

## Political Conceptual Metaphors in the 2024 Presidential Election on Kompas.com

**Aliyah Salsabila Hakim<sup>1</sup>, Elvi Citraresmana<sup>2</sup>, Hera Meganova Lyra<sup>3</sup>**

<sup>1,2,3</sup> *Master of Linguistics, Faculty of Humanities, Padjadjaran University*

Email: aliyah19002@mail.unpad.ac.id

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**Abstract-** News about the election, particularly the 2024 presidential election, is currently becoming a hot topic, especially after the presence of three candidates from each political party. Understanding political conceptual metaphors is important because it can be useful for language research and teaching by providing new insights, it can also expand public knowledge about political situations through metaphors. The political parties promoting the candidates are *Partai Demokrasi Indonesia (PDI) Perjuangan*, *Partai Nasional Demokrat (Nasdem)*, and *Partai Gerakan Indonesia Raya (Gerindra)*. The three candidates supported by these parties are Ganjar Pranowo, Anies Baswedan, and Prabowo Subianto. Current information related to the presidential election is conveyed by media crews through online news sites, including Kompas.com. Previous studies have largely overlooked the 2024 presidential election and often did not employ lexical semantic theory in analyzing political metaphors, creating a gap that this research aims to fill. This research aims to describe the political concepts built through conceptual metaphors in the 2024 presidential election. The method of this research is descriptive-qualitative. Collecting data using note-taking techniques. The referential method was used to analyze data. The data sources from newspapers uploaded by *Kompas.com* online news sites in the period from June 2023 to January 2024. The results of the research show that there are five metaphorical concepts “Politics is a Plan”, “Politics is a Fight”, “Politics is a Defense”, “Politics is a Game”, and “Politics is a Marriage”.

**Keywords:** Political Conceptual Metaphors, Cognitive Semantic, 2024 Presidential Election, *Kompas.com* Online News Sites

### I. INTRODUCTION

In communication, speakers convey their ideas through language, conveying the ideas also occurs during an election period. In this situation, the idiom “election fever” emerged as a manifestation of the widespread discussion about the election. Online media, in the form of online sites, is one of the products of technological and informational development that make it easier for people to access current information, including election news in the digital world. News about the election, particularly the 2024 presidential

election, is currently becoming a hot topic, especially after the presence of three candidates from each political party. The political parties promoting the candidates are *Partai Demokrasi Indonesia (PDI) Perjuangan*, *Partai Nasional Demokrat (Nasdem)*, and *Partai Gerakan Indonesia Raya (Gerindra)*. The three candidates supported by these parties are Ganjar Pranowo, former Governor of Central Java from 2013 to 2023; Anies Baswedan, former Governor of Jakarta from 2017 to 2022; and Prabowo Subianto, former Minister of Defense from 2019

to 2024. Current information related to the presidential election is conveyed by media crews through news reports presented in the mass media, including newspapers on *Kompas.com* online news sites.

As time progresses, linguistic phenomena in society will continue to emerge, including metaphors. Metaphors can be analyzed using cognitive semantic studies because understanding metaphors is connected to human cognitive understanding and the context in which the words are used. In addition to being analyzed using cognitive semantic studies, the discussion of conceptual metaphors in this research is also analyzed using lexical semantic studies. While lexical semantics asserts that the meaning of a word is its actual meaning as perceived by human senses and is unaffected by context, cognitive semantics considers the meaning of a word according to its use in speech, so it cannot be separated from human cognitive understanding and context.

Cognitive semantics, which studies cognitive meaning, can also be referred to as referential meaning. Cognitive meaning is the meaning directed by its reference outside of language, with the object or concept being explained through component analysis (Pateda, 2001). In a speech situation, when someone speaks, their partner will link the speech to its reference. This reference might be imagined because the person (both speaker and listener) has seen, heard, or read about the topic they are discuss. Similarly, understanding metaphors requires not only context but also human cognitive ability in interpretation. Evans and Green (2006) also explain that cognitive linguistics is the study of how a person thinks about something expressed through language. The field that studies the meanings of concepts related to cognition is called cognitive semantics.

This perspective is reinforced in the conceptual metaphor theory by George Lakoff and Mark Johnson, which states that metaphors are related to human cognitive processes, suggesting that the conceptual system humans possess is metaphorically constructed and established (Lakoff & Johnson, 2003). An example of the process of forming a metaphorical concept or conceptual metaphor “*Argument is War*” is illustrated by Lakoff and Johnson in *Metaphor We Live By* (2003). A culture might view arguing as a form of war because the processes involved resemble a battle, as seen in word **won** “*I've never won an argument with*

*him*” or the phrase **shot down** “*He shot down all of my arguments*”. It’s crucial to understand that this metaphor does not only apply to arguments in the context of war. A culture that a person uses can also view the person they are arguing with as an opponent. Lakoff and Johnson describe this dynamic with the phrase “*We attack his positions and we defend our own*” even though there is no physical combat, only verbal conflict, so that an argument structure emerges, such as attack, defense, counterattack, and so on. Lakoff and Johnson (2003) also explain that conceptual metaphors can be understood as mappings from a source domain to a target domain. A conceptual metaphor is a type of metaphor where the meaning of each word or phrase involves a concept about something. The meaning of a word or phrase is represented or mapped by the meaning of another word or phrase.

Research on conceptual metaphors has been conducted previously, covering various topics ranging from political metaphors to concepts related to the human body. Sirait, A. and Lingga, T. R. (2022) help readers understand the meaning contained in metaphorical expressions—in this research, the focus was on the conceptual metaphors of the heart. Sari, F. P., Cahyono, B. Y., and Apriana, A. (2021) illustrated how Donald Trump’s recognition of Jerusalem was conceptualized into different domains, identified through lexical units. Citraresmana, E. (2019) discusses the conceptual meaning of “*kita*” and “*kami*” in the January 2019 presidential debates, it is known that in that year there were two pairs of presidents and vice presidents, namely Joko Widodo-Ma’ruf Amin (number 01) and Prabowo Subianto-Sandiaga Uno (number 02). Lyra, H. M., Wahya, and Permadhi, R. Y. (2018) studied the conceptualization of space produced by Sundanese metaphors related to human body parts. The data in this research were derived from expressions of human life experiences closely linked to the concepts of container and space in daily life.

