PRESIDENTIAL CANDIDATES' SPEECH ON YOUTUBE: A VIEW OF METAPHORICAL

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ABSTRACT

Indonesia is currently facing the political issues, including the election of potential Presidential candidates for the period of 2024 to 2029. This study aims to find out the types of metaphor used by the three of Indonesian presidential candidates and are the metaphor used by presidential candidates' speech on YouTube. This study applied qualitative research method as the design in the analyzing the data. The study subject were three Indonesian presidential candidates with the data from the utterances according to three Indonesian presidential candidates' speeches. The source of the data was taken from three Indonesian presidential candidates in *Bicara Gagasan*-Mata Najwa youtube channel for Indonesia election 2024. The findings showed that three types of metaphor used by the three Indonesian presidential candidates are structural metaphor, oriental metaphor and ontology metaphor. The three types of metaphor used by Indonesian presidential candidates on their speech such as; structural metaphor was about 7 (53.8%), orientational metaphor was about 2 (15.4%) and ontology metaphor around 4 (30.8%). The most dominant types of metaphor used by Indonesia presidential candidates in the Indonesia election 2024 is structural metaphor. Meanwhile, the reasons of Indonesian presidential candidates used metaphor on their speech were for directing and limiting the audience's understanding. Political speeches benefit from the use of metaphors, which clarify complex concepts through physical experiences and sensory explanations.

Keywords: Holistic, Teaching Model, Students' Personalities, Analytical Exposition

INTRODUCTION

Social media have the potential to influence power relations in political parties as they allow individual candidates to campaign more independently of the central party. Social media have become ubiquitous communication channels for candidates during election campaigns. New digital media technology can influence power relations in party politics in several and sometimes contrary ways. For instance, digital media have been said to increase centralization processes, with increasing control of the campaign strategy transferred to the party leadership. Indonesia will be heading towards the era of presidential and vice-presidential candidate elections in 2024. The election of presidential candidates cannot be separated from the campaign and how the presidential candidates influence their supporters to side with the presidential candidates by their speech. Election campaigning on social media has been studied extensively, as researchers examined how election campaigns unfold, how candidates are embedded in communication networks, and how they interact among themselves and with the public (Jungherr, 2016).

Since the late 2000s, YouTube has evolved from being just one of the popular international video-sharing platforms to being a successful tool for political campaigning. Many studies have been conducted on the usage of YouTube in political communication, both by politicians (Gibson & McAllister, 2011; Gueorguieva, 2008) and by civil society actors (Ridout et al., 2015; Thorson et al., 2013), in particular, during elections of public officials (Gulati & Williams, 2010; Sohal & Kaur, 2018). Founded in 2005, YouTube developed into a leading global video-sharing platform within just a few years and since 2008.

When considering the language employed in politics and political speeches, we mostly associate it with language that is premeditated, accompanied, regulated, influenced, directed, justified, assessed, or scrutinized (Shäffner, 1996). According to Štefančík (2016), there has always been a strong connection between language and politics. Language is often seen as a more significant instrument of power than any other. In the context of politics, language is not solely regarded as a means of political communication, but also becomes a subject of political concern. The language of politics employs several linguistic devices, with metaphors being a common occurrence. Metaphors facilitate comprehension of the intangible realm of politics (Štefančík 2020), and metaphors are the subject of my analysis.

Lakoff (1992) argues that metaphors are not simply words or expressions, but rather they represent the transfer of meaning from one conceptual domain to another, from the source domain

to the target domain. Put simply, a metaphor is comprised of a source domain and a target domain. Everyday actions often involve the usage of abstract notions such as time, emotions, communication, minds, and ideas. These concepts are typically expressed metaphorically using more tangible concepts like the human body, food, and items. The utilization of metaphors provides significant insights into our perception of phenomena. According to Wahab (1991), the metaphors found in written texts are shaped by the writers' surrounds and the environment they are in. Lakoff and Johnson (1980) believed that metaphors functioned as a mechanism that organized our perception, cognition, and behavior. It is common for us to rely on tangible experiences in our daily lives to explain intangible ideas. Certain aspects of politics exist in the world of abstraction, such as the visions and missions of political leaders. Metaphors are commonly employed in political discourse as a means to effectively communicate with a broader range of people. For example, studies have documented that Obama has exploited metaphors in his speeches (Xu, 2010; Escudero, 2011). Xu (2010) argued that Obama used source domains people could emotionally relate to, which helped him influence his people. The other examples were conducted on Joko Widodo's speech in his Presidential inaugural speeches showed that his speeches contain metaphors that have distinct source domains, those are: unity, wars, journeys, human characteristics and navigation (Pasaribu, 2016).

