ASEAN Journal of
Economic and Economic Education

Conceptualization of Metaphors: Economic Condition, Corruption Cases, and the Corruption Eradication Commission

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A B S T R A C T S

Metaphors are noted always clearly understood by everyone, but metaphors have the power to influence people's thinking and views of the world. Therefore, this research was conducted as an effort to educate the public about the metaphors used in the narrative. Data in the form of words or phrases that contain conceptual metaphors that are identified from certain characteristics. Furthermore, the data were analyzed using the extra lingual equivalent method. The data analysis step refers to linguistic theory: categorizing, mapping two conceptual domains, and making adjustments. This qualitative research produces a conceptual metaphor. The results were: (1) similarities between the circumcision procession and the corruption trial; (2) the relationship between corruption watch weaknesses as weak tigers; and (3) inconsistent use of the target domain. It seems to be an indirect lesson for media activists to create a narrative that does not have the potential to confuse readers. This study focuses on disclosing the meaning of the conceptualization of the metaphors used in the narrative video of corruption cases as a topic of discussion. This research is engaged in semantics and aims to identify the use of metaphorical words/phrases and describe the concepts presented. This research is expected to help media users to educate about the language of the media used, to provide information that is fully understood.

A R T I C L E   I N F O

1. INTRODUCTION

Metaphor in semantics as a science of meaning has their view of a form of language (Stern, 2008). Besides, not all forms of language have a true meaning. Metaphor is the use of words or groups of words that have no real meaning, namely paintings based on equations or comparisons (Hinman, 1982; Group, 2007; Cameron, 2007). Metaphors have a metaphorical nature (Ortony, 1978; Paton, 1992; Winter, 2019). Metaphors contain certain concepts that are described in this study. Especially, the concepts relating to corruption cases and corruption eradication commissions in a narrative.

There have been many studies similar to this research. Among them, Haula and Nur's (2018) research focuses on the topic of political metaphors from the news texts. Their research identifies metaphors based on Lakoff & Johnson's theory and describes their conceptualization. On the other hand, Wiradharma and WS (2016) researched metaphors in dangdut song lyrics with the theory of meaning analysis from Knowless & Moon. The result is a finding of words and phrases that undergo concept transfer (Wiradharma & WS, 2016). More to do with symptoms of change in meaning. The two studies use different ways to conceptualize metaphors.

Based on previous studies, this study adopted source and target domains by Lakoff & Johnson (1980). Before the description of the conceptualization of metaphors, metaphorical words and phrases were determined from Wiradharma and WS (2016) study. This is done to find any transfer of concepts between domains.

The purpose of separating metaphorical words and phrases is to identify and compare their meanings. Thus, the relationship between words and phrases is also found as material for the conceptualization of metaphors. Thus, the public can understand the meaning of the metaphor which comes from three narrative videos related to corruption, as part of literacy of media that requires communication. Because communication is based on the same conceptual system that we use in thinking and acting. Language is an important source of evidence of what a system is like.

2. METHODS

This research belongs to the realm of cognitive semantics. The principles are in the form of concept formation, semantic structure, meaning representation, and meaning formation (Makaroğlu *et al.*, 2018). To fulfill these principles, several stages of research were carried out.

First, transcribing the source of the data in the form of three videos of the OPINI.Id account posts on Youtube containing an explanation of the conditions of the corruption case and the corruption eradication commission in Indonesia. The three videos were uploaded on January 16, May 7, and August 13, 2020. The data are words or phrases that are thought to be metaphorical, based on the characteristics of conceptual metaphors expressed in the research of Haula and Nur (2018).

Second, the data is presented with a modified table of the method used in Wiradharma and WS (2016) research. However, the presentation of metaphorical words and phrases is accompanied by a study of the meaning of the word (meaning itself) which has been conventionally recognized. The results are translated in **Table 1**.

Table 1. Results of identifying metaphorical words/phrases.