In previous studies, the researchers observed gaps in their research. Only few studies have examined the research topic of the presidential election, one of them is the 2019 presidential election. Therefore, the research topic, especially the 2024 presidential election, is still rarely studied. In their theoretical review and discussion, some of these studies also did not use lexical semantic theory in conjunction with cognitive semantic theory. According to the researcher, when examining research about

cognitive semantics, it is important to discuss it alongside lexical semantics. This is because, in discussing data on conceptual metaphors, the meaning of a word can be seen both literally and contextually. Lexical semantics states that the meaning of a word is its actual (literal) meaning as perceived by human senses and without being influenced by context. Meanwhile, cognitive semantics is the meaning of a word according to its usage in speech, thus closely tied to human cognitive understanding and its context (contextual).

Online media, particularly *Kompas.com*, can influence public opinion through the use of metaphorical language written by journalists. In news writing, journalists use metaphors that represent the current situation. For example, "...*Ganjar dan Anies mulai terang-terangan saling lempar sindiran*. Sementara itu, *Prabowo memilih berdiri di garis tengah dan tak ikut aksi saling sentil*" (Farisa, 05/06/2023). The metaphor "*lempar sindiran*" referring to Ganjar and Anies presents the concept that both of them are arrogant, while the metaphor "*berdiri di garis tengah*" referring to Prabowo presents the concept that he is a calm. Indirectly, the concepts held by journalists will be transferred to readers when they read the news.

*Political Conceptual Metaphors in the 2024 Presidential Election on Kompas.com* aims to describe the construction of political concepts through conceptual metaphors in the 2024 presidential election on *Kompas.com*. Theoretically, this research contributes to the enrichment of linguistic studies, particularly cognitive semantics concerning conceptual metaphors. This research can serve as a reference for future researcher studying similar objects, topics, or sources. It is expected that this research will be the most up-to-date study on the topic of the 2024 presidential election. Furthermore, in practical terms, this research is expected to be useful in the field of language teaching, providing new insights into conceptual metaphors related to the coverage of the 2024 presidential election. This research is also expected to contribute by identifying the metaphors from different online news sites, thereby expanding public knowledge.

## II. METHODS

The object of this research is conceptual metaphors, there is a process of transferring one concept to another in a metaphor. The presence of conceptual metaphors in the political context of Indonesia can be analysed using the

conceptual metaphor theory by Lakoff and Johnson (2003), aiming to describe how political constructions are built through conceptual metaphors in the 2024 presidential election on *Kompas.com*. *Political Conceptual Metaphors in the 2024 Presidential Election on Kompas.com* are an interesting phenomenon for the researchers because this research can fill the gap by explain underexplored topic of the 2024 presidential election with integration of cognitive and lexical semantic theories.

The data source used in this research is the newspapers uploaded on *Kompas.com* online news sites. The data collection starts from June 2023 until January 2024, from the beginning to the end of the presidential election process. *Kompas.com* is a widely popular and massively discussed media outlet that covers current issues, including politics. According to the *SimilarWeb* website, *Kompas.com* ranks first in the News and Media Publishers category in Indonesia. During the period of the data collection, *Kompas.com* became the most visited online news site in Indonesia, with 558.4 billion visitors. This indicates that this online news site attracts significant interest and attention from the public. Besides the large number of visitors, the researcher chose *Kompas.com* as the data source because the researchers observed that the news journalists present a diverse and unique range of metaphors in their reporting. Therefore, *Kompas.com* was selected as the data source for this research.

The research titled *Political Conceptual Metaphors in the 2024 Presidential Election on Kompas.com* uses a qualitative method with descriptive data presentation. The qualitative research method is a procedure that produces descriptive data in the form of written or oral data in linguistic communities. Qualitative research emphasizes quality, focusing on the natural characteristics of data under descriptive and natural understanding, making the qualitative method a starting point for qualitative research (Djajasudarma, 2010).

There are three stages in conducting the research, that is the data collection stage, the data analysis stage, and the presentation of data analysis results. The first stage, data collection, involves the researcher making efforts to gather sufficient data, specifically linguistic phenomena related to the research problem (Sudaryanto, 2015). Data collection in this research uses the 'reading' method with the 'note-taking' technique. The 'reading' method involves

obtaining data by observing the use of language written in the selected data source, namely newspapers on Kompas.com. The ‘note-taking’ technique is carried out after the ‘reading’ process. This technique helps the researcher record data cards for classification. After all the linguistic data is collected, data containing political conceptual metaphors in the 2024 presidential election is selected for analysis.

After selecting a topic based on research data, the researcher chose the most suitable linguistic study to analyze it. This research uses lexical semantic and cognitive semantic studies. In this stage, the research data and studies that have been selected are continued with data collection. The data is collected from the chosen research sources. Afterward, the metaphor data is classified based on political conceptualization.

The second stage, the data analysis, is the researcher’s effort to address the issues contained in the data (Sudaryanto, 2015). Data analysis in this research uses the identity method with the referential sorting technique. The identity method is a method where the determining tool is external, independent, and not part of the language in question. In this method, the determining tool is an element outside the language (Sudaryanto, 2015). The determining tool is the reality indicated or referred to by the determining language, or called the language referent. To divide the lingual unit of words into different types based on their referents or references, the elements of the word must first be known. Accordingly, to understand these elements, the researcher must have mental sorting skills. The research data is classified into the following conceptual metaphors: (1) Politics is a Plan; (2) Politics is a Fight; (3) Politics is a Defense; (4) Politics is a Game; (5) Politics is a Marriage.

