

**Pribahasa di Ranah Politik : Sebuah Analisis tentang Penggunaan Bahasa
Kiasan diantara Politisi di TV One dan Metro TV**

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ABSTRAK

Penelitian ini bertujuan untuk menentukan macam-macam pribahasa yang digunakan diantara politisi dan menemukan kombinasi pribahasa yang muncul diranah politik. Penelitian ini menggunakan metode kualitatif untuk mengidentifikasi pribahasa dimana pengumpulan data diambil dari beberapa dialog dan forum politik yang ditampilkan di TV nasional di Indonesia yaitu TV One dan Metro TV. Proses menggarisbawahi data dalam penelitian ini diukur dan didownload selama dua bulan. Random sample technique yang digunakan untuk sampel dan pengumpulan data menggunakan non participation-observation techniques. Metode kualitatif selama penelitian ini menunjukkan bahwa ketujuh jenis pribahasa seperti, simile, metaphor, personifikasi, hiperbola, metonymy, irony, dan synecdoche yang dianalisis dalam penelitian ini, semuanya digunakan diranah politik. Selain menggunakan satu jenis pribahasa, beberapa kombinasi dari pribahasa juga digunakan.

Figurative Expression in Politic Domain: An Analysis of Figurative Language Use among Politicians in TV One and Metro TV

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ABSTRACT

This research was conducted to determine the types of figurative language used among politicians and to find out the combination of figurative language that appear in politic domain. The occurrence of figurative language was identified through qualitative research where the data collection was taken from a number of political dialogues and forums presented in two television channels in Indonesia, TV One and Metro TV. The process of highlighting the data in this research is measured and downloaded during two months data collection. Random sample technique is used for sampling accomplishment and to collect the data, non participant-observation techniques is used. Qualitative methods during this study showed that seven kinds of figurative language, they are simile, metaphor, personification, hyperbole, metonymy, irony ad synecdoche, which analyze in this study, are all used in politic domain. Moreover, instead of using only one figurative expression, some particular combinations of figurative expression are occupied.

Key words: Figurative Language, Politicians.

A. Introduction

One of the very basic functions of language is transmitting information from ones to others. Thornborrow (2004) stated that one of the most fundamental ways we have of establishing our identity, and of shaping other people's views of who we are is through use of our language. One obvious feature of how language operates in social

interaction is it is influential and instrumental relationship with power (Rozina at all, 2009). Pawito, (2004) stated that politic can be realized through two faces that inherently each other. Firstly, in real calculation, politic is a matter of who gets what. In other sides, he continues, politic is a matter of who says what.

To further extent that people who involve in these social spheres are and have to concern about using the language in order to communicate with the prospect audiences. There are numbers of speech techniques that can be considered as supporting method where people could be more comprehensive in deliberating their ideas, thoughts, and beliefs. One of those methods is by using figurative expression that is aimed at obtaining special sense of meaning as what defines by Abrams (1971) in Suryati (2013) that figurative language as the standard significance or sequence of words, in order to achieve special meaning or effect. This is what applied in social spheres of influential power and instrumental power of language itself.

Politics as one social domain of influential power of language also include in this part. The importance of essentials utterances during the daily life conversation among politicians has very significant effects to the society. This is why the writer interested in conducting study entitled **“Figurative Expression in Politic Domain: An Analysis of Figurative Language Use among Politicians in TV One and Metro TV”**. This study specifically investigates kind of figurative language that used by politicians in politics’ domain such as debates, statements, speeches, and dialogues which shows in two national channels, TV One and Metro TV.

Related Research

Rahmatiah (2011) in her study about Metaphors in Politic Domain: An Analysis of Metaphorical Language Use among Politician talked about topic that mainly discussed by politicians in politic domain in Indonesia that raised metaphorical language. The metaphorical language itself was identified by using qualitative research. The data collection was taken from a number of political dialogues and forums that presented in Metro TV and TV One. Qualitative research during this research showed that the topic mainly discussed by politicians is about social aspect in general.

Recently, Suryati (2013) also conducting the same research as Khadijah, however, with different subjects, that is An Analysis of Figurative Language on Five for Fighting's Songs. This research attempted to describe the types and meaning of figurative language that was focused on simile, metaphor, personification, hyperbole, metonymy and synecdoche. The result was that personification and hyperbole are dominant used in all songs which analyzed.