Krennmayr (2011) asserts that the utilization of metaphor is frequently observed inside news articles. Journalists often employ metaphors as a form of figurative language to effectively influence their readers. Metaphor is employed in certain matters to engage readers and offer diverse linguistic approaches. Additionally, the researcher discovered that Indonesian presidential candidates employ metaphors in their verbal communication, namely in their campaign speeches on YouTube. The analysis revealed that metaphors are not only employed in news articles, but they also manifest in spoken discourse.

The utilization of metaphors in political discourse has long been associated with a questionable reputation in the realm of political speeches. Musloff (2004) discusses the views of Thomas Hobbes, who, in his literary contributions, expounded upon the potential perils associated with the utilization of metaphors, cautioning that they have the capacity to mislead the human intellect and create political ambiguity (Musloff 2004: 1).

In contemporary linguistic, psychological, and philosophical discourse, there has been a growing recognition of the significance of metaphor in the realm of social and political

conceptualization. Furthermore, according to the assertions made by Lakoff and Johnson (1981), metaphors assume a pivotal role in the formation of social and political realities. Public speeches play a prominent role in election campaigns, serving as a platform for politicians to articulate their proposed policies, future aspirations, and ultimately, to garner support from the electorate.

The use of metaphors in political speeches serves to enhance comprehension of intricate ideas by elucidating them through bodily encounters and sensory perceptions. The utilization of metaphors in political speeches has the dual purpose of guiding and limiting the audience's comprehension (Pilyarchuk & Onysko, 2018). A political communication proposes the politician to use metaphor as their ability to appear hidden tendencies among the society or citizens (Edelman, 1988). It means that the politician is necessary to master and understand metaphor because they use metaphor as their ability, so everything that comes from the politician or relates to politics, must be an information including metaphor. From that perception, it can be concluded that metaphor is lifeblood in politics in which politics will die without an existence of metaphor. Thus, political aspects have been in one unity with a metaphor. Metaphor on politics is also defined as pattern perception to which people or audiences respond. Edelman (1971) said that the metaphor on politics is used to express deterrence and strike capacity to perceive war as a game, to express legalized murder to perceive war as a slaughter of human beings, and to express struggle for democracy to perceive war as appropriate instrument for achieving sought objectives. Furthermore, the use of metaphor in political issues tends to make the information can be understood easily by the public. This research takes political issues as the object of this research because metaphor and politics are appropriately related.

In this case, the researcher analyzed three Indonesian presidential candidates on YouTube video in Najwa Shihab channel "3 Bacapres: *Bicara Gagasan*" during the presidential campaign in 2024 with qualitative method. The video was released on September 19, 2023 on Najwa Shihab YouTube channel. This research analyzes the types of metaphors used by three Indonesia presidential candidates on their speech; Mr. Anies Baswedan, Mr. Ganjar Pranowo and Mr. Prabowo Subianto according to theory of and how metaphor used in political issues.

METHODOLOGY

This research was conducted by using descriptive qualitative research. In this research, the researcher took the data from the three transcripts on YouTube video in Najwa Shihab channel "3

Bacapres: *Bicara Gagasan*" during the presidential campaign in 2024 especially in the part of the presidential candidates shared their ideas and commitment if they selected as Indonesian president in 2024. The qualitative research was used in analyze the types and the reason of metaphor used in presidential candidate speeches in the Indonesia election 2024 on Mata Najwa YouTube Channel. The data of this study are peeches produced from three presidential candidates transcribe it to transcription text during "3 Bacapres: *Bicara Gagasan*" in Mata Najwa youtube channel for Indonesia election 2024 and focused on the types of metaphor used in presidential candidate speeches. In this case, the speech from three Indonesian presidential candidates were observed through field notes based on what the researcher sees: setting, manner and whatever in accordance with real situation. In collecting data, the researcher took the raw data from each observation and transform it into transcript. The duration of observation was 10 minutes for each Indonesian presidential candidate. This study used four stages in analyzing the data according to Miles, Huberman and Saldana (2014). Those are data collection, data condensation, data display and conclusion drawing and verification. The researcher took the raw data from each observation and transform it into transcript. The duration of observation was 10 minutes for each Indonesian presidential candidate. Furthermore, the researcher came to the process of selecting, focusing, simplifying, abstracting and transforming the data. The next step after data condensation is data display. The last step is conclusion drawing and verification. The researcher concluded the data analysis based on the results of data analysis that has been carried out by the researcher using the theory of metaphor from Lakoff and Johnson (1980) and Pilyarchuk & Onysko (2018).

FINDINGS AND DISCUSSION

Theoretically, there are three types of metaphors namely; structural, oriental, and ontology metaphor. This study found that the presidential candidates used three of the types of metaphors; structural metaphor, orientational metaphor and ontology metaphor. The most dominant types of metaphor used by Indonesia presidential candidates in the Indonesia election 2024 is structural metaphor.

