CHAPTER III
RESEARCH METHOD

One of the important things of scientific studies in analyzing the problems is having a method of analysis. Nawawi (1991: 30) divides research into three parts; laboratory research, library research, and field research. In this thesis the writer applies library research to get supporting information related to the topic of the analysis. According to Nawawi (1991: 30) the activity of library research is conducted by collecting the data from some literatures, either in library or in other places. We can also use the documentation materials, magazines, newspaper, and so on, which are written.

The writer will divide the procedures of analyzing the data into four steps.

1. List some metaphors used in the headlines of articles in *The Jakarta Post* newspaper.
2. Identify the type of metaphors.
3. Describe the meaning of metaphors.
4. Find out the most dominant type of metaphors.

3.1 Research Design

This analysis will be done by using both qualitative and quantitative research. These two researches are the procedures to solve the problems of analysis. Nawawi (1991:32) states that qualitative research uses the data which is used verbally and the qualification is theoretically. The data is not analyzed through the mathematical calculation but it is done rationally. While quantitative research uses the data like numbers with some classification such as frequency, average mark, percentage, the dominant variable, and so on. The data processing as done through mathematical
calculation with a certain formula. Therefore, qualitative research is done to describe my analysis and quantitative research is done to get the dominant variable.

3.2 Data Collecting Method

Nawawi (1991:140) states population is the whole objects of research which consist of human, things, plants, symptoms, and event as the sources of data which have certain characteristic in a research. The population of my analysis is *The Jakarta Post* newspaper.

Nawawi (1991:144) states that sample is a part of population to represent the whole population. Then, as the sample of the analysis, the writer take the data from *The Jakarta Post* newspaper. The data are sentences used in the headlines of six (6) edition *The Jakarta Post* where in one edition contains five (5) articles. So, the total number of data is thirty (30) articles. In the analysis of data only 24 articles to be analyzed which are taken randomly. In the sample of analysis, the writer applies purposive sampling method. According to Nawawi (1991:157) in this technique, sampling is adjusted with the purpose of the research. In other word, sample is adjusted with the certain criteria, which is decided based on the purpose of the research.

3.3 Data Analyzing Method

The process of analyzing the data will be done in grouping. First, the whole data will be divided by numbering each headline of the article. Then data will be grouped according to the kinds of each type of metaphor, so the writer will be described the meaning of metaphor. For example, the first term is hyperbole, so the writer will collect all example of hyperbole from the whole data and put them in group and then the writer
will describe the meaning of each data. Last, the writer find out the most dominant type of metaphor.

The analysis of the data will be done one by one from each type of metaphor. All the data will be analyzed by using qualitative approach by explaining them one by one from each type of metaphor found in *The Jakarta Post* selected articles.
CHAPTER IV
DATA ANALYSIS

4.1 Data Analysis

The data which will be analyzed are taken from the selected The Jakarta Post from April, 4, 2009 until June, 9, 2009. The writer analyze the data based on the types of metaphor according to Newell’s theory. The types of metaphor are: Hyperbole, Metonymy, Synecdoche, and Composite.

4.1.1 Hyperbole

Hyperbole is an expression that exaggerates something or tells something more than the fact can prove.

There are eleven data as hyperbole.

1. Lody Iontoh everlasting love to aerobic. ( April, 4, 2009 )

   The sense of the sentence above will be sound illogical if interpreted literally. The uses of phrase “everlasting love” is exaggeration term. Lody Iontoh is an athlete of gymnastic. It is possible to say that Lody very like aerobic. He will not change his profession as long as he lives. He wanted to be athlete of gymnastic until the end of his life.

2. President: Goat cleverer than criticus. ( April, 4, 2009 )

   It is impossible to said goat is cleverer than criticus. Goat is an animal while criticus is human being. The sentence use a comparison between goat and criticus. In order to get the exact meaning, we can interpreted that the president want to give a critic to criticus. He described that criticus have a worst attitude.

3. Liverpool frightful. ( April, 4, 2009 )
Liverpool is a football club from England. In general, the uses of adjective word ‘frightful’ deals with the horrify things. But, in this sentence ‘frightful’ used to refer exaggeration term. Here, literal meaning is the teams of football from Liverpool make an effort to get a win. They wake up and made a big power to defeat their enemy in the football match.

