



THE USE OF METAPHORICAL MEANING IN SPORT NEWS HEADLINES

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PRONOUNCEMENT

I honestly state that this final project in extended essay form by myself and without taking the results from other research in S-1, S-2, S-3 degrees and in diploma degree of any university. I ascertain also that I do not take and quote any material from other works except from the references mentioned.

Semarang, January 2015

Meigo Suyatminto

MOTTO AND DEDICATION

If your actions inspire others to dream more, learn more, do more and become more, you are a leader (Mario Teguh).

“Sering kali kesempatan menyelinap di balik kesulitan dan rintangan. Selama kita tidak lari dari kesulitan, rintangan, dan berani menghadapinya, maka kesempatan sukses pasti akan muncul di hadapan kita”

*I dedicate this final project to
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Thank you for your love, pray, support, contribution, and inspiration.*

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THE USE OF METAPHORICAL MEANING IN SPORT NEWS HEADLINES

ABSTRAK

Dalam penulisan sebuah berita olahraga, wartawan sering menggunakan bahasa kiasan. Penelitian ini bertujuan mengklasifikasikan dan mendeskripsikan makna metafora yang digunakan dalam judul berita olahraga di harian surat kabar Jawa Pos. Metafora adalah gaya bahasa yang membandingkan dua hal yang berbeda. Penelitian ini menggunakan metode kualitatif deskriptif, karena mendeskripsikan makna metafora yang terdapat dalam judul berita olahraga. Dengan menggunakan *purposive* sampling, penulis memilih sepuluh judul berita olahraga yang mengandung metafora konseptual; menurut Lakoff dan Johnson (1980), metafora konseptual adalah metafora yang merefleksikan apa yang kita alami, kita rasakan, dan kita pikirkan dalam kehidupan sehari-hari. Dari hasil analisis, saya menemukan jenis metafora konseptual, berupa metafora struktural, orientasional, dan ontologikal. Jenis metafora konseptual yang banyak digunakan oleh wartawan adalah metafora orientasional. Gaya bahasa, khususnya metafora, banyak digunakan oleh wartawan untuk membuat judul berita olahraga menjadi lebih menarik.

1. Introduction

Newspaper is one of the media that convey information in the form of paper sheets. Thus, the readers get new information everyday about what is happening in the country or abroad. The information given relates to many fields, such as politics, social, sports, advertising, lifestyle, and etc. There are many newspapers that provide us with important information, but there are not many newspapers that provide complete information, and among those that provide complete and good information is *Jawa Pos*.

Jawa Pos newspaper provides information about news happening in the regional, national, and international areas. As the largest daily newspaper in Java, *Jawa Pos* always makes serious effort to present interesting news for the people's needs. Therefore, the *Jawa Pos* newspaper has become one of the most effective media in distributing information to the people. *Jawa Pos* creates new innovation to provide different interesting news for the people every day and to present news article in an interesting way. One way to present interesting article is through the headlines.

Headlines are typical example of little texts (Halliday, 1994: 392-397), and headlines are frequently seen as a representation of the content of newspaper articles (Ifantidou, 2009: 699). The main function of headlines is summarizing the content of the newspaper articles.

Jawa Pos newspaper contains some news articles whose topics ranging from politics, crimes, sports, and others. Yet, the largest part of the newspaper

display sport news articles that are presented on a special page. One of the sport news articles is “Sportainment Rubric”.

“Sportainment Rubric” is a sport rubric which contains information about many events in the sport world, the information includes the final score of a game, game prediction, and game schedule. It covers all sport branches, such as football, basketball, and tennis. The headlines of this sport news articles are very unique because the language used in the headlines contains many metaphorical meanings that becomes an interesting topic to discuss.

Renkema (1993: 130) defines metaphor as “a form of figurative language in which an object or concept is denoted using another object or concept”. In a sport headline, a metaphorical meaning is sometimes used frequently to give deeper meaning.

In short, the reasons why I am interested in analyzing the metaphor in sport headlines is that because I want to explain the type of the metaphor used in the sport headlines, describe the meaning of the metaphors used, and find out the most dominant types of metaphors used in the sport headlines.