To identify metaphors, there is a specific method called the Metaphor Identification Procedure (MIP) proposed by the Pragglejaz Group (2007). MIP is used to identify metaphorical expressions in source texts (Pariasa et al., 2017). The following are the steps of MIP used by researcher: (1) Carefully read the source text and/or the translation text; (2) Identify lexical units that have the potential to be metaphorical in the source and target texts; (3) Determine the contextual meaning of each lexical unit in the source text; (4) Look for the more basic meaning of each lexical unit in the source and target texts; (5) Compare the contextual meaning and the basic meaning of the lexical

units. Then, determine the extent of contrast between the two meanings.

According to Steen (2007), this procedure is not related to the processing of metaphors by the reader or listener but is only related to the researcher. The Metaphor Identification Procedure (MIP), as a reliable procedure for identifying metaphors, can prevent researcher from seeing concrete manifestations of conceptual metaphors everywhere. Crisp (2002) stated that to find metaphors in discourse through MIP, words that are used metaphorically are considered as the basis for constructing cross-domain mappings (Pariasa et al., 2017).

The third stage, the presentation of data analysis results, is the researcher’s effort to produce a written report about the research that has been analyzed according to linguistic rules (Sudaryanto, 2015). The presentation of data analysis results uses both formal and informal techniques. The formal technique is mostly used because this research is a scientific study of linguistics. However, the informal technique is also chosen because the research data from this data source contains some informal writing, which includes several words that do not conform to linguistic rules. Additionally, the purpose of presenting data using the informal technique is to ensure that the data in the results and discussion align with the actual writing. This does not directly affect the analysis and interpretation of words or sentences containing metaphorical expressions, but the purpose of writing with an informal technique is to provide information by the actual sentences without any modification from the researcher.

In this stage, the research data presented is written according to the actual sentences from the selected online news sites, so even incorrect writing is not ‘corrected’. For example, in the data: “*AHY masih bisa melabuhkan partainya dengan mengajukan posisi tawar kepada Prabowo di Koalisi Kebangkitan Indonesia Raya walaupun “**opportunity-nya**” tegolong kecil mengingat PKB tetap harga mati mendukung Muhammin Iskandar sebagai pengantinnya Prabowo*” (Gatra, 18/06/2023). There are writing errors in the words “**opportunity-nya**” and **tegolong** which are not corrected, but annotations will be added to certain words or sentences to prevent ambiguity for readers. This is intended to present the research data as accurately as possible from the source.

### III. RESULT AND DISCUSSION

*Political Conceptual Metaphors in the 2024 Presidential Election on Kompas.com* are important to study because there is data on political conceptual metaphors present in the news topics related to the 2024 presidential election. Additionally, the researcher sees that news journalists use metaphors that represent the current state of affairs in their reporting. Therefore, metaphors, especially political conceptual metaphors, frequently emerge. As a language researcher, it is important to understand the development of language-related issues, including the presence of conceptual metaphors in the political context in Indonesia.

Conceptual metaphors can uncover political concepts because the focus of metaphor studies is on meaning based on logic as a result of human life experiences. The political concepts formed by news journalists are also based on recurring experiences, leading to a mapping. Data will be revealed through metaphors by understanding one thing concerning another. Here's the following is an analysis of the data classified into conceptual metaphors (1) Politics is a Plan; (2) Politics is a Fight; (3) Politics is a Defense; (4) Politics is a Game; (5) Politics is a Marriage. These types of metaphors arise because in news about the election, particularly the 2024 presidential election, the discourse presented through metaphors by the writers (journalists) contain similar concepts to a fight, a game, and a marriage.

#### Politics is a Plan

Here's the mapping of the metaphor "Politics is a Plan" in Table 1.

Source:	Target:
Plan	Politics
The Planners	→ The Politicians
The Opponents	→ The Other Politicians
The Plans	→ The Targets/Goals
The Plan Methods	→ How to Achieve the Targets/Goals
The Reinforcements	→ The People/Institutions that Help the Politicians

**Table 1. Metaphor "Politics is a Plan" Mapping**

Planning—in this context, planning a fight—involves the planners (as the politicians), the opponents (as the other politicians), the plans (as the targets or goals), the plan methods (how to achieve the targets or goals), and the

reinforcements (as the people or institutions that help the politicians). Political news about the 2024 presidential election on *Kompas.com* presents the presidential and vice presidential candidates (politicians) as planners; other presidential and vice presidential candidates (other politicians) as opponents; the politicians targets, goals, or interests as plans; the way for achieving those targets, goals, or interests as plan methods; and the people or institutions that assist the politicians as reinforcements. Here is the metaphor "Politics is a Plan".

(1) *"Kita galang kekuatan bersama-sama untuk memenangkan kontestasi di 2024 nanti. Satu, dengan cara yang elegan. Dua, seperti tadi yang dibicarakan kita tidak akan membawa isu SARA," kata Ganjar di hadapan para relawan, Sabtu (Ulya and Setuningsih, 03/06/2023).*

#### Annotations:

*"Kita galang kekuatan bersama-sama untuk memenangkan kontestasi pada 2024 nanti. Satu, dengan cara yang elegan. Dua, seperti tadi yang dibicarakan kita tidak akan membawa isu SARA," kata Ganjar di hadapan para relawan, Sabtu (Ulya and Setuningsih, 03/06/2023).*

#### Mapping:

The planners: *Ganjar Pranowo*.

The opponents: -

The plans: *Memenangkan kontestasi (pilpres)*.

The plan methods: *Menggalang kekuatan melalui siasat dengan cara yang elegan dan tidak akan membawa isu SARA*.

In data (1), the metaphorical expression is indicated by the phrase *galang kekuatan*. Based on its lexical meaning, *galang* means an object that is placed crosswise (like a support); a prop; or a brace. However, based on its conceptual meaning, *galang* in data (1) refers to the act of gathering or seeking something. Then, *kekuatan* means the quality of being strong (power, energy, etc.). In data (1), *kekuatan* is associated with an abstract movement that can be gathered or sought using human senses. The conceptual mapping in that data brings up the concept of an action to gather or seek strength together in order to win the 2024 presidential election.

