



## The Varieties of Metaphorical Expression Values in Campaign Discourse

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### Abstract

This study is aimed at analyzing the varieties of metaphorical expression values found in campaign discourse. Qualitative and quantitative approaches were employed in this research. The data were excerpts of campaign discourse in Presidential and Vice Presidential National Election of Republic Indonesia in 2014. They were 320 excerpts from 322 metaphors published by Kompas, Tempo, and Suara Merdeka newspapers within seven months, from May to September 2014. Descriptive qualitative approach was used to describe the varieties of values in metaphorical expressions. The data analysis used normative, referential equivalent, and introspective reflective method. This analysis resulted in the following findings. The values of metaphorical expressions in campaign discourse of Presidential and Vice Presidential national election of Republic Indonesia in 2014 are: (1) value of mutual cooperation, (2) value of religiosity, (3) value of politeness, (4) value of simplicity, (5) value of mutual respect, (6) value of mutual assistance, (7) value of simplicity, and (8) value of deliberation.

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## INTRODUCTION

Metaphor is an interesting matter in semantics. Ullman (1972:212-215) stated three conceptual contributions which are related to this field. Those concepts are metaphors which have important meaning as power of creativity in language, metaphors which have very simple basic structures, and metaphors which mean to fill the emptiness in vocabulary. Meanwhile, other considerable opinions about metaphors were stated by Qiang (2011), Orwell (2012), Abusaeedi (2012), Williams (2013), Kamalu (2013), Hasar (2013), El-Sharif (2014), Li (2014), Hoang (2014), Casebeer (2015), and Ocak (2015). The experts viewed metaphor as beautiful expression to represent not only complex political issues in language to make them easily understood but also to frame their meaning. Therefore, the study on metaphors needs certain knowledge about the variety of values. It was asserted by Bright (1992:422) who stated that problems about metaphors had been viewed from the aspect of linguistic structure and language use. Lakoff and Johnson (2003:3) stated that metaphors reflect what we are thinking, experiencing, and doing in daily lives. Meanwhile, value is a belief toward what thing is good to do by an individual (Allport, 1961:454). Value is owned and developed by someone since he realizes his existence in the middle of interaction. In lives, value is a guidance for someone in thinking and acting.

## METHOD

The research employed qualitative and descriptive approach. The qualitative parts of this research dealt with numerical data but they are in the forms of verbal forms as utterances (Muhadjir 1996:29 and Preece 1994:41). The data were excerpts of campaign discourse in Presidential and Vice Presidential national election of Republic Indonesia in 2014. Each campaign discourse from the newspapers was investigated based on the determined principles. Observation was used in collecting data. Furthermore, normative, referential equivalent, and introspective reflective methods were used as the techniques of analyzing the data (Sudaryanto 2015:15;172). Additionally, the formal method explained the findings by

presenting the semantic and pragmatic interpretations consisted in each word which forms metaphors. Meanwhile, informal method was used to explain the variety of metaphorical expression values as stated by Sudaryanto (2015:241).

## FINDINGS AND DISCUSSION

Values are qualities or important or useful matters for humans. Cultural values are abstract concepts about valuable and important basic problems in humans' lives. Meanwhile, value of religiosity is a concept about high respect given by members of society toward some primary problems in religious lives which are virtuous, as member of society's religious guidance for behaving. Therefore, values are badness or goodness or benefits or inbenefits of something in life, both dealing with broad scope of cultural value and religious value about religious matters.

Metaphor is assumed to have varieties of values. The varieties in metaphors are absolutely good or positive. Therefore, the positive varieties will benefit humans' lives, not only on present days but also in future. The value is a belief toward what thing is good to do by someone (Allport 1961:454). Thus, the value is owned and developed by someone since he realizes his existence in the middle of interaction. In value of lives, it becomes the guidance for someone to think, act, and respond something from his environment (Knutson 1965:260).

