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AN ANALYSIS OF METAPHOR FOR CORONA ON HEADLINES NEWS

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Abstract: This paper examines, describes, and analyzes the types of metaphor used in Tribunnews.com headlines particularly Corona issues. The data were taken from March 2nd 2020 until July 14th 2020 with keywords Corona and Covid-19 and, were analyzed in the frame of qualitative method. The data taken were analyzed by using conceptual metaphor proposed by Lakof and Johnson. The analysis deals with the types of metaphor called structural metaphor, ontological metaphor, and orientational metaphor. The result shows how Corona was mapped into other domain in order to simplify and attract reader's attention.

Keywords: *corona virus, headlines news, metaphor*

BACKGROUND

Headlines news contains a lot of attractiveness and eye-catching properties (Dor, 2003, Ifantidou, 2009). Halliday (1994, p. 392-397) states that newspaper headlines is a small part of a text and is often being a key understanding about the whole text (Ifantidou, 2009, p. 699). The function of headlines is to summarize and attract people's attention toward full text newspaper article (Ifantidou, 2009, p. 699). Often in order to attract people's attention, headlines news contains figurative language. Abrams (2003) defines figurative language as a striking departure of words from the general meaning of words, in case of obtaining some particular meaning or impact. One type of figurative language that is usually used in headlines news is metaphor. As Koller (2004) states, by using particular metaphors in headlines, journalists can elucidate the topic of an article, support a specific conceptualization, and convince readers to develop their metaphors.

Newspaper is one of communication form that people could obtain current events from everywhere. Moreover, nowadays, information or news can be easily accessed via Internet through online newspaper. One of online newspaper is Tribunnews.com. Online newspaper is different from conventional newspaper where its articles are usually typed directly under the headlines. In online news, the headlines has

an important rule to attract people's attention since the content of the article is not directly shown on the page. Thus, the headlines should be created as interesting as possible. That is why the journalists must be creative in wording. One of the methods they can use is by using a figurative language.

Tribunnews.com as an online news platform provides various information about problematic situation through article every time, such as health, economic issues, political issues, education, lifestyles, and sport. In the health article, Corona virus, also known as Covid-19, often appears in Tribunnews.com since this pandemic has been a hot issue in the world. Many news platform try to provide the latest news about Corona in order to grab reader's attention. The headlines they use are attractive. It is believed that eye-catching headlines are able to provoke readers' curiosity and persuade them to read the whole article. In this point of view, newspaper headlines have the same function as headlines or slogans in advertisements, trying to attract and encourage the consumer to buy the product (Silaški, 2009).

Generally, headlines Corona in Tribunnews.com contains metaphor. The example of metaphor for Corona issues used in Tribunnews.com could be seen in the articles taken from March 2nd 2020 until July 14th 2020. This research tried to examine how metaphor was used in the headline news in Tribunnews.com, particularly for Corona issues. By understanding metaphor used in the headlines hopefully readers could realize how metaphor is often used in headlines even sometimes lack informative as it is used to provoke readers' curiosity.

Based on the explanation above, then the researcher tried to carry out the research entitled *An Analysis of Metaphor for Corona on Headlines News*. The researcher analyzed metaphorical expressions about Corona in Tribunnews.com headlines by using the theory of conceptual mapping of metaphor proposed by George Lakoff and Johnson (1980).

METHOD

This research is in the frame of qualitative research since this research tried to explore a social or human problem (Creswell, 2003). The source of the data for this research was downloaded from Tribunnews.com with release dates from March 2nd 2020 until July 14th 2020. This research only analyzed metaphor for Corona Virus

issues. In data collection, the researcher used keyword Corona and Covid-19 to search Corona articles. The data obtained were categorized and classified based on the types of metaphor and then analyzed, discussed, and reported in the frame of conceptual metaphor theory proposed by Lakoff and Johnson.

FINDINGS AND DISCUSSION

According to Lakoff and Johnson (1980), there are three types of conceptual metaphor: ontological metaphor, structural metaphor, and orientational metaphor. These metaphors appeared on Tribunnews.com.

Findings

Structural metaphor

Structural metaphor is a conventional metaphor in which one concept is understood and expressed in terms of another structured (Lakoff and Johnson 1980). In a structural metaphor, an abstract concept usually is presented to concrete concept. There are thirteen structural metaphor expressions found in the following articles.