In the context of that sentence, Ganjar Pranowo, as the presidential candidate from PDI-P, play the role of the planner or the one who plans. The plan is to win the election (pilpres). The method of the plan used is to gather strength

elegantly and avoid bringing up sensitive topics about ethnic ‘suku’, religious ‘agama’, racial ‘ras’, and intergroup issues ‘antargolongan’ (SARA). Ganjar Pranowo conveyed this in front of his supporters, who are associated with him as the reinforcements. The metaphor galang kekuatan in data (1) is formed from the human bodily experience of mobilizing or gathering strength.

(2) “...Pak Ganjar dan Pak Mahfud sekarang fokus ke tanggal 14 Februari,” ujar Sandiaga di kawasan Kebayoran Baru, Jakarta Selatan, Rabu (17/1/2024). Ia meyakini, sampai hari ini, Ganjar-Mahfud masih memiliki peluang untuk melewati Pilpres 2024 putaran pertama. Maka, yang perlu dilakukan adalah mengumpulkan semua kekuatan untuk mencapai target kemenangan tersebut. Setelah lolos pada putaran pertama pilpres, **langkah politik** bakal dibangun dengan kubu yang lain. “Pada saat itu (putaran kedua) tentunya semua pihak harus siap berkonsolidasi untuk mempersiapkan langkah-langkah selanjutnya,” ucap dia (Guritno and Asril, 17/01/2024).

#### Mapping:

The planners: *Ganjar Pranowo dan Mahfud MD*.

The opponents: *Kubu lain (Anies Baswedan-Muhaimin Iskandar dan Prabowo Subianto-Gibran Rakabuming Raka)*.

The plans: *Mencapai kemenangan yaitu melewati Pilpres 2024 putaran pertama*.

The plan methods: *Membangun (menentukan) langkah politik untuk mencapai target kemenangan tersebut*.

The reinforcements: *Semua pihak yang mendukung kubu Ganjar Pranowo-Mahfud MD*.

In data (2), the metaphorical expression is indicated by the phrase *langkah politik*. Based on its lexical meaning, *langkah* means the movement of the feet (forward, backward, to the left, to the right) when walking; posture; behavior; and actions. However, based on its conceptual meaning, *langkah* in data (2) refers to a stage or phase of something. Then, *politik* means the knowledge related to governance or state affairs; all matters and actions (policies, strategies, and so on). In data (2), *politik* is associated with a living being that has actions, namely the ability to take steps. The conceptual mapping in that data brings up the concept of

stages required to achieve the goal of victory (in the 2024 presidential election).

In the context of that sentence, Ganjar Pranowo and Mahfud MD, as the presidential and vice presidential candidates from PDI-P, play the role of the planner or the one who plans. The opponent is the president and vice president pairs from other camps, namely Anies Baswedan-Muhaimin Iskandar and Prabowo Subianto-Gibran Rakabuming Raka. The plan is to achieve victory by passing the first round of the 2024 presidential election. The method of the plan used is to formulate (determining) political steps to reach that victory target. All parties supporting the Ganjar Pranowo-Mahfud MD camp are also associated with them as the reinforcements, who are also preparing these ‘political steps’. The metaphor *langkah politik* in data (2) is formed from the human bodily experience of stepping—conceptually meaning stages—carried out to achieve a political goal.

#### Politics is a Fight

Here’s the mapping of the metaphor “Politics is a Fight” in Table 2.

Source: Fight	Target: Politics
The Fighters	→ The Politicians
The Enemies	→ The Other Politicians
The Purposes	→ The Targets/Goals
The Fighting Methods	→ How to Achieve the Targets/Goals
The Reinforcements	→ The People/Institutions that Help the Politicians
The Fighting Arenas	→ The Places of Political Events
The Fighting Times	→ The Times of Political Events

**Table 2. Metaphor “Politics is a Fight” Mapping**

Like a fight, fighting also involves the fighters (as the politicians), the enemies (as the other politicians), the purposes (as the targets/goals), the fighting methods (how to achieve the targets/goals), the reinforcements (the people/institutions that help the politicians), the fighting arenas (the places of political events), and the fighting times (the times of political events).

The process of fighting that occurs is not physical but mental. Political news about the 2024 presidential election on *Kompas.com*

presents the presidential and vice presidential candidates (politicians) as fighters; other presidential and vice presidential candidates (other politicians) as enemies; the politicians targets, goals, or interests as purposes of the fight; the way for achieving those targets, goals, or interests as fighting methods; the people or institutions that assist the politicians as reinforcements; the places where political events occur as fighting arenas; and the times when political events occur as fighting times. Here is the metaphor "Politics is a Fight".

(3) *Ketiganya yakni capres dari PDI Perjuangan, Ganjar Pranowo; capres dari Partai Gerindra, Prabowo Subianto; dan capres dari Koalisi Perubahan, Anies Baswedan. Ganjar dan Anies mulai terang-terangan saling **lempar sindiran**. Sementara itu, Prabowo memilih berdiri di garis tengah dan tak ikut aksi saling sentil* (Farisa, 05/06/2023).

Mapping:

The fighters: *Ganjar Pranowo dan Anies Baswedan*.

The enemies: *Anies Baswedan dan Ganjar Pranowo*.

The purposes: *Saling menjatuhkan satu sama lainnya melalui perkelahian verbal (**sindiran**)*.

The fighting methods: Berkelahtangan dengan cara saling **lempar sindiran**.