The Types of Metaphor Found in the speech of the three candidates of Indonesia presidential
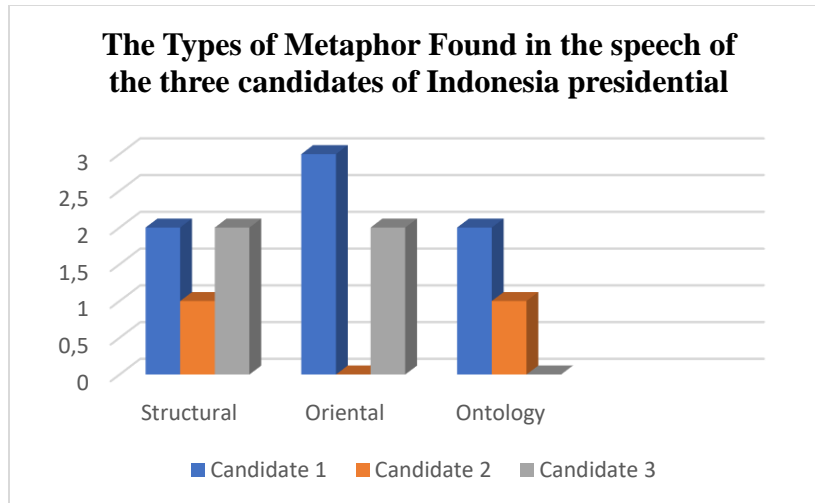
Chart 1. The types of metaphor used by three presidential candidates

It revealed that the types of metaphor by Lakoff and Johnson (1980) were applied in the context of politic. Although the frequency of occurrence is never the same between each other, the candidates of Indonesia presidential use all types of metaphor. The most common metaphor was used is structural metaphor. Furthermore, the used of metaphor in politic gave some impact to the listener. The utilization of metaphor in political discourse serves to facilitate the understanding of complex concepts by illuminating them through bodily experiences and sensory impressions. The employment of metaphors in political speeches has the twin function of directing and constraining the audience's understanding. In this research, the researcher found that by using metaphor in the speech in the context of politic, three candidates of Indonesia presidential tried to directing and constraining the audience's understanding. By using metaphor, three candidates of Indonesia presidential express their ideas through playing the words with using metaphor. For more details, it can be seen some of the data as follows:

Structural metaphor

The notion of structural metaphor refers to a typical metaphorical expression where one concept is comprehended and articulated by means of another concept that is structured and clearly defined, as described by Lakoff and Johnson (1980). In this particular metaphorical framework, the source domain offers a comprehensive knowledge structure that can be applied to the target notion. Put simply, the cognitive function allows individuals to comprehend target A by utilizing the framework of source B.

Data 1:

Education is the key that unlocks the hidden potential within every Indonesian soul, turning them into blossoming gardens of possibilities.

(Pendidikan adalah bekal utama untuk mengembangkan potensi setiap manusia Indonesia)

This metaphor involves mapping the idea of education as a key onto the concept of unlocking hidden potential within individuals, transforming them into blossoming gardens of possibilities. The structure of the metaphor is built upon the key-to-lock and potential-to-garden relationships, illustrating how education serves as the crucial element that enables personal growth and flourishing potential. It is classified as structural metaphor.

Data 2:

Corruption in law enforcement weaves a tangled web, much like a tapestry of deceit.

(Kalau penegakan hukumnya melakukan korupsi berjamaah)

The metaphor in the sentence "Corruption in law enforcement weaves a tangled web, much like a tapestry of deceit" can be classified as a structural metaphor. It involves mapping the complex and interwoven nature of corruption onto the imagery of a tangled web and a tapestry of deceit. This metaphorical structure helps convey the intricate and interconnected aspects of corruption within law enforcement.

Data 3:

We must strengthen the national defense. If it is weak, we will be stepped on and colonized again.

(*Kita harus memperkuat pertahanan negara. Kalau lemah, kita akan diinjak dan dijajah lagi*)

The metaphor in the sentence is "colonized" can be classified as a structural metaphor. It involves the hidden meaning from colonized. he said "colonized" does not mean that Indonesia will be colonized like before when Indonesia was not yet independent, but the word "colonized" in that sentence means that Indonesia will be influenced by various aspects that will make Indonesia unable to rise to become a better country as if Indonesia cannot do anything like being colonized.

Oriental Metaphor

The idea of orientational metaphor as described by Lakoff and Johnson (1980), refers to a specific type of metaphor that serves to structure an entire system of concepts in relation to each

other. The primary cognitive function, in contrast, is the establishment of a cohesive or spatially interconnected arrangement of target concepts within our conceptual framework (Kövecses, 2010). This type of metaphor pertains to spatial orientation, encompassing concepts such as: up-down, in-out, front-back, on-off, deep-shallow, central-peripheral, etc.

