

METAFORA : LEGISLATOR MAKASSAR LIVE BY (GEORGE LAKOFF AND MARK JOHNSON)

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Abstract

The use of metaphor is one of the most prominent tools for persuasion and an instrument for propaganda in political speech. This study aimed at: (1) identifying metaphorical expressions used by Makassar legislators in speech, (2) finding out the kinds of conceptual metaphors formulated from the metaphorical expressions. This research was conducted in DPRD Makassar, South Sulawesi. This was a descriptive research by using qualitative approach. Methods used in collecting data were recording and transcribing. The number of samples was seven speeches delivered by politicians in General View Presentation. The result of this research indicates that Makassar legislators conceptualize regulations as flats, people, and food products; taxes as waves and cargoes; appreciation is oriented as up and togetherness is oriented as front

Keywords: Metaphors, Makassar Legislators, Speech

Abstrak

Metafora merupakan salah satu alat yang paling sering digunakan untuk persuasi dan instrumen untuk propaganda dalam pidato politik. Penelitian ini bertujuan: (1) mengidentifikasi ungkapan-ungkapan metafora yang digunakan oleh politisi Makassar dalam pidato, (2) menemukan konseptual metafora yang diformulasikan dari ungkapan-ungkapan metafora yang digunakan oleh politisi Makassar tersebut. Penelitian ini dilaksanakan di DPRD kota Makassar, Sulawesi Selatan. Penelitian ini adalah penelitian deskriptif dengan menggunakan pendekatan kualitatif. Metode yang digunakan dalam pengumpulan data adalah rekaman dan transkrip. Sampel sebanyak tujuh pidato politik yang disampaikan oleh politisi Makassar. Hasil penelitian menunjukkan bahwa anggota legislatif Makassar mengonseptualkan aturan sebagai rumah susun, orang, dan produk makanan; pajak sebagai gelombang dan muatan kapal; pengahargaan diorientasikan sebagai posisi atas dan kebersamaan sebagai posisi depan.

Kata kunci: Metafora, Legislator Makassar, Pidato

INTRODUCTION

Malan (2008) in her research studied about metaphors in analyzing metaphorical concepts in South African political speeches (1994-2001). Another researcher, Lesz (2011) in her research studied about metaphors in politics. Both of the result of studies above support that metaphorical concepts are formed on the basis of an individual set of experiences.

The use of metaphor is one of the most prominent tools for persuasion and an instrument for propaganda in political speech. Charteris-Black (2005) states that metaphor to a politician is what sex appeals to an individual: a covert way of sending out messages of desirability. This analogy implies that politicians who use metaphor effectively can lure supporters to their side, while those who cannot probably will not

survive for long in the competitive arena of modern politics. We can say that metaphor has important role in political speech.

A lot of researches have been made on the subject of metaphoric language and use, and following the publication of Lakoff and Johnson's *Metaphors we live by* (1980). *Metaphors we live by* is said to have been the starting point of the view of metaphors in language today. According to Lakoff and Johnson (1980), there is a close correlation between language, metaphors and thought. They claim that metaphor is not merely a figure of speech, but is a specific mental and neural mapping that influences a good deal of how people think, reason, and imagine in everyday life. Lakoff and Johnson developed this idea that has become "cognitive linguistic view of metaphor" or known as "Conceptual Metaphors Theory". It is supported by Chilton (2006), Metaphor as a cognitive, not a linguistic phenomenon, the human mind has various forms of organized knowledge. These may be innate or partly innate and elaborated by culture – relative experience. Kovecses (2002) also finds that the main meaning focus in metaphorical concept is useful because of its "cultural-sensitivity"

Since metaphorical concept arises from culture or a set of experiences, the metaphorical concept available may differ from individual to individual as much as each individual experiences differ from those of his/her fellow human beings. People living together in a (socio-cultural) community will have a certain number of common experiences and will therefore share a basic stock of conceptual metaphors. These experiences are conditioned partially by their environment – by the geographical structure of the area they inhabit, the degree of industrialization the climate, etc., and

partially by traditions and rituals of the community in which they grow up.

Makassar is one of unique cultures in Indonesia whose metaphors are equitable to be analyzed. It is expected by taking position as a writer, the metaphors used by Makassar legislators by using Conceptual Metaphors Theory by Lakoff and Johnson will be analyzed. This study is expected to explain the kinds of metaphorical expressions used by Makassar legislators in speech and how the metaphorical concepts of Makassar legislators are formulated from the metaphorical expressions.

