

**THE USE OF METAPHOR
IN THE 2017 JAKARTA GOVERNOR ELECTION**



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**A Thesis Presented as a Partial fulfillment of the Requirements for the Attainment
a *Master of Humaniora* Degree in Applied Linguistics Study Program**

**APPLIED LINGUISTICS STUDY PROGRAM
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ABSTRAK

ALIURRIDHA: *The Use of Metaphors in the 2017 Jakarta Governor Election*.
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2019.

Metafora telah lama menjadi kajian sastra namun pengkajian metafora pada wacana politik di Indonesia masih sangat jarang. Penelitian tentang metafora pada bahasa Indonesia kebanyakan masih pada menemukan jenis dari metafora namun jarang mengkaji metafora sebagai fenomena kognitif. Penelitian ini bertujuan untuk memperoleh gambaran penggunaan metafora pada pemilihan Gubernur DKI Jakarta tahun 2017 yang meliputi (1) topik dan wahana yang membentuk tuturan metaforis, (2) ideologi dari penutur yang melandasi munculnya tuturan metaforis, dan (3) fungsi dari ungkapan metaforis.

Penelitian ini menggunakan metode kualitatif deskriptif dengan pendekatan linguistik kognitif, pragmatik, dan analisis wacana kritis. Data dari penelitian ini merupakan ekspresi linguistik yang berupa kata, frasa, dan klausa yang mengandung tuturan metaforis yang muncul dalam debat dalam pemilihan Gubernur Jakarta tahun 2017. Data diambil hanya dari dua kandidat yang berlaga sampai putaran kedua yakni Ahok-Djarot dan Anies-Sandi yang diambil dari YouTube. Teknik yang digunakan adalah observasi dan baca catat yang meliputi transkripsi, ekstraksi, dan reduksi. Instrumen dalam penelitian ini adalah peneliti sendiri sebagai *human instrument* dengan beberapa indikator tuturan metafora yang telah divalidasi. Reliabilitas instrumen didapatkan dengan deskripsi padat, kaya, dan detil yang membuat data tidak bias. Data dianalisis dengan menggunakan metode referensial, analisis wacana kritis, dan metode abduksi inferensial.

Hasil dari penelitian ini menunjukkan bahwa; (1) ada 19 topik dan 24 wahana yang membentuk tuturan metaforis dimana topik yang paling banyak muncul adalah topik manusia dan pemimpin, (2) Secara umum, kedua kandidat memiliki ideologi yang sama yaitu progresif konservatisme dan patriotisme. Namun mereka memiliki ideologi yang berbeda antara satu dan lainnya yang muncul pada topik manusia dan pemimpin: Ahok-Djarot lebih koheren memiliki ideologi konservatif sedangkan Anies-Sandi secara koheren memiliki ideologi yang progresif, (3) Sebagian besar ungkapan metaforis yang ditemukan dalam penelitian ini secara kognitif memiliki fungsi ontologis dan fungsi struktural dan secara pragmatik, mereka berfungsi untuk mempengaruhi pendengar dengan menggunakan wahana yang dekat dengan kehidupan sehari-hari sehingga bisa menyederhanakan isu yang abstrak dan kompleks.

Kata Kunci: kognitif linguistik, metafora konseptual, pragmatik, wacana politik

ABSTRACT

ALIURRIDHA: The Use of Metaphors in the 2017 Jakarta Governor Election.
Thesis. Yogyakarta. Graduate School, Yogyakarta State University, 2019.

Metaphors have long been a study of literature but the study of metaphors on political discourse in Indonesia is still very rare. The studies on metaphors in Indonesian are mostly to find the type of metaphor but rarely to examine metaphor as a cognitive phenomenon. This research aims to obtain an overview of the use of metaphor in the 2017 Jakarta Governor election which includes (1) the topics and vehicles of metaphors that structures metaphorical expressions, (2) the ideologies of speakers underlying the emergence of metaphorical expressions, and (3) the functions of metaphorical expressions.

