AN ANALYSIS OF METAPHOR IN JAKARTA POST BUSINESS ARTICLES ON MAY 5, 2014 EDITION

BY:
FADILAH MAHMUDAH
1110026000088

ENGLISH LETTERS DEPARTMENT
LETTERS AND HUMANITIES FACULTY
STATE ISLAMIC UNIVERSITY “SYARIF HIDAYATULLAH”
JAKARTA
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ABSTRACT


This research discusses the metaphor in business articles of The Jakarta Post on May 5, 2014 edition. The aim of this research is to find out the types of metaphors used in the business article of the Jakarta Post Newspaper. Moreover, the writer identifies word or phrases in the sentence according to the type of metaphor to make it easier and understand the implied meaning which contained in the word or phrase on the business articles. The writer uses qualitative research to analyze the data. The writer also classified metaphor into 3 types, they are: ontological metaphor, orientational metaphor and structural metaphor. Furthermore, the writer explains the metaphorical meaning of the word or phrase in the sentence on the articles business based on the types. Metaphorical expression can help the readers to understand the message from the author.

The result of the study shows, they are: 7 structural metaphors, 8 orientational metaphors and 14 ontological metaphors. The most of the metaphor linguistic that occurs in The Jakarta Post Business Articles On May 5, 2014 Edition is ontological metaphor.
APPROVEMENT

AN ANALYSIS OF METAPHOR IN THE JAKARTA POST BUSINESS

ARTICLES ON MAY, 5, 2014 EDITION

A thesis
Submitted to Letters and Humanities Faculty
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the degree of strata one

Fadilah Mahmudah
1110026000088

Approved by:

Dr. M. Farkhan, M.Pd
NIP. 19650919 200003 1 002

Pita Merdeka, M.A
NIP. 19830117 201101 2 009

ENGLISH LETTERS DEPARTMENT
FACULTY OF ADAB AND HUMANITIES
STATE ISLAMIC UNIVERSITY “SYARIF HIDAYATULLAH”
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LEGALIZATION

Name : Fadilah Mahmudah
NIM : 1110026000088
Title : An Analysis of Metaphor in Jakarta Post Business Articles on May 5, 2014 Edition

The thesis entitled above has been defended before the Letters and Humanitites Faculty Examination Committee on April 08th, 2015. It has already been accepted as a partial fulfillment of the requirements for the degree of strata one.

Jakarta, April 08th, 2015

Examination Committee

1. Drs. Saefudin, M.Pd.
   19640710 199303 1 006
   (Chair Person)
   Signature: ______________________
   Date: 16/4/2015

2. Elve Oktafiyan, M.Hum.
   19781003 200112 2 002
   (Secretary)
   Signature: ______________________
   Date: 16/4/2015

3. Dr. H. M. Farkhan, M.Pd.
   19650919 200003 1 002
   (Advisor I)
   Signature: ______________________
   Date: 16/4/2015

4. Pita Merdeka, M.A.
   19830117 201101 2 009
   (Advisor II)
   Signature: ______________________
   Date: 16/4/2015

   (Examiner I)
   Signature: ______________________
   Date: 13/4/2015

   (Examiner II)
   Signature: ______________________
   Date: 13/4/2015
DECLARATION

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgement has been made in the text.

Jakarta, 19 March 2015

Fadilah Mahmudah
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Jakarta, 19 March 2015

The Writer
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CHAPTER I
INTRODUCTION

A. Background of Study

Using words in a language is very important because it has many kinds of meaning, such as the word’s meaning in pragmatic and semantic sciences. Both of them denote different meanings or the word. Moreover, according to Fromkin, the possession of language, perhaps more than any other attribute, distinguishes humans from other animals.\(^1\) In the language itself, there are many words organized to be a sentence which can be understood in their semantic or pragmatic meanings.

According to Aristotle cited from Deborah, meaning is the intentional content of the psychological state for which the word stands. He holds, nevertheless, that the relevant mental states (meanings) are the same for all humans and are likenesses of extra mental states of affairs.\(^2\) Therefore, word, phrase, and sentence have meanings that can describe an idea, emotion, imagination, and so on. One of the ways to describe expression and imagination of the meaning is by figurative language. In addition, figurative language is the creative manipulation of the phonological, syntactic, semantic, pragmatic structure of texts, or associations of normal language use, producing “extra” patterning to arrive

\(^1\) Victoria Fromkin, Robert Rodman and Nina Hyams, *An Introduction to language*, 7\(^{th}\) (Boston: Thomson, 2003), p.3.
at vivid expressions and innovative ideas. Figurative language can explain the implicit meaning of the word, phrase or sentence in novel, poem, newspaper, and many more. One type of figurative language is metaphor. It is to analyze the content of the implicitly meaning offered in the word phrase or sentence by the writer to the reader. In the cognitive linguistic view, metaphor is defined from this “classical” perspective as a figure of speech in which one word is used to indicate something different from literal meaning, so that one thing or idea is likened to a different thing or idea. There are three types of metaphor which have different definition and examples, there are: ontological metaphors, orientational metaphors, and structural metaphors. The example of ontological metaphor can be seen on the word inflation. The following is the explanation of the process ontological metaphor.

“INFLATION IS AN ENTITY”

(1) Inflation is lowering our standard of living.

(2) Inflation is increasing every year.

(3) The negative aspects of inflation far outweigh the positive ones.

(4) Inflation is ruining our economy.

(5) We have to fight inflation or it will conquer us.

---

The inflation is unclear word, but made as if the physical object, so the inflation metaphor is an “entity”. Otherwise, the inflation word itself is a word in economic term that means the rate at which the general level of prices for goods and services is rising, and, subsequently, purchasing power is falling. Central banks attempt to stop severe inflation, along with severe deflation, in an attempt to keep the excessive growth of prices to a minimum. So, the example above is ontological metaphor types, therefore the purpose or the function of ontological metaphor is to describe emotions or something unclear.

The Jakarta Post is one example of newspapers that includes some information about problematic situations with the new trough article everyday, like business in economic global, education, and etc. Inside business article there are many metaphors found in business articles, but the use of metaphor makes the readers have difficulty to understand the article. Most of the reader does not understand unclear word like economic terms to describe economic situation. Those make the writer chooses metaphor to analyze in this thesis. The example of metaphor in the business articles are taken from The Jakarta Post newspaper on May 5, 2014:

1. *Q1 investments boom, but jobs remain scare*  
2. *Unique floating lab showcases’ Aliens of The Sea* 

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8 The Jakarta Post, 5 May 2014, p.13.
First, the phrase of “investments boom” is orientational metaphor because *boom* has a meaning of “Up”, whereas “jobs remain scare” is ontological metaphor because it describes unclear situation. So the meaning of the example above is despite the best quality in investment has increased, but it should be careful because the job is just started. Furthermore the phrase “Aliens of The Sea” is example of structural metaphor because the alien does not come from the sea. The phrase above is to describe the newly discovered marine animals in laboratory research. Therefore, newspaper has a lot of words or phrase containing the implicit meaning to deliver the messages. In the business articles, there are different meanings and types of metaphor.

So, the writer wants to examine The Jakarta Post newspaper because it always updates the news everyday not only in the country but also abroad. The writer focuses on business articles because the information is needed by everyone and business also influences all economic aspects.

This research is expected not only to help the reader to know the message from metaphor but also to add the knowledge while they are reading business articles. Language on business articles has economic terms that complicate the reader to know what the meaning of the terms. Because economic terms also have special meaning, so the readers need to know the meaning of words in economy itself.
B. Focus of the Study

This research focuses on the implicit meaning and types of metaphor content in the articles of The Jakarta Post on May 5, 2014.

C. Research Questions

Based on the background and the focus of study, the problem will be discussed in two questions:

1. What types of metaphor in fifteen business articles in *The Jakarta Post* on May 5, 2014 mean?
2. How does metaphor support the messages in fifteen business articles in *The Jakarta Post* on May 5, 2014?