In social members' lives, the intensity of values in an individual can form natures or traits of the person. If the condition is strong, this value will prevent the possibility of other values although the values are more beneficial. Therefore, values can be religious, ethical, educational, and politeness values.

Based on the data analysis, it can be concluded that the campaign discourse of Presidential and Vice Presidential general election of Republic Indonesia in 2014 contained varieties of values. The varieties were (1) value of mutual cooperation, (2) value of religiosity, (3) value of politeness, (4) value of carefulness, (5) value of mutual respect, (6) value of mutual assistance, (7) value of simplicity, and (8) value of deliberation. Based on the analysis, the metaphors

in the excerpts which were analyzed based on values of metaphorical expressions are word groups of expressions.

### **Value of Mutual Cooperation**

The value of mutual cooperation is cooperatively working or mutually helping each other. Mutual cooperation means doing something or creating something together. It has been common that politicians mutually cooperate. Keeping and developing the country and nation such as by cooperating inside of a cabinet have become the traditions of mutual cooperation realization. This behavior of doing something together actually is reflected in metaphorical expression uttered by politicians as their thought and feeling creation of the Chief of the House, Hanura Ali Kastela. Based on the data analysis, the value of mutual cooperation was found in the excerpt (1) "I do not think to be worry because we work inside of a cabinet. It is to *develop the nation*," In the excerpt (1) it has mutual cooperative value. The utterance "I do not think to be worry because we work inside a cabinet. It is to *develop the nation*" or deliberating is one indicator of mutual cooperation. When there is no deliberation, then mutual cooperation will not exist.

The spirit of mutual cooperation values will help Indonesian people not only to defend in facing challenges but also to develop into greater political civilization in the future. The concept of mutual cooperation prioritizes aspect of living together but unfortunately many people misinterpret the culture which should have been instilled inside Indonesian people's spirit. The concept is realized into pure social relationship, cooperation, responsibility, transparency, and carefulness toward other parties. There are some benefits of mutual cooperation to lighten burden, time, and cost, and to improve solidarity and sense of family toward fellow being, to strengthen sense of unity, and to improve mutual defense. The culture should be instilled in Indonesian people's souls. Based on the description, the use of metaphor in the first excerpt is proven to have mutual cooperation.

The excerpt two has value of mutual cooperation. "We do not want any regression in the process of *democracy matureness*. I hope four parties will be fully responsible and having

compassion toward the country and nation. It can be by responding to something correctly, wisely, and appropriately". In the excerpt (2), there is mutual cooperation value. The utterance "We do not want any regression in the process of *democracy matureness*. I hope four parties will be fully responsible and having compassion toward the country and nation. It can be by responding to something correctly, wisely, and appropriately". By deliberating, it is an indicator of value of mutual cooperation existence. When it is absence, the value of mutual cooperation will not exist. The intensity of mutual cooperation also appears in the excerpt "We do not want any regression in the process of *democracy matureness*. I hope four parties will be fully responsible and having compassion toward the country and nation. It can be by responding to something correctly, wisely, and appropriately". According to SBY, if each process of national election can run well, orderly, and safe, it means it will become the tradition of new leadership and good government succession. The togetherness inside of activities inviting all four parties to be fully responsible and to have compassion toward the country and nation, and to be able to respond to any matter correctly, wisely, and appropriately to help, indicate the existence of higher upheld mutual cooperation value inside the team. The spirit of mutual cooperation value will make Indonesian people as nation to not only being able to defend challenges, but also to develop into greater political civilization in the future. The concept prioritizes aspect of living together but many people misinterpret the culture which should have been instilled into Indonesian people's spirit. The concept is realized into pure social relationship, cooperation, responsibility, transparency, and carefulness to other people. The most important thing is to prioritize aspect of living together. There are some benefits of mutual cooperation to lighten burden, time, and cost, and to improve solidarity and sense of family, to strengthen sense of unity, and to improve sense of defense together. That culture is instilled in Indonesian people's souls. Based on the description, the use of metaphors in the excerpt (2) is proven to have mutual cooperation value.