1. Jokowi Sebut Musuh Terbesar Bangsa Indonesia Bukan Corona: 94% Penderita Bisa Sembuh (Friday, March 6, 2020 3.49 p.m.)
2. Bagikan Tips Cegah Corona, Jokowi: Musuh Terbesar saat Ini bukan Virus, tapi Rasa Panik dan Hoax (Friday, March 6, 2020 7.59 a.m.)
3. Jokowi Ajak Masyarakat Lakukan Hal Sederhana untuk Cegah Covid-19: Musuh Terbesar Bukan Virus, Tapi (Friday, March 6, 2020 9.48 a.m.)
4. Ikuti KTT Luar Biasa, Jokowi Ajak Kerja Sama Negara G20 Lawan Corona (Friday, March 27, 2020 9.36 a.m.)
5. Hingga Vaksin Virus Corona Ditemukan, Jokowi Ungkap Masyarakat Harus Berdamai dengan Covid-19 (Thursday, May 7, 2020 12.09 a.m.)
6. Jokowi: Kita Harus Hidup Berdamai dengan Covid-19 Beberapa Waktu ke Depan. . (Thursday, May 7, 2020 2.37 p.m.)
7. Ketika Presiden Jokowi Mulai Minta Masyarakat Hidup Berdamai dengan Virus Corona (Friday, May 8, 2020 7.30 a.m.)
8. Sebut Corona Tak akan Hilang, Jokowi Minta Warga Kompromi dan Hidup Berdampingan: Ini Bukan Dilema (Saturday, May 16, 2020 12.06 a.m.)

9. Jelaskan soal Berdamai dengan Corona, Jokowi Sebut Bukan Berarti Menyerah: Yang Penting Produktif (Saturday, May 16, 2020 1.22 p.m.)
10. Jokowi Ajak Masyarakat Hidup Berdampingan dengan Corona, Pengamat Beri Tanggapan (Saturday, May 16, 2020 10.00 p.m.)
11. Saat JK Singgung Ajakan Jokowi untuk Berdamai dengan Covid-19: Kalau Virusnya Enggak Mau Bagaimana? (Wednesday, May 20, 2020 5.20 a.m.)
12. Jokowi Luncurkan 9 Produk Karya Anak Bangsa untuk Lawan Covid-19: Bangsa Kita Bisa Produksi Sendiri (Wednesday, May 20, 2020 2.55 p.m.)
13. Jokowi Minta Warga Berdamai dengan Corona, Ngabalin Bantah Isu Pelonggaran PSBB: Kita Tanggung Jawab (Friday, May 22, 2020 7.01 a.m.)

Orientational metaphor

Orientational metaphor is kind of metaphor that organizes a whole system of concepts with respect to one another (Lakoff & Johnson, 1980). There are four orientational metaphors found in the data collected.

1. Jokowi Optimis Puncak Pandemi Corona di Indonesia Bukan April, Diperkirakan 3 Bulan Lagi Baru Landai (Wednesday, April 22, 2020 11.20 p.m.)
2. Sekian Penyebab Virus Corona di Jatim Melonjak, Presiden Jokowi Sebut Gara-gara Ini (Thursday, June 25, 2020 10.31 p.m.)
3. Reaksi Tri Rismaharini Saat Jokowi Beri Waktu 2 Pekan untuk Jatim Turunkan Angka Positif Covid-19 (Friday, June 26, 2020 6.22 p.m.)
4. Prediksi Terbaru Jokowi Soal Puncak Pandemi Covid-19: Kalau Melihat Angka, Agustus atau September (Tuesday, July 14, 2020 9.44 a.m.)

Ontological metaphor

Ontological metaphor is metaphor in which an abstraction, such as activity, emotion, or idea is represented as something concrete, such as an object, substance, container, or even a person. There are nine ontological metaphors that were found as the data.

1. Jokowi Akui Sembunyikan Sejumlah Informasi tentang Virus Corona, Ini Alasannya (Friday, March 13, 2020 6.27 p.m.)

2. Jokowi Ungkap Alasan Tutup Data Pasien Virus Corona: Berhitung Keresahan Masyarakat (Friday, March 13, 2020 8.41 p.m.)
3. Suhendra: Dukungan Politik Parpol Ringankan Jokowi Atasi Corona (Monday, March 16, 2020 2.33 p.m.)
4. Presiden Jokowi Instruksikan Antisipasi Penyebaran Corona: Kerja, Belajar, dan Ibadah di Rumah! (Monday, March 16, 2020 6.00 a.m.)
5. BREAKING NEWS Jokowi Sebut Episentrum COVID-19 Bergeser dari China ke AS dan Eropa (Tuesday, March 31, 2020 10.54 a.m.)
6. Luhut Bantah Penanganan Corona Lambat, Ungkap Satu Hal dari Jokowi yang Tak Diketahui Banyak Orang (Saturday, April 4, 2020 2.45 p.m.)
7. Perjuangan dr Tirta Jadi Relawan Corona Disentil Rocky Gerung, Sebut Konyol, Jokowi Ikut Disinggung (Thursday, April 2, 2020 9.46 a.m.)
8. Dikaitkan dengan Penyebaran Covid-19, Sejumlah Tower 5G di Inggris Dibakar (Tuesday, April 7, 2020 5.45 a.m.)
9. Jokowi Banjir Kritik Penanganan Covid-19, Prabowo Pasang Badan: Beliau Berjuang untuk Indonesia (Thursday, April 23, 2020 10.16 a.m.)

