



**METAPHORICAL MEANINGS INSIDE OF DISCOURSE OF PRESIDENT, PARLIAMENT, AND MAJOR NATIONAL ELECTION 2014**

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**Abstract**

This article aimed to describe metaphorical utterance meaning inside of discourse of president, parliament, and major national election 2014. The approach used was a qualitative descriptive approach. The data was the extract of the campaign discourse. The data analysis was done by using a normative method, referential method, and reflective introspective method. The meaning of metaphorical extension inside of the campaign based on comparative theory were (1) objects to refer things, (2) objects to refer situation, (3) objects to refer action, (4) place to refer place, (5) place to refer situation, (6) action to refer action, (7) action to refer situation, (8) situation to refer situation, (9) situation to refer action, and (10) time to refer time. Metaphorical meaning based on interactive theory covers the meaning of metaphorical utterances which changes its meaning into directive meaning tended to or reverse.

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## INTRODUCTION

The use of metaphorical extension in a campaign discourse is an interesting phenomenon to investigate because a creative form of language whose power in the meaning application so can represent message conveyed accurately and to attract. Another opinion about the metaphor-showing any interest stated by Qiang (2011:5), Orwell (2012:11), Williams (2013:10), dan Hoang (2014:1). Many expert's points of view that metaphor is a beautiful word which covers not only complex political issues in understandable language but also meaning constructible. As a medium of communication, campaign discourse holds an important role to deliver information towards society. This role is really intense by the existence of a more various information needed by society. It is all due to the inside of campaign discourse, a politician does not only deliver the main matter through the text but also utterances whose consist metaphorical extension, these utterances, and metaphorical extension tended as an ornament of a campaign. On the other hand, newspapers have also a great role to maintain the language. Therefore, a metaphorical extension review needs a certain study related to word meanings. It is emphasized by Bright (1992:422) that a metaphorical problem has been examined through language structure and language use approach. Meanwhile, the study of meaning belongs to a semantic field (Chaer 1995:4).

This metaphorical extension review in the research related to one kind of semantic, which by Verhaar (1981:130) as intended semantic. The term of intended semantic stated by Verhaar is similar to the term of semantic-pragmatic stated by other experts and usually interpreted as the semantic study to About utterly utterances based on the given context and situation.

## METHODOLOGY

The research approach used is a qualitative descriptive approach. This study dealt with data which were not in the form of numbers but in the form of quality of verbal

forms tangible utterances (Muhadjir 1996:29 and Preece 1994:41). The data of the research were extracts of the campaign discourses. The data were analyzed using a normative method, a referential method, and a reflective introspective method (Sudaryanto 2015:15:172). In explaining activities, this research used formal and informal methods. By the use of the formal method, the explanation of research findings was done by presenting semantic and pragmatic interpretations which were forming metaphorical extension words. Meanwhile, the informal method was used to explain metaphorical utterance meaning based on Sudaryanto's opinion (2015:241).

## FINDINGS AND DISCUSSIONS

Based on the compression theory, metaphorical utterances cover ten types, i.e. (1) objects referring to things, (2) objects referring to situation, (3) objects referring to action, (4) place referring to place, (5) place referring to situations, (6) action referring to action, (7) action referring to situation, (8) situation referring to situation, (9) situation referring to action, and (10) time referring to time; they were all based on interaction theory.

### Objects Referring to Things

The compression between the use of objects to refer to things is a metaphor which has 'thing' meaning both lexical and metaphorical meaning. The extract of campaign discourse "Kalau dilihat benih-benih itu juga insubordinasi..." The metaphor of benih-benih has meaning 'things' both in lexical or metaphorical meaning. The reason is the given metaphor if it is being investigated from its lexical meaning has meaning as 'thing'. The intended thing is seed or fruit provided to plant or to harvest, a seed which is going to plant, sperm as for livestock growths, something that will grow or form. Meanwhile, if it is investigated from metaphorical extension has to mean as 'thing'. The meaning belongs to some patriots. Prabowo was so sure about Joko

Widodo and Jusuf Kalla as patriots who love our homeland will be a very loyal citizen to our national flag, red and white, and also to our Republic.

