence *terjerembab* is the metaphor, and it means falling down because of corruption. The connection is the idea of tripping on something and falling because of it. It shows that the corruption case is likened to something that can trip the cadre of a political party so that he or she falls down. This metaphor functions to describe that a corruption case makes a cadre of a political party fall from his/her position as the head of a region or as the legislative or executive officer.

4 Conclusions

Based on the results and discussion above, it is found out that in a news article metaphor can also be used. The metaphor is used to associate abstract things related to the topic discussed in the article to concrete and familiar things. The metaphor used in this article about *Operasi Tangkap Tangan* and corruption also includes personification and metonymy. In this article there are three examples of the use of personification: data 2, 4, and 10, and there are two examples of the use of metonymy: data 1 and 3. The use of metaphor functions to clarify or explain in details information delivered in the news article. Most metaphors used in the news article describe in details the content of this article, which is about the corruptive acts conducted by members of the political parties, the consequences of their actions, and the failure of the political parties in preventing their members to conduct such acts.

Acknowledgments

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