2. Conceptual Metaphor

Metaphor can be described as a comparison between two different things. Wales (2001: 250) states that metaphor is produced when words are attributed by metaphoric sense, meaning that “one domain of reference is carried over or mapped onto another on the basis of some perceived similarity between the two fields”.

Another expert supporting the idea is Keraf (2004: 19), who states that metaphor is a kind of analogy that compares two things directly. For instance, “Mike Tyson is a lion in the ring” (Keraf, 2004: 19). In the previous example, Mike Tyson is compared to a lion, and “lion” is used metaphorically. A lion is frequently pictured as the king of a jungle; therefore, Mike Tyson was the king of the boxing ring because Mike Tyson could defeat his enemies by knocking them quickly.

Metaphor is a figure of speech in which one object is compared to another without any connective words, such as, “he is a pig” (Kennedy and Gioia, 2005: 121). Two dissimilar things, i.e. a person (he) and an animal (pig), are compared without using such a connective word as like.

Also, there is a metaphorical meaning that relates to human cognition and cannot be separated from our daily life. This can be seen in the following example of the metaphor “he shot down all of my argument” (Lakoff and Johnson, 1980: 5). In this example, it can be described that what every individual thinks and acts is always related to metaphor. This type of metaphor is what Lakoff and Johnson (1980: 5) calls “conceptual metaphor.”

Everything seen and felt in daily life is realized through cognitive language or the process of language comprehension related to the context of situation. We often disagree with the understanding or opinion of others in everyday life. Everyone will maintain their own argument when there is difference in opinion or argument. However, in argument, there are losers and winners although the winners do not always have a correct argument.

Victory and defeat in a debate is equated with wars. This results in a metaphorical concept of the human mind where “ARGUMENT IS WAR”. The concept can be seen in such a sentence as “he shot down all of my argument”. The word “shot” is in use with the concept of WAR where people shoot one another so as to win the war. It can be understood that humans observe and treat things that they meet in the form of metaphor through their utterances every day. Lakoff and Johnson (1980: 3) states that;

“...metaphor is pervasive in everyday life, not just in language but in thought and action. Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature.”

This all is known as Conceptual Metaphor Theory (CMT). Conceptual metaphor is the process of interpreting or understanding one domain which is relatively abstract by using another domain which is relatively concrete (see: Lakoff and Johnson, 1980, pp. 6 -7). Conceptual metaphors is then divided into three types (1980: 7-8). They are structural metaphor, orientational metaphor, and ontological metaphor.

Structural metaphor is grounded on the clearer structure of metaphor. Structural metaphor refers to a conceptual metaphor that is constructed from one conceptual structure to another. In a structural metaphor, one concept is understood and expressed in terms of another structure (see: Lakoff and Johnson, 1980, pp. 52-55).

For instance, “Love is a journey” shows how the concept of ‘love’ is explained as complicated relationship between lovers. The sentence reveals a

love concept as a journey concept by putting the lovers as the travellers. It can be illustrated that love is a journey where there are travellers, roads, destination, and distances. Love is said to be a journey because of its features, such as the travelers can be considered as the lovers, the roads can be the happy and sad days the lovers go through, and the destination is the goal of relationship.

Oriental metaphor is a metaphor related to spatial orientation, such as up - down, inside-out, and front-back. The spatial orientation appears from the fact that we have a body, and our body functions in a physical environment. This metaphor is based on human physical experience in which human beings are to manage orientation in everyday life, such as the concept “UP-DOWN” that is measured from human physical experience. Spatial orientational metaphor reflects different concepts depending on physical experience or cultural community (see: Lakoff and Johnson, 1980, pp. 14).

Therefore, orientational metaphor is different in every culture because what people think and experience in every culture is different. In orientational metaphor, for instance, the concept is that of “HAPPY IS UP” and “HEALTH IS UP”. This can be seen in the example: “You are in high spirit”. The word “high” is based on the idea that “HAPPY IS UP; SAD IS DOWN” and “GOOD IS UP; BAD IS DOWN”. “High spirit” indicates that the person is feeling very happy (Lakoff and Johnson, 1980:15).

