

CONCEPTUAL METAPHOR IN THE HEADLINE OF "CHILD ABUSE AND SUICIDE" ON KOMPAS.ID

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Abstract

This research analyzes conceptual metaphors, as popularized by Lakoff and Johnson, which are divided into three types: structural metaphors, ontological metaphors, and orientational metaphors. The focus is on an editorial on Kompas.id titled "Child Bullying and Suicide," using a qualitative research method. The data collection technique involves the listening method, followed by note-taking. The examined data include the editorial text "Child Abuse and Suicide," containing structural metaphors, ontological metaphors, orientational metaphors, source domains, target domains, and image schemas. The research results were recorded and classified based on their categories. The findings reveal six ontological metaphors with image schemas of unity, force, space, and existence; two orientational metaphors with the image schema of space; and two structural metaphors with image schemas of unity and identity. This indicates that ontological metaphors are more commonly used in news writing on the online mass media platform Kompas.id compared to structural and orientational metaphors.

Keywords: *conceptual metaphor; image scheme; source realm; target domain*

1. Introduction

Language and humans cannot be separated. This means that humans need language as a means of communication, both verbal and nonverbal, to interact with other individuals. Khoyin (2013: 25) explains that "speaking is not always in the form of dialogue, but can also be monologue." This means that communication could occur only when at least two persons become participants.

Mass media is one of the means that humans can use as a tool to obtain information. Mass media that is very easily accessible to humans today is electronic mass media. Someone can get information from various sources such as TV, radio and cellphones. Reading news on mass media, especially electronic mass media, can be done anywhere and at any time. The news that has been in the spotlight in recent times is about bullying carried out by a person or group of students, resulting in the victim experiencing severe trauma, even dying.

The mass media explains a lot of scientific language, in contrast to literary works which contain many metaphorical expressions. However, this does not limit the use of

metaphors in mass media, such as the use of the word *rat in a tie* which is often used in mass media to describe corrupt figures. This is in line with the meaning of metaphor itself. Haula and Tajudin (2019: 26) explain that metaphor is a language style that conceptualizes an understanding of a concept. Conceptual metaphor is put forward by Lakoff and Johnson (2003) concerning mental construction based on the principle of analogy involving one conceptual element to another. Lakoff & Johnson (2003:10-13) in Nuryadin and Tajudin (2021: 93) explain that "Metaphor is something that has another meaning and its main function is to understand." Metaphor is a part of figurative language that compares one thing with another. Lakoff & Johnson (1980: 460-465) in Sari and Tatan (2018: 453) explain that conceptual metaphors are divided into three types, including structural metaphors, orientational metaphors, and ontological metaphors.

Sari and Tatan then (2018: 453) explain that structural metaphors are metaphors with concepts that are built metaphorically within other concepts. Thus, the meaning obtained is based on comparison, interaction and mapping of the meanings of these linguistic elements. Orientational metaphors are related to spatial orientation obtained based on human physical experience. Ontological metaphors are metaphors that conceptualize abstract thoughts, experiences and processes into concrete understanding. In this study, researchers choose an editorial title "Child Abuse and Suicide" on *kompas.id* as the sample to be studied.

2. Literature Review

2.1 Conceptual Metaphor

Metaphor is often interpreted as a figure of language using a word or a group of words, not with the actual meaning, but based on similarities or comparisons. Hawkes (1979: 1) in Prayogi and Ikmi (2020: 49) explains metaphor as a language process in which aspects of one object are transferred to another object, so that the second object is understood as if it were the first object. This is in line with the opinion of Keraf (1997: 138) in Prayogi and Ikmi (2020: 50) that metaphor is a style of language that uses analogies by comparing two or more things and eliminating the words like, *like*, or *as*.