D. Significances of the Study

The writer hopes that this research gives a benefit for the readers to increase the knowledge in linguistic, especially for study of implicit meaning in metaphor. In addition, the writer expects this study gives a contribution to another researcher in analyzing the meaning related.

E. Research Methodology

1. Objective of Research

The objectives of this research are:

1. To find out of the types and its meaning of metaphor in fifteen business articles in *The Jakarta Post* on May 5, 2014.
2. To find out how the metaphor support the messages in fifteen business articles in *The Jakarta Post* on May 5, 2014.
2. **The Method of Research**

The research uses a qualitative method. According to Bogdan and Taylor cited from James Potter, qualitative methodologies refer to research produce descriptive data: people’s own written or spoken words and observable behavior.\(^{10}\) The data in this study is The Jakarta Post newspaper, which describes the metaphorical language on articles on economics and business on May 5, 2014, and it was intended to explore the meaning and types of the metaphor.

3. **Data Analysis Technique**

In this research, the writer uses descriptive analysis technique. Here, the techniques used in this research by the writer explains the meaning of the metaphor word and then categorize the types of metaphor which is used in the sentence of the business articles. After that, the writer explains the delivery message contained in metaphor from the author to the reader in The Jakarta Post on May 5, 2014.

4. **Instrument of the Research**

The instrument of this research is the writer herself by reading and searching of word, phrase, and sentence that have meanings and types of metaphor in The Jakarta Post on May 5, 2014. Besides the writer, the other supporting instruments of the research are economic and Oxford dictionaries and two students of UIN Syarif Hidayatullah in Economics and Business major. Furthermore, data card of the research is saved on

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the metaphor thesis files on the document that is on the writer’s computer.

5. The unit of Analysis

Unit of analysis that is used in this research is an edition of business articles in The Jakarta Post on May 5, 2014.

6. Time and Place of Research

This research starts on March 2014 and will finish on March 2015. The writer does this research at Palmerah, West Jakarta, Indonesia.
CHAPTER II
THEORETICAL FRAMEWORK

A. Previous Research

As consideration, the writer lists two theses with similar topics about metaphor. First, Rislah Nuur Fithri\textsuperscript{11} has done a research entitled "An Analysis of Metaphor Translation in Novel Avatar the Na’vi Quest" in 2011. She explains the data containing metaphorical meaning in translation viewpoint. In the research she uses the theory of Peter Newmark, furthermore she uses a novel as the corpus. She find six types of metaphor, there are: dead, cliché, standard, adapted, recent, and original metaphor. From the data analysis shows, that the majorities number of analyzed metaphor in her research is standard metaphor.

The others, Lailiyatuz Zuhriyyah\textsuperscript{12} has done a research entitled "An Analysis of Metaphor and Metonymy on Stephenie Meyer’s Novel Breaking Dawn" in 2011. She uses theory of George Lakoff and Mark Johnson. She examines a meaning of metaphor and metonymy types. Not only Rislah Nuur Fithri but also Lailiyatuz Zuhriyyah uses the novel as the data to find the implied meaning of metaphor. Furthermore, her analysis metaphor into three types, they are: structural metaphor, orientational metaphor, and ontological metaphor. In the research, she analysis metonymy and divide it into four

types, they are: part for whole with three expressions, producer for product with three expressions, container for contained two expressions, and institution for people responsible, place for event, object used for user, action for object, agent for action, prosed for possessor, controller for controlled, with each one expression. So, that is the reader can portray clearly the story in the novel.

Furthermore, Aizul Maula\textsuperscript{13} has done research entitled “A Metaphor Translation of the Holy Qur’an: A Comparative Analytical Study” in 2011. He uses a lexicological metaphor concepts that proposed by Dickin, where the dictionary becomes the main source of the analysis. He analyzes and compares the translation of metaphor in Holy Qur’an and their corresponding translated English versions through the four selected translations in his research. He explains the data consists of ten examples representing two types of metaphor: both are lexicalized and non-lexical metaphor. His research consists of translation, context of the verse types of metaphor and the techniques metaphor translation used in English.

In this research entitled “An Analysis of Metaphor in The Jakarta Post Business Articles on May 5, 2014” the writer does not use a novel or a holy book as the corpus, but the business articles in the Jakarta Post newspaper which contain an implied meaning in economic terms that have an unclear meaning from business articles. Therefore, the readers can clearly understand the types and meaning of metaphor.

B. Metaphors

The word, phrase, and sentence have figurative meaning to deliver of message. So, they have various meaning such as: explicit meaning and implicit meaning. The explicit meaning can be understood easily by the reader, because it has an actual meaning. In the other hand, implicit meaning is difficult to be understood because it has different meaning with the lexical word or the real meaning. Understanding the implicit meaning of the word, phrase and sentence, we have to learn about figurative language. One kind of figurative language that contains implicit meaning is metaphor. The word metaphor derives from the Greek, *metapherein* (transfer), as META+ pherein.14 There are some definitions of metaphors: first, according to George Lakoff and Mark Johnson:

> Metaphor is for most people a device of the poetic imagination and rhetorical flourish—a matter of extraordinary rather than ordinary language. Moreover, metaphor is typically viewed as characteristic of language alone, a matter of words rather thought or action. On the contrary, that metaphor is pervasive in everyday life, not just in language but in thought and action. Our ordinary conceptually system, in terms of which we both think and act, is fundamentally metaphorical in nature.15

Another, the general theory of metaphor is:

> Given by characterizing such cross-domain mappings. And in the process, everyday abstract concepts like time, states, change, causation, and purpose also turn out to be metaphorical.16 The other, based on Paul Simpson: a metaphor is a process of mapping between two different conceptual domains.17

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Based on the definition above, metaphorical language uses different ways when defining a meaning from word, phrase and sentence. In addition, the word itself is an unclear meaning that is included in the category of metaphor such as word terms. Furthermore, the metaphor is not only in language itself but also in the thought and action, so it has special meaning or implied meaning.

Metaphor also has a conceptual domain, to facilitate in interpreting metaphor, it can use conceptual metaphor where using two different domains. The domains use clear and unclear word; however those words are real in daily life as the comparison. The domain is a region characterized by a specific feature\(^\text{18}\) and based on Thesaurus, domain is area, region or district.\(^\text{19}\) According to Kövecses: conceptual domains our conceptual representation, or knowledge, of any coherent segment of experience.\(^\text{20}\) Metaphors is different from simile, for example: “The pursuit of absolute safety is like trying to get the bubbles out of wallpaper”, while the example of metaphor is “The pursuit of absolute safety: it’s trying to get the bubbles out of wallpaper.”\(^\text{21}\) Metaphor is the comparison of two things without using the words “like” or “as”. In contrast, Metaphor’s partner, “simile”, is the

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\(^\text{19}\) Thesaurus “domain”, accessed date on 11 April 2015 retrieved from http://www.thesaurus.com/browse/domain?s=t


comparison of two things using like or as.22 According to Bradford T Stull said that “x” is “y” in order to understand “x” in a way that we do not understand it yet. Differing from simile, metaphor suggests symbolically that is complete identification between “x” and “y”.23

C. Conceptual Metaphors

According to Kövecses, conceptual metaphor is achieved by seeing a set of systematic correspondences or mapping between the two domains. Conceptual metaphors can be given by means of the formula A is B or A as B, where A and B indicate different conceptual domains.24

The starting point or describing concept is often called the target domain, while the comparison concept or the analogy is called the source domain.25 The target domain is the topic or concept to describe through metaphor, while the source domain refers to the concept to draw upon in order to create the metaphorical construction. The source domain for the metaphor can be conceptualized as “heated fluid in a container” because there is the concept which provides the vehicle for the metaphorical transfer.26

There is example of mapping between the two domains:

LOVE IS A NUTRIENT

Source : nutrient \hspace{1cm} Target : love

The hungry person => The person who desires love

Food => Love

23 Ibid.-
24 Ibid.-
Hunger => The desire

D. Kinds of Metaphor

George Lakoff, Mark Johnson in their book *Metaphors, We Live By* (1980) and Zoltan Kövecses in his book, *Metaphor: A Practical Introduction* (2010) divided metaphors into three types, they are: structural metaphor, orientational metaphor and ontological metaphor. However, Kövecses classified for the purposes of clearer exposition, conceptual metaphors can be classified according to the cognitive functions that they perform. There are explanations about three types of metaphors:

1. **Structural Metaphor**

   In this kind of metaphor, the source domain provides a relatively rich knowledge structure for the target concept. In other words, the cognitive function of these metaphors is to enable speakers to understand target A by means of the structure of source B. Meanwhile, according to Lakoff to give of what it could mean for a concept to be metaphorical and for such a concept “ARGUMENT IS WAR”. This metaphor is reflected in our everyday language by a wide variety of expressions:

   “ARGUMENT IS WAR”
   
   Your claims are indefensible
   
   He attacked every weak point my argument.
   
   His criticisms were right on target.

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I *demolished* his argument.

I’ve never *won* an argument with him.

You disagree? Okay, *shoot!*

If you use that strategy, he’ll *wipe you out.*

He *shot down* all of my arguments.  

“Argument” is the target domain while the “war” is the source domain.

Both have different domains, so the metaphorical words is cross-domain conceptual mapping “Argument is war” for it in the example above using the language term of war to describe the atmosphere in giving arguments.

2. Orientational Metaphor

Orientational metaphors provide even less conceptual structure for target concepts than ontological ones. Their cognitive job, instead, is to make a set of target concepts coherent in our conceptual system. Orientational metaphors give concepts spatial orientation by associating an abstract knowledge area with some aspect of experiential knowledge grounded in how human beings understand their orientation in physical spaces of up vs down, and front vs back, etc. Such metaphorical orientations are not arbitrary. They have a basis in our physical and cultural experience. The orientational metaphors based on them can vary from culture to culture. In each case, will give a brief hint about how each metaphorical concept might have arisen from our physical and culture experience. According to William Nagy cited from...

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George Lakoff and Mark Johnson in their book *Metaphors, We Live By* (1980), there are the illustrations of Up-Down in orientational metaphors.\(^{35}\)

- **HAPPY IS UP; SAD IS DOWN**
  
  I’m feeling up. That boosted *my* spirits. *My spirits rose.* I’m feeling *down.* I’m *depressed.* He’s really *low* these days.

- **CONSCIOUS IS UP; UNCONSCIOUS IS DOWN**
  
  Get *up.* *Wake up.* I’m *up* already. *He fell asleep.* *He dropped off to sleep.* He’s under hypnosis.

- **HEALTH AND LIFE ARE UP; SICKNESS AND DEATH ARE DOWN**
  
  He’s at the *peak* of health. Lazurus *rose* from the dead. He’s in *top shape.* He came *down* with the flu. His health is *declining.*

- **HAVING CONTROL OR FORCE IS UP; BEING SUBJECT TO CONTROL OR FORCE IS DOWN**
  
  I have control *over* her. I am *on top of* the situation. He’s in a *superior position.* He is my social *inferior.* He is *low man* on the totem pole.

- **MORE IS UP; LESS IS DOWN**
  
  The number of books printed each year keeps going *up.* His draft number is *high.* *His income fell* last year. He is *underage.*

- **FORESEEABLE FUTURE EVENTS ARE UP (AND AHEAD)**
  
  All *up coming* events are listed in the paper. What’s coming *up this week? I’m afraid of what’s up ahead of us.* What’s *up ahead of us?*
  
  What’s *up?*

\(^{35}\) *Ibid.*
• HIGH STATUS IS UP; LOW STATUS IS DOWN

He has a lofty position. She’ll rise to the top. He’s at the peak of his career. He’s at the bottom of the social hierarchy. She fell in status in status.

• GOOD IS UP; BAD IS DOWN

Things are looking up. We hit a peak last year, but it’s been downhill ever since. Things are at an all-time low.

• VIRTUE IS UP; DEPRAVITY IS DOWN

He is high-minded. She has high standards. She is upright. That was a low-down thing to do.

• RATIONAL IS UP; EMOTIONAL IS DOWN

The discussion fell to the emotional level, but I raised it back up to the rational plane. He couldn’t rise above his emotions.³⁶

3. Ontological Metaphor

The term ontological is derived from the Greek root onta ‘the things which exist’ + logy ‘the science of’.³⁷ Ontological metaphors provide much less cognitive structuring for target concepts than structural ones do. (Ontology is a branch of philosophy that has to do with the nature of existence).³⁸ According to Lakoff ontological metaphors serve various purpose, and the various kinds of metaphors there are reflect the kinds of purposes served.³⁹

³⁶ George Lakoff , Op. Cit., p.15-17
³⁷ James R. Hurford, Op. Cit p.335
In general, ontological metaphors enable us to see more sharply delineated structure where there is very little or none:

<table>
<thead>
<tr>
<th>Source domain</th>
<th>target domains</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical object</td>
<td>Nonphysical or abstract entities (e.g., the mind) =&gt; Events (e.g., going to the race), Actions (e.g., giving someone a call)</td>
</tr>
<tr>
<td>Substance</td>
<td>Activities (e.g., a lot of running in the game) =&gt; Undelineated physical object (e.g., a clearing in the forest) =&gt; Physical and nonphysical surfaces (e.g., land areas, the visual field) =&gt; States (e.g., in love)</td>
</tr>
</tbody>
</table>

The range of ontological metaphors that we use for such purposes is enormous. The following list gives some idea of the kinds of purposes, along with repetitive examples of ontological metaphors that serve them:

- **Referring**

  My fear of insects is driving my wife crazy.

  That was a beautiful catch.

  We are working toward peace.

  The middle class is a powerful silent force in American politics.

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The honor of our country is at stake in this war.

- **Quantifying**

  It will take a lot patience to finish this book.

  There is so much hatred in the world.

  Dupont has a lot political power in delaware.

  You’ve got too much hostility in you.

  Pete Rose has a lot of hustle and baseball know-how.

- **Identifying Aspects**

  The ugly side of his personality comes out under pressure.

  The brutality of war dehumanizes us all.

  I can’t keep up with the pace of modern life.

  His emotional health has deteriorated recently.

  We never got to feel the thrill of victory in Vietnam.

- **Identifying Causes**

  The pressures of his responsibilities cause his break down. He did it out of anger.

  Our influence in the world has declined because of our lack of moral fitter.

  Internal dissension cost them the pennant.

- **Setting Goals and Motivating Actions**

  He went to New York to seek fame and fortune.

  Here’s what you have to do to insure financial security.

  I’m changing way or life so that I can find true happiness.
The FBI will act quickly in the face of a threat to national security.

She saw getting married as the solution to her problems.\textsuperscript{42}

There are examples of ontological metaphors: “THE MIND IS ENTITY”, whereas the sentences have a meaning “The mind is a machine”.\textsuperscript{43}

We’re still trying to grind out the solution to this equation.

My mind just is not overeating today.

Boy, the wheels are turning now!

I’m a little rusty today.

We’ve been working on this problem all day and now we’re running out of steam.\textsuperscript{44}

\textsuperscript{42} Ibid.,
\textsuperscript{43} Ibid., p.27
\textsuperscript{44} Ibid.,
CHAPTER III

RESEARCH FINDINGS

A. Data Description

As in the previous chapter, the focus of thesis research is only metaphor in Linguistics. The metaphor will be categorized into three types, they are: structural metaphor, orientational metaphor, and ontological metaphor. After analyzing The Jakarta Post business article on May 05, 2014, the writer found 29 metaphors in the articles, they are: 7 structural metaphors, 8 orientational metaphors, and 14 ontological metaphors. From the data above, the writer found that most of metaphor types used by the article business in The Jakarta Post on May 05, 2014 are ontological metaphor.