### Value of Religiosity

Religiosity correlates to the word 'religious'. If the word has meaning as 'religion', 'religious' means to be correlated to religion. It is about obedience toward the religion or godliness without seeing any other religions. When the person is pious and obedient, he is considered as religious person. In the discourse, it is also revealed value of religiosity or godliness or religion obedience of a society. The intended society is the supportive society and society which becomes the target in creating the campaign utterances. It is not an exception in national Presidential and Vice Presidentialelection of Republic Indonesia in 2014. Based on the data of the research, it can be stated that the metaphors in campaign discourse of national Presidential and Vice Presidentialelection of Republic Indonesia in 2014 also have value of religiosity as in the excerpt (3) "Please elect *according to conscience*. Dear God will guide." In the excerpt (3), which is a metaphor, it has value of religiosity. Conscience means light of eye or eye of heart. In the metaphor, it is implicitly stated value or teaching about godliness or obedience in religiosity. In delivering the teachings, the politician did not do it explicitly but implicitly. The meaning of implicitness in the metaphor is in the utterance "Please, elect according to *conscience*. Dear God will guide." The utterance has intention that Islam allows any different point of views, even the people may argue or debate to find the truth as long as it is done politely and dignified. It becomes the task and obligation of society to elect president who is able to lead the country. That is how the Vice President Boediono invited the people to use their votes according to their consciences and to keep it peacefully to get on national election. Religious value comes from religion in which is able to instill into soul intimacy. The value of religiosity needs to be instilled in educational institutions to foster strong religious cultures. When this value is continuously implemented in daily lives, it will be able to instill into each soul intimacy and into generation to generation, then it will turn into religious cultures. When it has been fostered, automatically the variety of the value internalization can be done daily, in which finally will become one of the characters of qualified institution and its

substances to improve educational quality. Based on the description, the use of metaphor in the excerpt (3) is proven to have value of religiosity.

### Value of Politeness

The next value of metaphorical expression is politeness value. Politeness is an abstraction of politeness matter. Politeness is polite and well behave in speaking, acting, being polite, and being calm. Politeness is a sign of an individual to have well attitude language and behavior or called as a polite person. Politicians are actually upholding this politeness. It is proven from the expression containing politeness in the utterance. In excerpt (4), it has polite expression in which is upheld by politician. "Shall, all of us *keep the neutrality* of each institution ...." The expression about politeness is reflected in the utterance "Shall, all of us *keep the neutrality* of each institution together ... and let's, together, we keep the situation safe and conducive as well as under controlled ..." It occurred because the utterance was implicitly telling that an individual should be polite to other people to keep the situation neutral, safe, and conducive until the end of the election in which it becomes the embodiment of politeness. In contrast, if a politician uses impolite and aggressivelanguage, then he does not implement politeness. Politeness of an individual which is implemented to other people is upheld by politicians. Thus, the use of metaphor in excerpt (4) is proven to have politeness value which is very beneficial to keep living safe inside family or broad society.

Besides the metaphor *to keep neutrality* with its politeness value, in the discourse, metaphor *patriot, devotees of Indonesian partisans* is also found which is included into the value. It is stated in excerpt (5). "I appreciate Prabowo-Hatta who contribute to make democracy better. Both of them are *patriots, devotees of Indonesian partisans* and I respect both of You ... ". The politeness expression is reflected in the utterance "*I appreciaiate Prabowo-Hatta who have contributed to make democracy better. Both of them are patriots, devotees of Indonesian partisans and I respect both of you*". It occurred because Jokowi's utterance implicitly showed someone behaving polite to other people to keep the situation neutral, safe, and conducive after winning quick count. He uttered that it was