4. Rain of tears in Wembley. ( April, 23, 2009 )

If the sentence interpreted literally, the sense of the sentence will sound vague and clumsy. Therefore, it could be stated that the sentence contained a metaphor sense namely hyperbole. To arrive at a logical sense, the sentence must be interpreted figuratively. Thus, the figurative sense of this sentence means that England has lose the football match in Wembley. They cannot win the match to get ticket to Australia and Swiss.

5. Football become a habit. ( May, 5, 2009 )

If the sentence interpreted literally, the sense in the sentence would be unclear and defies our logic therefore, to make it logical, it must be figuratively interpreted. Football is a game. The phrase above means that Imam arif and his son in the same person who like football. Father and son it means that habit of father also not far from his children which imam arif and two his sons are the same person who like football.

6. Iron woman free from motion distrust parliament. ( May, 2, 2009 )

In this sentence might be confusing if the reader read or hear it. The meaning of this sentence would be sound odd and it is illogical literary. Here, the figurative
interpretation is used in order to make the sentence more flowery with imaginary, it categorized in hyperbole, since the word ‘iron woman’ was exaggeration word. Iron woman is a woman who made from iron. It is not impossible. Iron woman refers to Nuriya Alsubeih. But, here the right interpretation for the whole sentence above means that Nuriya Alsubeih is a strong woman, besides that she is a minister of education in Kuwait City. Nuriya Alsubeih is a strong woman who had independent from politics.

7. To watch meteor enough with naked eyes. (April, 23, 2009)

This sentence is categorized in hyperbole metaphor, since it used exaggeration through the use of phrase ‘naked eyes’. The meaning of this sentence would be sound odd and illogical cause the people who read or hear this phrase felt confuse. The word eyes are used to observe or look something. So the literal meaning of the phrase means that to watch meteor only use eyes. There is no other equipment to watch meteor.

8. The fighter has been gone. (May, 9, 2009)

This sentence above contains metaphor sense because meaning of the sentence could cause confusion if it was taken literally. It is exaggeration sentence. Actually, the word fighter was a person who fights in war or in sport. But here, fighter refers to a scientist (Prof. Suparlan). The whole sentence must be interpreted figuratively first. The correct interpretation was a scientist has been died.

9. More give water more thirsty. (May, 5, 2009)

If the sentence interpreted literally, the sense would be odd and confusing, if misinterpreted by the reader or the hearer. Therefore, this sentence must be interpreted
figuratively first to get the rights meaning. So, the literal interpretation of this sentence refers to the member of parliaments. They were greedy man. It meant that they always felt lack of something especially with money. They always wanted to get much money. In fact they had big salary from government. But they never felt satisfied. They always did corruption.

10. Obama on the wind. (April, 21, 2009)

If one interpreted this sentence literary, the meaning would be literally odd since no one can fly on the wind withoutings. Obama would be never on the wind.

11. Ricky Hatton on top condition. (May, 9, 2009)

The sence of sentence could be understood easily no matter if the sentence could be interpreted into everyday use and the exact meaning would be achieved. The sentence above was categorized in hyperbole metaphor because there was presented the exaggeration in that sentence is Ricky Hatton has full of spirit to defeat his enemy. He wanted to be a winner.

4.1.2 Metonymy

Metonymy is a change of name is designated by the name of something which is generally associated with it.

There are two data examples categorized as metonymy, such as:

1. Five stars for Stones. (April, 4, 2009)

This sentence above was categorized to metonymy metaphor, since it was a change the name something through the *five stars* for Stones. To get literal meaning, this sentence must be figuratively interpreted first. Five stars means award for stones. It was
noted in Guinness Book of World records as a big concert. It has watched by 3,5 millions people in Copacabana Beach, Rio de jainero, Brazil. It was held on February, 18, 2006.

2. Barnabas admitted there is “small kings”. (April, 9, 2009)

The sentence above was contained metaphor sense. It was categorized in metonymy because the meaning of the sentence could cause confusion to reader or listener if it was taken literally. We have to interpret this sentence figuratively. The use of the word ‘small king’ was a metonymy since that is a change of the object. Small kings means corruptors. The interpretation for the whole sentence means that Barnabas as governor had recognized that there are a corruptor. He said that they are dishonest person who hidden the fund, they did not distribute it to poor people.