The reinforcements: -

The fighting arenas: -

The fighting times: -

In data (3), the metaphorical expression is indicated by the phrase **lempar sindiran**. Based on its lexical meaning, **lempar** means pushing something with force using the hand; throwing something far away. However, based on its conceptual meaning, **lempar** in data (3) refers to the act of throwing or giving something. Then, **sindiran** means words (or images, etc.) that aim to insinuate someone; indirect criticism (mockery, etc.). In data (3), **sindiran** is associated with a concrete object that can be pushed or thrown far away with force using the hand. The conceptual mapping in that data gives rise to the concept of an action of launching or giving sarcasm that occurs between Ganjar Pranowo and Anies Baswedan.

In the context of that sentence, the presidential candidate from PDI Perjuangan, Ganjar Pranowo, and the presidential candidate from Koalisi Perubahan, Anies Baswedan, play the role of the fighters. The purpose is to bring

each other down through a verbal battle, through sarcasm. The method of the fight used is by throwing jabs at each other. Similar to physical combat, there are the enemy and the process of the fight. For Ganjar Pranowo, Anies Baswedan is his enemy. Meanwhile, for Anies Baswedan, Ganjar Pranowo is his enemy. The metaphor **lempar sindiran** in data (3) is formed from the human bodily experience of throwing a concrete object, although in this case, what is being thrown is sarcasm, which is abstract in nature.

(4) *Calon wakil presiden (cawapres) nomor urut 1, Muhammin Iskandar, dan cawapres nomor urut 3, Mahfud MD, dinilai kompak **menyerang** cawapres nomor urut 2, Gibran Rakabuming Raka, saat debat keempat pemilu presiden (pilpres), Minggu (21/1/2024)* (Farisa, 22/01/2024).

**Mapping:**

The fighters: *Muhammin Iskandar dan Mahfud MD*.

The enemies: *Gibran Rakabuming Raka*.

The purposes: *Menjatuhkan cawapres nomor urut 2 melalui serangan verbal (debat)*.

The fighting methods: *Berkelahtangan dengan cara **menyerang** statement cawapres nomor urut 2 saat debat*.

The reinforcements: -

The fighting arenas: *Tribun debat keempat*.

The fighting times: *Minggu, 21 Januari 2024*

In data (4), the metaphorical expression is indicated by the word **menyerang**. Based on its lexical meaning, **menyerang** means to approach; to oppose (hurting, waging war, etc.); to assault. However, based on its conceptual meaning, **menyerang** in data (4) refers to the act of giving harsh criticism or expressing strong disapproval about something. The conceptual mapping in that data gives rise to the concept of an action of harshly criticizing or disagreeing with vice presidential candidate number 2, with the intent to bring them down.

In the context of that sentence, vice presidential candidate number 1, Muhammin Iskandar, and vice presidential candidate number 3, Mahfud MD, play the role of the fighters. The opponent is the vice presidential candidate number 2, Gibran Rakabuming Raka. The purpose is to bring down vice-presidential candidate number 2 through verbal attacks during the debate. The method of the fight used is by attacking the statements of vice-presidential candidate number 2. The fighting arena is the stage of the fourth debate. The fighting time is on

Sunday, January 21, 2024. The metaphor **menyerang** in data (4) is formed from the human bodily experience of attacking, and although it is not a literal physical attack, the aim is the same—to bring down the opponent through verbal assaults.

### Politics is a Defense

Here's the mapping of the metaphor "Politics is a Defense" in Table 3.

Source:	Target:
Defense	Politics
The Defenders	→ The Politicians
The Attackers	→ The Other Politicians
Things that Defended	→ Their Position on Political Events

**Table 3. Metaphor "Politics is a Defense" Mapping**

In defense, it involves the defenders (as the politicians), the attackers (as the other politicians), and things that are defended (their position on political events). The defensive activity is carried out by the person who fights against the attack given by the attackers. The person who fights defends so that his position does not fall. Political news about the 2024 presidential election on *Kompas.com* presents the presidential and vice presidential candidates (politicians) as defenders or people who defend; other presidential and vice presidential candidates (other politicians) as attackers or people who attack; and their position on political events as things that defended. Here is the metaphor "Politics is a Defense".

(5) *Ketua DPP PDI-P Nusyirwan Soejono menepis isu Presiden RI Joko Widodo yang juga kader partai berlogo banteng itu mendukung Ketua Umum Partai Gerindra Prabowo Subianto maju sebagai capres pada 2024* (Mantalean and Asril, 06/06/2023).

### Mapping:

The defenders: *Nusyirwan Soejono*.

The attackers: -

Things that defended: *Isu Presiden RI Joko Widodo mendukung Prabowo Subianto maju sebagai capres pada 2024*.

In data (5), the metaphorical expression is indicated by the phrase **menepis isu**. Based on its lexical meaning, **menepis** means to fend off, avoid, or reject with the hand. However, based on its conceptual meaning, **menepis** in data (5) refers to the act of rejecting or dismissing an issue raised by someone else. Then, **isu** is a matter of priority (to be addressed or responded to). In data

(5), **isu** is associated with a concrete object that can be deflected. The mapping in the data presents the concept of Nusyirwan Soejono rejecting the issue that President Joko Widodo supports Prabowo Subianto in running for president.

In the context of that sentence, Nusyirwan Soejono, as the chairman of the Central Leadership Council of the *Partai Demokrasi Indonesia-Perjuangan (DPP PDI-P)*, play the role of the defender. The thing (entity) that defended is the claim that President Joko Widodo supports Prabowo Subianto's candidacy for the 2024 presidential election. The metaphor **menepis isu** in data (5) is formed from the human bodily experience of rejecting or discarding something, which in this case is the issue raised by others against his party.

(6) *AHY masih bisa melabuhkan partainya dengan mengajukan posisi tawar kepada Prabowo di Koalisi Kebangkitan Indonesia Raya walaupun "opportunity-nya" tegolong kecil mengingat PKB tetap harga mati menduetkan Muhammin Iskandar sebagai pengantinnya Prabowo* (Gatra, 18/06/2023).