In this present study entitled "Figurative Expression in Politic Domain: an Analysis of Figurative Language Use among Politicians in TV One and Metro TV, the writer uses Qualitative approach in analyzing the data. Different from the previous studies that have discussed above, the writer attempts to find out the types of figurative language use by politicians in some programs in two Private National Channels above. The figurative language will be focused on Metaphor, Simile, Personification, Hyperbole, Metonymy, Irony and Synecdoche. Furthermore, the

analysis will be continued with the combination of figurative language that appears in politic domain. This is the brief explanation of conducting this study.

Figurative language

Figurative language is a word and phrase that depart from everyday literal language for the sake of comparison, emphasis, clarity or freshness (Webster, 1997). Another concept of figurative language stated by Robert Frost, Figurative uses “figures of speech”- a way of saying something other than literal meaning of the words (in Rahmatiah, 2011).

Furthermore, Abrams (1971) stated that figurative language is a standard significance or sequence of words, in order to achieve special meaning or effect. Different from literal language which involves no necessity of change or extension in the meaning of words, Kenney, 1999; an image is figurative if it is understood in some sense other than literal (in Nunung, 2007). Abrams divided figurative language into two classes. First, figure of thought is a figure in which words are used have an extension in their standard meaning. The last one is figure of speech is a figure of which the words have a rhetorical effects. Keraf (1985) said that figurative expression is the way of expressing mind through language characteristically which shows the writer’s (language user) spirit and personality (in Suryati, 2013). Along with this a good figure expression must contain three elements, honesty, politeness and interest.

In Scholastic Scope handout describes figurative language uses words in some way other than for their literal meaning to make a comparison, add emphasis, or say something in fresh and creative way. The example of figurative language that

provided here includes alliteration, hyperbole, idiom, imagery, metaphor, onomatopoeia, personification, and simile.

Figurative language or speech contains images. The speaker or the writer describes something through the use of unusual comparisons, for effect, interest, and to make things clearer. The result of using this technique is the creation of interesting images. Furthermore, figurative language is not intended to be interpreted in a literal sense. Appealing to the imagination, figurative language provides a new way of looking at the world. It always makes use of a comparison between different things. Figurative language compares two things that are different in enough ways so that their similarities, when pointed out, are interesting, unique, and surprising. At least, this is what we can conclude from the definitions that provided above.

Furthermore, figurative language enhances any fiction and can be an economical way of getting an image or a point across if it is used well. Nevertheless, used incorrectly, figurative language can be confusing or truly silly. To some scope, people avoid using an ordinary language as they use every day, however, they prefer some kinds of language style, and one of them is figurative language style, in order to express the things they tend to say in different way. Figurative language style here is referring to the certain style of language that commonly produced by politicians among the battle of opinions and statements in particular situation and condition.

There are some kinds of figurative language that will be discussed here that the writer hopes will give insight to us in understanding figurative language further.

1. Simile

Simile is a comparison between two different things, designed to create an unusual, interesting, emotional or other effect often using words such as 'like' or 'as...as'. It is a comparison of one thing with another, e.g. as brave as a lion, a face like a mask.

2. Metaphor

Basically, metaphor is a way of comparing two different concepts. A distinction is often made between metaphor and simile in that a metaphor asserts that something is something else. For example, the mind is but a barren soil, while a simile only asserts that something is similar to something else, i.e. the mind is like barren soil.

3. Personification

Personification is giving something human quality. In this case something that is not human such as animal or other objects is given personality like human beings. They are described to have ability and reaction to do what human can do in life although in fact it does not happen.

4. Hyperbole

The word hyperbole has its origin in the Greek language and means excess or exaggeration. Hyperbole is a figure of speech which uses a deliberate and obvious exaggeration statement. Moreover, it is a way of speaking and writing that makes someone or something sound bigger, better, and more than they are. The most important thing of hyperbole is giving high impression in the meaning intensity.

5. Metonymy

Metonymy is a figure of speech in which one thing is used to stand for itself. Moreover, it said metonymy when something is referred to by a word which describes a quality or feature of that thing. Examples include “crown” for a king “sails” for ships, and “White House” for the United States President.

6. Irony

Irony is one of figurative language that uses statement or expression that is contrast with what is really mean. The further explanation of Irony provided in Oxford Advance Learner’s Dictionary that Irony is the expressions of one’s meaning by saying the direct opposite of what one is thinking but using tone of voice to indicate one’s real meaning.

7. Synecdoche

You use this when you speak of part of something but mean the whole thing and vice versa. There are two kinds of synecdoche, they are, pars pro toto and totem pro parte. Pars pro toto is mentioning some for entirety. While, synecdoche totem pro parte mentions the entirety for some or part of it.

