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3th ISLALE

2021

The 3th International Seminar
on of Language, Art, and
Literature Education

Theme:
The Teaching of Language, Literature,
and Art in Independent Campuses,
Strategis, and Solution

Reviewer:
Dr. Meisuri MA
Dr. Rahmad Husein, M.Ed.
Rika, S.Pd., M.Hum.

Editor:
Achmad Yuhdi, S.Pd., M.Pd.
Christine Helena Natalia, S.Pd. M.Hum.
Khairunisa Br Batubara, S.Pd. M.Hum.

Medan, October 14, 2021

PROCEEDING

The 3th International Seminar on of Language, Art, and Literature Education (ISLALE), 2021

Theme:
The Teaching of Language, Literature, and Art in Independent Campuses, Strategis, and Solution

Keynote Speaker

Prof. Dr. Syawal Gultom, M.Pd.

Dr. Djuli Djatiprambudi, M.Sn.

Dr. Mumtaz Beghum Bacher

Dr. Tanja Schwarzmeier, M.A.

Held on October 14, 2021

Virtually Via Zoom Meeting in Medan, North Sumatra

P R O C E E D I N G

The 3th International Seminar on of Language, Art, and Literature Education (ISLALE), 2021

Theme:
The Teaching of Language, Literature, and Art in Independent Campuses, Strategis, and Solution

Dilaksanakan pada Tanggal 14 Oktober 2021
Secara Virtual Via Zoom Meeting di Medan, Sumatera Utara

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Dr. Zulherman, S.Pd., MM., M.Pd.
Uyuni Widiastuti., M.Pd.
Drs. Mesra, M.Sn.

Reviewer
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Editor
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Khairunisa Br Batubara S.Pd. M.Hum

Cover Design
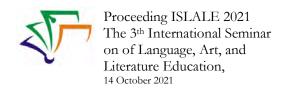Ryan Dallion, S.Pd., M.Pd.

FOREWORD

Praise be to Allah, the Almighty God for all the graces and guidance that has been given to all of us, so that the book Proceedings of The 3th International Seminar on Language, Art, and Literature Education (ISLALE), 2021, which will be held online 14 October 2021 can be carried out. The proceedings book contains a number of research articles and conceptual/conceptual results that have been carried out by lecturers from Unimed and other universities, as well as students who were collected and organized by the team in the committee of the international seminar..

Therefore, on this occasion, allow us to express our gratitude to: 1. Rector Unimed, Dr. Syamsul Gultom, S.Km., M.Kes., who has facilitated this International Seminar. 2. The Dean of the Unimed Faculty of Languages and Arts, Mr. Dr. Abdurrahman Adisaputera, M. Hum., who has supported this international seminar. 3. Ladies and gentlemen of the international seminar committee who have given their time, energy, and thoughts for the success of this activity. 4. Mr/Mrs lecturers, students, and teachers who wrote articles on research results in this activity.

Hopefully this proceeding book can benefit us all for the sake of developing language and arts learning, developing the competence of teachers and lecturers in the current era through the Merdeka campus program. Of course, in the preparation of this proceeding book there are still shortcomings. For that we apologize if there are things that are less pleasing. We are still waiting for constructive suggestions and criticism for the perfection of this proceeding book.
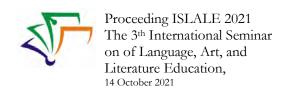
Medan,   November 2021

Editor team

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THE USE OF METAPHORS IN POLITICAL DISCOURSE IN THE MASS MEDIA

M. Surip[1], Eddy Setia[2], T. Silvana Sinar, and Gustianingsih[4]

Universitas Negeri Medan[1]
Universitas Sumatera Utara[2]
Universitas Sumatera Utara [3]
Universitas Sumatera Utara[4]

