A STUDY OF CONCEPTUAL METAPHOR IN A POLITICAL DISCOURSE

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Abstract: Political and other sensitive texts are instances where various rhetorical effects in its purest, or crudest, form may be at the center of the communication. Having speech, for example, is highly important in democratic society. In order to accomplish the objectives of speech, communicative ability is not only necessary to enrich the content and to provide conveyed meanings. However, how a credible speaker chooses the metaphor's expressions and creates new meanings are also mainly essential to influence the public. This project provides for an opportunity to gain insight on analyzing the forms and meanings of metaphor in a political discourse through metaphor's theory developed by Lakoff and Johnson. In this respect, this cognitive semantic approach intends to explore the hidden missions behind refining the language use of conceptualizing through metaphor as well as to describe how the forms and meanings of metaphors used in the speech by the president Joko Widodo in The Fifth Extraordinary OIC Summit 2016.

Keywords: Cognitive Semantics, Metaphor, Metaphorical Process, Political Discourse, Speech

I. INTRODUCTION

One of the interesting research of metaphor is the use of metaphor in political discourse. This can be demonstrated through one outstanding feature in this metaphor located on its uniqueness and its specification which has the distinction of genre is very prominent than the others like business, literature, art, science and technology. The uniqueness refers to the existence of exploitation in certain texts and how they are organized. As what have been known that politics is the struggle for power in order to put ideas of the politics, economics and certain social issues into practices (in Howarth, D., Aletta N., & Yannis S. 2000; and Ives Peter 2004). In this process, language specifically plays an important role, for any political action is then prepared, accompanied, influenced and played by language.

The President occupies the most important part in a politics. Therefore, as the one who owns the highest commission in the structure of government in a country, it has been a commonplace thing and become a 'tradition' for a president to provide various types of speeches in front of delegates of the countries around the world as well as to the representatives of the people. Furthermore, in relation to that, my interest in this study lies on speeches delivered on 6 and 7 March 2016, Joko Widodo as the President of Indonesia has given exposure to the speech on a big agenda of the fifth extraordinary Summit of the Organization of Islamic Cooperation (OIC SUMMIT) held in Jakarta. In his speeches, Mr. Joko Widodo, which is more familiarly called as Jokowi, reminded all Islamic countries to always unite to bring about Palestinian independence.

President Jokowi revealed out through the importance of togetherness and spirit of unity with the OIC countries to condemn Israel's colonization of Palestine. The colonization must be ended immediately and the independence of the Palestinians should be fully realized. And in the speeches, the researcher figures out a lot of metaphors used in delivering his ideas to the public. Based on Aristotle's perspective in respect of metaphor as a form of a language which is not just the language of decorative, metaphor is defined as a rhetorical tool to use at any given moment and to produce a particular effect.

Thus, this view considers the metaphor as a form of unusual language that demands a curious interpretation of the listeners or readers (Ferrari 2007 and Saeed 1997:302). The speeches of this great conference which should be identical with the denotation meaning also contains many metaphors in its parts that play a role in establishing the meaning of the public. According to the romantic view, the metaphor blends in language and mind and it is integral as a way of looking at the world. Starting from this point, the reseacher understands that President Jokowi has been aiming for disclosure the specific utterances in using language to mean the delegates of the world through metaphors used in his speeches.

II. THEORETICAL FRAMEWORK

1.1. Basic Concepts

Linguistics is a field with an almost desperate desire to be an exact science. Science and precision have unparalleled status in our society, for they command respect and authority. The reality for linguistics is however very different from that of the physical sciences. We have to face the fact that linguistics is really a field in which none of the experiments have adequate controls, there are way too many variables, and all the data is contaminated. It doesn't make much sense for us to depend entirely on the metaphor LINGUISTICS IS AN EXACT SCIENCE to structure our inquiry. As

Croft (1999) has pointed out, if linguistic phenomena were truly predictable, there wouldn't be any variation, and variation is one of the best-documented phenomena we know.