Power, Politic, and Media

Power

Power is a complex and abstract concept, and an infinitely important influence on our lives. Wareing quotes the definition of power in his book from The New Fontana Dictionary of Modern Thought (1999): power is ‘The ability of its holders to exact compliance or obedience of other individuals to their will’. In

his book Wareing also added that language has a key role in transforming power into right and obedience into duty. Therefore, language actually creates power, as well as being a site where power is transformed.

Politics and power is like two side of coin that cannot be separated each other. By means of power politics can be manipulated and with politics power can be controlled, even destroy it. Politic is unavoidably connected with power. The acquisition of power, and the enforcement of your own political beliefs can be achieved in a number of ways; one of the obvious methods is through physical coercion (Jones at all, 2004:37).

Wareing believes that the values and beliefs we hold that seems 'normal' and 'commonsense' are in fact constructs of the organizations and institutions around us, created and shared through language. To further extent that the power frequently demonstrated through language and even the power itself implemented through language.

Politic

George Orwell claimed that 'in our age there is no keeping out of politics. All issues are political issues (1946). Jones at all in "Language, Society and Power" defines politics as something that concerned with power: the power to make decisions, to control resources, to control other people's behavior and often to control their values. They also claimed that even the most everyday decisions can be seen from political light.

As what claimed by Orwell that, indeed, there is no keeping out of politics, there are a wide range of activities that politics refer to. This is explained as follows: (1) the process of deciding national policy; (2) gender equality; (3) the jockeying for position which goes in small, tightly knit groups, often achieved by the process of leaking and withholding information; (4) the way people negotiate roles in their private lives (also related to gender); (5) the history of political system; (6) a whole range of activities to do with transport, housing and consumption.

Politicians throughout the ages have owed much of their success to their skilful use of rhetoric, whereby they attempt to persuade their audience of the validity of their point of views by their bright use of elegant and persuasive language. Therefore, language can be used not only to control people's thoughts but also to steer their thoughts and beliefs.

One of the purposes of the politicians must be to persuade their audience of the validity of their basic claims. There are two ways that can be achieved in political discourse – presupposition and implicature (Jones at all, 2004: 42). They argued that the use of implicature and presupposition is an integral part of all human communication. It can make it more difficult for the audience to identify and reject views communicated in this way, and can persuade people to take something for granted that is actually open to debate.

Media

Nowadays, media is an important element in people's daily life; everybody needs media, for communicating with others and seeking the updated information as well. Mass communication is live all around our circumstances. Television, radio, motion pictures, newspaper, magazines are the predominant forms. The media is always understood to be the things that refer to the press, radio and television broadcasting.

The mass media have become one of the principal means that we can gain access to large part of our information to the world, as well as to much of our entertainment. Thomas at all in their book "Language, Society and Power, they are a powerful site for the production and circulation of social meanings. Moreover, the language that used in media also tend to represent particular social and political groups, and to describe newsworthy events, tends to provide the dominant ways available for the rest of us to talk about those groups and events (Thomas at all, 2004:56).

Mass media has a responsibility to fulfill people's right to know, by providing a range of positive and inspiring information. As the access of the television and others media now is widening, a vast of information is available from many sources.

As what discussed above, media provide the means of accessing information and represent a potentially powerful force in society. This is due to the fact that media can select what as news, who gets into the paper and on

to television and radio, and the way the stories about people and events get told and the frameworks in people get appear and talk.

Theoretical Bases

The types of figurative languages that analyzed in this study are limited to only seven kinds. Those are simile, metaphor, personification, hyperbole, metonymy, irony and synecdoche. These elements will be used as possible parameters that guide to the analysis of conversation, in particular politics dialogue conversation. Therefore, this study will reflect to the theory chosen.

B. Methodology

Typically, this research is using qualitative approach since this study attempts to describe the linguistic phenomenon in politic domain, especially statement which produced during political dialogues and forums. The linguistic phenomenon covered the use of figurative language.

The data are collected from their natural setting of politics domain, where in this study the politics domain concerned political dialogue and forums and strained into numbers of political statements that contains figurative language. In this study, the data that used for investigation are the programs like Indonesia Lawyers' Club, Debat, Gesture, and Apa Kabar Indonesia in TV One also Mata Najwa, and Primetimes News in Metro TV.

This study used Random sample technique for sampling accomplishment. The sample of the dialogue analyzed is determined after downloading, because the expression required are selected from relevant conversations. To collect the data, non participant-observation techniques is used. In this case, the researcher does not directly observe in the area of event. Additionally, the data collected from YouTube Video program by using Save.From net (Online Downloader).