not the victory of Jokowi-JK, it is also not the victory of the party, or succession team, instead all of Indonesian people. The utterance “*Both of them will serve the people*” is an embodiment of politeness. In contrast, if he uses impolite and aggressive language, Jokowi would not demonstrate the politeness. An individual’s politeness implemented to other people is highly upheld by Jokowi while giving speeches in Tugu Proklamasi, Central Jakarta. Thus, the excerpt (5) has politeness value which is very beneficial to keep living safe inside family or in broader society. Politeness is one of pillars of character to be kept and practiced by Indonesian people. The implementation of politeness and politeness strategy in daily communication actions can prevent the emergences of friction and social fluctuation in society. It will lead to create harmony in family lives, friendship, and society. Thus, the metaphor in excerpt (5) is proven to have value of politeness

#### **Value of Carefulness**

Value which upholds dignity and prestige of human is value of carefulness. The word comes from carefulness. The purposes to achieve through the value of carefulness are goodness, truth, and welfare. A careful or vigilant individual will have principle to not act incorrectly, recklessly, and inappropriately. The result of careful action is being welfare or not unlucky. Politician also upholds the value. The spectrum of carefulness or vigilance of a politician is broad. It is not only being careful in acting inside home, the small environment, but also in broader scope as in government. The implemented vigilance by Prabowo is a foundation for his supporters’ carefulness in rowing lives.

Based on the data, carefulness or vigilance is also suggested by someone to his friend. It is revealed in the excerpt (6) “Do not think we can be just trampled. Do not get frightened and we stand up here to *enforce the truth*.” In the excerpt (6), there was a suggestion from Prabowo to his supporters. He asked them to be always careful and alert to oversee the election until official calculation in General Election Commission. The advice has value of carefulness because it is suggested for the supporters to be alert and to not let any party corrupting it. The advice was

asserted by utterance “Let’s be on the right path”. Prabowo also asked the supporters of red-white coalition for not being easily provoked and being calm. Prabowo really has and practices the value of carefulness in his daily lives. Thus, the use of metaphor in the excerpt (6) is proven to have value of carefulness.

In the campaign discourse, it was found metaphor *close the line* which is included into the value, as stated in the excerpt (7). The excerpt (7) contained suggestion from Prabowo to his supporters. It was delivered to them to be always alert and careful to oversee the election until official count of General Election Commission. The advice contained value of carefulness because it was addressed to the supporters to not let the election to be corrupted by any party. The advice was asserted by utterance “... *close the line* ...” He asked the supporters of red-white coalition for not being easily provoked and to act calmly. Prabowo really has and practices the value in his daily lives. It was revealed in excerpt (7). Thus, the use of metaphor in the excerpt (7) is proven to have value of carefulness.

#### **Value of Mutual Respect**

This value exists in the discourse. The phrase ‘mutual respect’ means to respect, to put respect, and to express respect. The meaning of mutual respect is to put respect on someone or to have esteem on someone. Thus, mutual respect means to respect each other among parties involved in communication. The candidates of President and Vice President also uphold this value. The members of society have got used to respect. This habit occurs in family, society, office, or government institutions. Based on the data of the research, it can be stated that the value exists in politician’s utterance in the discourse. The evidence of the statement is an excerpt in the discourse (7) containing metaphor with values of mutual respect. “Come on, we *foster mutual respect tradition*, included to respect the claim ....” The value in the excerpt (7) is mutual respect value between the candidates of national election 2014. It was seen in the excerpt (7) that Jokowi-JK’s supporters really respected the process of Prabowo-Hatta’s claim into Constitutional Court. It had intention that Jimly asked the second pair for not being quickly proud, for acting as if the

results of quick count were final result and brought victory in the election. Thus, the use of metaphor in the excerpt (7) is proven to have mutual respect value.