### **Objects Referring to Situations**

Objects used to refer situation here, in comparative theory, is a thing used to refer a certain situation. Metaphor changes meaning as 'thing' in lexical meaning and has to mean as 'situation' in its metaphorical meaning. The metaphor of boneka Negara lain which sometimes is in any campaign discourse extract "... Bangsa kita hanya menjadi boneka Negara lain ...." also has a meaning as 'thing' to refer situation. The reason is the word boneka is an imitative child to play, childish. Meanwhile, the metaphorical extension of the word boneka is someone who is being controlled by other nations. Based on comparative theory, the metaphorical meaning of boneka Negara lain is a nation whom only can be highlander in his own country because only can see its luxury by doing nothing. Our fortunes are being exploited by other nations. In this case, the compared objects are the situations of a country to the situations of the given puppet or boneka, so to state a certain country situation which its fortunes exploited by other nations used as the situation of a puppet of another country so it is formed a metaphor called boneka Negara lain.

### **Objects Referring to Action**

The comparison between those two objects used with intention of referring action is a metaphor whose meaning as 'thing' in lexical and action meaning as realized in the given campaign discourse extract "... melainkan berdasarkan penataan kehidupan kebangsaan yang memperhitungkan rekam jejak..." Inside of the extract, there is the metaphorical extension of objects to refer action, that is-rekam jejak. The reason is this given metaphor during being investigated from its lexical meaning has meaning as 'thing' and based on its metaphorical extension meaning has to mean as 'action'. This lexical meaning of the word rekam is a recording or impression of something uttered, track of

something written (such as lines or colorful drawings on garments, colorful lines on garments, letters, signs appeared on stoves). The lines or colorful drawings on garments are forms of objects existence. Meanwhile, the meaning of jejak is track, footstep path, tracks of a foot on the ground.

The activity of foot stepping on ground belongs to an action. Meanwhile, recording has to mean as 'action' done; action (attitude, a track of showing action done). Therefore, the metaphorical meaning of rekam jejak is excellent figures.

### **Place Referring to Place**

The comparison between place to refer place is a metaphor attached has meaning as place and lexical meaning as well as the meaning of place and also its metaphorical extension meaning. The campaign discourse extract "...menurut dia, hasil survey juga menunjukkan Jateng masih menjadi kandang banteng untuk pileg DPRD Jateng 2014," there is a metaphor of Kandang whose meaning as 'place' to refer place. The reason is the metaphor has lexical meaning as a cage of animal, space with a fence as a place to take care animals, fenced place. Meanwhile, the metaphorical extension meaning has the meaning of place, kampung, country.

### **Place Referring to Situation**

The comparison of a place to refer to a situation is a metaphor used whose meaning of place inside of lexical and situational meaning in its metaphorical extension meaning. The intended metaphor is medan pertarungan, as seen in campaign discourse extract "Jateng merupakan medan pertarungan yang berat..." Inside of the campaign discourse extract is a metaphor of medan pertarungan has the meaning of place to refer situation. The reason is this given words if it is investigated from lexical meaning is a place. The meaning of medan or field; a large place (to have a horse race, etc), location, region. Meanwhile, from metaphorical extension view has the meaning of situation such as "space". Space has to mean 'how large is

an object covered and encompassed, the risk to take. The battlefield of two strong candidates for president between Prabowo-Hatta towards Jokowi-JK. This place used to win Prabowo-Hatta due to the other competitive couple has a strong supportive basis in Central Java. It is delivered by the Head of Winning Team in Central Java region, Wisnu Suhardono. The concept explained in the given extract has the intention to explain that the battlefield for both candidates with its subject occupation covered and the given risk to a burden.