In this research, the theoretical study used is the conceptual metaphor popularized by Lakoff and Johnson in 1980. Lakoff and Johnson (2003: 10-32) in Salamah, et al. (2021: 396) explain that conceptual metaphors are the result of mental construction based on the principle of analogy which involves the conceptualization of another element. Conceptual metaphors have two conceptual domains, namely the source domain and the target domain. Sabrina, et al. (2023: 99) explains that the target domain is something that is more abstract in concept, usually in the forms of body parts, animals, plants, atmosphere and weather in life. Meanwhile, the source domain is more concrete and usually in the forms of emotions, morals, thoughts, religion, hopes, communication, activities, time, etc.

Lakoff and Johnson (2003) in Haeran (2021: 131) classify metaphors into three types, structural metaphors, ontological metaphors, and orientational metaphors. These three types of conceptual metaphors are used in conceptual metaphor studies. Lakoff and Johnson in Wiradharma and Afdol (2016: 8) explain that a structural metaphor is a concept formed metaphorically from one concept to another which is based on two domains, namely the source domain (RSu) and the target domain (RSa). Ontological metaphors are metaphors that conceptualize abstract things, such as thoughts, experiences and processes, into

something real. And orientational metaphors are metaphors related to space, such as top-down, inside-outside and front-back.

2.2 Image Scheme

Image schema according to Saeed (2009) in Haula and Tajudin (2019: 27) is one of the important conceptual structures of cognitive semantics. Image schemas are also meaning structures derived from experiences resulting from how the body interacts with the world. Another opinion was expressed by Danesi (2011: 95) in Zakiyah and Tajudin (2021: 22) who emphasizes that an image schema is an unconscious mental framework that originates from forms, actions, dimensions, and continues to repeat itself and originates from perceptions and feelings. Cruse and Croft's (2004) image scheme has seven categories, including:

Cruse and Croft image schema (2004)

<i>Space</i>	<i>Up-Down, Front-Back, Left-Right, Near-far, Center-Periphery, Contact</i>
<i>Scale</i>	<i>Path</i>
<i>Containers</i>	<i>Containment, In-Out, Surface, Full-Empty, Content</i>
<i>Force</i>	<i>Balance, Counterforce, Compulsion, Restraint, Enablement, Blockage, Diversion, Attraction</i>
<i>Unity/Multiplicity</i>	<i>Merging, Collection, Splitting, Iteration, Part-Whole, Mass-Count, Link</i>
<i>Identity</i>	<i>Matching, Superimposition</i>
<i>Existence</i>	<i>Removal, Bounded Space, Cycle, Object, Process</i>

3. Research Method

This research is conducted by means of descriptive qualitative method. Murdiyanto (2020: 19) explains that qualitative research is descriptive in nature and tends to use analysis with an inductive approach. Qualitative research is a research that emphasizes problems in social life based on realistic conditions or natural settings that are holistic, complex and detailed.

Another opinion is also given by Walidin and Saifullah (2015: 77) that a qualitative approach is a research process to understand human or social phenomena by creating a comprehensive and complex picture that can be presented in words, reporting detailed views obtained from informant sources, and carried out in a natural setting."

Fadli (2021: 35) explains that qualitative research is a research carried out in a certain way in natural life with the aim of investigating and understanding phenomena, such as what is happening, Why something happens? and Why it happens. Based on these opinions, it can be concluded that this research uses qualitative methods with data obtained using certain techniques, then the data are explained descriptively to support the research results.

The data source is the editorial entitled "Child Abuse and Suicide" on kompas.id of September 30, 2023 and the data are texts containing metaphorical expressions. The secondary sources of data are taken from other related references. Listening followed by note-taking techniques are used in collecting the data. Mahsun (2017: 352) explains that listening method is used in providing data related to behaviour of learners in language learning. In line with this, Mohammed (2011: 194) explains that the listening method is a method used to obtain research results by paying attention to the use of language. The

objects studied are all writings that contain metaphorical expressions. The next step is the note-taking technique. Azwardi (2018: 103) explains that the note-taking technique is a technique used by researchers when applying the observation method with advanced techniques. The same opinion was also conveyed by Mahsun (2015: 93) that the note-taking technique is an advanced technique that is used when applying the listening method. From this statement it can be understood that the research technique is carried out by recording all data containing metaphorical expressions and then classifying them according to Lakoff and Johnson's theory and types of image schemes according to Cruse and Croft (2004).