This research is qualitative research that integrates cognitive, pragmatic, and critical discourse analysis. The data are linguistic expressions in the form of words, phrases, and clauses that contain metaphorical expressions that appear in debates in the 2017 Jakarta Governor election. The data were taken from YouTube and they were only taken from two candidates that competing until the second round: Ahok-Djarot and Anies-Sandi. The techniques of data collections were observations along with reading and recording technique which includes transcription, extraction, and reduction. The instrument is the researcher himself as a human instrument with several indicators of metaphor that have been validated by experts. Instrument reliability was obtained by solid, rich, and detailed descriptions that can clarify bias. The data were analyzed using referential methods, critical discourse analysis, and inferential abduction methods.

The results show that (1) there are 19 topics and 24 vehicles that construct the metaphorical expressions where the most emerging topics are humans and leaders, (2) in general, both candidates have the same ideology which is progressive conservatism and nationalism. Yet they have a contradictory ideology that appears on the topic of humans and leaders; Ahok-Djarot is more coherent to having a conservative ideology while Anies-Sandi more coherent to having a progressive ideology, and (3) most of the metaphorical expressions found in this research cognitively have ontological functions and structural functions and pragmatically, they have a function to influence listeners by using vehicles that are close to everyday life to simplify abstract and complex issues.

Keywords: cognitive linguistics, conceptual metaphor, pragmatics, political discourse

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Dengan ini menyatakan bahwa tesis ini merupakan hasil karya sendiri dan belum pernah diajukan untuk memperoleh gelar magister di perguruan di suatu tinggi, dan sepanjang pengetahuan saya tidak terdapat karya atau pendapat yang pernah ditulis atau diterbitkan orang lain kecuali yang secara tertulis diacu dalam naskah ini dan disebutkan dalam daftar pustaka.

Yogyakarta, 24 April 2019

Yang membuat pernyataan



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APPROVAL SHEET

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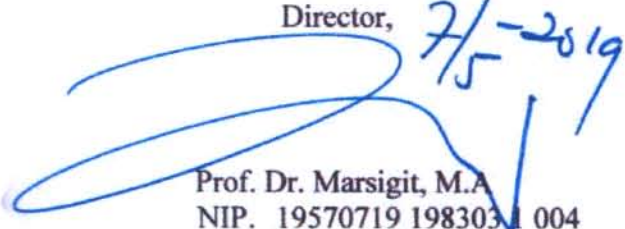
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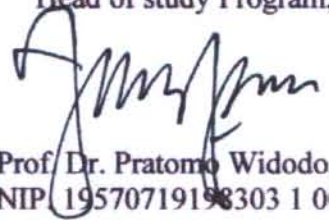

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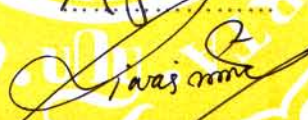
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PREFACE

First I would like to express my gratefulness to Allah SWT for His blessing and grants of health and strength during the writing of this thesis. The completion of this thesis will not have been possible without valuable help and assistance from several parties. Special thanks for my family, especially my wife and my son, who keeps me strong during the difficult time. Therefore, I would like to express my sincere gratitude for LPDP for giving fully funded scholarship.

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Lastly, I also want to thank my compatriots in the Applied Linguistics A of 2017 that also struggle in writing of the thesis, hope you all in luck, and for every party that I could not mention, the librarians, the staffs of UNY, the Rector, the Director of post-graduate faculty, all many others, thanks for providing the best place to study. I realize that this thesis is still very far from perfect. For this reason, criticism and suggestions from various parties are highly expected for further improvement. Hopefully, this thesis can provide benefits to all readers.

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STYLE CONVENTIONS

It has become accepted practice in cognitive linguistics that the abstract thought underlying metaphors which are usually known as conceptual metaphor are written in upper case. Yet, in this research the conceptual metaphor are written in normal style but with asterisk symbol (*). Furthermore, the linguistic expressions of metaphor would be written in italic.