Data 4:

Our marginalized children find themselves locked out of the gates of knowledge.

(Banyak anak-anak kita yang tersingkir tidak bisa mendapatkan Pendidikan).

It classified as orientational metaphor. It uses spatial orientation, suggesting that marginalized children are positioned outside, or denied access to, the gates of knowledge.

Data 5:

We must strengthen the national defense. If it is weak, we will be stepped on and colonized again.

(*Kita harus memperkuat pertahanan negara. Kalau lemah, kita akan diinjak dan dijajah lagi*)

It classified as orientational metaphor. It uses spatial orientation such as 'on' in the word 'stepped on', suggesting that Indonesia will be weak and destroyed by external attacks if we do not strengthen our defense.

Ontology Metaphor

Ontological metaphors offer a somewhat reduced level of cognitive structure for target concepts in comparison to structural metaphors. The primary cognitive function of the aforementioned task appears to be the attribution of an ontological status to broad categories of abstract target concepts (Kovecses, 2010). An ontological metaphor refers to the use of metaphorical language to describe abstract concepts, such as activity, emotion, or ideas, in terms of concrete entities, including objects, substances, containers, or individuals. The structural metaphor, in contrast, offers a comprehensive framework for representing abstract concepts. For the example: 'Jakarta governor-elect Anies Baswedan has a lot on his plate if he wants to make good on the 23 promises he made during the campaign'.

Data 6:

And some of our friends have homework that is not easy.

(*Dan beberapa dari teman kita memiliki PR yang tidak mudah*)

It classified as ontology metaphor because the use of a word 'homework' means a lot of things to do besides the mandatory work that must be done. There is additional work that must also be completed. Here he used the metaphor 'homework' to represent the additional work from being president.

Data 7:
This then takes the form of equality of opportunity for the number of seats in elementary school, middle school, high school, which is now shaped like a pyramid.
(*Ini kemudian wujudnya kesetaraan kesempatan jumlah bangku SD, SMP, SMA yang sekarang bentuknya seperti piramid*).

It classified as ontology metaphor because the use of a word 'pyramid' explain that he wants to said more higher education level of someone, the fewer the number of seat and it means that many of our marginalized children cannot get education at least up to secondary education. He used metaphor 'shapes of pyramid' showing that the highest one is the fewer of the number of seats in education.

There are so many types of metaphor according to experts, scholars and researchers. In this study, the researcher used the theory from Lakoff and Johnson. Lakoff and Johnson (1980) explain that there are three types of metaphor namely structural metaphor, orientational metaphor and ontology metaphor. The term "structural metaphor" pertains to the metaphorical arrangement of one conceptual domain within another conceptual domain. The idea of orientational metaphor refers to a distinct form of metaphor that organizes a comprehensive system of concepts in connection to one another using spatial orientation. This includes several concepts such as verticality (up-down), geographical location (in-out), proximity (front-back), binary states (on-off), depth (deep-shallow), centrality (central-peripheral), and others. Furthermore, the concept of ontological metaphor pertains to the utilization of metaphorical discourse in order to elucidate intangible notions, such as activity, emotion, or ideas, by means of tangible entities, including items, substances, containers, or humans.

In this study, the research conducted the research to find out types of metaphor in the context of politic. In this study, the researcher found that types of metaphor by Lakoff and Johnson (1980) were applied in the context of politic. There are three types of metaphor was identified in

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the speech of three candidates of Indonesia presidential namely structural metaphor (53.8%), orientational metaphor (15.4%) and ontology metaphor (30.8%).

Furthermore, the used of metaphor in politic gave some impact to the listener. According to Pilyarchuk and Onysko (2018), the utilization of metaphor in political discourse serves to facilitate the understanding of complex concepts by illuminating them through bodily experiences and sensory impressions. The employment of metaphors in political speeches has the twin function of directing and constraining the audience's understanding. In this research, the researcher found that by using metaphor in the speech in the context of politic, three candidates of Indonesia presidential tried to directing and constraining the audience's understanding. By using metaphor, three candidates of Indonesia presidential express their ideas through playing the words with using metaphor.

CONCLUSION

The Indonesian presidential candidates employed three types of metaphor in their speeches: structural metaphor (7 instances), orientational metaphor (2 instances), and ontological metaphor (4 instances), based on a total of 13 data points. The predominant metaphors employed by the presidential candidates in the 2024 Indonesian election. The Indonesian presidential contenders employed metaphors in their speeches to guide and restrict the audience's comprehension for two main purposes.

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