By accepting these facts, cognitive linguistics neither disintegrates into a morass of arbitrary chaos, nor does it give up all aspirations to scientific inquiry. Cognitive linguistics does not subscribe to a strictly dualistic understanding of the concepts predictable vs. arbitrary or objective science vs. subjective interpretation. Just because a phenomenon is not entirely predictable doesn't mean that it is entirely arbitrary, and one should expect a dynamic relationship between data and interpretation. Cognitive linguistics searches for the motivations that drive linguistic phenomena, recognizing that sometimes several variants are equally motivated, and the choice of which one succeeds is a language-specific convention that cannot be fully predicted.

1.2. The status of Linguistic Cognition

Cognitive linguistics works from the premise that meaning is embodied. This means that meaning is grounded in the shared human experience of bodily existence. Human bodies give us an experiential basis for understanding a wealth of concepts (often called "image schemas" in cognitive linguistics), such as IN vs. OUT, UP vs. DOWN, NEAR vs. FAR, COUNT vs. MASS, FIGURE vs. GROUND, BALANCE, and SOURCE-PATH-GOAL. One of the first experiences babies rehearse is that of the body as a container (IN/OUT), by putting things in their mouths. UP/DOWN is dictated by gravity and the erect adult posture, itself an achievement of BALANCE. NEAR/FAR, COUNT/MASS, and FIGURE/GROUND all derive from the way our senses work (primarily sight and hearing, though to a lesser extent touch, taste, and smell all participate in these distinctions), and SOURCE-PATH-GOAL results from our experience of ourselves and other objects moving through space. This is only a small sampling of the meanings directly attributable to bodily existence. Cognitive linguistics is an exploration of the fabric of meaning, woven thread by thread from bodily experience and embroidered by metaphor and metonymy. This is an ambitious and intricate project that still has a long future ahead of it.

2.3. Metaphor

For a cognitive linguist, the definition of metaphor is very broad. A metaphor is a mapping from a source domain to a target domain. In other words, whenever a person takes a concept that has been formed in one domain and tries to implement it in another, a metaphor has occurred.The domain in which most human knowledge is formed is that of a human body in physical space, which usually serves as the source domain for metaphor. Common target domains are time, emotions, and states of being.

Lakoff and Johnson (1980) identify three basic types of metaphor: orientational metaphor, ontological metaphor, and structural metaphor. This study only focuses on structural metaphor. Structural metaphors take an item with rich structure in bodily experience as the source domain for understanding something else. For example, the structural metaphor PEOPLE ARE PLANTS underlies many metaphorical expressions, enabling us to refer to the growth of children as *sprouting up*, youth as a *blossom*, old age as a time of *withering and fading*, and the slaughter of soldiers as being *mowed down*.

Lastly, the mapping that metaphor performs is usually highly selective. It is by no means a one- to-one mapping of all the information from a source domain to a target domain. For example, the fact that in English we use fire as a source domain for understanding anger (cf. Lakoff 1987: 3 80-415; *His temper is like a powder-keg*, *She's white-hot with rage*, *I'm fuming*, *doing a slow burn*, etc.) does not mean we expect anger to be something we can light with a match, use for cooking, or that we will have to clean up ashes afterward. Like the prototype, metaphor is motivated by relevant information that is salient in human experience; it highlights some facts about the target domain, but hides others. The behavior of metaphor is likewise well- motivated but not entirely predictable.

III. METHODS

This study is a type of qualitative research. Bogdan and Taylor (in Wray, Alison, Trott, Kate & Aileen Bloomer 2004) explain that qualitative research is a research procedure generating descriptive data in both written or spoken form of people and behavior that can be observed. This study focuses on in the President Joko Widodo's speeches of the Fifth Extraordinary Summit of the Organization of Islamic Cooperation (OIC SUMMIT) on March 6-7, 2016. In addition, the reseacher uses the study of literature, familiarly called as activities to seek data sources by means of studying the theoretical problems of the various authors of the literature collected from various sources. The technique of data collection in this research is the recording and note taking. The researcher recorded the initial data in the conference and then noted the data in the form of writing. Thus, employing all metaphorical expressions as its unit of analysis, the collected data is then analyzed using the cognitive approach developed by Lakoff and Johnson (1980). Technique of data analysis in this research through several stages below:

1. Technique of data reduction

At first, the author identifies the smallest part of the units in data which has meaning when associated with the focus and research issues. Then after collecting the data, the researcher seeks the source domain.

