AN ANALYSIS OF METAPHOR IN THE JAKARTA POST
HEADLINES NEWS

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ABSTRACT


The research discusses the metaphor in The Jakarta Post Headlines News on October, 9th 2017 until December, 9th 2017. Basically, metaphor is the one of figurative language in which word or phrase is transferred to different form. The aim of the research is to find out the types of metaphor used in The Jakarta Post Headlines News. The researcher uses descriptive qualitative method to analyze the data. The researcher classify the metaphor into five types, those are dead metaphor, cliche metaphor, stock or standard metaphor, recent metaphor and original metaphor. Furthermore, the researcher explains the metaphorical meaning of the words or phrase in the sentences of the article. The result of the researcher showed that there are twenty one dead metaphors, seven cliche metaphors, thirteen stock or standard metaphors, four recent metaphors and three original metaphors. The most metaphor used in The Jakarta Post Headlines News is dead metaphor.

Key words: Analysis, Metaphor, Headlines News

INTRODUCTION

The information is shared by the media such as electronic media, online media and print media. Newspaper is a language media which consist of the actual news and it is happening in the society. Each of the newspaper (online newspaper or printout newspaper) has it own writing style and language choice. The difference between the writing style and language choice are interesting for the
researcher to analyze it. In the actual news, the Journalists used the figurative language to make the news interesting to be read by the reader. Ezra (2007) said that the used of metaphor (kind of figurative language) in the newspaper could attract the reader to reading newspaper. But the use of figurative language become the difficulties for the reader to understand the content of the news.

Metaphor is a type of figurative language which is the most common and widely used. It is to analysing the content of the non literal meaning offered by word, phrase or sentence from the writer to reader. Figurative language is imaginative tool in both literature and ordinary communication used for explaining beyond its usual (Fadaee, 2011). According to Newmark (1988) metaphor is figurative expression which used the word to be applied in non literal meaning and it could be word, proverb or sentence.

Nowdays, metaphor is not only used in literary works like novel, poetry and song but also used in newspaper. Newspaper is a publication which contains news, information and advertisement. Newspaper features article on political, opinion, daily news, entertainment, sport and bussines. Based on the oxford dictionary, newspaper is printed publication consisting of folded unstapled sheets and containing news, articles, advertisement and correspondence. For instance, a newspaper gives reader an information that could be directly languages or indirectly languages. Directly languages mean that languages is using literally and indirectly languages mean that the languages is non literally or using figurative language (metaphor).
METHOD

The analysis had been done by using a descriptive qualitative method. Descriptive research is used to answer descriptive research question. Craswell (1998) stated that a qualitative research could be undertaken when its need to present detailed a topic. The data in this research was the Jakarta Post Headlines News which described the metaphorical language in the headline news and it explained about types and meaning of the metaphor. The data in this research was the Jakarta Post Headlines News which described the metaphorical language in the headline news and it explained about types and meanings of the metaphor.

FINDINGS

The focus of this research was only metaphor in linguistic. This research analysed the types and the meanings of metaphor in the Jakarta Post Headlines News on october, 9th until December 9th, 2017. Everyday, the headlines news share several news topic, such as politic news, entertainment news, vacation and etc, but in this case, the researcher found the dominant of the news which appeared in the headlines news was politic news. The researcher found forty eight data which were appropriated with the theory. Based on the theory of Peter Newmark, metaphor categorized into five types. These are dead metaphor, cliche metaphor, stock or standard metaphor, recent metaphor and original metaphor.

DISCUSSIONS

After identifying, classifying, and analysing the metaphor data in The Jakarta Post Headlines News, the researcher focused to analyze the metaphor in
headlines news which published on October, 9th until December, 09th, 2017. Everyday, the headlines news share several news topic, such as politic news, entertainment news, vacation and etc. In this case, the researcher found the dominant of the news which appeared in the headlines news was politic news. The researcher found forty eight data which were appropriated with the theory. Based on the theory of Peter Newmark, metaphor categorized into five types. In this research, there were twenty one dead metaphors, seven cliche metaphors, thirteen stock metaphors, four recent metaphors and three original metaphors.

There were 21 of 48 dead metaphors in The Jakarta Post Headlines News which published on 9th October until 9th December, 2017. These were the dominant metaphor in the Headlines News. Larson (1998) said that dead metaphor are these which are part of constructions of lexicon of the language. The dead metaphors commonly defined as metaphor which has lost its metaphorical sense. For instance, ‘Approval of exception to this policy may only be made by the Head of Department’ (data description the types of metaphor, data 39). The sentences contained the metaphorical sense which based on the oxford dictionary, a head was part of the body. In this sentence, the word head was used to explain about the highest person in company or organization. Leech (1983) stated that meaning involves the speaker’s intention to convey a certain meaning which may not be from the message itself.

