

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on data analysis and discussion in chapter IV, there are several conclusions that can be taken from the formulation problems of this research. From the metaphorical expressions that were used by Ahok, Djarot, Anies, and Sandi, it can be concluded that they have different conceptualization, different lexical choices, and different ideologies. It can be seen by the use of vehicles for the same topics and the topic they are concern about which are contributed to the battle of the discourses. The battle of discourse occurred in the topic of humans and leaders. In the topic of human, Ahok used vehicles a building, a container, computer, an inanimate object, and a broken thing that show his conservative ideology by Strict Father Morality. In the topic of humans, Anies criticized how Ahok conceptualized human into inanimate objects and broken things which contributed to their act of removing them from their home by flattening their home without considering they are human who have will to reject it.

In the topic of leader, the battle of discourse occurred in how they conceptualized leaders. Ahok used vehicles parents and administrator of justice in conceptualized a leader, while Anies used vehicles role model, people brother, bridges, and porter. The result shows Ahok coherent to have a conservative ideology

by Strict Father Morality while Anies more coherent to have progressive ideology by Nurturant Morality. While Ahok coherent to have a conservative ideology in the topic of human and leader, Djarot seems to have progressive ideology by using vehicle servant in the topic of the leader. Sandi also seem to have progressive ideology by using vehicles role model in topic of leader. Thus, in topic of leader Ahok has different ideology with their partner while Anies has the same ideology with his partner. From the topic of human and leader, it can be concluded that Ahok values discipline, while Anies value empathy. These all can be seen from the vehicles they chose and the word they used with shows they both have a different mode of reasoning which make them contradictory to one another. Even though the candidates Ahok-Djarot and Anies-Sandi are contradictory in the topic of human and leader, yet, both of them have the same ideologies in the other topic which show their progressive conservatism and patriotism ideologies that can be seen from their selection of topic and vehicles which construct the meaning of metaphors.

Another conclusion that can be taken from the discussion that metaphors cognitively help humans to understand the new phenomena or abstract concepts with more specific or familiar human experiences. Furthermore, the metaphors that were found in the 2017 Jakarta Governor Election, pragmatically have functions that indirectly aimed to influence listeners by using the target domain from the more concrete objects or specific and familiar human everyday experiences which can be understood by various circles of society. It was done to get votes from various Jakarta

communities who were the target audiences. Thus, most of the metaphorical expressions are used indirectly legitimize speakers and also delegitimize their political opponents. In general, these metaphorical expressions that were used in the 2017 Jakarta Governor election have a function to help simplify the abstract and complex political issues to make it easier for the listeners to understand.

B. Implication

This research implies that the metaphors are important in politic because they are powerful ideological and cognitive device. Politicians used metaphor to evoke the feeling of proximity and building trust to their target audiences. Thus, by studying metaphors political discourse can help people to understand that metaphor contain frames and ideologies. Then, people need to be aware and critically to the languages that politicians used, especially when they felt to be emotional. Furthermore, this research implies that metaphors should be studied using more than one approach for deeper understanding. The cognitive linguistic approach help to understand how politicians reason about the issues in the 2017 Jakarta Governor Election. The pragmatic approach help to interpret the meaning and intention of the speaker in using metaphors based on the linguistic context and non-linguistic context. CDA help to understand what is beyond the metaphors, the hidden ideology.

C. Suggestions

This research suggests that metaphors should be critically analyzed to find what is beyond the metaphors. Since metaphors can influence thought and perception (Charteris-Black, 2004: 7), metaphors can be used to manipulate perception by restructuring the frame and create a new reality, then people need to be critical in looking up to the metaphors. Do these metaphors are coherent to the others that the speakers used in the public discourse? Do they coherence to the speakers' ideology or moral view? Because this research found that politicians somehow used incoherent metaphorical expressions which inconsistent with their moral view and ideology. Thus, the integration approach of cognitive linguistics, pragmatics, and CDA is really helpful to study metaphors in particular discourse, especially in political discourse. Then, this research suggests that this approach can be useful in study metaphors that use in communication or in public discourse. This research also found that metaphorical expressions have persuasive functions but this research did not measure how persuasive metaphors, how are those metaphors influence their target audience, do these metaphors were rejected or accepted. They are needed to be studied for further research. Furthermore, metaphors also contain frames and capable to restructure the frames. Thus, it is needed to be studied how the effect of framing metaphors work and how do they affect audiences.