### Annotations:

*AHY masih bisa melabuhkan partainya dengan mengajukan posisi tawar kepada Prabowo di Koalisi Kebangkitan Indonesia Raya walaupun "opportunity-nya" tegolong kecil mengingat PKB tetap harga mati menduetkan Muhammin Iskandar sebagai pengantinnya Prabowo* (Gatra, 18/06/2023).

### Mapping:

The defenders: *Agus Harimurti Yudhoyono (AHY)*.

The attackers: -

Things that defended: *Posisi Agus Harimurti Yudhoyono (posisi partai Demokrat) terhadap Prabowo Subianto (partai Gerindra)*.

In data (6), the metaphorical expression is indicated by the phrase **posisi tawar**. Based on its lexical meaning, **posisi** means location or status (of a person or object); rank or title (in a position). However, based on its conceptual meaning, **posisi** in data (6) refers to a situation or action that indicates a particular attitude. Then, **tawar** is a state of being indifferent (regarding someone's thoughts or feelings), and can also mean a neutral stance; unresponsive; not supporting either side. In data (6), **tawar** is

associated with a neutral attitude shown by someone's behavior. The mapping in the data presents the concept of a neutral stance demonstrated by Agus Harimurti Yudhoyono (from the *Partai Demokrat*) towards Prabowo Subianto and Muhamin Iskandar (from the *Koalisi Kebangkitan Indonesia Raya*).

In the context of that sentence, Agus Harimurti Yudhoyono, as the chairman of the *Partai Demokrat*, play the role of the defender. The thing (entity) that defended is the position of Agus Harimurti Yudhoyono (the position of the *Partai Demokrat*) towards Prabowo Subianto (the *Partai Gerindra*), even though the *Partai Kebangkitan Bangsa* (PKB) has paired Muhamin Iskandar with Prabowo Subianto in the *Koalisi Kebangkitan Indonesia Raya*. The metaphor **posisi tawar** in data (6) is formed from the mental experience of a neutral attitude shown by someone; this bargaining position is not projected physically but rather mentally.

#### Politics is a Game

Here's the mapping of the metaphor "Politics is a Game" in Table 4.

Source: Game	Target: Politics
The Winners/ Losers	→ The Politicians
The Opponents	→ The Other Politicians
Things that Won or Lost	→ Their Position on Political Events
The Game Methods	→ How to Achieve the Targets/Goals

**Table 4. Metaphor "Politics is a Game"**  
**Mapping**

In a game, it involves the winners/losers (as the politicians), the opponents (as the other politicians), things that won or lost (their position on political events), and the game methods (how to achieve the targets/goals). Political news about the 2024 presidential election on *Kompas.com* presents the presidential and vice presidential candidates (politicians) as winners/losers; other presidential and vice presidential candidates (other politicians) as opponents; their position on political events as things that won or lost; and the politicians targets, goals, or interests as purposes of the fight; the way for achieving those targets, goals, or interests as game methods. Here is the metaphor "Politics is a Game".

(7) *Effendi menjelaskan, logistik dari Allah dan rakyat sangat dahsyat tiada taranya. Menurut dia, semangat perubahan yang diinginkan oleh rakyat*

*bisa membantu Anies-Muhamin memenangi pilpres. "Untuk memenangkan pertarungan pilpres, jangan lagi berpikir, bermimpi, berharap logistik dari oligarki ekonomi, dari konglomerat. Tapi mengandalkan logistik dari rakyat dan Tuhan Allah SWT," tuturnya. "Karena itu, dua kekuatan logistik yang luar biasa itu harus disinergikan. Gerakan rakyat dan gerakan doa," imbuh Effendi (Dirgantara and Ihsanuddin, 03/01/2024).*

#### Annotations:

*Effendi menjelaskan, logistik dari Allah dan rakyat sangat dahsyat tiada taranya. Menurut dia, semangat perubahan yang diinginkan oleh rakyat bisa membantu Anies-Muhamin memenangi pilpres. "Untuk memenangkan pertarungan pilpres, jangan lagi berpikir, bermimpi, berharap logistik dari oligarki ekonomi, dari konglomerat. Namun, mengandalkan logistik dari rakyat dan Tuhan Allah SWT," tuturnya. "Karena itu, dua kekuatan logistik yang luar biasa itu harus disinergikan. Gerakan rakyat dan gerakan doa," imbuh Effendi (Dirgantara and Ihsanuddin, 03/01/2024).*

#### Mapping:

The winners/losers: *Anies Baswedan-Muhamin Iskandar*.

The opponents: *Prabowo Subianto-Gibran Rakabuming Raka dan Ganjar Pranowo-Mahfud MD*.

Things that Won or Lost: *Pemilihan presiden 2024*.

In data (7), the metaphorical expression is indicated by the phrase **memenangi pilpres and memenangkan pertarungan pilpres**. Based on its lexical meaning, **menang** means to defeat (an enemy, opponent, or rival); to excel; or to achieve (obtain) a result (gain) by defeating an opponent (rival). Similar to a game, the political activity of a presidential election conducted by presidential and vice presidential candidates results in there being a winning pair and a losing pair.

In the context of that sentence, Anies Baswedan and Muhamin Iskandar play the role of the winners. Meanwhile, Prabowo Subianto and Gibran Rakabuming Raka, as well as Ganjar Pranowo and Mahfud MD (the opponents) play the role of the losers. The thing (entity) that won

or lost is the 2024 presidential election. The metaphor *memenangi pilpres* and *memenangkan pertarungan pilpres* in data (7) is formed from the mental experience similar to the concept of winning or losing in a game.