The Method of Data Analysis conducted in this research is transcribing in which the data that been collected from YouTube Video are transcribed into the written text; as it is original Indonesia, and the data are ordered based on number of data collection. Next, Identifying, that is after finishing the first step, the next step is identification of figurative language. Third, categorizing where figurative language were categorized in terms of type of figurative language such as simile, metaphor, paradox, personification, hyperbole, metonymy, irony, and synecdoche. Last, explaining is the writer tries to explain the meaning behind the figurative language and find the implication of using figurative language itself.

C. Findings and Discussion

Findings

Based on the data analysis of a set of observation, the writer finally found that at least there are 102 statements contained figurative languages which are produced by politicians during political forums and dialogues. Various statements in appendix are the principal data for this investigation.

TABLE 1
The figurative language used by politicians during the politics domain

Types of Figurative Language	Expressions	Total
Simile	[15], [25], [26], [42], [67], [73], [79], [98]	8
Metaphor	[1], [3], [5], [6], [9], [10],[11], [15], [18], [21], [23], [24], [27], [28], [30], [31], [34], [35], [36], [37], [38], [39], [40], [45], [46], [47], [48], [49], [50], [52], [53],[54], [56],[59], [60], [61], [62], [63],[68], [69], [71], [72], [77], [78], [80], [81], [83], [84], [85], [86], [88], [90], [94],[98], [99], [100], [101]	57
Personification	[7], [13], [16], [20], [22], [31], [32], [57], [89]	9
Hyperbole	[4], [8], [13], [19], [43], [44], [58], [64],[66], [70], [72], [74], [76], [82], [87], [93], [102]	17
Metonymy	[55],[56], [66], [91]	4
Irony	[14], [29], [33]	3
Synecdoche	[2], [12], [17], [18], [34], [40], [41], [51], [65],[71], [75], [91], [92], [94],[95], [96], [97], [99], [100]	19
Total of all figurative languages		117
[0] = Applied one figurative language		
[0] = Applied two figurative languages		

Throughout the observation, the writer found that one expression belongs to one type of figurative language – simile, metaphor, personification, hyperbole, irony, metonymy or synecdoche. The bolded numbers in the table that there are certain kinds of figurative language combination of two expressions building the structure of a political statement.

The blend of figurative language involves combining metaphor – simile, metaphor – personification, metaphor – hyperbole, metaphor – metonymy, metaphor – synecdoche, personification – hyperbole, hyperbole – metonymy, and metonymy – synecdoche. The following table highlights those figurative language combinations.

Table 2
Figurative language combination

No.	Figurative Language Combinations	Expressions
1.	Simile	[25], [26], [42], [67], [73], [79]
2.	Metaphor	[1], [3], [5], [6], [9], [10],[11], [21], [23], [24], [27], [28], [30], [35], [36], [37], [38], [39], [45], [46], [47], [48], [49], [50], [52], [53],[54], [59], [60], [61], [62], [63], [68], [69], [77], [78], [80], [81], [83], [84], [85], [86], [88], [90], [101]
3.	Personification	[7], [16], [20], [22], [32], [57], [89]
4.	Hyperbole	[4], [8], [19], [43], [44], [58], [64],[70], [74], [76], [82], [87], [93], [102]
5.	Metonymy	[55]
6.	Irony	[14], [29], [33]
7.	Synecdoche	[2], [12], [17], [41], [51], [65],[75], [92], [94],[95], [96], [97]
8.	Metaphor – Simile	[15], [98]
9.	Metaphor – Personification	[31]
10.	Metaphor – Hyperbole	[72]
11.	Metaphor – Metonymy	[56]
12.	Metaphor – Synecdoche	[18], [34], [40], [71], [99], [100]

13.	Personification – Hyperbole	[13]
14.	Hyperbole – Metonymy	[66]
15.	Metonymy, Synecdoche	[91]

In conclusion, there are seven types of figurative languages – simile, metaphor, personification, hyperbole, metonymy, irony and synecdoche are all used by politicians in politic domain. Moreover, instead of using only one figurative expression, some particular combinations of figurative expressions are occupied.

Discussion

Simile

Statement [25] is the example of simile expression in politic domain, the explanation as follows.

*[25] Di era orde lama, **politik sebagai panglima**. Di era orde baru **kekuasaan sebagai panglima**. Kita berterima kasih kepada Tuhan Yang Maha Esa di Era reformasi ini pak SBY, presiden kita, dengan tegas menjadikan **hukum sebagai panglima**.*

(“In old era, **politic as the commander**. In new era, **power as the commander**. We thankful to the Almighty God in this reformation era SBY, our president, strictly made **law as the commander**”).