Total data found in this research are twenty nine data that are displayed in the table below. The table shows the types of metaphor expressions used in Corona articles published by Tribunnews.com.

Table 1. Types of Metaphor in Tribunnews.com

NO	Types of Metaphor	Frequency	Percentage
1.	Structural Metaphor	13	50%
2.	Orientational Metaphor	4	15.4%
3.	Ontological Metaphor	9	34.6%
TOTAL		26	100%

Discussion

Kövecses (2002, p. 31) states that conventional conceptual metaphors are often found in headlines news, since as the small part of article, metaphors could effectively catch the readers' curiosity to read the whole article. Metaphors appear in the form of some specific terms used as headlines in case of explaining Corona issues. Corona virus was figured as an enemy (*musuh*) as in datum 1 until datum 5; fight (*lawan*) in datum 8;

make a peace (*berdamai*) in datum 6, datum 7, datum 9, datum 11, and datum 13; side by side (*berdampingan*) in datum 8 and datum 10.

Source Domain	Target Domain
<i>Musuh</i> (enemy)	Corona virus
<i>Lawan</i> (fight)	Preventing corona virus
<i>Berdamai</i> (make a piece)	Facing corona virus with no worries
<i>Berdampingan</i> (side by side)	Facing corona virus with no worries

Based on the data, it can be noted that the source domain of metaphor used is terms usually used in a war for the target domain Corona. Generally, one complex concept (usually abstract) is presented in terms of some other concepts. People will be able to easily visualize what Corona is by creating in their mind that Corona is an enemy. Enemy could activate people's understanding that it must be bad, dangerous, annoying, and awful. It will be more efficient than explaining that Corona is a kind of virus that could attack human's respiratory system and is absolutely deadly. Other war terms used in the data could be found such as make peace (*berdamai*) and side by side (*berdampingan*). Peace is a term in war that means freedom from disturbance; tranquility or a state or period in which there is no war or a war has ended. In this case, by using this metaphor the government needs people to conceptualize that even though Corona has not ended, they must live with this virus. The term peace could activate the way people think and understand the situation easier. Since the pandemic still has not over yet, still, people should be able to adapt with it. Then the government use metaphor live with it side by side (*berdampingan*) to conceptualize what people should do to face the situation.

Other metaphors found show that there were metaphors which involved spatial orientation as in datum 14 until datum 17. There are words for up (*melonjak*), sloping (*melandai*), peak (*puncak*), down (*turunkan*), and shift (*bergeser*). From these words, it could be underlined that there is a conceptualization process of Corona situation in terms of orientational, since human's spatial orientation gives a rise for cognitive orientational metaphor to emerge. Besides, Verticality (up-down) is the basic cognitive concept of image scheme in human's life.

In Tribunnews.com's headline about corona issues, it was also found that Corona is conceptualized as a container, as in hide (*sembunyikan*), spread over (*penyebaran*), and lighten up (*ringankan*). Corona is conceptualized as if something was in a container and it could be hidden or spread over. Human's cognitive easily understands the consequence if it is spread out or what hide exactly means. Corona is also conceptualized as time which can be slow (*lambat*), and shift (*bergeser*). These metaphors help people think that virus can be handled by the government as a movement that could be fast or slow, and based on the datum 23, the government rejected the public's opinion stating that government's control of corona was slow. Metaphor shift (*bergeser*) was also used to activate people's thinking that there was a movement from one point to other point as in datum 22. Other ontological metaphors such as counting (*berhitung*), flickered (*disentil*), protect (*pasang badan*), and flood (*banjir*) also appeared in the headlines. These ontological metaphors are a metaphor in which an abstract concept (activity, emotion or idea) is represented as a concrete concept.

CONCLUSION AND SUGGESTIONS

Conclusion

This paper shows the use of metaphor for Corona issues as a way of expression in newspaper headlines. Furthermore, it shows how metaphor's expressiveness and figurativeness of the headlines could improve. Metaphors in headlines are generally innovative and unconventional. However, conceptual metaphors are categorized to structural metaphors, orientational metaphors and ontological metaphors. In structural metaphors, Corona is conceptualized as a war; then in orientational metaphors, there is a vertical concept such as up and down, and in ontological metaphors, it is found that Corona is also mapped as a container and other concepts.

Suggestions

This research focuses on identifying and analyzing the metaphors used in Tribunnews.com headlines news particularly article about Corona Issues. The next researcher who are interested in the same field can spread over the theory of analysis not only about metaphor but also the critical discourse analysis within the text. By

analyzing the CDA of the text, a new researcher could offer a complete view of the text itself.

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