B. Data Analysis

The writer tabulates the data of metaphor from the corpus business article on The Jakarta Post May 05, 2014 and categorizes them to the types which have been explained in chapter II. Those types are: structural metaphor, orientational metaphor, and ontological metaphor.

1. Structural Metaphor

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<th>Metaphorical Expressions</th>
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<tr>
<td>2.</td>
<td>Fight</td>
<td>14</td>
</tr>
<tr>
<td>3.</td>
<td>Heat up</td>
<td>15</td>
</tr>
</tbody>
</table>
Explanation 1: Structural Metaphor

1. **Economic growth will be targeted to over at 5.5 percent to 6.3 percent next year, ...**

   In this case, the sentence above has the verb “Targeted” to achieve a purpose. The metaphor used in the form of structural metaphor in which the word “Targeted” describes the condition or state of the economy.

   Usually, the word “Targeted” is term of war. The metaphorical expression is “Economy is War”. As well as known that “Economy” and “War” are two things in different domain. There are the mappings to support the conceptual metaphor as follows:

   “Economy is War”

   **Source: War**    **Target: Economy**

   - War => Economy
   - Weapon => Money
   - Targeted => Profit

   In the mappings above, there are cross domain conceptual metaphors “Economy” as a target domain and “War” as a source domain. The word “Targeted” is used to describe the economy situation to achieve a profit.
2. Fast forward to 2014, and a flip has been noted where majority of end-users have given up the “fight”, and have decided that outsourcing this element might actually be a lot better for the sake of organizational growth.

This sentence shows a case of metaphor by the noun “Fight”. Officially, this word appears in the term of war, but the word is used in the business. The metaphorical expression is “Business is War”. They are two things in different domain. There are the mappings to support the conceptual metaphor as follows:

“Business is War”

<table>
<thead>
<tr>
<th>Source: War</th>
<th>Target: Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>War</td>
<td>Business</td>
</tr>
<tr>
<td>Fight</td>
<td>Defend</td>
</tr>
<tr>
<td>Lost</td>
<td>Insolvent</td>
</tr>
<tr>
<td>Win</td>
<td>Success</td>
</tr>
</tbody>
</table>

In the mappings above, we will see that “Business” is the target domain and “War” is the source domain. The sentence above means that “Fight” is defend of outsourcing company because the element in outsourcing is better not only for the growth of the company but also for the outsourcing organization.

3. We have to monitor the political situation closely this month, which could heat up again among the protesters on both sides after the constitutional Court’s ruling over the prime minister’s case.

In the sentence above, we can see the phrase Heat up describing the political atmosphere in this month. In this case, “Politics” seems like “Fire” because the situation can continue to “Heat up”. So, the
metaphorical expression is “Politics is Fire”. Obviously, Politics and Fire are two things in different domain. There are the mappings to support this conceptual metaphor as follows:

“Politics is Fire”

<table>
<thead>
<tr>
<th>Source: Fire</th>
<th>Target: Politics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire</td>
<td>=&gt; Politics</td>
</tr>
<tr>
<td>Heat up</td>
<td>=&gt; Conflict</td>
</tr>
</tbody>
</table>

In the mappings above, “Politics” is a target domain while “Fire” is a source domain. We will see that the political situation continues to be monitored because the conflict can be occurred among protesters after the constitutional Court’s ruling over the prime minister’s case.

4. Barclays Plc., the second-largest UK bank by assets, has given up two stories of prime office space in Singapore’s financial district, which has been leased to LinkedIn Group. Said people familiar with the matter.

In this sentence above, there word “Matter” is regarded as a thing close to that person. The metaphorical expression is “Matter is Friend”, they are two things in different domain. There are the mappings to support this conceptual metaphor as follows:

“Matter is Friend”

<table>
<thead>
<tr>
<th>Source: Friend</th>
<th>Target: Matter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friend</td>
<td>=&gt; Matter</td>
</tr>
<tr>
<td>Familiar</td>
<td>=&gt; Often in trouble</td>
</tr>
</tbody>
</table>

In the mappings above, “Matter” as a target domain and “Friend” as a source domain. In this case we will see that the people have many
problems. Normally, the problem is should be avoid or solved because it will affect in this life.

5. ... Huawei has battled claims the company’s gear may provide opportunity for Chinese intelligence services to tamper with networks for spying.

In this case, the metaphor words are “Gear” and “Company”. The company is described as “Machine”, because in literary meaning Gear is set of toothed wheels working together in machine. The metaphorical expression “Company” and “Machine” in the sentence “Company is Machine” they are two things in different domain, “Company” as the target domain, and “Machine” as the source domain. There are the mappings to support this conceptual metaphor as follows:

```
“Company is Machine”
Source: Machine Target: Company
Machine => Company
Gear => Ability
```

In the sentence above, we will see that as Ren, who has built Telecommunications Company claims the company’s ability Huawei can make networking Chinese intelligence to the purpose of spying. So, the meaning of “Gear” in the sentence is ability of the company.

---

6. ... Irwan Lubis made the statement in Jakarta recently following Bank Mandiri’s plan to acquire PT Bank Tabungan Negara Tbk (BTN), which has become a hot topic.

In the sentence above, the metaphor words are “Hot” and “Topic”. “Hot” is a concept of temperature which describes high atmosphere, while “Topic” is the object of something happen. “Topic” depicts as a “Fire”, the metaphorical expression is “Topic is Fire”. They are two things in different domain. There are the mappings to support this conceptual metaphor as follows:

“Topic is Fire”

<table>
<thead>
<tr>
<th>Source: Fire</th>
<th>Target: Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire</td>
<td>=&gt; Topic</td>
</tr>
<tr>
<td>Hot</td>
<td>=&gt; popular news</td>
</tr>
</tbody>
</table>

In the mappings above, there are “Topic” as a target domain and “Fire” as source domain. In the sentence above, we will see that Irwan Lubis makes a statement in Jakarta regarding Bank Mandiri’s recently plan to acquire PT Bank BTN. So, this statement becomes the most popular news.

7. Zynga seeks new harvest with mobile “Farmville”.

The metaphor words in case are “Harvest” and “Zynga”. We will see the word “Harvest” in literary meaning is (season for) cutting and gathering of crops on a farm.\(^{46}\) So, the word “Harvest” should be owned by plants. In the sentence above, it is used as a crop of mobile gaming. The metaphorical expression is “Zynga is Plant”, they are two things in

\(^{46}\) Ibid., p.197
different domain: “Zynga” as the target domain and “Plant” as the source domain. There are the mappings to support this conceptual metaphor as follows:

“Zynga is Plant”

<table>
<thead>
<tr>
<th>Source: Plants</th>
<th>Target: Zynga</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plants</td>
<td>=&gt; Zynga</td>
</tr>
<tr>
<td>Trees</td>
<td>=&gt; Games</td>
</tr>
<tr>
<td>Fruit</td>
<td>=&gt; Farmville game</td>
</tr>
<tr>
<td>Harvest</td>
<td>=&gt; Profit</td>
</tr>
</tbody>
</table>

This sentence is a type of structural metaphor, because the word “Harvest” is defined as a result for getting a profit. So that, the sentence above will see that as Zynga Games Company seeks to get benefit from the mobile game is Farmville.