METHODOLOGY

Research Design

This study used descriptive qualitative method of research. This study, the descriptive qualitative method was employed to identify the kinds of metaphorical expressions which then formulate the metaphorical concepts used by Makassar politicians in speech. Either metaphorical expressions or metaphorical concepts used by politicians in speech are considered as a part of Makassar culture.

Research Location

This research was conducted in Makassar especially in political fractions of DPRD Makassar where the data are taken.

Population and Sample

Population is political speeches delivered by Makassar politicians in General View Presentations of each political fraction represented by a politician. The sample technique used in this study is purposive sampling technique. Seven speeches were chosen which were considered containing metaphorical expressions.

Data Collection

The method of this study was observation and the instruments were recording and note taking.

Data Analysis

The findings of this research were analyzed by using qualitative approach.

FINDINGS

The study found seven metaphorical concepts formulated from twenty four metaphorical expressions. Three of the five metaphorical concepts found in this study related to conceptualization of regulations, two are conceptualization of taxes and two others are categorized into orientational metaphors.

Regulation is defined as rule or order (oxford dictionary). Regulations are conceptualized as flats, people, and food products. Regulations are conceptualized as flats which consist of some sets of room on some floors. Arrangement of rooms is very required to create harmonization among rooms. An emptiness room is avoided as effort to maximize the functions of rooms. Regulations are also conceptualized as people who are born to take a new breath. It also grows in age and it must be changing as the number of its age to follow the era development, walking around to experience good or bad things. People also have to have much saved energy to do many things. Regulations are conceptualized as food products which must be produced continuously to satisfied customers. Then, the food products have expired time to keep the safety of product quality for customer health. New food products must be advertised continuously to introduce the newest things of the product which may be better than before. Safety in consuming the food products are certainly required a guarantee.

The table describes some important points about how conceptual metaphors used by legislators in political fractions. All politicians from different fractions seem

realizing the important role of metaphors in political speech as in Lakoff and Johnson (1980). It is proven by none of them seems not using any metaphorical expression in their speeches.

There are sixty two metaphorical expressions formulating eleven kinds of conceptual metaphor are found in this study. Only three of the eleven conceptual metaphors seem to be supported by more than half politicians from different fractions, eight of them are supported by less than a half of politicians.

DISCUSSION

The number of metaphorical expressions used by each politician in speech is various. A politician from Demokrat (DK) fraction seems to dominate the data comprising about 29%, more than a quarter of data. It is then followed by a politicoan from PAN comprising about 19% of data, each Golkar and Persatuan Nurani (PN) consists of 17.5%, democrat 12.7%. Keadilan Sejahtera (KS) and Makassar Bersatu (MB) seem to be the lowest frequency of data using metaphorical expressions in their speeches. Each of them is only about 3.2% of data.

Makassar politicians share more different than same conceptual metaphors in society although they live together in a same (socio-cultural) community. It is proven among eleven conceptual metaphors used by Makassar politicians, only three of them are supported by more than half of political fractions.

Lakoff and Johnson assert that since communication is based on the same conceptual system that human use in thinking and acting, language is an important source of evidence for what system is like (1980). The chart shows how far the conceptual metaphors influence the

conceptual system of Makassar legislators in society. TAX IS A BUSINESS PRODUCT seems to dominate the data, more than a quarter of data. It means that conceptual metaphor TAX IS A BUSINESS PRODUCT very influence the way of Makassar politicians perceive, think, and do in society. It is then followed by conceptual metaphor REGULATION IS A CONSTRUCTION about 13% of the data, each TAX IS A NATURAL RESOURCE and REGULATION IS A CONTAINER, TAX IS A BURDEN and TAX IS A CONTENT OF A CONTAINER consists of about 10% of the data. The smallest frequency of conceptual metaphors used in this study is TOGETHERNESS IS FRONT found only 1% of the data then followed by APPRECIATION IS UP about 3%. The percentage of conceptual metaphors above indicates how far the conceptual metaphors influence the conceptual system of Makassar politicians in society.

By comparing the most and the less frequent of conceptual metaphors used in Makassar politicians in their speeches, it shows that Makassar politicians seem more prioritize economic system than social system in society. TAX AS A BUSINESS PRODUCT refers to economic system comprises 26% of data and TOGETHERNESS IS FRONT as social system just comprises about 1% of data.