Abstract --The study aims to analyze the use of metaphors in political discourse in the national mass media. The problem analyzed is why metaphors are used in political discourse in the national mass media (kompas.com, republika.go.id, waspada.co.id, detik.com, antaranews.com, and hasiansib.com). To answer the problem, the author uses Lakoff and Johnson's conceptual metaphorical theory. The research method used is qualitative descriptive, with the method of referential basic technique solids. Of the total data 38, after analysis obtained the results of research 8 basic use of metaphors in political discourse in the mass media, namely: (1) metaphors as simplification of expression, (2) metaphors as a concrete abstract concept, (3) metaphors to dramatize the political situation, (4) metaphors as a tool of elite rhetoric politicians, metaphors as an attempt to rebuke and insult political opponents, (5) metaphors as an attempt to satirize political opponents, (6) metaphors as an attempt to satirize opponents, (7) metaphors as poetic forms, (8) and metaphors as an attempt to criticize political opponents.

Keywords: *Use of metaphors, political discourse, and mass media.*

INTRODUCTION

Metaphors are still an option for journalists in conveying information to the public through the mass media. The use of metaphors for journalists is a form of creativity of thinking that gives rise to the beauty of language. Among journalists, metaphors are often used and found in various news stories, both verbally and in writing, such as news texts in the mass media, political dialogue in electronic media, and communication between journalists. The metaphorical form in language shows economic characteristics, as it can explain situations, concepts, or ideas more succinctly and more comprehensively than literal expressions.

Metaphors are not only a symptom of aesthetic and rhetorical language but also a common symptom of human language activities. Metaphors are integrated into language and mind, as a way to experience the world and are used to express a particular, often abstract thought or concept of a symptom or event that is central to attention through cross-domain mapping in conceptual systems (Siregar, 2004:140). Lakoff and Johnson (2003:3) also state that metaphors can penetrate in everyday life not only through language but also in thought and action. Metaphors are already a colloquial phenomenon rooted in the human cognitive system. In linguistics, metaphor is not unique to individual creativity in language, but also has a systematic foundation in the language system.

Political metaphors become one of the language activities that use political content packaged in the form of metaphors, to make it more unique and interesting. The uniqueness and attractiveness of the use of a form of language that associates various political vocabulary that is being discussed by the public. For example, let's cheer badar war, to fight our enemies. This political metaphor associates the political process as a badar war that in history was a major war in Islam and associated against enemies as if the election were going on to be a process of resistance between enemies to be killed.

Various metaphorical analysis has been done by some experts because metaphors have a creative role. To be able to understand the meaning of metaphor must understand the other

meanings behind the expressed meaning (Black, 2007:265). The use of written language in the media of the time has several properties, among them; short, solid, simple, smooth, clear, straightforward, attractive, and raw. The nature is brief, fluid, and viewed from the speaker; solid nature is viewed in terms of its content; and the simple, straightforward, and standard nature is viewed in terms of language. Interesting language becomes an attraction for readers to know more about the content of a text. To make the title or text more interesting, one journalist attempts to make use of metaphors.

THEORY AND METHOD

The use of metaphors in the news according to Laksana (1994) is said to be more productive than the use of literal language. There are three reasons why the use of metaphors is more widely used by journalists in constructing news, namely: (1) metaphors are preferred by journalists and editors, because they differ from the usual (2) potential metaphors to meet the needs of journalists and editors, because they can use new words; (3) metaphors are more interesting in the news than in other language realities. In addition to the three things above, the use of metaphors is also supported by the importance of readers knowing the news written in the journalist's point of view and conceptual meaning in other realms. Similarly, it happens in the phenomenon of political discourse that takes place during the election campaign. The text of political discourse in the mass media can not be separated from the metaphorical element of every political discourse presented. The tendency to use political metaphors for journalists can be used as an attempt at more specific disclosure as a distinguishing characteristic from other journalists.

The effect of beauty is created through the use of metaphors, not only for journalists but also for readers, because it will use a lot of new vocabulary with new combinations. Therefore, the use of metaphors in political discourse aims to provide readers with a different perspective on a news topic, by way of more interesting disclosure.