#### **Action Referring to Action**

The comparison between actions done to refer an action is a metaphor which has to mean as 'action' inside of lexical and action meaning and also its metaphorical extension. The given extract has metaphor which obeys action to refer action such as "Skenarion bermain dua kaki itu, sepertinya akan dimainkan setidaknya karena dua alasan..." In the given extract this metaphor of bermain dua kaki can obey action meaning to refer action. The reason is this metaphor if it is investigated from its lexical and metaphorical extension meaning has the meaning of action. The lexical meaning of the word playing is doing something fun. Meanwhile, the lexical meaning of dua or two is a number symbolized by Arabic number 2 (Arabic) or II (Rome). Meanwhile, the lexical meaning of kaki or foot is human limb to keep the body functioning as legs. The metaphor of bermain dua kaki in this extract is if PDIP and its coalitions really put Jokowi and JK in the corner, the probability of Golkar will join Gerindra and take Prabowo will be higher, but practically they silently support to succeed Jokowi-JK. The reason to explain is the solution of a difficult position of a certain party which took Ical. The other related reason is the candidate of president wanted is young and progressive figure and is capable of leading to new hope for the nations. Therefore, the meaning of how to find the way out upon the given difficult position above is an action solution.

#### **Action Referring to Situation**

The comparison between actions used to refer situation is a metaphor used has lexical meaning as 'action' and inside of its metaphorical extension meaning is as 'situation'. Inside of the given extract contains metaphorical meaning, that is "... tapi kalau tidak bias, koalisi ramping pun ya tidak masalah." This metaphor which obeys action meaning to refer to a situation in the given extract is the metaphor of koalisi ramping. This metaphor has lexical meaning as 'action' and metaphorical extension meaning as 'situation'. The intended action is due to the given word, koalisi, has to mean as cooperation among several parties to gain more votes in the parliament. Meanwhile, the meaning of ramping has the meaning of small, straight and long; thin. The metaphorical meaning of ramping is small refers to a certain situation. The metaphor of koalisi ramping uttered by Jokowi has cooperation meaning among several parties whose few numbers.

#### **Situation Referring to Situation**

The comparison of a situation to refer situation is metaphor which has meaning as 'situation' inside of lexical word and has meaning 'situation' and also its metaphorical extension. The given extract "Saya itu enggak punya duit, ndeso, miskin koneksi pusat," there is a metaphor of miskin koneksi which obeys the meaning of situation to refer situation. The reason is a metaphor of miskin koneksi if it is investigated from its lexical meaning as 'action'. Miskin in the lexical meaning has a reference as no fortune gained, insufficient living support. Poor people are them who are still or temporarily in the different situation based on the era and society pattern and also weak situation. Poor people have no money, connection, influence, authority, knowledge, freedom and even human level. They live day by day and have no chance to release their selves from the reality without help from anyone else. Meanwhile, investigated from metaphorical extension has to mean as 'situation'.

### **Situation Referring to Situation**

The comparison between situations used with purpose to refer an action is metaphor which has meaning as 'situation' in lexical meaning and has meaning as 'action' on its metaphorical extension meaning. This metaphor has meaning as situation to refer action as realized in the given extract "Pemimpin Indonesia tidak boleh gila perang..." Inside of given extract there is a metaphor which has meaning as 'situation' to refer action, that is gila perang. The reason is this metaphor if it is investigated from its lexical meaning has meaning as 'situation' and based on the given metaphorical extension has meaning as 'action'. The lexical meaning from the word, gila, is 'having memory disorder, having personality disorder (or abnormal thought), being addictive (like, love, and compassion)'. Meanwhile, the word perang has meaning of battling between two countries (nations, religion, tribes, etc), a large armed battle between two armies or more (army, legion, rebellion, etc), fighting, conflict, a way to express fighting'. A large armed battle between two armies or more is a form of action. Therefore, the metaphorical extension of the given metaphor, gila perang, is a like feeling towards battling.

### **Time Referring to Time**

The comparison of time to refer is a metaphor which has meaning 'time' inside of the given lexical meaning and has to mean as 'time' and also its given metaphorical extension. The given extract "...salah satunya yakni tidak mempunyai masa lalu yang berdarah," there is a metaphor of masa lalu yang berdarah which obeys time meaning to refer time. The reason is a metaphor of masa lalu yang berdarah if it is investigated from its lexical meaning as 'time', period in the given lexical meaning means an interval of time which has initial and limitation, a long interval time of something important happened. Meanwhile, past times has lexical meaning as passed time, previous time. The intended time is an interval of time which has long period time to happen for something bloody, bleeding. Meanwhile, if it is investigated

from metaphorical extension meaning as 'time', the metaphorical extension meaning is dark and cruel era.