2. Technique of data categorization

After that, the data that have been collected and compiled in a categorisation are chosen each unit into parts that have in common. In this stage, it will be described the relationship between the source domain and target domain.

3. Technique of data interpretation

In examining the relationship between the source domain and target domain, the meaning of each data is directly presented. The interpretation meaning is conducted without removing the context of language for instance the context of the present time when the President's speeches in the summit is delivered.

IV. RESULTS AND DISCUSSION

This study examines how the metaphor's form and meaning in the President Joko Widodo speeches of the Fifth Extraordinary Summit of the Organization of Islamic Cooperation (OIC SUMMIT) on 6-7 March 2016. Generally, metaphor is always synonymous with figurative language or stilistika. The metaphor is never positioned as a concept of human thinking. When in fact, the metaphor is close to daily life includes mind concept and the behavior of speakers. Therefore, metaphor in this case is universal because it relates to the human conceptual system for instance fundamental of human thought and it is systematic (Knowles and Moon, 2008).

Table 1 Conceptual Metaphor Mapping:

Data	Conceptual Metaphor Mapping	Metaphor Scheme	Data Code
1	"SPIRIT OF UNITY is LINE"	Action	A/CL/1/4
2	"INTERNATIONAL COMMUNITY is HISTORY"	Means	M/CL/3/13
3	"POWER is URGING"	Action	A/CL/4/19-20
4	FREEDOM is VALUABLE COMMODITY	State	S/CL/5/24
5	"SUFFERING is WEAKNESS"	Result	R/OP/2/19-22
6	"COUNTRY is POSITION"	Goal	G/OP/4/39-40
7	"STRUGGLE is RESURRECTION"	Change	C/OP/7/10-11

In the Conference speeches, President of Joko Widodo used several metaphors as a means to objectify the meaning to make it more easily understood by the public. Table 1 presents the conceptual mapping of data found in the metaphorical speech President Joko Widodo. Conceptual metaphor in the table above shows that the use of the metaphor in the speech of President Jokowi in the Fifth Extraordinary Summit of the Organization of Islamic Cooperation (OIC SUMMIT) in Jakarta is the style of the President to suggest that the true meaning is impressed ambitious and contains hegemony in the international world. In above data, the idea within SPIRIT of UNITY (read: SEMANGAT PERSATUAN) as LINE refer to movement scheme for example to strengthen the unity to support raiseth the Palestinian people. It is clear that President Joko Widodo would like to show the hidden impression behind the utterance "Snuggle the line" (read: merapatkan barisan) in his speech.

The data code A shows Action and CL shows it is delivered in Closing Speech and 1/4 is the metaphorical speech contained in paragraph 1 line 4. The similar concept with data 1 contained on data 3 in which the SPIRIT of UNITY as LINE has the same concept with the "power is URGING" where the President wants to give an idea of the importance of strengthening pressure to Israel, including a boycott against Israel, included Israel's products produced in the occupied territories. Increased pressure upon the Security Council to provide international protection for the Palestinians, and the setting of the deadline for the termination of the occupation of Israel. The President also wanted to affirm the denial of access restrictions over worship to the Al-Aqsa Mosque and the actions Israel change demography and status-quo of Al-Quds Al-Sharif. Hence, the metaphorical concept is absolutely in accordance with the Mission of the content of his speech. The conceptualization of cognitive metaphor always depends on the mapping between the two fields according to Lakoff (Cruse 2004:201), the source domain (tenor), usually concrete and familiar; the target domain (vehicle), a more abstract (Jaszczolt 2002:354 and Saeed 1997:303) and a set of mapping relation or correspondence that will specify the purpose or purposes of the metaphorical thought speech. Table 2 will present those parts.