Metaphors are used to express a particular thought or concept that is often abstract about a symptom or event that is the center of attention, through cross-domain mapping in conceptual systems (Siregar, 2004:140). The use of metaphors in discourse can be traced through the phrases or metaphorical expressions used. A metaphorical expression is a language expression, it can be a word, phrase, or sentence that is a cross-domain form of a conceptual system. Referring to Siregar (2004:143), the results of press coverage in the media in the form of news, editorials, opinions, and reader letters, is a very appropriate data source to see the use of metaphors.

Gandolfo (2019), Ardiansyah and Saifullah (2018), and Nirmala (2017) have analyzed the use of metaphors in their research aimed at knowing the benefits of using metaphors in discourse. Through the studies that have been done it has been revealed that the metaphorical expression in the data obtained can be seen based on the use of metaphors in various media. The use of metaphors in such data can be classified based on their benefits.

The use of metaphors in discourse to be more interesting and can animate language to stir the reader. In addition, the use of metaphors can also contribute to the creation of new words. A new word can be difficult to accept by society, but using metaphors will make it easier to describe reality and meaning. Metaphors allow us to understand and be able to convey abstract things and difficult concepts.

This study established six national mass media as data source objects, namely: kompas.com, republika.go.id, waspada.co.id, detik.com, antaranews.com, and hasiansib.com. The mass media to this day still uses metaphors in political discourse to concrete abstract concepts, obscure intentions, and amplify ideological messages. The use of metaphors in political discourse is a form of an answer to the question of why media readers use metaphors in understanding political discourse. In political discourse, metaphors are used to understand something elusive and used to concrete abstract concepts. In its use metaphors contain conceptual meanings (cognitive meanings).

Conceptual meaning according to Leech (2003) is a conceptual meaning considered as a central factor in language communication because conceptual meaning has a very complex and complex arrangement. The purpose of this conceptual meaning is to provide interpretation of a sentence, a configuration or abstract symbol that is a 'representation of meaning', and to show exactly what to know to distinguish the meaning from all other possible meanings of a sentence in a language.

The use of metaphors in the context of language forms according to Leech (2003) is a) information, b) expressive, c) directive and d) fail, (2003:19). The benefit of information is the use of metaphorical language as a means to convey information about the thoughts and feelings of the author to the reader with characteristics containing ideas, beliefs, certainties, anger, worries, anxiety, and courage. Expressive benefits are the use of language that contains hope and desire to the reader with the characteristics of direction, advice, or expectations implied in the message. The benefit of the directive is that the metaphorical message contains elements that can influence attitudes and self-reliance that are usually characterized by commands, instructions, threats, or questions. The benefits of fat are the use of metaphors intended to convey a message with the aim of keeping the relationship in harmony characterized by the use of language that implicitly means good and bad relationships, the closeness of social relationships and familiarity, and the relationship of familiarity between speakers. In line with Leech's opinion (2003), the benefits of using metaphors according to Murdika (2016) are several things: metaphors as simplification, concrete abstract concepts, and dramatizing situations (2016:123).

The research method used is descriptive qualitative, as a way of analyzing the problem carefully by describing or describing the message on political discourse. The descriptive analysis seeks to describe, describe a phenomenon in discourse by using scientific procedures to answer the problem in real-time. This research was conducted in three stages, namely data provision, data analysis, and presentation of data analysis results. The secondary data of this study is metaphorical data cited from the discourse of text writing in the national mass media.

Political metaphorical data obtained from the use of written language in the text of political discourse contained in six national mass media, namely: kompas, republika, antara, detik, waspada dan hasian sinar Baru Indonesia issued January-April 2019. Data collection methods are done with three things: the simak method, the library study method, and the documentation method. While the method used in analyzing data is a solid method with basic referential techniques. The equivalent method or identity method is a method used to determine the identity of the determining lingual unit by using a determinant device that is outside the language, regardless of language, and does not become part of the language in question (Sudaryanto, 1993: 113). The basic technique chosen is the technique of determining elements (PUP). PUP technique according to Sudaryanto (2015: 109) is a sorting technique in which the tool used is a mental sorting power owned by the researcher itself. The sorting power in this technique uses referential sorting power whose determinant uses the referents referred to by the linguistic unit as the determinant (Kesuma, 2007: 52).