Ontological metaphor is a metaphor where such abstraction as activity, emotion, or idea is represented as something concrete. This is reflected in the

concept “THE MIND IS A MACHINE” (see: Lakoff and Johnson, 1980, pp. 25) and is realized in the sentence “my mind is just not operating today”. In this case, human mind is compared to a machine that can work and that cannot work.

Ontological metaphors can also be interpreted as the conceptualizing of mind, experience, such as an object, substance, container, or person. In other words, ontological metaphors consider abstract nouns as concrete nouns (see: Lakoff and Johnson, 1980, pp. 25). As we see in the preceding example, human mind (abstract) is compared to a concrete object (“machine”).

3. Research Method

Research method is a device, procedure and technique chosen in doing research (see : Djajasudarma,1993, pp. 3). In this research, I used descriptive qualitative method because this research requires explanatory analysis to reveal the facts, circumstances, phenomena, variables, and situation that occur.

The data of this project are taken from the sport headlines of the *Jawa Pos* newspapers from February 6th, 2013 to April 16th, 2014. There are thirty-six headlines, but there are only ten headlines which contain conceptual metaphors. From ten headlines, I choose five headlines which I choose randomly to be presented in this essay. To make the analysis easier, in presenting the data, note taking and file-compiling techniques were used to support non-participant observation. Then, classification was conducted to

categorize the metaphors found. The analysis was conducted by using referential method to show the conceptualization conveyed.

4. Conceptual Metaphor in Sport News Headlines

There were thirty-six headlines in the sport news headlines in the *Jawa Pos* newspapers (February 6th, 2013 to April 16th, 2014). Ten headlines from twenty-six headlines present structural metaphor, orientational metaphor, and ontological metaphor. The data are shown in the two tables below.

Table 1.1 Data Percentage

| Types of Conceptual Metaphor | Data | Percentage (%) |
|------------------------------|-----------|----------------|
| Structural Metaphor | 3 | 30% |
| Oriental Metaphor | 4 | 40% |
| Ontological Metaphor | 3 | 30% |
| Total | 10 | 100% |

Table 1.2 Types of Conceptual Metaphor

| Types of Conceptual Metaphor | Headlines |
|------------------------------|-------------------------------------------------------------------------------------------|
| Structural Metaphor | “ <i>Awas Jadi Lumbung Gol</i> ” (Friday, February 6 th 2013: 15) |
| | “ <i>Pantang Kibarkan Bendera Putih</i> ”(Wednesday, April 16 th 2014: 23) |
| | “ <i>Redam Spirit Kuda Hitam</i> ” (Saturday, April 12 nd 2014: 13) |
| Oriental Metaphor | “ <i>Makin Terpuruk</i> ” (Saturday, February 9 th 2013: 14) |
| | “ <i>Bangkit di Kwartir Terakhir</i> ” (Wednesday, March 13 nd 2013: 15) |
| | “ <i>Meningkat Signifikan di Tes Prestasi</i> ” (Friday, March 14 th 2014: 17) |
| | “ <i>Mantan Ikut Naik Pitam</i> ” (Thursday, March 13 th 2014: 16) |

| | |
|----------------------|----------------------------------------------------------------------------------------|
| Ontological Metaphor | “ <i>Menunggu Ledakan Amunisi Baru</i> ” (Saturday, February 9 th 2013: 19) |
| | “ <i>Garuda Sudah Bergairah</i> ” (Thursday, March 27 th 2014: 15) |
| | “ <i>Lebur dengan Skuad Persebaya</i> ” (Friday, March 14 th 2014: 20) |

From ten data of conceptual metaphors used in the *Jawa Post*'s sport news headlines, 50% data are discussed in this section¹.

4.1 Structural Metaphor

A structural metaphor refers to a conceptual metaphor that is constructed from one conceptual structure to another. In other words, in a structural metaphor, one concept is understood and expressed in terms of another structure.