2. **Orientational Metaphor**

<table>
<thead>
<tr>
<th>No.</th>
<th>Metaphorical Expressions</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>low-grade</td>
<td>13</td>
</tr>
<tr>
<td>2.</td>
<td>As the country continues to evolve</td>
<td>14</td>
</tr>
<tr>
<td>3.</td>
<td>Boom</td>
<td>15</td>
</tr>
<tr>
<td>4.</td>
<td>Economic revival</td>
<td>15</td>
</tr>
<tr>
<td>5.</td>
<td>Kicked into higher gear and the collapse of Lehman</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>Brothers</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Last month, hiring by companies surpassed the pre-</td>
<td>16</td>
</tr>
</tbody>
</table>
1. According to Energy and Mineral Resources Ministry director general for minerals and coal R. Sukhyar, as the largest supplier of low-grade nickel ore to China, ...

In this case, the phrase “Low-grade” commonly means “Down”. In orientational metaphor, there are two commonly scopes used in the life, they are: Up and Down. The phrase “Low grade” in sentence above has a metaphor expression is “Low status is Down”, because the word “Grade” can describe the status of nickel. In the sentence above, we will see that R Sukhyar is the largest supplier of nickel but in bad quality.

2. As the country continues to evolve, so do the requirements and maturity of the organizations in identifying and releasing areas that it can trim.

In this case, the word “Evolve” that shows the status of country. Evolve in literary meaning is develop gradually. So, “Evolve” means the country continues to “Up”. In this case, an orientational metaphor which may represent of “Evolve” is “More is Up”. Because in the sentence above, we will see that developing to better condition, the

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country has a lot of needs such as maturity in the organization which is assisting in every development.

3. Like China, which relied heavily on overseas Chinese in Hong Kong and elsewhere to finance its own industrial boom, Myanmar has high hopes its diaspora will help rebuild its economy and lift millions out of poverty.”

In the sentence above, we will see the orientational metaphor is the word “Boom”. Because the word “Boom” in literary has a meaning of a loud sound,48 while in the economic dictionary “Boom” is a popular term for a period when employment, prices and general business activity are at a high level and resources are being used to the full.49 Both have meaning of “Boom” shows something is “Up”.

As usual, orientational metaphor has the scope Up and Down to describe a condition. In this case, the economic conditions in China, especially in the industry have been increased rapidly shown on the “Boom”. The Metaphor expression is “More is Up” because in the sentence above, we can see that although China and Hong Kong experience a remarkable improvement in the business, but they are very dependent on other countries.

4. Along with money, Myanmar needs skilled manpower to lead its economic revival. One area is in telecommunications and technology...

In this case, we can see the word “Revival” which in orientational metaphor. Revival has a meaning make somebody or something

48 Ibid, p.43
become conscious healthy and strong again.\textsuperscript{50} The meanings that is show something “Up”. The metaphorical expression is “Good is Up” because in the sentence above, the phrase “Economy Revival” we will see that Myanmar will develop of economy with skill power. So, Myanmar needs a lot of labor skilled in the technologies area and in the telecommunications area.

5. \textbf{America’s job-creation machine kicked into higher gear in April as employers boosted payrolls by jobless rate plunged to the lowest since the collapse of Lehman Brothers.}

In the sentence above have two orientational metaphors. They are “kicked into higher gear” and “the collapse of Lehman Brothers”. First, the phrase “Kicked into higher gear” has a meaning “Up” because in the sentence above we will see that many jobless use the job creation machine to facilitate them finding a new job. The metaphorical expression is “More is Up”, which represents “More” as the users and “Up” which means increase of job machine.

Furthermore, the word “Collapse” that has orientational metaphor meaning “Down”. Based on the meaning of Oxford Dictionary, collapse is fall suddenly.\textsuperscript{51} In this case, the word “Collapse” is used in the economic situation of companies Lehman Brothers. In this case, the phrase “The collapse of Lehman Brothers” has meaning of Lehman company was bankrupt. So, the metaphorical expression is “Death is Down”. In the sentence above we will see that since the Lehman

\textsuperscript{50} Oxford Advanced Learner’s Dictionary, Op. Cit, p.369
\textsuperscript{51} \textit{Ibid.}, p.77
Brothers Company was bankrupt, there are many jobless. Therefore the job-creation machine in United States is increased usage in April.

6. **Private payrolls, which don’t include government agencies, increased 273,000 in April after a 202,000 gain.** Last month, hiring by companies surpassed the pre-recession peak for the first time.

   In this case, the word “Peak” in literary meaning is point when somebody or something is best, most successful and strongest. The meanings that is show something “Up”. In the sentence above, the word “Peak” refers to the “Salary” received by enterprise companies. So, the orientational metaphor expression for the word “Peak” in the sentence above is “Good is Up” because we will see that the increased salary exceed on the top position for the first time before recession.

7. **When first launched, #Nusantara ranger climbed its way up twitter’s trending topics.**

   Now days, social media makes the trends of language such as “Trending topics”. In the sentence above, we can see that a thing is “Up”. The phrase “Trending topic” means what people are talking about on social media Twitter. So, the metaphorical expression is “Good is Up”, because in the sentence above we will that Nusantara ranger is more popular after the launching and many people is talked it in Twitter.

8. **The higher rate triggered lenders to jack up their deposit rates to secure liquidity, but at the expense of their own profits, as costs of funds started to soar.**

52 *Ibid., p. 314*
In this case, we can see two the orientational metaphors of “Up”. They are the phrase “Jack up” and “Started to soar”. First, the phrase “Jack up” indicates something “Up” because in the sentence above, we will see that the company hopes the higher rate triggered lenders to up the deposit. So, the metaphorical expression is “More is Up”.

Furthermore, the phrase “Started to soar” also has a meaning “Up”. The metaphorical expression is “More is Up” because in the sentence above, we will see that a lot of spending’s to raise deposit in the companies.

3. **Ontological Metaphor**

<table>
<thead>
<tr>
<th>No.</th>
<th>Metaphorical Expressions</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>To create value adding downstream industry.</td>
<td>13</td>
</tr>
<tr>
<td>2.</td>
<td>Dropped hints and subsidized</td>
<td>13</td>
</tr>
<tr>
<td>3.</td>
<td>Inflation is targeted to hit 3 to 5 percent</td>
<td>13</td>
</tr>
<tr>
<td>4.</td>
<td>Indonesia will not likely feel the pain</td>
<td>13</td>
</tr>
<tr>
<td>5.</td>
<td>The first step toward the proliferation, capitalization and outsourcing.</td>
<td>14</td>
</tr>
<tr>
<td>6.</td>
<td>Big improvement in financial inclusion</td>
<td>14</td>
</tr>
<tr>
<td>7.</td>
<td>Consumerism and the locus of control</td>
<td>14</td>
</tr>
<tr>
<td>8.</td>
<td>Manufacturing</td>
<td>15</td>
</tr>
<tr>
<td>9.</td>
<td>Bank must be healthy</td>
<td>17</td>
</tr>
<tr>
<td>10.</td>
<td>Life came from the oceans</td>
<td>18</td>
</tr>
<tr>
<td>11.</td>
<td>If the sea can’t come to the lab must come the sea</td>
<td>18</td>
</tr>
</tbody>
</table>
12. The lab was born of frustration

13. The “flavor” of Indonesia.

14. To secure liquidity

Explanation 3: Ontological Metaphor

1. ... officials have shrugged off concerns over the negative impact the policy may have on future overseas demand and on hurdles in the government’s attempts to create value adding downstream industry.”