(8) *Kubu calon presiden-calon wakil presiden (capres-cawapres) nomor urut 2 Prabowo Subianto-Gibran Rakabuming Raka berharap salah satu rival mereka, yakni capres nomor urut 1 Anies Baswedan atau capres nomor urut 3 Ganjar Pranowo, mau bergabung dengan mereka jika pemilihan presiden (pilpres) 2024 berlangsung 2 putaran. "Seandainya nanti ada putaran kedua, kami menginginkan pasangan yang kalah bergabung dengan Prabowo-Gibran," kata Juru Bicara Tim Kampanye Nasional (TKN) Prabowo-Gibran Viva Yoga Mauladi dalam dialog di program Sapa Indonesia Pagi di Kompas TV, Senin (15/1/2024) (Saptohutomo, 15/01/2024).*

#### Mapping:

The winners/losers: *Anies Baswedan-Muhamimin Iskandar atau Ganjar Pranowo-Mahfud MD.*

The opponents: *Prabowo Subianto-Gibran Rakabuming Raka.*

Things that Won or Lost: *Pemilihan presiden 2024.*

In data (8), the metaphorical expression is indicated by the phrase *pasangan yang kalah*. Based on its lexical meaning, *kalah* means the state of not winning (in a fight, war, game, match, election, etc.). Similar to a game, the political activity of a presidential election conducted by presidential and vice presidential candidates results in there being a winning pair and a losing pair.

In the context of that sentence, Anies Baswedan-Muhamimin Iskandar or Ganjar Pranowo-Mahfud MD (the losing pair) play the role of the losers. Meanwhile, Prabowo Subianto-Gibran Rakabuming Raka (the opponents) play the role of the winner. The thing (entity) that won or lost is the 2024 presidential election. The metaphor *pasangan yang kalah* in data (8) is formed from the mental experience similar to the concept of winning or losing in a game.

#### Politics is a Marriage

Here's the mapping of the metaphor "Politics is a Marriage" in Table 5.

Source:	Target:
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Marriage	Politics
The Lovers	→ The Politicians
The Partners	→ The Other Politicians
The Romantic Relationships/ Marriage Stages	→ The Political Events
The Cupids	→ The People/Institutions that Pair the Politicians

**Table 5. Metaphor "Politics is a Marriage" Mapping**

In a marriage, it involves the lovers (*as the politicians*), the partners (*as the other politicians*), the romantic relationships/marriage stages (*as the political events*), and the cupids (*as the people/institutions that pair the politicians*). Political news about the 2024 presidential election on *Kompas.com* presents the presidential and vice presidential candidates (politicians) as lovers or those with partners; other presidential and vice presidential candidates (other politicians) as partners; political events as romantic relationships/marriage stages; and people/institutions that pair the politicians as cupids. Here is the metaphor "Politics is a Marriage".

(9) *AHY masih bisa melabuhkan partainya dengan mengajukan posisi tawar kepada Prabowo di Koalisi Kebangkitan Indonesia Raya walaupun "opportunity-nya" tegolong kecil mengingat PKB tetap harga mati menduetkan Muhamimin Iskandar sebagai pengantinnya Prabowo* (Gatra, 18/06/2023).

#### Annotations:

*AHY masih bisa melabuhkan partainya dengan mengajukan posisi tawar kepada Prabowo di Koalisi Kebangkitan Indonesia Raya walaupun "opportunity-nya" tegolong kecil mengingat PKB tetap harga mati menduetkan Muhamimin Iskandar sebagai pengantinnya Prabowo* (Gatra, 18/06/2023).

#### Mapping:

The lovers: *Prabowo Subianto.*

The partners: *Muhamimin Iskandar.*

The romantic relationships/marriage stages: *Selaku capres dan cawapres (pasangan) dalam pemilihan presiden 2024.*

The cupids: *Partai Kebangkitan Bangsa (PKB) yakni partai pengusung Muhamimin Iskandar.*

In data (9), the metaphorical expression is indicated by the phrase *pengantinnya Prabowo*.

Based on its lexical meaning, *pengantin* means people who are getting married; the bride and groom. However, based on its conceptual meaning, *pengantin* in data (9) refers to a partner or someone who is paired with another person (in political activities). *Pengantinnya Prabowo* provides the conception that Muhammin Iskandar was once married to Prabowo Subianto. The mapping in this data introduces the concept of a partner for Prabowo Subianto, namely Muhammin Iskandar. The meaning of bride/groom is equated with the pairing of presidential and vice presidential candidates.

In the context of that sentence, presidential candidate Prabowo Subianto play the role of the lover or person who has a partner. Meanwhile, vice presidential candidate Muhammin Iskandar play the role of the partner. The romantic relationship formed is as a pair of presidential and vice presidential candidates in the 2024 presidential election. *Partai Kebangkitan Bangsa* (PKB), which supports Muhammin Iskandar, play the role of the cupid or matchmaker for Prabowo Subianto. The metaphor *pengantinnya Prabowo* in data (9) is formed from the mental experience similar to the concept of a pair in a marriage.

(10) *Partai Kebangkitan Bangsa (PKB) menyatakan bahwa ketua umum mereka, Muhammin Iskandar, akan dipingit sebelum deklarasi pasangan calon presiden-wakil presiden (capres-cawapres) dideklarasikan... “Rapat pleno DPP akhirnya memutuskan agar Gus Muhammin Iskandar mulai hari ini dipingit—kalau bahasa Jawa—dipingit (dalam arti) tidak boleh berbicara soal pilpres,” kata Yusuf kepada wartawan, Senin (19/6/2023) (KMantalean and Asril, 19/06/2023).*

#### Mapping:

The lovers: *Prabowo Subianto*.

The partners: *Muhammin Iskandar*.

The romantic relationships/marriage stages: *Tahap sebelum perkawinan (persiapan pemilihan presiden 2024) yaitu pingit*.

The cupids: *Partai Kebangkitan Bangsa (PKB) yakni partai pengusung Muhammin Iskandar*.

In data (10), the metaphorical expression is indicated by the word *dipingit*. Based on its lexical meaning, *dipingit* means confined (inside the house, etc.). However, based on its conceptual meaning, *dipingit* in data (10) refers to the state of someone preparing for marriage. A person who is *dipingit* is not allowed to “go out” of the house and usually focuses on preparing for

the marriage. The mapping in this data introduces the concept of a stage in a marriage, where Prabowo Subianto is “secluding” Muhammin Iskandar. The meaning of “pingit” (secluded) is equated with the initial stage in the 2024 presidential election, similar to the stage before a marriage.