In table 1.2, there are three headlines that contain structural metaphor, which are “*Awas Jadi Lumbung Gol*”, “*Pantang Kibarkan Bendera Putih*”, and “*Redam Spirit Kuda Hitam*”. The metaphor “*Awas Jadi Lumbung Gol*” was about an Indonesian football team that did not want to concede a lot of goals from Iraq, which was considered to be the strongest team in the Asian Cup qualification 2015. In terms of the players’ mental and skill, Indonesian team was weaker than the *Iraqi* strength. Thus, Indonesia should have been careful with *Iraqi* strength.

The metaphor “*Awas Jadi Lumbung Gol*” is a structural metaphor because the idea of conceding a lot of goals and losing the game is expressed in another

¹ Due to page limitation, I cannot provide the analysis of all data.

concept, i.e. *lambung gol*. In other words, a crushing defeat is expressed in terms of *lambung gol*. Literally *lambung* is:

“...tempat atau bangunan menyimpan hasil pertanian (umumnya padi), berbentuk rumah panggung dan ber dinding anyaman bambu untuk menyimpan padi atau bahan makanan lain untuk menghadapi masa paceklik” (Poerwadarminta, 1987: 612).

Thus, the meaning of *lambung gol* is conceding a lot of goals, which is similar to a crushing defeat. In this case, the editor intends to remind the Indonesian team be careful with *Iraqi* strength.

4.2 Orientational Metaphor

Orientational metaphor is known as spatial metaphor, which arises from the fact that we have a body, and our body functions in such a physical environment as up-down. “UP” is considered positive; it is related to happy, rational, and virtue. On the other hand, “DOWN” is negative and is considered to be “less, sad, non-rational, and vice”. “*Bangkit di Kwartir Terakhir*” and “*Makin Terpuruk*” are examples of orientational metaphor which uses “UP” and “DOWN” orientation.

“*Bangkit di Kwartir Terakhir*” related to a basketball game between CLS Knights Surabaya and Huangtuh Sumatra Selatan. CLS Knight wanted to be the winner of the competition of the Speedy NBL Indonesia Series IV held on March 13, 2013 in Sritex Arena, Solo. Having beaten Hangtuh Sumatra Selatan in the final, the CLS Knight had accomplished their mission. However, before they got their victory, they lost the first quarter with a score 54-56. Yet, the players of CLS knight did not give up, as they really wanted to win the

competition. CLS knight could eventually beat Huangtuh in the last quarter with a score 69-56 and be the winner of this competition.

This metaphor “*Bangkit di Kwartir Terakhir*” is a spatial metaphor because the use of the word “*bangkit*” has a positive meaning that refers to “UP” orientation in spatial metaphor. “*Bangkit*” means “*bangun (hidup) kembali; timbul atau terbit (keberanian atau kemarahan)*” (Poerwadarminta, 1987: 86). Therefore, the metaphor expresses the editor’s intention that CLS knight had shown its bravery and struggle to be the winner. The bravery can be classified as “UP” orientation, which has a positive meaning.

On the contrary, “*Makin Terpuruk*” shows “DOWN” orientation. The metaphor “*makin terpuruk*” related to football match. *Persepam Madura* United was against *Persidafon Dafonsoro* at Gelora Bangkalan Stadium. *Persepam* was defeated 2-0 by *Persidafon* in the Indonesian football competition or “Indonesia Super League”. This defeat made *Persepam* degraded because it had never won any matches. *Persepam* could not play in Indonesia Super League on February 2014 because *Persepam* occupied the low rank out of twenty participants. The rule of this competition is a club that is on the low rank would not play again in the next year. *Persepam* also lost Ridwan as their best player. Ridwan got fracture of the leg, so he could not be played for three months.