In this sentence above, we will see that “to create value adding downstream industry”, the phrase “Downstream” usually is used for “River”, but in this sentence the phrase is used for industrial product in the business. The phrase “Downstream” has a lot of meanings. According to Oxford Dictionary, downstream is the direction in which a river flows, whereas in economic term it has a meaning of industrial firms that processing the output of other firms (which at the previous level of material processing) into a finished or different product. Downstream industries are, in general, more stable and have higher profit margins than profit margins in the upstream (raw material producing) industries. In this sentence, the economy seems like a “River” which have the words are upstream and downstream terms. In the economy they use the words are “upstream and downstream” for

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53 Ibid, p.132
manufacture of product. So, the metaphorical expression is “Economy is River”. There are the mappings to support this concept as follows:

“Economy is River”

<table>
<thead>
<tr>
<th>Source: River</th>
<th>Target: Economy</th>
</tr>
</thead>
<tbody>
<tr>
<td>River</td>
<td>Economy</td>
</tr>
<tr>
<td>Upstream</td>
<td>The beginning product</td>
</tr>
<tr>
<td>Downstream</td>
<td>The final product/finished</td>
</tr>
</tbody>
</table>

In the mappings above, “Economy” is the target domain and “River” is source domain”. That is a setting goal and motivating actions categorize of ontological metaphor because in the sentence above, we will see that is the government wants to create a finished product in the industry.

2. Chatib also dropped hints that he would political opposition and proceed with his plan to implement a fixed-based subsidy scheme, which would allow the government to adjust the price of subsidized premium gasoline automatically based on fluctuations in oil prices and currency.

In the sentence above, it has two ontological metaphors. First, the phrase “Dropped hints” used by verb “Dropped” and noun “Hints”. Usually, a dropped thing is “Rain” but the verb “Dropped” is used for unclear thing as “Hints”. The metaphorical expression is “Hints are Rain” the word “Hints” is the target domain, while the rain is the source domain. There are two things in different domain. There are the mappings to support this conceptual metaphor as follows:
“Hints are Rain”

**Source: Rain**

<table>
<thead>
<tr>
<th>Rain =&gt; Hints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water =&gt; Method</td>
</tr>
<tr>
<td>Cool off =&gt; Get Solution</td>
</tr>
</tbody>
</table>

Furthermore, in the sentence above it has a word of economic term “Subsidized” that is unclear word and has a meaning: a subsidy a form of financial or in kind support extended to an economic sector (or institution, business, or individual) generally with the aim of promoting economic and social policy.\(^{55}\) The metaphorical expression is “Subsidized is an Entity” because in the sentence above, we will see that subsidy is an economic term, that it has unclear meaning yet acknowledged.

3. For next year, inflation is targeted to hit 3 to 5 percent, while the yield for three-month treasury bills is assumed to be 5.5 to 6 percent.

In this case, the inflation is unclear word, which according to dictionary of economic terms, inflation is a general rise in the price level.\(^{56}\) So, this is ontological type, because “Inflation is an Entity”. The target domain is “Inflation”, while the source domain is “Entity”. Inflation is a word that it has no real meaning yet, it is considered as the real thing and often used in economic terms. In the sentence above

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is setting goals and motivating actions because we will see that the inflation will be targeted to increase for next year.

4. **Indonesia will not likely feel the pain** from a looming plan by the world’s second-largest economy to cut its reliance on Indonesian ore in response to the ban.

   In this case, the sentence of “Indonesia will not feel likely the pain” has metaphor meaning. It is the word “Indonesia” and the phrase “Feel the pain”. The phrase “Feel the pain” as emotion for humans when not feeling well but in the sentence above the emotion is used for the country “Indonesia”. So, the metaphorical expression is “Indonesia is Human”. Indonesia and Human are two things in different domain.

   There are the mappings to support this conceptual metaphor as follows:

   "Indonesia is Human"

   **Source:** Human | **Target:** Indonesia

   Human body => Indonesia

   Healthy => Defense steady state economy

   Feel the pain => Bankrupt

   In the mappings, the target domain is “Indonesia” and the source domain is “Human”. Indonesia not only constructed as a human and but also conceptually used in the same way like human. Indonesia is described as a human who has body, mind, and its body can feel the pain. In the sentence above, we will see that is identifies causes of the economy in Indonesia because we will see that the Indonesian economy will not bankrupt a looming plan.
5. However, the first step toward the proliferation and capitalization of four pillar technologies is indeed the notion of “outsourcing”.

In the sentence above, we can see the economic terms proliferation, capitalization and outsourcing. First, the proliferation is a rapid multiplication of parts or the increase in the number of something. Second, capitalization is the aggregate value of ownership capital, as represented by the par value of corporate stock outstanding and borrowed capital, as represented by bonds or other similar evidence of long-term debt outstanding. The last, outsourcing is how to manage the people it in pacts. Those are ontological metaphors types, which have the metaphorical expression is “Proliferation, Capitalization, and Outsourcing are an Entity”. This is ontological metaphor type because the words Proliferation, Capitalization, and Outsourcing are terms in the economy. They are unclear words but acknowledged the meaning.

6. ... If we can serve half of those not using banks, with an average deposit size of Rp 1 million each, we will see a big improvement in financial inclusion, he said.

In this case, we can see the unclear word of the economic term is “Inclusion”, the meaning of inclusion is based on liquidity and world production weight. The metaphorical expression is “Inclusion is an Entity”. Although inclusion is unclear word, but its existence is

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reconized. In the sentence above, that is categorized of quantifying. Because we will see that is a sense of financial inclusion will be increased if the company provide the best service.

7. **Enterprise IT “consumerism”** will heighten to a point where the **locus of control** will land in the laps of the enterprise, with vendors having to now jump through hoops to maintain contracts and to score business.

In this case, the phrase “Locus of Control” is the economic term. Locus of control is not a characteristic to be discovered within individuals. Previously, it is known that economic terms is not real thing yet entity. So, metaphorical expression is “Locus of control is an Entity”. This is ontological metaphor type, “Locus of Control” is unclear phrase but has meaning and used in the economy. In this case, that is setting goals and motivating actions because the phrase “to maintain contracts and to score business” is motivating of “Locus of control”. In the sentence above, we will see that is IT companies will developed caused of using the locus of control system.

8. **Manufacturing** is pushing higher after a lull in the winter, but a surge in inventories in the second half of 2013 remains an obstacle to achieving a faster pace of factory activity.

In this case, the word “Manufacturing” is nonphysical thing or concept and its existence in industrial economy. The metaphorical expression is “Manufacturing is an Entity”. Manufacturing has a meaning the production of merchandise for use ore sale using labor

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and machines, tools, chemical and biological processing, or formulation.\textsuperscript{62} So, this is ontological metaphor type. In the sentence above, it is setting goals and motivating actions categorize of manufacturing because we will see that the production of merchandise pushing up after the winter. They have a lot of inventories, but the obstacle in the factory cannot achieve a faster pace than the usual activity.

9. "\textbf{Bank must be healthy. Risk control must be translated into bank business plans properly and future steps must also be clear,}" he said.

In the sentence above, we can see the phrase “Bank must be healthy”. In the literary meaning “Bank” is place where money is kept safely,\textsuperscript{63} while “Healthy” is human body condition. In this case, bank is described as a human who could be hurt. They are two things in different domain; the metaphorical expression is “Bank is Human”.

There are the mappings to support this conceptual metaphor as follows:

\textbf{“Bank is Human”}

\textbf{Source: Human} \hspace{1cm} \textbf{Target: Bank}

- Human $\Rightarrow$ Bank
- Healthy $\Rightarrow$ Free of cases involving financial
- Sick $\Rightarrow$ Have a legal case

In the mappings above, “Bank” as the target domain and “Human” as the source domain. So, this is ontological metaphor type. In the


\textsuperscript{63} Oxford Advanced Learner’s Dictionary, Op. Cit, p.28
sentence above is referring categorize because we will see that bank must be free of legal cases related to financial problems. For the reason, risk control must be in the business plan as well as the future steps to be clear.

10. The work is part conservation. “Life came from the oceans,” Moroz says, bemoaning the extinction of species before scientists even cat along all of them.

