

CONCEPTUAL METONYMY IN PRESIDENT PRABOWO'S FLOOD DISASTER SPEECH

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Received: 2025-12-19

Accepted: 2026-04-08

Published: 2026-06-08

Abstract

This study analyzes conceptual metonymy in the President's speech during the flood disaster inspection in Bener Meriah Regency. The study focuses on metonymy within the Thing and Part Configuration of the Idealized Cognitive Model (ICM) proposed by Kövecses (1998), which includes the relations of whole-for-part and part-for-whole metonymy. Using qualitative discourse analysis, the study examined a 380-word official transcript of President Prabowo's speech. Data collection employed documentation and indirect observation techniques, supported by audiovisual validation. Data analysis followed the framework proposed by Miles, Huberman, and Saldaña (2014), which consists of data reduction, data display, and conclusion drawing. Findings show that whole-for-part metonymy dominates, while part-for-whole occurs less frequently. The dominance of whole-for-part metonymy reflects a discourse strategy that emphasizes institutional responsibility and collective solidarity in crisis contexts. By employing this strategy, the President legitimizes state presence and authority while guiding public perception of disaster management. In this way, the study demonstrates that metonymy simplifies institutional realities, constructs collective responsibility, and facilitates public understanding in crisis communication. This research contributes to cognitive semantics and political discourse studies by highlighting metonymy's role in crisis communication.

Keywords: *ICM (idealized cognitive model); metonymy, part-for-whole metonymy; whole-for-part metonymy*

1. Introduction

Presidential speech in disaster contexts plays a crucial role in shaping public understanding, constructing collective responsibility, and representing state presence (Swetha & Aravind, 2025). In crisis situations, linguistic choices function as strategic tools to convey authority, empathy, and institutional action. While previous studies have examined metonymy in diverse context, little attention has been given to its role in crisis-related presidential discourse. To address this gap, this study draws on cognitive semantics as its analytical framework.

Cognitive semantics views meaning as a product of conceptual processes shaped by human experience (Lakoff, 1987; Talmy, 2020). Within this framework, metonymy is a conceptual mechanism in which one element provides access to another related element within the same domain (Kövecses, 1998). In political discourse, whole-for-part and part-for-whole metonymy enable speakers to simplify complex institutional realities and construct shared understanding of roles and responsibilities (Köder & Falkum, 2020). This makes metonymy particularly relevant for analyzing crisis communication, especially in presidential discourse during disaster situations. Building on this theoretical perspective, the President's speech in Bener Meriah provides a relevant case to examine how metonymy operates in crisis communication. In this setting, language not only conveys information but also constructs state responsibility and social solidarity during disaster response.

This study aims to: 1) Identify instances of whole-for-part and part-for-whole metonymy in the President's speech, 2) Explain how they are conceptualized through Kövecses's ICM, 3) Reveal their functions in presidential crisis discourse.

This study contributes to cognitive semantics and political discourse analysis by showing how metonymy functions as a strategic tool in crisis communication.

2. Literature Review

Metonymy involves a system of mappings within a single domain, a central principle in cognitive linguistics (Eizaga Rebollar, 2015). It is a conceptual mapping in which one entity provides mental access to another related entity within the same conceptual structure or Idealized Cognitive Model (ICM) (Kövecses, 1998; Lakoff & Johnson, 1980; Littlemore, 2015; Wang & Zhang, 2022). Within cognitive semantics, language is understood as a representation of human knowledge and experience, where meaning is constructed through conceptual processes (Mushyrovskaya et al., 2022). In discourse, metonymy functions as a cognitive mechanism that enables speakers to access complex meanings through salient and contextually relevant elements (Köder & Falkum, 2020; Zhao et al., 2023). It commonly operates through whole-for-part and part-for-whole relations (Kövecses, 1998).

Whole-for-part metonymy involves using a complete entity to refer to a specific component, while part-for-whole metonymy uses a salient element to represent a broader entity. Examples such as "America" for the United States or "the car" for its exterior illustrate whole-for-part metonymy, whereas expressions like "the crown" for monarchy represent part-for-whole relations. Such mappings are particularly relevant in presidential disaster discourse, where institutions, actors, and responsibilities are often represented through simplified conceptual structures.