Findings and Discussion
The Use of Metaphors in Political Discourse
1. Metaphors as Simplification
About the conceptual meaning found in political discourse, the first use of metaphorical speech is for the simplification of an expression. The simplification referred to here is a metaphor used to simplify the elusive. This is by the opinion of Trckova (2011) who states that as a cognitive tool, metaphors help people to understand complex phenomena, it is to simplify reality (2011: 146). Here's metaphorical data used as a simplification.

(1)	If you can decide in the field because the conditions have to be decided quickly, this is a political decision that sometimes has to be decisive, nabrak and resolve it in the field," said President Joko Widodo (Republika.co.id, 12/1/2019)
(2)	We can not hit the undercurrent is very strong, especially with the issue of hoaks," said Hendrata (Antaranews.com, 3/2/2019)
(3)	So Mr. Prabowo's cage in West Java shifted into the cage of Mr. Jokowi and Kiai Haji Ma'ruf Amin. That's what we make sure," Hasto said. (Antaranews.com, 12/2/2019)
(4)	The Indonesian Democratic Party of Struggle (PDIP) is optimistic that Central Java remains the BullPen despite competition between parties to get the most votes in the 2019 elections. (Antaranews.com, 25/3/2019)

Nabrak certainly isn't really in the sense of bumping into something. But there is an intention to simplify the complex concept of state regulation. This relates to rules that do not always have to be rigidly applied. So is the meaning of the bullpen metaphor. Politically referential, the bull is identical to PDI P, because the image of the bull is a symbol of the party led by Megawati Soekarnoputri. Thus, the bullpen gives the understanding that the region is a potential area of electability for PDI-P. Central Java is the electoral base for the Indonesian Democratic Party of Struggle, so it is likened to a cage or headquarters, while Prabowo's home metaphor in Jabar shifts to Jokowi-Amin's home, simplifying the process and activities carried out by capres 02 strengthening the commitment to victory. Even though the 01 stronghold also continues to try and believe it can win a majority vote in West Java.

2. Metaphor as a Concrete Abstract Concept

The concrete benefits of abstract concepts correlate with the benefits of simplification. In addition to making it easier to understand the elusive, metaphors in political discourse are used to conceptualize abstract concepts. The benefits of this use relate to the art of stylistic clarity. Such clarity can be measured from the use of comparison (Keraf, 2010:114).

(5)	Jokowi's visit is expected to increase the attraction and boost tourists' visit to Garut (Republika.com, 21/1/2019)
(6)	According to him, for the past four years, Jokowi has laid the foundation of development to improve Indonesia's economy, through infrastructure from Sabang to Merauke (Republika.com, 26/1/2019)
(7)	In Tegal, there is already a micro-fishing bank with 3 percent interest so I am sure it will be thorough in fishermen throughout Indonesia, this becomes the spearhead of healtha because fish contain a lot of nutrients, said Erick (Antaranews.com, 21/2/2019)
(8)	*Identity politics is dragging moderate Islam (NU)* (Antaranews.com, 6/4/2019)
(9)	*NU enters a vortex of fighting that targets existence as the foundation of the "Four Pillars of Nationality" in the history of this nation* (Antaranew.com, 6/4/2019)

From the data above, abstract concepts are concreted to affirm meaning. Visits and developments are abstract concepts to understand for listeners or readers. The abstract concept is then juxtaposed with concrete concepts such as jacks and foundations. From there it can be understood that the above political metaphors are used to concrete abstract concepts to be easy to understand, in the spearhead metaphor also applies similarly.

3. Metaphors for Dramatizing Situations

Political metaphors in the mass media have the social benefit of dramatizing the situation (Trckova, 2011: 147). Metaphors are used to describe circumstances and give a dramatization effect. In politics, dramatization becomes important as a political strategy to attract the interest and sympathy of voters/people.