This metaphor “*makin terpuruk*” is a spatial metaphor because the use of *terpuruk* has a negative meaning that refers to “DOWN” orientation in spatial metaphor. The word “*Terpuruk*” means “*tenggelam; terperosok; merosot;*

sangat jatuh” (Poerwadarminta, 1987: 1063). Thus, the meaning of metaphor “*Makin Terpuruk*” refers to *Persepam* that never won any of the fourteen matches and would not play in Indonesia Super League on February 2014. The metaphor “*makin terpuruk*” is showing hardship, as *Persepam* had to get out from the difficult situation. The difficult situation can be classified as “DOWN” orientation and has a negative meaning.

4.3 Ontological Metaphor

Ontological metaphor is a type of metaphor in which something abstract, such as activity, emotion or idea, is represented in something concrete. Ontological metaphor is a non-physical phenomenon. It is human experience that is described as a concrete physical phenomenon. Ontological metaphor conceives of our experiences in terms of objects, substances, and container. This can be seen in the headlines “*menunggu ledakan amunisi baru*” and “*garuda sudah bergairah*”.

The Italian league champion, *Juventus*, had just completed the transfer of a Shanghai Shenhua’s striker, Nicolas Anelka, on February 2013. Anelka is going to play for *Juventus* in September 2013. *Juventus* was interested in him because he has special ability in terms of football skill. He produced twenty goals from twenty five matches during a football competition. *Juventus*’ coach believed that he could be a new player to face the hard football competition in the champion’s league in February 2014. It is going to be a difficult competition to win, but *Juventus* had a good player who would do everything to make his team a winner.

This metaphor “*Menunggu Ledakan Amunisi Baru*” is ontological metaphor that compares Anelka’s skill in playing football to a new ammunition. The metaphor “*menunggu ledakan amunisi baru*” shows that *Juventus* was waiting for a new player who could be a new ammunition for the team, so the headline “*Menunggu Ledakan Amunisi Baru*” refers to positive activities. In other words, the metaphor “*menunggu ledakan amunisi baru*” compares the positive activities of a new player to a new ammunition in the team’s weapon; it compares a football player’s activity to the army’s activity when the army has not any ammunition to face the war. Therefore, the army’s activity becomes a “container” to explain Nicolas Anelka’s activity.

The metaphor “*Garuda sudah bergairah*” concerns AFF (Asean Football Federation) Cup that is going to be held on November 2014. Indonesian football team does not want to miss this opportunity. They need more practices before they join the competition. The Indonesian football team starts its training with a friendly match tour in Spain on February 2014. They got a satisfactory result when they played in a friendly match tour. They got three victories in five matches. This result make them confident in the AFF Cup. The Indonesian football team has a strong feeling that they can defeat the Singaporean team as the strongest enemy. As we know, Indonesian team had always become a runner up in this competition. Thus, they wanted to give the best performance so as to become a winner.

The abstract entity of the metaphor above is the word “*bergairah*” because *bergairah* cannot be seen by human eyes, but it can be felt. The metaphor

“*garuda sudah bergairah*” is showing that Indonesian football team has found their performance back, so the headline “*Garuda sudah Bergairah*” refers to a positive condition. The metaphor “*bergairah*” compares a team’s condition to a human characteristic in which human has a strong desire for something. Thus, human’s condition becomes a “container” to explain Indonesian football team’s condition.

5. Conclusion

In this essay, I discussed three kinds of metaphors in *Jawa Pos* newspaper, an established and distinguished newspaper in Java. From thirty-six headlines, I found ten headlines related to conceptual metaphor. Ten headlines could be classified in three categorizations, which are structural metaphor, orientational metaphor, and ontological metaphor.

In each categorization, the data show different meanings depending on the context of situation. This can be seen in the headline “*lambung gol*”. This headline is not about building, but it is an expression related to a crushing defeat. Victory and defeat in sports competition are conceptualised in terms of GOOD IS UP and BAD IS DOWN (i.e. “*Bangkit di kuartir terakhir*” and “*Makin terpuruk*”). Thus, a metaphor is an expression with two conceptual domains where one is understood in terms of the other.

In short, conceptual metaphor in sport news headline serves as a powerful mean to facilitate sport news editor in describing and giving interpretation

about the interaction that happens in the game. Hence, the depiction of the game becomes more interesting, lively, and soulful.

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