### **Meaning based on Interaction Theory**

Inside of interaction theory, the metaphorical forms are the use of linguistic utterances separated metaphorically put into direct utterances so the metaphorical statement meaning and direct meaning hold interaction. Therefore metaphorical meaning based on interaction theory covers metaphorical utterance meaning which is changing the meaning into direct intended meaning or reverse, explanations and argumentation of the findings of metaphorical meaning based on interaction theory encompasses a theoretical border.

The given extract has metaphorical utterances which obey interaction theory-that is "... Bangsa kita besar dan terhormat, maka bangsa ini harus mampu berdiri diatas kaki sendiri..." Berdiri has meaning (a) standing up on foot (no laying or sitting down), (b) Standing up (no laying, and (c) raising then standing. Based on those objects, its semantics characteristics of conveyable metaphorical utterances that standing up usually related to human or animals is a concrete thing of life, but there is also its metaphorical extension applied on Indonesian Nations which is actually a non-living thing. To know its accuracy of these two given utterances, by finding their predication which can be applied towards both of them. Actually the utterance such as growing, living, dying, and dead are predication which can be applied towards two comparable metaphorical utterances those are bangsa Indonesia and animal beside the utterance of mampu berdiri diatas kaki sendiri like on the metaphorical utterances. Therefore, it can be said that to understand deeper something like binatang or animal as bangsa Indonesia is already accurate and logic.

The use of metaphor, berdiri diatas kaki sendiri untuk bangsa Indonesia, indicates that Indonesian must 'stand', 'still', and 'strong', 'performable' (the results), and also 'capable of handling interruption' such as animals or

matures who stand (by using their feet). As known so far, Indonesian is a large nation with its many potentials of natural sources so the global society has desire to 'experience' our natural source. By its large natural sources, Indonesia should not have low poverty citizens moreover until they beg to other nations. Children cannot go to school and non-employed teenagers. But, due to mistakes in managing the potency, Indonesia become victims of capitalism. This country can prosper if cooperation exists in every soul of its citizen to develop a social economy. Therefore, Prabowo has emphasizing which is an obligation to do concrete renewal steps and effective for a better quality of Indonesian generally. The taken steps is establishing Indonesian mobile and motor factory, as well as plane. If Indonesian has been capable of standing by itself then its dependency toward other countries will be lesser.

The given extract also contains metaphorical utterances which obey interaction "... Sekarang kita berada di tengah, tantangan di depan, itu yang dihadapi dan apabila membangun kemaritimani kita ke depan..." Membangun Kemaritiman is metaphorical utterance because of its use to develop an oceanic region. To develop means to establish (build or establish building, and so on), example mereka sedang membangun benteng di tempat itu. The word membangun or building initially applied on non-living concrete objects such as building, fortress, and house. In the given metaphor applied to an abstract and non-living thing that is oceanic. Some of the semantics features of the utterance membangun can be revealed that metaphorical utterances put building and oceanic on the same level. To know the accuracy of the metaphor inside of this research, can be found other predication besides building which is applicable towards both objects on the same assumption. Other applied predication for both words there are six applicable predication to put on the same level (building and oceanic). Oceanic is put on the same level with building beside it has different developable character, and it can be renovated, kept, maintain, seen, treated, and applied. This

fact indicates that some of the experiential dimension of the building also exists on oceanic. Therefore, it can be said that to understand oceanic deeper as a building is really interesting.

Next, the utterance of developing initially applied on a non-living and concrete thing (building, house), but in the given metaphor applied on an abstract and non-living thing (oceanic). The most appeared thing of this semantics aspect from the given metaphor building is a progress to fix or repair or to increase the level of (wisdom and honor). The intended meaning is the existence of metaphorical extension. Membangun kemaritiman is a progress to recover oceanic to increase wisdom so Indonesia will be honored, just like Jokowi said in his campaign. The same thing if someone build building. This shows semantic aspects based on the metaphorical formation of membangun kemaritiman. Metaphor on the given extract used as mean to explain planning of candidate of president Jokowi in his program to achieve the purpose of having a country that is to establish further oceanic, Indonesia will be the center of world oceanic so Indonesia has wisdom and is honored. The candidate of president Jokowi will struggle to achieve the purpose, just like an engineer who builds buildings.