Table 2 Field Mapping in cognitive metaphor

Data	Source domain	Target domain	Target
1	Line	Unity	Palestine independence
2	History	Parts of the world	Recognize Islamic world
3	Pressure	Power	Ability to control
4	Independence debt	Freedom	Valuable commodities achievement
5	Wistful	Weak condition	Eliminate suffering
6	In front line	Indonesia	Be ultimate country
7	Stand to challenge	Colonial resistance	The rise of Islamic world

In the process of mapping a metaphor outlined in the table above, it can be concluded that the struggle is definitely not easy and the struggle must have a clear goal that is none other than the independence for Palestinians. For example, his ideas about the Unity can be inferred through the metaphor structure "SPIRIT of UNITY is LINE." The concept within "Snuggle the rows" contains the concept of the structure of metaphor. This can be seen from these data (Data I).

source domain : Line
target domain : Unity
goal : Independence for Palestine

The word "line" is understood as a metaphor, which contains the concept of stable and strong movement, so that Islamic countries will be able to be balanced and move towards prosperity. The use "line" (read: baris) in the Indonesian Language Dictionary (2008) has the meaning of 'unity, the unity Army soldiers who has been prepared to fight'. In this case, the President Jokowi like to assert Member States to stand firm in their defense against the Holy Al-Aqsa Mosque, the first qibla for Muslims and Palestinian independence strives for optimal. The essence of this concept is an important fundamental that must be maintained by the Muslims along the world because the ideas were also contained in the resolution

published after the conference. Time is a movement that will change the way things are there now. President of Jokowi using the concept of "LINE" to menstruktur the concept of "UNITY", or more specifically the "SPIRIT of UNITY". The sentences above also revealed that the Muslims along the world united in the struggle for Palestine.

In cognitive semantics, this can be reviewed that President Jokowi is highly trying to use basic concepts of metaphor that is the movement (action) to mean deeper then it is used two words that supports (supporting ideas), i.e. "raiseth" and "support". The existence of such a movement driven by the same goal, namely the independence of Palestine. In the concept of metaphor "FREEDOM is VALUABLE COMMODITY" has the source domain which is independence debt and target domain which is freedom. Such freedom will only be achieved if the Islamic world see the Palestinians no longer colonized by Israel. Explanation of the meaning of the metaphorical example of such data is the word "debt" indicates, the difficulty of exertion and sacrifice to do to get something that has a price to it. Thus in his speech, the President Jokowi connects with the struggles and lives through his statement;

The struggle of the Palestinian people is the struggle of us all. God willing, we can watch the independence of Palestine in our lives. (Perjuangan rakyat Palestina adalah perjuangan kita semuanya. Insya Allah, kita dapat menyaksikan kemerdekaan Palestina dalam hidup kita.)

The sentence above lays out the sacrifice of Palestinian society is the responsibility of the principal of the Islamic world that has to be fought. The Jokowi President voiced the idea of all the Member States of the OIC to engage in the problems of Palestine and Al-Quds Al-Sharif and make it as a major issue in international forums, including the Security Council and the Human Rights Council. He also urged all Member States to uphold their obligations to provide support and assistance required so that Palestinians can join the Covenant and international institutions, including the full membership in the United Nations. All the concrete steps are undertaken unequivocally as upholding their responsibility toward the Palestinian issue.

Moreover, the word 'life' said the end of the sentence is understood as a metaphor which contains the concept of purpose expected of men. The purpose of life is its achievement in a prolonged period of time, the purpose of the activity and the journey itself. In this case, the purpose of life is to hammer out an agenda of major Islamic nation become internationally great in order to end the colonization as well as giving Israel the right of Palestinians to live free and dignified in their own State with Al Quds as its capital. In cognitive semantics, it can be reviewed that President Jokowi trying to use basic concepts of metaphor that is the State of the (state) in the form of debt still has the independence to make listeners understand its meaning and then associated measures and objectives to resolve the problems with the use of the two words "struggle" and "life".