### **Value of Mutual Assistance**

'Mutual assistance' means to help each other, to lighten the burden or suffer or difficulty, to help to do something, to help to lose one's self from danger or disaster. In society, this action is usually done. A member of a society helps other members or a member of family helps other families. The type of the assistance may also vary. The living habit of helping each other between politicians is seen in the discourse. The value of mutual assistance was intentionally stated in a politician's utterance. It was intended as a practical teaching for anyone in broader society, without considering position, education, occupation, or wealth. Based on the data, expression of mutual assistance value was found in excerpt (8) "We begged him to play a role in leading until July 22 so *everything runs cool* ...." The value is revealed in the excerpt (8). The word *begged* means assistance. The value was actually given to people who are willing to find good intention in changing this messy condition. Thus, it is revealed that " We begged him to play a role in leading until July 22 so everything runs cool ..." means everything runs conducive and the election is seen to be honest, clear, and peaceful. Therefore, the assistance is not limited to ignorant people toward living socially but also to anyone who cares about the safety and convenience of living together. The given assistance to someone having awareness is intended to make the people understand. By the assistance, he can figure out the way to help in creating safe and comfortable lives for him and other people. Based on the description, the use of metaphor in the excerpt (8) is proven to have mutual assistance value

### **Value of Simplicity**

The value of simplicity is reflected in the discourse. Simple and not being over is contained in the word simplicity. The word also means not to be over and not to have much knick knacks. From the word 'simple', it forms simplicity, meaning something, nature or condition to be simple. Simplicity in human life development then

turns into value which is embraced by society members who have understood the supremacy of the value. As a member of other societies in Indonesia, Prabowo also holds the value. Prabowo also believes the value is the most precise value. Matter, nature, or condition of simplicity are practiced by Prabowo in rowing his life. In fact, simplicity is also broad and has many aspects. Prabowo struggles simplicity in his life, in clothing, in his appearance, in consuming or drinking, and in various aspects. The value is revealed in campaign discourse of national Presidential and Vice Presidential election in 2014. It was an evidence of a politician's care toward society in general. His concern was realized into his teaching of simplicity expressed through his utterance. It was not a coincidental utterance, instead he really wanted to give the valuable teaching and expected that the society would listen, obey and practice it. Based on the data, the excerpt (9) has value of simplicity. "Thanks to Salim for the writing. Thanks to entrust me. It is a leader's dream to *keep the religion* .... " The simplicity value expression was about being simple in living pattern, by accepting and feeling grateful. Prabowo stated that the choice of living simple was by accepting and feeling grateful with sake of sincerity, health, and welfare of human. By living so, human will feel comfortable and feel to be grateful upon anything given in his life. It was so simple that Prabowo accepted the grace upon the support of an activist of Islam, Salim A Fillah, as well as selected him and promised to lead Indonesia honestly and with trust as demonstrated by Rasulullah and his companions. Thus, Prabowo had revealed the value of simplicity to live in simplicity and sincerity. Therefore, the use of metaphor in the excerpt (9) is proven to have value of simplicity.

Excerpt (10) also contained metaphor *populist face* which has simplicity value. "How? You have met me, right? My face is populist, right? Yes, it is *populist face*" The simplicity in human life development then becomes a value embraced by society members who have understood the supremacy of the value. As another society member of Indonesia, Jokowi also holds the value of simplicity. Jokowi believed simplicity was the most valuable value. Matter, nature, or condition to be simple become the most

practiced conditions by Jokowi in rowing his life. In fact, simplicity is very broad and has many aspects. Jokowi struggled the simplicity in his living patterns such as in dressing, in his appearance, in consuming or drinking, and in various aspects of life.