Domain Concept 1 (based on conventional languages)	Domain Concept 2 (based on texts)	Data (Word/Phrase)
There is one concept that is referred to, namely circumcision as a noun. The meaning is the cut of the foreskin, in the Indonesian dictionary. Circumcision can be performed by surgical, cutting, or laser methods.	The concepts that have emerged are related to the following. - Corruptors as defendants in corruption cases. - The supreme court (MA, as it is called in Indonesia) is the party that hears and convicts the accused of corruption in court. - There is a process for examining corruption cases. - There is a reduction in the punishment for corruption after judicial review (PK, as it is called in Indonesia).	- *kang sunat* (circumciser) - *sunat koruptor* (circumcision corruptor) - *nyunat* (circumcise) - *disunat* (circumcised) - *prosesi sunat* (circumcision process) - *dipotong* (cut) - *MA* - the eradication corruption commission in Indonesia (KPK) - *PK*
The concept of discount lexically means a discount. Usually, the discount concept is used in an economic environment as a price reduction strategy carried out by companies to consumers. If the discount is 50%, it means that the consumer gets half the price.	In the PK process that was proposed by corruptors, there was a prison sentence cut by half from the previous sentence. The MA gave it (by tapping the hammer) and the corruptor who received it.	- *giveaway* - *remisi* (remission) - *flash sale masa tahanan* (flash sale of a prison sentence) - *diskon 50%* (50% sale)
Toothless tiger is a compound word that indicates a strong and fierce character but is helpless and docile. The bull cage is the residence or headquarters for the bull. The bull itself is a type of cow that can be said to be still wild, or difficult to tame. Meanwhile, lizards are creeping, eating animals that are smaller than their bodies, and often make a "cek, cek" sound. Between the two, the term "vs" represents competition.	The concept that has emerged is related to the following. - The KPK is weakened because the KPK Law (2019) has been passed. One of the pieces of evidence is from the search for the one of the political parties (PDIP) office, which requires a long bureaucracy from the KPK supervisors. Also, incidents are not recognized as an attempt to investigate a corruption case. - The KPK is considered to be able to strengthen it if Pakde (the name for Indonesia's president) does not pass the law. This is related to the background of the president who comes from the PDIP party as if he is related.	- *KPK* - *Lemah* (weakness) - *macan ompong* (toothless tiger) - *kandang banteng* (bull cage) - *kantor PDIP* (PDIP political party office) - *PDIP* - *cicak vs banteng* (lizard vs bull)

Finally, data analysis. This stage refers to the linguistic theory used. Namely, classifying metaphorical words and phrases into three metaphorical words and phrases into the metaphorical groups that are promoted by the theory of. As described in **Table 2**: Illustration of source and target domains. Furthermore, the classification results were combined with the mapping from the previous domain concept. The two are linked and conceptualized. Thus, we found three major conceptualizations of meaning from the data.

Table 2. Illustration of source and target domains.

Source Domain	Target Domain
Indicator to be identified as a source domain.	Indicators to be identified as target domains.

3. RESULTS AND DISCUSSION

Metaphorical words and phrases have been found in the three narratives video. The total is 11 phrases and 10 words (including acronyms). They are connected as part of a certain concept which is then assumed to form three main concepts. These assumptions are made based on conceptual aspects that contain metaphors. One is equating two concept areas. Two is matching between domains based on suitability or mapping elements between two domains. Three is suitability or mapping as a correlation between aspects and features (either in the form of concepts or thoughts). The last point is mapping which is rooted in cultural knowledge, language, daily experiences, and physical activities.

To explain each form of metaphorical language identified three groups. Group one is structural metaphors. The second group is orientational metaphors. The third group is the ontological metaphor.

The results of the analysis found three-domain pairs that showed themselves as structural metaphors. The pair kang sunat and MA met because of the word 'was'. Both are professions and have certain powers (to circumcise and give a verdict). Next, are the giveaway and remission pairs. These two domains meet because of the word 'mean'. Meanwhile, the pair kandang banteng and kantor DPP PDIP are paired with the word 'alias'. The pairs are connected textually and experience contextual transfer of concepts. There is a shift from one concept to another with certain forms of language as a bridge, as a feature of structural metaphors.

In identifying orientational metaphors, three orientations of words/phrases were also found. The metaphor of dipotong represents the range between subtraction and addition of prison terms. The metaphor of diskon is made up of several of them and shows various slices of the period of detention. Starting from half to all (freed). Then, the metaphor of macan ompong represents strengths and weaknesses with the KPK which is associated with a tiger. As explained by Lakoff & Johnson, orientational metaphors have concepts related to situations, places, and spaces.

The last category of metaphors, namely ontological metaphors. The first finding emerged, namely the existence of a circumcision incident which became a parable for a corruption case review trial. In addition, the trial is considered the same as an economic transaction. Where is, MA as the discount giver and the corruptor is the consumer. Moving on from the trial, there was also information about the situation between the KPK and the PDIP party which was considered influencing the power of corruption eradication. The existence of these metaphors is due to words and phrases that contain events, activities, emotions, or ideas.

From the review of the metaphors above, structural metaphors are the entry for understanding the intentional transfer of certain concepts. This is because the form of the liaison tends to be the language of appeal. That's how structural metaphors work, containing the concepts of a thing that is formed metaphorically using other concepts.

When compared with the research of Haula and Nur (2018), this study is different. They use image schemes (skema citra) to aid conceptualization analysis. Meanwhile, this research chooses the alternative, in the form of mapping and comparison between the meaning of the text and the lexical meaning or conventional general knowledge. Then in presenting the data,

this research has presented verification of the existence of metaphors through selecting words and phrases. Instead of doing it by taking sentences.

4. CONCLUSION

Based on the research, it has been found that there are three major concepts contained in the three narrative videos: circumcision concept, discount concept, and animal concept. These three data are formed by a total of three structural metaphors, three orientational metaphors, and three ontological metaphors. Among the uses of these metaphors, narrative producers are inconsistent in forming concepts. Because we found the use of the same source domain for different target domains and vice versa. Therefore, further research is needed to determine the causes and effects of the inconsistent use of metaphors. Thus, the results can reduce the potential risk of misunderstanding for readers and improve narrative quality for narrative producers.

5. ACKNOWLEDGMENT

6. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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