(10)	I guarantee gerindra party will fight corruption to its roots, said Prabowo (Republika.co.id, 15/1/2019)
(11)	We are using this opportunity in 2019 that the fight against corruption is getting to a new chapter as it will open the KPK in the region and add independent investigators," he added (Republika.co.id, 18/12019)
(12)	We hereby vow to fight for the victory of President Mr. Prabowo Subianto and Vice President Mr. Sandiaga Salahuddin Uno until the blood drops," said the Millennial GPS volunteer simultaneously (Republika.co.id, 10/2/2019)
(13)	We are determined to defend Pancasila until the last blood point, Pancasila is the final ideology, Said Prabowo (Republika.co.id, 30/3/2019)

The metaphorical data "until the blood drops are exhausted" is a dramatization to give a dramatic effect so that the reader understands that Prabowo-Sandi's winning efforts are the maximum effort. Man will not live without blood flowing in his body. By putting the metaphor to the point of bloodshed, supporters and potential voters will be confident in his choice. Dramatic dramatization also appeared in Prabowo's statement saying that he would eradicate corruption down to its roots. The dramatic effect emerged as an attempt to convince potential voters that Prabowo was committed to eradicating corruption seriously even to the big cases that were difficult to resolve. The metaphorical speech also seeks to find common ground and see correspondence between the speech delivered with the purpose and reality of language. According to Surip, et al (2021), the metaphorical speech was born through seeking common associations and the background of social reality in society.

Metaphorical speech against corruption to its roots, fighting until the drops of blood, and defending Pancasila until the last point of blood, become a manifestation of language that has direction through dramatizing the political situation in society. It is as if there is no other way to fight and root out corruption, and if it fails in this election the world will end, and closed to a life of freedom and prosperity.

(14)	We can't lose, we can't lose, if we lose this country can be extinct," Prabowo said (Republika.co.id, 2/2/2019)
(15)	*Indonesia will disband and become extinct if we are not careful, said Prabowo* (Antaranews.com, 1/1/2019)
(16)	I don't know what more term politicians will coin to seek sympathy and attack opposing parties for power (Antaranews.com, 1/1/2019)
(17)	*Indonesia should not disband and become extinct, therefore the Republic of Indonesia should be maintained, for us, the Republic of Indonesia is the price of death, continued Ma'ruf Amin* (Kompas.com, 18/2/2019)

Prabowo's statement depicts the country as extinct if he is not the president. This metaphor has a dramatic effect on listeners or media readers. The extinction of a country is a big and crucial thing. Extinction can be identified with the loss of certain animal species as a whole and will not return. Just as the language of the region is extinct because the native speakers are gone, then the extinct language will no longer be developed, even become dead. This is certainly attempted as a

dramatization of the situation. On several occasions, the statement was seen as an attempt to scare the people.

4 Metaphors as a tool of Political Elite Rhetoric

As a rhetorical tool, metaphors are often used by political elites to stifle criticism and keep people in their place (Ringmar, 2008: 57). In accordance with the above understanding, rhetoric allows politicians to answer the criticisms delivered. The rhetoric that is built sometimes brings up interesting political metaphors. KBBI gives rhetorical meaning to two perceptions. First, the art of speaking effectively. Second, a grandiose and bombastic speech. In the context of politics and campaigning, certainly, a second perspective is more dominant.

(18)	There is nothing new from Prabowo's vision-mission speech tonight, a teleprompter reading speech, just filled with rhetoric but still clichéd, poor fresh ideas," Ace said in a statement in Jakarta (Antaranews.com, 13/1/2019)
(19)	We will increase the purchasing power of the people, if the people have enough money then the whole wheel of the economy will spin," Prabowo said in his National Speech (Antaranews.com, 15/1/2019)
(20)	According to him, making Indonesia a safe, comfortable home for all Indonesians, because national security and sovereignty of the Republic of Indonesia are prerequisites for development, progress, and prosperity (Antaranesw.com, 15/1/2019)
(21)	According to Grace, The Capres-Cawapres Debate is not only a war of rhetoric and words, but to the extent that capres understand the substance of the problem and concrete solutions in solving the nation's problems (Antaranews.com, 16/1/2019)