In this statement, there are comparisons between the word politic, power and law as the commander. The politic, power and law explicitly compare as the commander of this country. What can be implied that those three things are the most important thing which will bring the rule of the country.

Metaphor

The statement [9] is occupying metaphorical expression and gives deeper outlook of metaphor expression.

*[9] Dan **dia tetap menjadi payung** bagi pablik dan rakyat Indonesia untuk bertumbuh melaksanakan tugasnya sehari hari, yang menjadi pemerintah, yang menjadi rakyat, sehingga kita menjadi bangsa yang kuat.*

(“And **it still becomes umbrella** for public and Indonesia’s citizens to grow accomplish their daily duties, who become governments, who become citizens, thus we become strong nation”).

The root of this statement is “it is umbrella for public and Indonesia’ citizens” There are two things which are compared in this statement; they are “dia” (it) and “payung” (umbrella). As we know umbrella is a device for protecting against the rain which consists of a stick with a folding frame covered in material at one end and usually a handle at the other or a similar, often larger, device used for protection against the sun. Democracy is a system of government by all the people of a country. It is impossible that democracy can protect people from rain and sun as what umbrella do. Therefore, the meaning behind the statement is democracy will protect people’ right just like the function of umbrella to give protection from rain and sun.

Personification

*[32] Soal penyadapan, ini hal yang bagi masyarakat awam tidak bisa dimodif, tapi secara territorial ada kedaulatan kita **yang disentuh oleh Negara lain***

(“About the tapping, this thing for the general public cannot be modified, but territorially there is our sovereignty **touched by another State**”).

The personification expression in this statement can be found in the word touch. Touching is one of human characteristic. The word touch itself is given to state. It is impossible that a state can touch another state because it is not a live thing. Touch is always related with part of human body like skin and hand.

Hyperbole

*[58] Kenapa anda mau mendukung orang ini, apakah anda sudah sedemikian **kalap**?*

(“Why do you want to support this person, are you really **in fury**?”).

The point that emphasizes in this statement is “in fury” which shows the expression of hyperbole. The word in fury is used for someone who has an extreme anger. However, it is not like that in fact because it showed in the video that the one who refers to the word “in fury” is very fine.

Metonymy

*[55] Disitu, partainya diajak masuk ke **istana**, partai pendukungnya diajak masuk ke **istana**, kemudian partai yang tidak mendukung diajak masuk ke **istana**.*

(“His party is invited to the **palace**, the coalition party invited to the palace, and then the opposition party invited to the **palace** as well”).

Istana (palace) in this context is used to describe the government office of Indonesia. It is not because Indonesia uses monarchy system.

Commonly, palace is used to refer to a kingdom and palace is the palace of the King and his family. That's way, *istana* (palace) in this statement means the office of the presidents and others staff.

Irony

[29] *Jadi begini mas Tri, adikku sayang yang baik ya*

(“So, like this Tri, **my beloved and nice brother**”).

This statement is releasing after debating long enough. The speaker who said this was very disgusted and irritated because Tri didn't understand with what he said. The word beloved and nice here not really means like what is really means. Beloved and nice are giving to kind person, pleasant, and much loved. However, in this case these words used because of disgusted and irritated.

Synecdoche

[75] *Yang menjadikan itu persoalan kan sebenarnya bukan partai tapi Negara, Negara menyampaikan bahwa prabowo indikasi beberapa perkara pelanggaran HAM*

(“That made it problem is not party actually but **State, State** conveyed that Prabowo indicated some case of human right violating”).

The literal meaning of the sentence above is looks like that make it problems is every existing party, since the party in Indonesia is not only one, and the state. As we know, state is referring to all state in the world. However, what really means in the sentence is only the state of Indonesia not all states.

D. Conclusion and Suggestion

This study specifically investigates kind of figurative language that used among politicians in politic domain. Based on finding and discussion, it was found that more than a hundred of statement contained figurative language expression, as appears clearly in appendix that from 6 programs that provides dialogues and forums. Further examination toward figurative expression in politic domain has shown also that two kind figurative expressions are all at once occupying a statement. It has proven that politicians employed figurative language as supporting language style in building their statements and arguments during a conversation in politic domain.

This piece of study has conveyed only a small part of what people should know about figurative language. Many other language phenomena are left behind and needed to be investigated. The writer leaves this important task the future writers. In conclusion, from here onwards, even though this investigation is away far from being perfect, the researcher would be very grateful if any piece of this paper can be used as one of many references for the next investigation and references on applied linguistic.

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