Comparing this study with the two other previous studies will be a comparative study. It is found that there are some differences metaphors found at different culture. The result of this study also support what Lakoff and Johnson said that metaphors play important role in political speech (Lakoof dkk; 1980)

CONCLUSIONS AND SUGGESTIONS

None of the politician in this study is found doesn't use metaphorical expression in their speeches. This study supports what Lakoff and Johnson (1980) said about the important role of metaphors in speech. Makassar legislators seem sharing more different than same conceptual metaphors in society although they live together in a same (socio-cultural) community. Makassar legislators also seem more prioritize economic system than social system.

The writer would like to deliver some suggestions in order to this research will be studied in detail. The result of this study is expected to be expanded to finding the factors influencing the different conceptual metaphors shared by Makassar politicians in society. It is also expected to be expanded to other cultures, so it could be a comparative study.

EXPRESSION OF GRATITUDE

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Table 1. Metaphors within Political Fractions

Parties/Conceptual Metaphors	gol	dem	PAN	DK	KS	MB	PN	Tot	%
Tax is a business product	6	2	-	4	2	1	1	16	26
Tax is a burden	2	3	-	1	-	-	1	7	11
Tax is a natural resource	-	-	1	4	-	-	1	6	9.7
Tax is a content of container	-	-	3	2	-	-	1	6	9.7
Regulation is a construction	2	-	3	-	-	1	2	8	13
Regulation is a container	1	3	-	2	-	-	-	6	9.7
Constitution is elders	-	-	1	2	-	-	2	5	8.1
Data is fashion style	-	-	-	2	-	-	-	2	3.2
Policies is supporters in a competition	-	-	2	-	-	-	1	3	4.8
Togetherness is front	-	-	1	-	-	-	-	1	1.6
Appreciation is up	-	-	-	1	-	-	1	2	3.2
Tot	11	8	12	18	2	2	10	62	
%	17	13	19	29	3	3	16		100

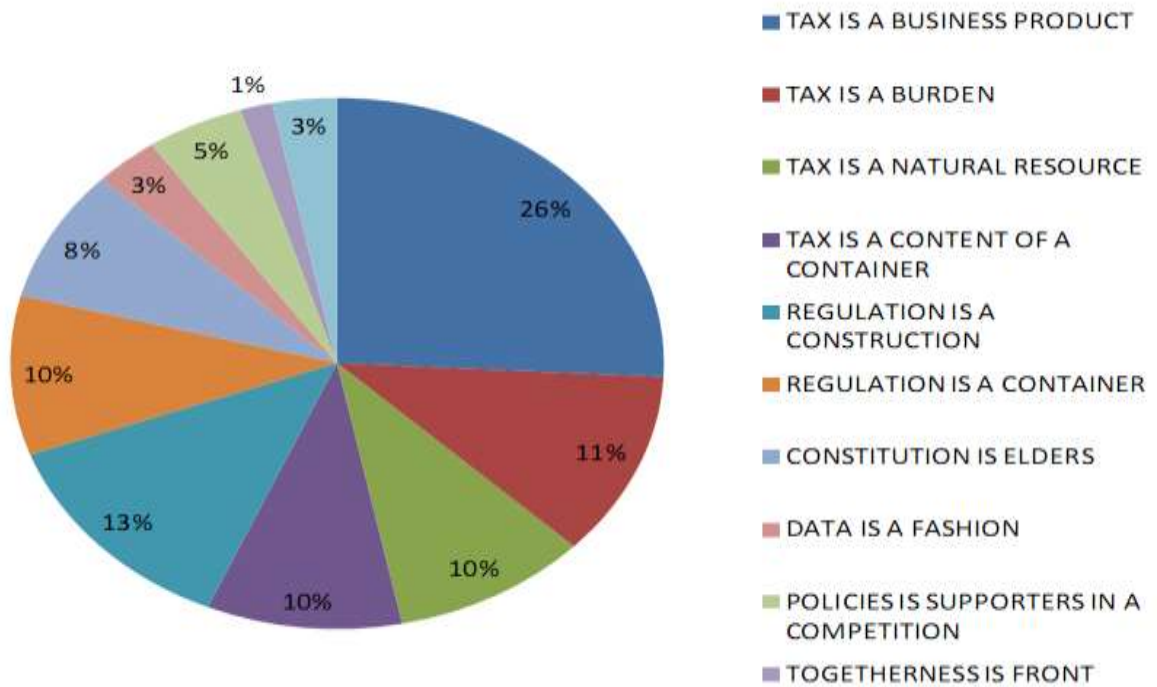


Chart 1. Conceptual Metaphors Used by Makassar Legislators in Speech

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