The purchasing power of society that then impacts the rotating economic wheel is certainly limited to rhetoric if reviewed from the perspective of language rationality. The turn of the economic wheel cannot be investigated from just one aspect, let alone the aspect displayed by politicians is the simplest aspect. Thus, rhetoric emerged as a metaphor to answer the question of how paslons run real economic-related work programs. When that question is difficult to answer, then the rhetoric comes up. The same is true of Indonesia's metaphor of a safe home. Indonesia is likened to home. Equating Indonesia with home makes it easier for audiences to understand, but substantially ignores the complexity of the nation with all its problems.

5 Metaphors as An Attempt to Rebuke and Insult Political Opponents

Repulsed and insulting speech as a condemnation to show the ugliness that exists in political opponents. In a political context, rebuke and contempt are certainly delivered as an attempt to bring down political opponents and gain the sympathy of the people. There is no good side that is raised, but more bad sides are explored in various forms of language so that political opponents lose their prestige and good value in the eyes of potential voters.

(22)	When Andi Arief mentions Prabowo Subianto as a cardboard general, it (cardboard general) is very easy to memantik public discourse (Republika.co.id, 1/1/2019)
(23)	Prabowo was seen attempting to plagiarize Donald Trump in the US election by stirring up public sentiment and emotion (Antaranews.com, 13/1/2019)
(24)	Precisely what happened is Fadli Zon spitting up and the affected even his face, "said Inas (Kompas.com, 5/1/2019)
(25)	*Jokowi's style is like a thief shouting burglary* (Kompas.com, 31/1/2019)

Prabowo's metaphorical data as a cardboard general has the identical meaning of rebuking and insulting Prabowo, having chosen Sandiaga Uno as his presidential companion. The choice is based on material factors since Sandiaga is a wealthy businessman. In addition, the expression general cardboard is also corresponded with the form of cardboard that is easily folded, and formed into a variety of toy materials. This expression is identified to Prabowo, although a retired TNI general but his soul is not identical to the character of a soldier who has an establishment, strong, and not easily influenced by anyone. However, in appointing his companion cawapres, Prabowo did not reflect the soul of the soldier who had an establishment, was responsible, and not easily influenced.

As soon as the data stirred public sentiment and emotions, this speech delivered by Prabowo's political opponents that deflected Prabowo exemplified Donald Trump's identical political pattern of stirring public sentiment and emotions. Other data Fadli Zon spit on and that hit even his face, and Jokowi's style is like a thief shouting burglary. This metaphorical speech is a form of effort to rebuke and insult his political opponents to drop the positive values that exist in political opponents. So it will affect the community as a voter in determining his political choices. In this context, the above politicians' speech is used in building criticism through a metaphorical basis.

6 Metaphors as a Satirical Attempt

Satire is an indirect reproach. In politics, especially during campaigns, innuendo directed at political opponents serves to bring down the image of the opponent while building a self-image to look good in public. There is a similarity of substance between the benefits for critical and the benefits in satirizing. Innuendo is sometimes useful as criticism, and the criticism is more often constructed in the form of satire.

(26)	He stressed that Andi had previously also tweeted (Antaranews.com, 3/2/2019)
(27)	*Prabowo is a cardboard general for choosing Sandiaga Uno as a cawapres for some money* (Antaranews.com, 3/2/2019)
(28)	Kiai Ma'ruf believes Indonesia will not be extinct like dinosaurs (Republika.co.id, 2/2/2019)

The cardboard general's metaphor is a satire of Andi Arief's bird-like expression that Parabowo prefers Sandiaga Uno on the basis of having a much stronger financial capital than other presidents. Sandiaga was chosen as the official cawapres because the cardboard carried is much more valuable. Cardboard can be interpreted as a tribute or political dowry in the context of satire. Pairing the military title of general with cardboard which is a trivial object, results in a metaphorical meaning that is sharply satirical to Prabowo's political stance that attaches more importance to the fulfillment of his financial resources.