For data analysis procedures, the agih technique is used. Sudaryanto (2015) in Haula and Tajudin (2019: 28) explains that the agih method is a method whose determining tool is part of the language itself. The agih method has a basic technique called the Direct Element Sharing (BUL) technique. Sudaryanto (2015) in Haula and Tajudin (2019: 29) explains that the BUL technique is a technique of sorting data based on lingual units into several parts or elements. This technique can also provide information about the source domain and target domain in analyzing data.

4. Results and Discussion

4.1 DATA I

Ten cases of child suicide by 2023 **is not just a number**

realm: not just numbers

domain: suicide cases

Ontological metaphor

Mass-count part unity/multiplicity image scheme

Analysis results:

Context: Ten cases of child suicide in 2023 are not just a number, there have been ten human lives lost due to suicide in 2023. And this is not just a number; in the data there are words (numbers). Numbers have the meaning of a digit symbol or several digits used to represent a number value. Therefore, the image scheme in data (1) is unity.

4.2 DATA II

but **a loud** warning bell for us to ensure the safety and well-being of children.

realm: loud bell

domain: warning

Force image schema

Ontological metaphor

Analysis results:

Context: But a loud warning bell for us to ensure the safety and well-being of children. In the data, the two words bell are accompanied by the word loud, the word loud indicates (strength). Loud (bell) has the meaning of referring to something striking, disturbing, or giving a loud warning. This has become a warning for parents to ensure the safety and welfare of their children. Therefore, the image scheme in data (2) is force.

4.3 DATA III

The case of SR (13), an elementary school student in South Jakarta who died after falling allegedly from jumping from the fourth floor of her school, has shocked us again.

realm: terenyak

domain: emotions

Ontological metaphor

Image scheme: contact space

Analysis results

Context: The case of SR (13), an elementary school student in South Jakarta who died after falling allegedly from jumping from the fourth floor of her school, has shocked us again. In data (3) there is the word *terenyak* which means touched, devastated, pitying, sad or angry, all of which are related to human feelings. This means that the word (*terenyak*) is related to emotions in humans. Therefore, the image scheme in data (3) is the Space Contact section.

4.4 DATA IV

Last January, SN (14), a junior high school student in Jakarta, died after jumping from the fourth floor of her school. In recent months, a number of cases of child suicide have also appeared in the mass media. During January-September 2023, based on records from the Indonesian Child Protection Commission (KPAI), there were 10 cases of child suicide, **an increase of** 10 percent compared to the same period last year (Kompas.id, 28/9/2023).

realm: increase

domain: child suicide cases

Up-down (up) space image scheme

Orientational metaphor

Analysis results

Context: Last January, SN (14), a junior high school student in Jakarta, died after jumping from the fourth floor of her school. In recent months, a number of cases of child suicide have also appeared in the mass media. During January-September 2023, based on records from the Indonesian Child Protection Commission (KPAI), there were 10 cases of child suicide, **an increase of** 10 percent compared to the same period last year (Kompas.id, 28/9/2023). The word *Increase* means an increase or rise, therefore data (4) has an UP part of the Space image scheme.

4.5 DATA V

More worrying, 60 percent are victims of bullying. Bullying is the most common form of violence in schools and one of the three **major** educational sins whose cases are not decreasing.

Source realm; great sin

domain: education

scheme: force part counterforce (force against)

Ontological metaphor

Analysis Results

Context: More worrying, 60 percent are victims of bullying. Bullying is the most common form of violence in schools and one of the three **major** educational sins whose cases are not decreasing. Major sins are major violations committed by humans against God's commands and cause loss or damage to other people. In data (5), the word (major sin) has the meaning (power to go against) God's commands and cause loss or damage to other people. Therefore, the image scheme in data (5) is the Force part of the Counterforce.