Previous studies have examined metonymy across various discourse domains. In advertising and media discourse, metonymy functions to simplify narratives and enhance audience engagement (Juliana & Mulyadi, 2024; Sidabutar & Mulyadi, 2023). In cultural and literary contexts, metonymy represents social interaction and symbolic meanings, such as in Javanese phatic expressions and literary narratives (Russida, 2018; Zulaicha, 2019). It also contributes to lexical meaning development through associative relations (Yusuf, 2021). Overall, these studies highlight that metonymy serves as a cognitive mechanism that structures and simplifies meaning across different discourse contexts.

Unlike previous research, this study focuses on presidential crisis communication. It applies Kövecses's Idealized Cognitive Model (ICM) to analyze how metonymy constructs state presence, collective responsibility, and social solidarity. This study extends metonymy

research by demonstrating its strategic role in shaping public understanding and collective responsibility in crisis communication.

3. Research Method

This study employs a descriptive qualitative design to analyze whole-for-part and part-for-whole metonymy in President Prabowo's speech in Bener Meriah. The analysis focuses on the whole-part configuration of Kövecses's Idealized Cognitive Model (ICM) (Kövecses, 1998).

The dataset consists of 380 words from the President's official speech obtained from the website of the Ministry of State Secretariat of the Republic of Indonesia. The speech was selected because it represents presidential crisis discourse, combining institutional responsibility and direct communication with disaster-affected citizens.

Data collection employed documentation and indirect observation techniques, supported by audiovisual validation. The data were obtained from the official transcript published on the Ministry's website, ensuring data validity (Creswell, 2014).

Data analysis followed the framework proposed by Miles, Huberman, and Saldaña (2014), which consists of data reduction, data display, and conclusion drawing. In this study, the analysis involved identifying and coding instances of whole-for-part and part-for-whole metonymy. These instances were then categorized based on Kövecses's Idealized Cognitive Model (ICM) to determine their conceptual functions in the discourse.

To ensure reliability, the coding process was cross-checked against the official transcript and verified through repeated analysis. This structured approach ensures methodological rigor and provides a replicable framework for analyzing metonymy in presidential crisis discourse.

4. Results and Discussion

Metonymy in presidential discourse functions as a cognitive strategy to simplify complex realities.

The results show that Prabowo's speech in Bener Meriah contains instances of whole-for-part and part-for-whole metonymy, analyzed within the ICM. The frequency distribution is presented in Table 1.

Table 1.
Frequency of Metonymy

Category	Frequency	Percentage
Whole-for-Part	8	88.89%
Part-for-Whole	1	11.11%

Whole-for-part metonymy accounts for 88.89% of instances, while part-for-whole appears only once (11.11%). This distribution indicates that the President primarily uses whole-for-part metonymy to represent institutional actions through salient components, emphasizing collective responsibility and state authority in crisis communication. By contrast, the limited use of part-for-whole metonymy suggests that broader conditions are less frequently conceptualized through individual elements. Overall, this pattern reflects a

discourse strategy that prioritizes institutional representation and collective action in the presidential speech.

4.1 Thing and Part ICM Configuration

Thing and Part ICM configuration refers to a conceptual structure in which an entity is understood as consisting of interrelated parts within the same cognitive domain. This model allows speakers to access meaning by shifting attention between a whole entity and its constituent parts, or vice versa. In other words, an object, institution, group, or abstract entity can stand for one of its parts, and a specific part can also stand for the whole to which it belongs.

A. Whole-for-Part Metonymy

Eight instances of whole-for-part metonymy were identified in Prabowo's speech in Bener Meriah. The data are presented in Table 2.

Table 2.