On the other hand, the cardboard general labeled to capres Prabowo was directed at the character side of himself. Prabowo is a retired TNI who should have korsa TNI was attached to the soul of Prabowo namely, firm, tenacious, never give up, and never give up hope. But in the political reality when determining the spouse of the cawapres who will accompany him looks indecisive, has no definite stance, is volatile, and full of concerns. It is this character that is connected with the properties of cardboard that is easily folded and shaped into anything that the maker wants. So the expression of the cardboard general is a form of innuendo to Prabowo who has no assertiveness and tends to hesitate when determining his capture partner.

Kiai Ma'ruf's statement above is an answer to Prabowo's statement that Indonesia will be extinct. Kiai Ma'ruf countered the tone of the satire by bringing up a metaphor Indonesia would not be extinct like dinosaurs. Pairing Indonesia with dinosaurs is a metaphorical attempt to form a dramatic impression of the situation at the time. Extinct is certainly identical to dinosaurs, but

the extinct subtance revealed by Prabowo is certainly different from that of Kiai Ma'ruf. Such innuendo can certainly undermine the image of political opponents. However, every satire also has a gap to break. Although sometimes the meaning in metaphorical speech can change based on existing political realities. As Surip and Mulyadi (2019) think, the reality of the text's meaning will always change depending on the context of the trial (2019:337). The meaning of satire in metaphorical speech can also be interpreted differently by the reader because it is based on the impartiality of one particular candidate.

7 Metaphors as Poetic Forms

Jakobson (in Halliday and Hasan, 1994:21) explains that the benefits of puitis our efforts based on the message of the conversation. This benefit can be seen from the specific message contained in the conversation. In addition to being used to attract the attention of readers, the use of metaphors in the mass media is also useful for embellishing the writing language.

(29)	Police Chief General Tito Karnavian said Indonesia still holds the seeds of conflict (Republika.co.id, 14/3/2019)
(30)	Security forces including the National Police and TNI will continue to try to eradicate the seeds of conflict (Republika.co.id, 14/3/2019)
(31)	*The affection and love for Jokowi continues to grow and grow* (Republika.co.id, 6/4/2019)
(32)	Because of the flames of slander and hate speech that became (Republika.co.id, 6/4/2019)
(33)	Prabowo initially said he wanted to eradicate poverty, not only that, he promised to eradicate poverty to its roots (Hariansib.com, 15/1/2019)

There is a message of its own behind the metaphor of the seeds of conflict and the flames of slander. In general understanding, seedlings certainly have positive connotations, because the seedlings will grow plants that can be used as a source of life, as well as fire. Fire is one of the sources of human life because of fire, humans can process a variety of natural resources. So, there is a puitis intention to embellish the language while the two things that are actually of positive value are precisely juxtaposed with the negatives of conflict and slander. From there comes the paradox of beauty, there is a beauty of language that wants to be built, although the vocabulary of conflict and slander are both two things that are always attached to ugliness.

8 Metaphors for Criticizing Political Opponents

The use of metaphors in political discourse is used as an attempt to criticize political opponents based on the meaning of the message in metaphorical speech with the aim of criticizing political opponents, and their successful teams for policies, public speech and what to do. The use of metaphorical speech in criticizing opponents so as not to be too vulgar and more polite in language. Here's the data found:

(34)	Do not be a spectator watching the beloved country invaded by foreign workers, we must be players in our own country," said Sandi (Republika.co.id, 15/1/2019)
(35)	Prabowo questioned Jokowi's stance as the president who opened import taps in his administration era (Republika.co.id, 17/1/2019)
(36)	Prabowo said, no matter how great the program is if government institutions are weak and too much corruption, until the sale and purchase of positions, then the state is unlikely to carry out development (Republika.co.id, 30/3/2019)
(37)	He joked that tempeh in Jambi could be able to explore his future on April 17, 2019, said Sandi. (Antaranews.com, 25/1/2019)

| (38) | Prabowo always said that Indonesia's wealth always flows out of the country and the occurrence of budget leaks that cause problems felt by the people (Antaranews.com, 8/2/2019) |