Afterwards, There were 7 of 48 cliche metaphors in The Jakarta Post Headlines News which published on 9th October until 9th December, 2017. Newmark (1998) stated that cliche metaphor was the metaphor that have perhaps temporarily oulived their uselfullness and it is used as substitute for expressions,
often emotively but without corresponding to the fact of the matter. For instance, “Yustinus Pratowo, executive director of the center of Indonesia Taxation Analysis, said that it was possible the funds in question were dirty money attained from corruption, given the huge amount of money safe” (data description the types of metaphor, data 39). The sentence contained the expression or idiom which had metaphorical sense. There were two words, dirty and money. Based on the oxford dictionary, dirty has the meaning not clean and money is coin and printed paper accepted when buying and selling. It could be concluded that the meaning of dirty money was illegally money (idiom dictionary). According to Shelter (1979), some theorist have apparently that metaphor is a species of idiom.

After that, There were 13 of 48 stock metaphors in The Jakarta Post Headlines News which published on 9th October until 9th December, 2017. Newmark (1988) stated that Stock metaphor or standard metaphor was known as establish metaphor. The characteristic of this metaphor: it was efficient in informal context which to express phsycall and/or mental situatation, besides this metaphor was not deadened by overuse. For instance, “I never in my wildest dreams thought that i could find myself in this position”, Humm said after winning (data description the types of metaphor, data 11). The metaphorial expression was “wildest dreams”. The wild meant uncontrolled, violent or extreme. Dream was a series of event or images that happen in your mind when you are asleep (oxford dictionary). So that, the statement above explained that Humm was very happy after getting the awards and she was very enthusiastic about it. Leech (1983) stated that meaning involves the speaker’s intention to convey a certain meaning which may not be from the message itself.
The next, There were 13 of 48 stock metaphors in The Jakarta Post Headlines News which published on 9th October until 9th December, 2017. Newmark (1988) said that Recent metaphor is the type of metaphor form of neologism (the new expression or the old word is used as the new meaning). For instance, “Anies’ statements is not only outside the ethical standards of the leader melting pot province but also builds new segregation based on race” said Setara head Handardi in a statement (data description the types of metaphor, data 18). Melting pot had meaning a place where many divergent things (often races, cultures) come together and homogenized (idiom dictionary). In this case, the province (Jakarta) had many different cultures and races which Anies Basweden was lead. Shelter (1979) said that some theorist have apparently that metaphor is a species of idiom.

And the last, There were 4 of 48 stock metaphors in The Jakarta Post Headlines News which published on 9th October until 9th December, 2017. According to Newmark (1998), Original metaphor created or quoted by the writer. The characteristic of this metaphor is containing the core of an important writer’s message, his personality and his comment on life. For instance, “with my three angels from Aceh, from Yaman, and from Sunda, a 37-year-old widow with two children,” the caption said (data description the types of metaphor, data 3). Based on the oxford dictionary, Angel literally meant messenger of God or the beautiful and very kind person. In this statement, Ust. Arifin Ilham interpreted his wives were very beautiful and kind person for him.

Comparing the previous research which was conducted by Elehah Fadaee (2014), who conducted a research “Symbol, Metaphor and Simile in Literal
Animal Farm”. There were 5.26% of Dead Metaphors, 52.63% of cliche metaphors, 36.84% of stock metaphors and 5.26% of original metaphors. In his research, there was not recent metaphor.

CONCLUSIONS

The researcher comes to the conclusion of this study which is used to summarize the answer of research questions. Since, there are two research questions so, the conclusion is divided into two conclusions. The first conclusion is the answer of the first question and the second conclusion is the answer of the second question.

1. The researcher found forty eight data from October, 9th 2017 until December, 9th 2017. They are twenty one dead metaphors, seven cliche metaphors, thirteen stock or standard metaphors, four recent metaphors and three original metaphors.

2. The researcher translated the metaphor meaning used oxford dictionary and idiom dictionary. Newmark (1988) had explained that there are five types of metaphor. Dead metaphor is the one of figure speech. The second data “KAI eyes Rp.19,49t in revenue in 2017”. The phrase “dirty money” in the first data is refered to cliche metaphor which it showed the expression of idiom. The phrase “warm welcome” in the data 16 is refered to stock metaphor. The word “recipe” in the sixth data is refered to recent metaphor and the last the word “angel” in the third data is refered to original metaphor.
BIBLIOGRAPHY