Whole-for-part metonymy

No	Data	Whole	Target (part)
1.	" Pemerintah akan bekerja sangat keras"	The government	State apparatus (ministers, TNI, police, BNPB, civil servants).
2.	" Presiden Republik Indonesia tidak punya tongkat Musa"	President of the Republic of Indonesia	The President as an individual actor.
3.	" Kita sudah kerahkan puluhan helikopter, puluhan pesawat"	We	TNI, BNPB, and operational agencies.
4.	"Panglima TNI, Kapolri, pasukannya turun semua"	Troops	Field personnel.
5.	" Semua jembatan akan kita perbaiki"	All bridges	Bridges damaged by the disaster.
6.	" Listrik akan kita hidupkan semuanya"	Electricity	Damaged power networks and installations.
7.	" Kita akan bersama dengan Bapak-bapak, Ibu-ibu"	We	The President and accompanying officials.
8.	"Saya monitor dan akan saya perhatikan semuanya "	Everything	Disaster management in the affected area.

The term *pemerintah* (government) refers to specific state apparatus such as ministers, the military, and disaster management agencies. This whole-for-part metonymy allows the President to represent complex institutional actions in a simplified and accessible way.

The phrase *Presiden Republik Indonesia* highlights the President as an individual actor, mapping the institutional role onto a human agent with limitations. This use emphasizes personal responsibility while maintaining institutional authority.

The pronoun *kita* (we) constructs collective responsibility by mapping state institutions onto concrete actors. It is used to represent both operational actions, such as deploying helicopters and aircraft, and solidarity with affected citizens.

Similarly, terms such as *pasukan* (troops), *jembatan* (bridges), and *listrik* (electricity) refer to specific operational elements rather than entire systems. These expressions direct attention to the most relevant aspects of disaster response, such as field personnel, damaged infrastructure, and disrupted utilities.

B. Part-for-whole Metonymy

One instance of part-for-whole metonymy was identified in Prabowo's speech in Bener Meriah. The data are presented in Table 3.

Table 3.

Part for the Whole thing

NO	Data	Part (Vehicle)	Whole (Target)
1.	" rumah yang hanyut, yang rusak"	Houses	Community settlement conditions

The term *rumah* (house) represents broader settlement conditions, illustrating part-for-whole metonymy by linking a concrete element to the overall impact of the disaster.

These examples demonstrate that whole-for-part metonymy enables efficient communication by simplifying complex institutional processes and emphasizing actionable components in crisis situations. This finding is consistent with Kövecses (1998) and Panther and Raden (1999), as the speech demonstrates how metonymy provides cognitive access to salient elements within a conceptual domain. It also aligns with Charteris-Black (2011), who highlights the strategic role of figurative language in political discourse. This is further supported by Brown and Wijland (2018), who emphasize that metonymy functions as a cognitive mechanism that simplifies complex realities through salient elements.

Unlike prior studies in advertising, sports, and cultural or literary contexts, this case highlights metonymy's strategic role in crisis communication. Through these metonymic expressions, the President reinforces state presence and shapes public perception of disaster response.

Overall, the dominance of whole-for-part metonymy reflects a discourse strategy that emphasizes institutional responsibility and collective solidarity in crisis contexts. By employing whole-for-part metonymy, the President legitimizes state presence and authority, guiding public perception of disaster management.

5. Conclusion

This study finds that whole-for-part metonymy dominates Prabowo's speech in Bener Meriah, emphasizing institutional responsibility and coordinated state response in crisis communication. This pattern shows how complex governmental processes are communicated in a simplified and accessible way to the public. Part-for-whole metonymy appears minimally, representing broader conditions through concrete elements such as damaged houses. This indicates that the President prioritizes a macro perspective that

highlights institutional responsibility rather than individual representations of the crisis, thereby reinforcing a unified view of disaster management.

These findings contribute to cognitive semantics by demonstrating how metonymy provides cognitive access to complex institutional realities through simplified representations. They also contribute to political discourse analysis by showing how metonymy functions as a strategic tool to reinforce state presence, authority, and public understanding in disaster contexts. This study enhances understanding of how cognitive mechanisms underpin political rhetoric, offering insights for discourse analysis and language education.

This study is limited to a single presidential speech and qualitative interpretation. Future research may examine metonymy across different crisis contexts, conduct comparative analyses across multiple presidential speeches, or explore cross-linguistic variations in political discourse. It may also investigate audience reception to better understand how metonymy shapes public perception and trust in government communication.

This study contributes to cognitive semantics and political discourse analysis by demonstrating how metonymy functions as a strategic tool in crisis communication.

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