The above five data represent data found to criticize political opponents. The phrase "do not be a spectator watching a beloved country invaded by foreign workers, we must be players in our own country". This metaphorical expression means criticizing the policies of Jokowi's capres who were still serving as president. Where at a time when people find it difficult to find work in their own country, but thousands of foreign workers continue to enter Indonesia. Prabowo's expression as a rival capres, "we must be players in our own country", meaning that all Indonesians must control all sectors of workers in their own country. There is no other sector of work controlled by foreigners, because in the 1945 Constitution article 33 "the earth, water and natural wealth contained therein are controlled by the state and used for the greatest prosperity of the people".

Similarly, the phrase "Prabowo questioned Jokowi's attitude as a president who opened the import tap in the era of his government". This metaphorical expression also criticizes Jokowi's policy as president and capres so as not to open opportunities for imports of local farmers' commodity goods into Indonesia, such as rice, soybeans, corn, and others. If agricultural products are abundant, but still import these goods, it will have an impact on selling power. So Indonesian farmers will have difficulty competing prices with these imported goods. The above expression socializes opening imports of goods from outside countries by opening water taps, to criticize the government's policy of not making policies that will make it difficult for farmers' lives.

The same is also Prabowo's expression about the sale and purchase of positions, tempe in Jambi can be to explore his future on April 17, 2019, and Indonesia's wealth always flows out of the country and the occurrence of budget leaks. The metaphor of buying and selling positions is an expression of criticism for the cases that occurred in the Jokowi government that still occur a lot of corruption practices to occupy certain positions in the government. Similarly, the expression tempeh in Jambi can explore its future on April 17, 2019. This metaphorical expression is a criticism of government policies that have not been able to prosper the people and describes the difficulties experienced by the people in the market. Tempe sellers are increasingly discouraging their merchandise because the basic ingredients make it difficult to obtain and expensive. The next metaphorical phrase also means criticizing government policy in terms of the country's wealth still flowing and being kept abroad. Indonesia's abundant produce, enjoyed by foreigners, is more enjoyed by foreigners than is intended for the welfare of the people.

Conclusion

The use of metaphors in political discourse in the mass media is still an option for journalists and the mass media in conveying information to the public. There are eight findings of the use of metaphors in the context of politics in the mass media, namely: 1) simplifying elusive expressions and simplifying reality to understand its meaning, the concept of crashing is interpreted to simplify the concept of complex state regulation. 2) concrete abstract concepts to affirm the meaning, concept of visitation, and development juxtaposed with the concept of jacks and foundations. 3) describing the situation and dramatizing it, this concept in politics turned out to be an important strategy in attracting people's interest and sympathy. Metaphors to drops of blood are a form of dramatization in giving a dramatic effect so that the reader understands the seriousness and seriousness of the message delivered. 4) the rhetorical tools of the political elite as the art of effective speech, the speech of grandiose and bombastic persuasion. 5) rebuke efforts as a step to bring down political opponents, no side of goodness is raised but tends to be in the worse direction explored so that political opponents lose their prestige in the eyes of the electorate. 6) attempts to satirize political opponents that serve to bring down the image of the opponent

while building a positive self-image to look good in public/voter. Innuendo is sometimes useful as criticism, and the criticism expressed is more often constructed in the form of satire, 7) as a poetic form of embellishing language to attract the attention of readers/voters. Metaphors of conflict seeds and flames of slander are associated in the general understanding, seedlings certainly have positive connotations, because the seedlings will grow plants that can be used as a source of life, as well as fire that helps humans in processing various natural resources. Thus, there is a puitis intention to embellish the language while two things that are actually of positive value are instead juxtaposed with negative things of conflict and slander, and 8) as an attempt to criticize political opponents through metaphorical speech. Use of metaphors is used by journalists in criticizing political opponents to encourage the electorate to strengthen their commitment and realize to vote for a particular candidate during the election. The use of metaphors is also considered a more polite effort in language and not vulgar that has an adverse impact.

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