The given extract also contains metaphorical extension utterance to obey an interaction theory "Perang dua kubu sudah terlihat di sosial media. Bahkan panasnya sosial media bias memantik konflik di masyarakat." Memantik konflik is a metaphorical extension. To light up means rubbing stones (using stone, metal) to light the fire, rattling objects to sound them by using thumbs and pointed fingers, to take, to deplete blood by slicing an artery. To light up initially is applied on the non-living and concrete thing just like stone, metal, wood. In the given metaphor applied on the non-living and abstract thing that is conflict. Several semantics features of utterance 'to light up' or 'memantik' can be uttered that metaphorical utterance which is equal to hot with conflict. It has same meaning with hot beside it has character can be created, and also can be heat

up, cooled down, treated, kept, recovered, seen, and felt. The reality indicates that as experiential dimension on hot there also exists on conflict. Therefore, it can be said that to understand deeper conflict as hot is interesting. Therefore, metaphor can be categorized logic.

Next, utterances of *memantik* or light up initially applied on non-living and concrete thing (stone, metal, wood), but the metaphor applied on non-living and abstract thing (conflict). The most appeared thing of the semantic aspect from the metaphor *memantik* is a progress to trigger or to improve the level (conflict, gap, greed, and anger). This intended meaning by metaphorical utterances. *Memantik konflik* is a process to trigger or to raise up the level of conflict, gap, greed, and anger in society just like said by Soegeng Sarjadi Syndicate and hari Nur Cahyo a researcher who discovers president election from two sides both Jokowi-JK or Prabowo-Hatta who are ready to compete in the election. Those two candidates save political revenge, just like two army battle seen in social media which is getting hot by its society.

The given extract also has metaphorical extension to obey interaction theory “..... Irama perpolitikan nasional dewasa ini mengisyaratkan hitungan siklus bersatu dan bubar dalam tujuh abad, 70 tahun tampaknya kembali terulang” Rhythm has several meanings such as time measurement or period, continuous moving regularly, pitch of songs (sound, etc) which is gradually, symphony created by balanced sentence, sentence transition, and the length of sound (in prose), rhythm, time and period measurement, series of sound and changing sound unit in long and short sound, soft and hard pressure, and high and low tones (in poetry).

Based on the meaning, it can be revealed semantic features rhythm. Rhythm usually is applied to the language or art which is mediated by language, just like songs, poetry, etc. in the metaphor applied on national politics. Therefore, the metaphorical speaker has put on the same level national politics with poetry. To prove this metaphor accuracy, it can be found its other predication which is applicable on both

sides. The predication proves that to understand deeper some of poetry there exists national politics. This is clear that metaphor of *irama perpolitikan nasional* or national political rhythm is really logic. To put poetry in the same level (non-living and concrete thing) with national politics (non-living and abstract thing) so can be combined into interesting rhythm unit. Semantically, the meaning contains the rhythm unit such as, can be high or low, can be fast or slow. *Irama perpolitikan nasional* or national politics rhythm has intended meaning to be faster or slower and also higher or lower. It is proved by the conflict of our childhood especially elite politicians which leads no end (Djuyoto). Each group has its political needs, international network, has personal finance, access, and has the capability to be president.

## CONCLUSION

Metaphor is a creative form of language whose power in the meaning application can represent message conveyed accurately and attract campaign discourse in mass media. Therefore, the metaphorical extension used by politicians has comparative and interactive meaning. There are ten comparative meanings, they are (1) objects referring to things, (2) objects referring to situation, (3) objects referring to action, (4) place referring to place, (5) place referring to situation, (6) action referring to action, (7) action referring to situation, (8) situation referring to situation, (9) situation referring to action, and (10) time referring to time; and meaning based on interactive theory.

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