In the context of that sentence, presidential candidate Prabowo Subianto play the role of the lover or person who has a partner. Meanwhile, vice presidential candidate Muhammin Iskandar play the role of the partner. The stage of a marriage being established is the pre-marriage stage (preparation for the 2024 presidential election), which is symbolized by seclusion. *Partai Kebangkitan Bangsa* (PKB), which supports Muhammin Iskandar, play the role of the cupid or matchmaker for Prabowo Subianto. The metaphor *dipingit* in data (10) is formed from the mental experience similar to the concept of the stage of a marriage.

Political conceptual metaphors data in the 2024 presidential election on *Kompas.com* presents several concepts. In the first three concepts, the metaphorical data presents the concept of a fight. Politics is considered a fight because it contains concepts of fighting. First, similar to a fight, in politics, there is a process or action of planning something to achieve a goal. “Politics is a Plan” is represented by the metaphors *galang kekuatan* and *langkah politik*. Then, in the second concept, there is an activity of competing or fighting to defeat the opponent, the process of fighting that occurs is not physical but mental. “Politics is a Fight” is represented by the metaphors *lempar sindiran* and *menyerang*. Also similar to a fight, in the third concept, after the planning and fighting, there is certainly a process of defending oneself against attacks by the attackers. “Politics is a Defense” is represented by the metaphors *menepis isu* and *posisi tawar*.

This research also involves political communication. The political communication referred here is the propaganda from the writers (journalists) opinions to the readers (the publics, possibly the intended individuals or political institutions). The political communication conveyed through metaphor “Politics is a Plan” brings the concept that the presidential and vice presidential candidates (politicians) are making plans to win the election in the best way according to the interests of their candidates, camps, institutions, or parties. Then, “Politics is a Fight” brings the concept about each

candidates, camps, institutions, or parties striving hard to provide the best to the public, that they are willing to fight (sacrifice) for the common good. Next, metaphor “Politics is a Defense” brings the concept that they work to fulfill their good intentions and block disruptions from other candidates, camps, institutions, or parties that disturb with public interests. This presents a horizontal pattern of political communication between individuals (person to person) or groups (person to group, group to group).

Unlike other metaphors, these last two metaphors involve concept and political communication that are somewhat different. In the fourth concept, the metaphorical data presents the concept of a game. In the concept of a game, there are always winners and losers. The fourth concept namely “Politics is a Game”. Just like in a game, two sides are competing against each other to achieve victory. In the process, there is another side that loses. “Politics is a Game” is represented by the metaphors **memenangi pilpres, memenangkan pertarungan pilpres, and pasangan yang kalah**. This can lead public opinion to believe that the presidential and vice presidential candidates (politicians) who are portrayed as winners are indeed deserving of victory because they possess more positive (superior) characteristics and other qualities in line with the discourse presented by the writers (journalists).

In the last concept, the metaphorical data presents the concept of marriage. Similar to a marriage, there is a courtship stage where a politician invites another politician (or a political institution) to form a coalition as a partner in politics. Then, the marriage stage in politics is when the two parties officially form a coalition, complementing each other. In politics, there is also a stage akin to divorce, where the political coalition between two parties breaks apart, separates, or no longer remains united due to a political split. However, there is also a stage of reconciliation, depicting the condition when two parties that had previously ended their political relationship come together again to form a coalition. “Politics is a Marriage” is represented by the metaphors **pengantinnya Prabowo** and **dipingit**. From the data presented, the writers (journalists) illustrates the existing of a romance, seeming to convey the idea that even though candidates, camps, institutions, or parties are in an election, they maintain a good relationship with others.

#### IV. CONCLUSION

*Political Conceptual Metaphors in the 2024 Presidential Election on Kompas.com* presents five concepts, namely “Politics is a Plan”, “Politics is a Fight”, “Politics is a Defense”, “Politics is a Game”, and “Politics is a Marriage”. Politics is considered a fight because it contains concepts of fighting, such as planning something to achieve a goal, competing or fighting (mentally) with the goal of defeating the opponent, and defending oneself against attacks by the attackers. Then, in last two concepts, the metaphorical data presents the concept of a game and a marriage. In the concept of a game, just like in a game, there are two sides competing against each other to achieve victory. Afterwards, in the concept of a marriage, there are stages of marriage, namely the pre-marriage stage (proposing), the marriage stage or wedding reception stage, and the post-marriage stage (divorce or reunite).

Metaphor “Politics is a Fight” dominates the discourse. This metaphor brings the concept about each candidates, camps, institutions, or parties striving hard to provide the best to the public, that they are willing to fight (sacrifice) for the common good. This finding reflects the climate of propaganda conveyed through political communication, it also influence public perception of politics. The political communication referred here is the propaganda from the writers (journalists) opinions to the readers (the publics, possibly the intended individuals or political institutions). These political communication strategies can influence public opinion about the candidates, camps, institutions, or parties portrayed in the discourse. Positive or negative opinions written by journalists can lead publics as a reader to seek out or believe that what is presented is true, even though the discourse might be propaganda aimed at promoting or discrediting certain politician or institution. Journalists easily influence public opinion by highlighting the presidential and vice presidential candidates (politicians) on their side with positive narratives, while giving negative narratives to others to bring them down.

With the completion of this research, as a researcher about language, it is important to be aware of the language issue development, including the presence of conceptual metaphors about politics in Indonesia. Research about conceptual metaphors can be examined using grammatical semantic theory, not only cognitive semantic and lexical semantic theory, to further

enrich the field. Additionally, research on conceptual metaphors can be further explored alongside image schemas. Research on conceptual metaphors also could use different data sources and/or topic scopes from this study. In addition to online news sites, data sources could be drawn from social media and others. Besides politics, the scope of topics could include social, cultural, and others based on the researcher interests.

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