In this case, the metaphor uses noun words “Oceans” and “Life”. “Ocean” in this sentence as God, because normally the life begins from God as a creator but the phrase has a meaning life begins from the oceans. So, the metaphorical expression is “Ocean is God”, where “Ocean” as the target domain and “God” as the source domain. There are two things in different domain. They are the mappings to support this conceptual metaphor as follows:

“Ocean is God”

**Source:** God

**Target:** Ocean

God

=> Ocean

Creator universe

=> Create inspiration for researching

Big

=> Broad

In the case is referring categorize because the phrase “Bemoaning the extinction of species” in the sentence above is referring of “Life came from the oceans”, we will see that Moroz laments the extinction of species in the ocean. It is caused the ocean is source of research and there are many species which live in it.
11. “If the sea can’t come to the lab must come the sea,” says Moroz, who invited The Associated Press on the second test trip, a two and a-half-day sail.

In this case, we can see the metaphor words “Lab” and “Sea”. In the sentence, “Sea” is as human which is able to walk to the lab. In literary meaning Sea is salt water that covers most of the earth’s surface.64 So, the metaphorical expression is “Sea is Human”, where they are two things in different domain. In the sentence above, we will see that the sea cannot be able to come in the Lab because sea is not human. So, that is the researcher come to the sea for doing research. The Sea as a Laboratories because many living creature there.

12. The lab was born of frustration, after Moroz kept shipping samples home that arrived too degraded for genetic research.

The sentence above has metaphors. They are “Frustration” and “Lab”. We can see the word “frustration” is an expression of emotion and usually is experienced by humans while the “Lab” is room or building used for scientific experiments.65 In this case, the lab as human. The metaphorical expression is “Lab is Human”, where they are two things in different domain. Lab is a place for research, whereas humans are living beings who have thoughts and emotions. There are the mappings to support this conceptual metaphor as follows:

“Lab is Human”

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64 Ibid., p.385
65 Ibid., p.239
In the mappings above, “Lab” is target domain and “Human” is source domain. In the sentence above, that is referring emotion categorize because we will see that is feeling of frustration seems like sense of struggle and hard work. So that is an ontological metaphor type.

13. “The **flavor** of Indonesia is not only delivered with the drawings or stories, but also through the characters,” Ines says.

In the case above, we can see metaphors “Flavor” and “Indonesia”. Generally, “Flavor” is used for food but in the sentence it is used for Indonesia. So, the metaphorical expression is “Indonesia is Food”. In the literary meaning Indonesia is a country, while Food is things that people or animals eat. There are the mappings to support this conceptual metaphor as follows:

<table>
<thead>
<tr>
<th>Source: Food</th>
<th>Target: Indonesia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>=&gt; Indonesia</td>
</tr>
<tr>
<td>Edible</td>
<td>=&gt; Can be visited</td>
</tr>
<tr>
<td>Have a flavor</td>
<td>=&gt; Have a culture</td>
</tr>
</tbody>
</table>

In the mappings above, “Indonesia” is a target domain and “Food” is a source domain. In the sentence above we will see that the word

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Ibid., p.167
“Flavor” describes a culture in Indonesia country. So, the players can delivered through the Indonesian culture in the characters of Nusantara Rangers.

14. .. Their deposit rates to secure liquidity, but at the expense of their own profits, as costs of funds started to soar.

In the sentence above, we can see “Liquidity” is word which has a special meaning, because it has an unclear word. Liquidity derived from the liquid, the meaning of liquid based on Oxford Dictionary is substance, eg water or oil. That flows freely but which is not a gas.\(^67\) While based on dictionary of economic term, liquidity is the ability to turn assets easily into cash and in foregoing trade, a country’s international purchasing power.\(^68\) So, based on definition above asset is water because asset have the shape as water which can be frozen and thawed. There are the mappings to support this conceptual metaphor as follows:

“Asset is Water”

\[
\begin{align*}
\text{Source: Water} & \quad \text{Target: Asset} \\
\text{Water} & \Rightarrow \text{Asset} \\
\text{Be frozen} & \Rightarrow \text{troubled/ cannot be used} \\
\text{be melted} & \Rightarrow \text{can be used and taken}
\end{align*}
\]

\(^{67}\) Ibid., p.251  
So, this is type of ontological metaphor. In the sentence above is identifying cause categorize of liquidity because we will see that the liquidity as aspect of loan accompany.
A. Conclusion

In the articles The Jakarta Post on May 05, 2014 edition, the writer finds word and phrase containing of metaphors. The writer uses the theory based on George Lakoff and Mark Johnson in defining the meaning of metaphor. To get the message from source domain to target domain, the writer uses equivalence meaning because the theory of George Lakoff and Mark Johnson is conceptual mapping in different domain where a concept A is understood in concept B. A is the target domain and B is the source domain. There are three types of metaphors: structural metaphor, orientational metaphor, and ontological metaphor. The writer describes the meaning and types of metaphors that found in the articles to facilitate the readers to understand the implicit meaning of metaphor. From the tabulated data analysis, it is shown that the most metaphor found in these articles is ontological metaphors. It is because most of ontological metaphors use unclear words that are frequently used in economic term. Moreover, the research can increase the knowledge on metaphor. The research is also expected to help the readers to interpret the economic terms that usually uses metaphor. Hence, the readers can understand the whole articles especially in business.
B. Suggestion

Metaphor is one of the figurative languages which have the implicit meaning. The writer recommends the reader to read the whole news. So, the reader can interpret the word or phrase in the sentence containing the metaphorical meaning. Readers can also classify the words and phrases that contain of metaphor to understand the implied meaning in the articles. Besides, this research can help the other researchers who are interested in using the theory of metaphor, so that the next researcher can give the new result about the metaphor in business articles or another literary research. Furthermore, the researcher does not only know how the metaphors that occur in articles but also understand linguistic explanation of metaphors.
BIBLIOGRAPHY

Books


M. Shafritz, Jay and Daniel Oran. *The New American Dictionary of Business and


**Internet**


**Thesis**


**Corpus**

Q1 investments boom, but jobs remain scarce

Satria Sambijantoro
THE JAKARTA POST/JAKARTA

Strong investment growth in Indonesia in the first quarter (Q1) failed to translate into greater job generation, as companies sidestepped rising labor costs by investing more in capital-intensive sectors than labor-intensive ones.

Only 260,000 jobs were created on total realized investments that grew by an impressive 18 percent to hit Rp 107 trillion (US$9.3 billion) in the first quarter this year, according to the Investment Coordinating Board’s (BKPM) latest statistics.

That was a 40 percent decline from 360,000 jobs created in the first quarter last year, and a far cry from the 430,000 jobs generated in the fourth quarter last year.

"We can now say that investments are now shifting into capital-intensive sectors," BKPM chairman Mahendra Siregar noted.

The National Development Planning Board (Bappenas) targeted to push down the unemployment rate to 5.56 percent by the end of next year, from 6.3 percent at the moment.

But the government might find it more difficult going forward to boost its economic growth amid a downward trend in Indonesia's labor absorption over the past few years.

The 2012 state budget stipulated 5.8 percent GDP growth, but the government noted a downward trend in labor absorption of particular concern. The figure hit 6.3 percent in 2012 and 5.7 percent in 2013.

Indonesia, Southeast Asia's largest economy, has seen its competitiveness dwindle in part due to rising labor costs.

For example, Jakarta, which houses several textile, garment and footwear manufacturers, increased the minimum wage by 11 percent to Rp 2.44 million this year after a 42 percent increase last year.

In comparison, in the Bekasi municipality, the minimum wage increased 16 percent to Rp 2.44 million this year, following a 43 percent increase from last year's Rp 2.1 million. Meanwhile, Bekasi regency's minimum wage rose 22 percent this year to Rp 2.44 million, whereas it rose 34 percent last year to Rp 2.00 million.

Both Bekasi municipality and regency are home to many mid-sized, capital-intensive industries.

"Given continually higher minimum wages, rigid labor regulations and slow growth in labor productivity, Indonesia's labor is becoming less competitive - thus, investors are switching in capital-intensive sectors," Siregar said.