4.6 DATA VI

Bullying is the most common form of violence in schools and one of the three major educational sins whose cases are not **decreasing**.

realm: receding

domain: cases of violence at school

Up-down (down) space image scheme

Orientational metaphor

Analysis results:

Context: in the data above, metaphorical expressions are marked with linguistic *receding*. The source domain in the data above is retroactive and the target domain is cases of violence in schools. The word *recede* lexically has the meaning of decreasing. Linguistic *down* has the same meaning as the spatial orientation of human experience *down*. So the image scheme in the data above is a *space image scheme* in the form of *down*. The word *receding* in the data refers to the decline in cases. However, if interpreted from the entire content of the sentence, the data concludes that bullying itself is a case in schools that never ends or never decreases.

4.7 DATA VII

In January-June 2023 there were 97 complaints, dominated **by** victims of bullying at school.

realm: domination

domain: victims of bullying

scheme: unity mass-count section

Ontological metaphor

Analysis results:

Context: the data above is an ontological metaphor that conceptualizes experiences, thoughts and processes from abstract things to something that has physical properties. In this data, metaphorical expressions are characterized by linguistic *dominance*. The source domain is domination and the target domain is the victim of bullying. Domination has the meaning of being dominant or superior, more numerous. If we relate it to the data above, it means that from January to June 2023 there are 97 complaints, with victims of bullying at school making up the most complaints. So the image scheme in the data is part of *unity* in the form of *mass-count*.

4.8 DATA VIII

People often consider cases of bullying normal, just **teasing** or joking.

domain: banter

domain: bullying cases

scheme: unity part iteration (repetition)

Structural metaphor

Analysis results:

Context: the data has the meaning of a structural metaphor with metaphorical expression in linguistic *banter*. The source domain is teasing and the target domain is bullying cases. The image scheme for this data is *unity* in the form of *iteration*. *Banter* has a systematic relationship in the experiences of everyday life, where banter is a joke that we often do all the time. If we relate it to the data above, bullying cases are common among society and people even think they are just jokes.

4.9 DATA IX

In fact, bullying can **destroy** the mentality of children who are victims.

realm: crushing

domain: children's mental health

scheme: *Existence of removal* parts

Ontological metaphor

Analysis results:

Context: the data above contains an ontological metaphor because it describes an event, where the metaphorical expression in the data is found in *devastating linguistics*. The source domain is destroying and the target domain is the child's mentality. *Destroy* comes from the word destroyed which has the meaning of no longer being visible. This explains that the image scheme in the data above is *existence* in the form of *removal*. If linked to this data, the meaning of *destruction* means that the mental state of children who are bullied can be disturbed or confused, and even become depressed.

4.10 DATA

Teachers also need support from the government and other education **stakeholders**.

domain: stakeholders

domain; people who have authority

scheme: identity matching part

Structural metaphor

Analysis results:

Context: the data has the meaning of a structural metaphor with metaphorical expression in the *stakeholder's language*. The source domain is the stakeholders and the target domain is the people who have authority. The image scheme is *identity* in the form of *matching*. Stakeholders themselves can be defined as people who give laps, whereas in the data above stakeholders are defined as people who have a position or authority in an education.

5. Conclusion

After examining the editorial titled "Child Abuse and Suicide" on Kompas.id, it is evident that conceptual metaphors permeate mass media discourse, as articulated by Lakoff and Johnson (2003). These metaphors manifest in various forms, including structural, ontological, and orientational metaphors. The analysis discerns a prevalence of six ontological metaphors, embodying image schemas of unity, force, space, and existence, underscoring foundational concepts within the narrative. Additionally, two orientational metaphors employing the image schema of space, and two structural metaphors leveraging unity and identity image schemas, are identified. This underscores a notable predominance of ontological metaphors over structural and orientational ones in news narratives on Kompas.id's online platform.

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