The value of simplicity was revealed in campaign discourse of national Presidential and Vice Presidentialelection of Republic Indonesia in 2014. It was the evidence of a politician's care toward society in general. His concern was realized into simplicity teaching expressed through his utterance. The expression was not coincidental, but instead he really wanted to give his teaching with hope the society reading or listening to him would obey and practice the teaching. Based on the data, the excerpt (10) contained metaphor with value of simplicity. The expression in the excerpt (10) was value of simplicity in living pattern of accepting and feeling grateful. The voters live simply by accepting and feeling grateful with the sakes of sincerity, health, and welfare of human. By living so, humans will feel comfortable and grateful upon His grace in his life. Thus, Jokowi had revealed the value of simplicity to live fully in simplicity and sincerity. Therefore, the use of metaphor in the excerpt of campaign discourse (10) is proven to have value of simplicity.

### **Value of Deliberation**

The value of deliberation is the highest value in democracy life. The word *democracy* is not limited in governing matters but also democracy in family or home. The word *deliberation* means to have discussion together with purpose to get decision or solution upon a problem together. Deliberation is a variety of democracy which has been used in centuries and run in Indonesia as well as has been stated in the Opening of Constitution 1945. The realization of deliberation in discussion to arrive in an agreement. As any other nation, Indonesian people also prioritize deliberation. Almost in every problem, our nation will take deliberation. The solved problem through deliberation is not only about governing and living together, but also family. The realization of deliberation in Indonesian people also occurred in the election won by Jokowi-JK. The effort is to bring forward the life of society

and country. Deliberation to keep safety, to build facility in villages, to solve problems in life including local custom matter are the scopes of deliberation realizations in the election. Deliberation does not only occur in national lives as society members and family members. During campaigning, deliberation is a value which also has been expressed by Prabowo. The purpose was to teach life for his listeners. From the data, it can be stated that in the election, there was value of deliberation in excerpt (11). "Gentlemen, we will continue our effort. Effort to *save Republic Indonesia*. We want the real democracy. We want justice and are willing to bet on everything." The value of deliberation is in excerpt (11). "*Let's continue the effort to save Republic Indonesia ...*" in the excerpt, it was a teaching of deliberation value expressed by Prabowo during his campaign. Prabowo showed the teaching in his campaign. He expects that the society always practiced deliberation in solving various life problems. The currently faced problem was to continue the effort to save Republic Indonesia, in the relationship to Prabowo-Hatta's claim into Constitutional Court. Based on the discussion, Prabowo Subianto's team agreed to claim the result of national election to Constitutional Court, which was done peacefully. Therefore, the use of metaphor in the excerpt (11) is proven to have value of deliberation.

The excerpt (12) also meets the value of deliberation. The value in the excerpt (12), "*According to me, to desecrate the effort of headman*" was a teaching of deliberation value expressed by M. Hanif Dhakiri during his campaign. As if he was a teacher, M. Hanif Dhakiri showed the teaching in his campaign. He expected that the society would always practice the value of deliberation in solving various problems in life. The current faced problem was about the promises of Prabowo which were offered to society and considered to have political purposes. The point on a promise to give financial assistance for village was misleading. The reason was that the promise seemed to have come from the candidates or individuals. However, it was a mandate of Rule Number 6 Year 2014 about village and financial allocation for villages in Indonesia. It was caused by Rules of Village which had been designed accordingly to each village's need but it was

suddenly appeared and claimed as a financial aids from one of the candidates, Prabowo. Therefore, the use of metaphor in the excerpt (12) is proven to have value of deliberation.

## CONCLUSION

Based on the data analysis, it can be concluded that the metaphorical expressions were mostly found to have varieties of values. The varieties of metaphorical values in the research consisted of eight metaphorical expressions. Overall, the varieties in campaign discourse of national Presidential and Vice Presidential election of Republic Indonesia were (1) value of mutual cooperation, (2) value of religiosity, (3) value of politeness, (4) value of carefulness, (5) value of mutual respect, (6) value of mutual assistance, (7) value of simplicity, and (8) value of deliberation. From those eight metaphorical expression values, the most frequently used value was value of carefulness. The varieties of the values were intended to improve the dignity and degree of humans.

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