A motorbike rides pasts a house for sale in Jakarta.

MINING

Raras Cahyafitri
THE JAKARTA POST/JAKARTA

Three months after the introduction...
APPENDICES

“An Analysis of Metaphor in Jakarta Post Business Articles
on May 5, 2014 Edition”

1. Structural Metaphor

<table>
<thead>
<tr>
<th>No</th>
<th>Metaphor Sentences</th>
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<tbody>
<tr>
<td>1.</td>
<td>Economic growth will be targeted to over at 5.5 percent to 6.3 percent next year, Finance minister Chatib Basri told reporters during the National Development Planning Conference (Musrenbangnas) last week.</td>
<td>“Government moves to draft conservative 2015 budget”</td>
<td>13</td>
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<td>2.</td>
<td>Fast forward to 2014, and a flip has been noted where majority of end-users have given up the “fight”, and have decided that outsourcing this element might actually be a lot better for the sake of organizational growth.</td>
<td>“Is IT outsourcing the key to enterprise efficiency?”</td>
<td>14</td>
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<td>3.</td>
<td>“we have to monitor the political situation closely this month, which could heat up again among the</td>
<td>“Political unrest seen to drive up SMEs” bad loans”</td>
<td>15</td>
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</table>
protesters on both sides after the constitutional Court’s ruling over the prime minister’s.

4. Barclays Plc, the second-largest UK bank by assets, has given up two stories of prime office space in Singapore’s financial district, which has been leased to LinkedIn Group. Said people familiar with the matter.

“Barclays to give up Singapore’s office space for LinkedIn”

5. Ren, 69, set up Huawei in 1987 after retiring from the Chinese military in 1983. Since then, he has built the company into the world’s largest maker of equipment for phone networks behind Ericsson AB (ERICB), even without access to the US telecommunications market, where Huawei has battled claims the company’s gear may provide opportunity for Chinese intelligence services to tamper with networks for spying.

“Huawei CEO plots investments outside US as trust elusive”
6. OJK deputy commissioner in charge of banking supervision Irwan Lubis made the statement in Jakarta recently following Bank Mandiri’s plan to acquire PT Bank Tabungan Negara Tbk (BTN), which has become a hot topic. “Banks should have strong capital: OJK”

7. Zynga seeks new harvest with mobile “Farmville” Zynga seeks new harvest with mobile “FramVille”

2. Orientational Metaphor

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<td>1.</td>
<td>According to Energy and Mineral Resources Ministry director general for minerals and Coal R. Sukhyar, as the largest supplier of low-grade nickel ore to china, Indonesia will not likely feel the pain from a looming plan by the world’s second-largest economy to cut</td>
<td>“Few alarm bells over ore export ban fears”</td>
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<td>2.</td>
<td>As the country continues to evolve, so do the requirements and maturity of the organizations in identifying and releasing areas that it can trim.</td>
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<td></td>
<td>“Is IT outsourcing the key to enterprise efficiency?”</td>
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<td>3.</td>
<td>Like China, which relied heavily on overseas Chinese in Hong Kong and elsewhere to finance its own industrial boom, Myanmar has high hopes its diaspora will help rebuild its economy and lift millions out of poverty.</td>
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<td>“Myanmar returnees bet on frontier economy’s future”</td>
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<td>4.</td>
<td>Along with money, Myanmar needs skilled manpower to lead its economic revival. One area is in telecommunications and technology, where there are fewer vested interests to abstract newcomers.</td>
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<td>“Myanmar returnees bet on frontier economy’s future”</td>
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<td>5.</td>
<td>America’s job-creation machine</td>
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<td>“Hiring kicks higher”</td>
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kicked into higher gear in April as employers boosted payrolls by jobless rate plunged to the lowest since the collapse of Lehman Brothers.

“Myanmar returnees bet on frontier economy’s future”

Private payrolls, which don’t include government agencies, increased 273,000 in April after a 202,000 gain. Last month, hiring by companies surpassed the pre-recession peak for the first time.

“Myanmar returnees bet on frontier economy’s future”

When first launched, #Nusantara ranger climbed its way up Twitter’s trending topics, “calling all superheroes of the Archipelago”

“The higher rate triggered lenders to jack up their deposit rates to secure liquidity, but at the expense of their own profits, as costs of funds started to soar.

“Major banks to see lingering NIM contraction”
3. Ontological Metaphor

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<tr>
<td>1.</td>
<td>There months after the introduction of a ban on raw mineral exports, officials have shrugged off concerns over the negative impact the policy may have on future overseas demand and on hurdles in the Government's attempts to create value adding downstream industry.</td>
<td>“Few alarm bells over ore export ban fears”</td>
<td>13</td>
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<td>2.</td>
<td>Chatib also <em>dropped hints</em> that he would political opposition and proceed with his plan to implement a fixed-based subsidy scheme, which would allow the government to adjust the price of subsidized premium gasoline automatically based on fluctuations in oil prices and currency.</td>
<td>“Government moves to draft conservative 2015 budget”</td>
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<td>3.</td>
<td>For next year, <em>inflation is targeted</em></td>
<td>“Government moves to”</td>
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to hit 3 to 5 percent, while the yield for three-month treasury bills is assumed to be 5.5 to 6 percent.

4. According to Energy and Mineral Resources Ministry director general for minerals and coal R. Sukhyar, as the largest supplier of low-grade nickel ore to China, Indonesia will not likely feel the pain from a looming plan by the world’s second-largest economy to cut its reliance on Indonesian ore in response to the ban.

5. However, the first step toward the proliferation and capitalization of four pillar technologies is indeed the notion of “outsourcing”.

6. “The potential is there. If we can serve half of those not using banks, with an average deposit size of Rp 1 million each, we will see a big improvement in financial inclusion,” he said.

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<td>However, the first step toward the proliferation and capitalization of four pillar technologies is indeed the notion of “outsourcing”.</td>
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<td>“The potential is there. If we can serve half of those not using banks, with an average deposit size of Rp 1 million each, we will see a big improvement in financial inclusion,” he said.</td>
<td>“Major lenders gear up digital financial services”</td>
<td>14</td>
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7. Traditional supplier models will be forced to change in the wake of an adult enterprise customer, and enterprise IT “consumerism” will heighten to a point where the locus of control will land in the laps of the enterprise, with vendors having to now jump through hoops to maintain contracts and to score business.

8. Manufacturing is pushing higher after a lull in the winter, but a surge in inventories in the second half of 2013 remains an obstacle to achieving a faster pace of factory activity.

9. Bank must be healthy. Risk control must be translated into bank business plans properly and future steps must also be clear,” he said.

10. The work is part conservation. “Life came from the oceans.”

### “Is IT outsourcing the key to enterprise efficiency?”

### “Myanmar returnees bet on frontier economy’s future”

### “Banks gearing up for qualified personnel”

### “Unique floating labs showcases *Alien of the*
<table>
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<th>Moroz says, bemoaning the extinction of species before scientists even cat along all of them.</th>
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<td>11.</td>
<td>“If the sea can’t come to the lab, must come the sea,” says Moroz, who invited The Associated Press on the second test trip, a two and a-half-day sail.</td>
<td>“Unique floating labs showcases <em>Alien of the sea</em>” 18</td>
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<td>12.</td>
<td>The lab was born of frustration, after Moroz kept shipping samples home that arrived too degraded for genetic research.</td>
<td>“Unique floating labs showcases <em>Alien of the sea</em>” 18</td>
</tr>
<tr>
<td>13.</td>
<td>“The “flavor” of Indonesia is not only delivered with the drawings or stories, but also through the characters,” Ines says.</td>
<td>“Calling all superheroes of the Archipelago” 19</td>
</tr>
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<td>14.</td>
<td>The higher rate triggered lenders to jack up their deposit rates to secure liquidity, but at the expense of their own profits, as costs of funds started to soar.</td>
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