The realization of freedom is mainly important because a nation is about to experience misery and suffering without it. The existence of joint struggle of all Member countries of the OIC will eliminate the debt so that the independence is achieved as an objective in life, namely the independence of Palestine.

Researches on metaphor conducted by others such as Aresse (2016), Siregar (2009) about the metaphorical expression in the newspapers about the press reporting on the Euro crisis. And Ullmann (1964) conducted by Tan (1996) that explored the relation of meaning between metaphor and metonymy. He concluded that the use of metaphorical meanings and metonymy causes sentences meaning in which its structures got into acceptable fixed collocation. With the results of his analysis, Tan concluded that use of the word either metaphorical or metonymy were more likely to prioritize the acceptability meaning rather than the components in the particular words.

This finding shows that President Joko Widodo tried to give the fundamental meanings to all countries that are members of the organisation of Islamic Cooperation (OIC) to own the same mission for Palestine that is uniting the ideas and principles so that Palestinian independence can be realized.

The scheme path concept of metaphor in his speeches related as described above can be illustrated by using the schema path with the source-path-target (in Saeed, 1997). 'Target' is a fundamental purpose from the domain concept (the source). Furthermore, the analysis that has been expressed above, "SUFFERING is WEAKNESS" is the source in which FREEDOM becomes its main goal. The way to achieve the goal can be realized in a metaphorical concept of SPIRIT OF UNITY, POWER and STRUGGLE.

Table 4 Path Concept Scheme

Path Concept Scheme (Saeed, 1997)	
Source	: SUFFERING is WEAKNESS
Parh	: SPIRIT OF UNITY is LINE POWER is URGING STRUGGLE is RESURRECTION
Target	: FREEDOM is VALUABLE COMMODITY

Based on the analysis of metaphor, it can be seen that to gain independence for the Palestinians and to get freedom, it highly required a spirit of unity and should continue to grow the whole that evokes the spirit of struggle every Islamic country in the OIC. Violence and the colonization that Israel carried out such a long continuous suffering until the end now surely creates major difficulties thus this should result the power as a new strategy which then raises hopes that will achieve freedom. Moreover, those suffering condition presents an important realization that freedom is a valuable condition should be maintained as best as possible. This implies that after the independence of Palestine, the Palestinian President

and the entire people should give a positive response that the initiative of the President of the Joko Widodo in his speech contains a concrete action plan for the completion of the OIC leaders the issue of Palestine and Al-Quds Al-Sharif. Seeing the category in President Joko Widodo speeches, the function of metaphor is basically employed as tools to provide various impressions to public as his listeners. This aims to make it easier for audiences in the imagining and understanding messages conveyed by Jokowi, mainly to explain the complexity of the political situation that occurs in Palestine and Al-Quds Al-Sharif.

CONCLUSIONS

This article reflects my personal perspective on cognitive linguistics which demonstrated the use of the metaphor of the President Jokowi's speeches in the fifth Extraordinary Summit of the Organization of Islamic Cooperation (OIC SUMMIT) in Jakarta is the style of the President to suggest that the true meaning is impressed and contains ambitious hegemony in the international world. Based on the mapping cognitive semantic analysis through metaphor above, there are several main conclusions that can be drawn:

1. President Jokowi highly intended to voice how important the spirit of unity in the struggle. Because without spirit of unity, the struggle to realize the independence of Palestine would be easily terminated by the enemy.
2. The President Jokowi would convince the entire countries that the Summit meeting of the organisation of Islamic Cooperation (OIC) Extraordinary emphasized on the independence of Palestine. Thus, they would highlight those steps firmly from all states of the Islamic world in realizing the independence of Palestine.
3. The President Jokowi wanted to embody freedom for Palestinians that would ensure multiplicity of choices. If the Islamic State is fragile so the Palestinians would be more miserable.

Finally, the provocation or exhortation for imaging and furthering the Islamic world are packed in the metaphor's expressions with imaging latched onto thus it is easy to grasp all the member countries of OIC that come on the agenda.

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