4.1.3 Synecdoche

Synecdoche is an association which uses of part or individual for the whole class or group.

There are four data examples on Synecdoche are found in The Jakarta Post newspaper.

1. Zoe mix the reading garden and entertainment. (April, 23, 2009)

The sentence was categorized synecdoche, since this sentence is association of place between library and cafe. The reading garden in this sentence refers to library. Library is room or place for a collection of books, records, etc. While entertainment refers to cafe. Cafe is a place where you can buy drinks and simple meals. So, the interpretation for the whole sentence means Zoe wanted to make library and cafe was a place for reading.
2. Soeharto in foot of republics. (April, 9, 2009)

The sentence above contains synecdoche of metaphor in which parts of human body denote the whole through the uses of *foot*. The word *foot* that present synecdoche must be interpreted figuratively if we wanted to get exact and literal meaning. The *foot* was lowest past of leg. It is used to stand and walk. it is not only the foot of the people but the whole of their body since foot were a part of a human body. Therefore, the sense of this sentence means that Soeharto is still under of nations of he still controlled by nations. Soeharto could not escape from nation, because he is ex president who has done corruption in this country.

3. New face was in Woman. (May, 5, 2009)

Here, synecdoche is represented by the word *face*. The phrase above must be interpreted literally to get a clear meaning. *Face* is part of human body denote the whole. *Face* is a front part of the head. So, the literal meaning was that they are some of new woman player in a tennis competition. They are Maria Sharapova, Ana Ivanovic, Jankovic, and Hantuchova.

4. Flower in volley court. (April, 4, 2009)

This sentence above contains metaphorical sense. It categorized in synecdoche since it was an individual for a class. *Flower* is identical to a girl. *Flower* refers to Picci. She is an athlete of volley. The phrase must be interpreted literally first to get a right meaning. So, the right interpretation is there is a girl athlete in volley court.
5. West must not lose the propaganda war. (May, 9, 2009)

This sentence above contains metaphorical sense. It is categorized to synecdoche since it use an individual for a group. In this sentence above, the word ‘West’ is refer to the *Coalition countries*, such as United States, United Kingdom, French, Germany, etc. This sentence above must be interpreted literally to get a clear meaning. So, the right interpretation is the Coalition countries faces began to hit Muammar Qaddafi’s air defenses. The Libyan dictator is fighting back, not with his own planes and missiles, but with propaganda.

4.1.4 Composite

Composite is a kind of metaphor which tries to consider inanimate to be animate. There are six data about composite.

1. Airport lames again. (April, 21, 2009)

The activity in *Airport* is going on everytime. It can be compared with human who always do activity everytime. When the activity in *airport* is stop, it can be compared with a lame human who cannot do anything. Actually, *lame* is the characteristic of human being. It categorized in composite since airport was described as a human being. it was impossible said “airport lame again. in this case, airport is described like an animate creature by using composite. Airport is place where aircraft land and take off with building for passenger to wait in. To get the exact meaning, we have airport can not use again because there is a caution for that. it caused by flood. So, it made jam on the street.
2. Safe the suffering jungle. (May, 9, 2009)

This sentence above contains figurative sense. It categorized to composite. It is impossible that jalung have feeling like a human. But as we know, it could not do it since they are not alive. It is defeated our logic. Here the whole phrase above means that jungle has broken, it caused by human. Some of people attempt to save the jungle from the people who not responsibility, they have do cutting wild in the jungle.

3. House approves plan to delay fuel restriction. (May, 5, 2009)

This sentence above contains metaphorical sense. In this sentence, the figurative interpretation is used in order to stimulate the thought emotions of the reader to reconsider the sentence who interpreted literally. This sentence above is categorized to composite since the word ‘house’ described as human being done. The house is inanimate thing. But, the word ‘house’ above refers to The House of Representative. The correct interpretation of this sentence above is The House of Representative approved the government’s proposal to delay the implementation of the hotly debated policy to restrict the distribution of subsidized fuels for private cars.

4. Indonesia is totter. (April, 21, 2009)

If the sentence interpreted literally the sense in the sentence would be very unclear and defies our logic that we know totter usually used to teach a small child to walk. The phrase above contained metaphorical. It must be interpreted literally to get the right meaning. The phrase above described that Indonesia has a slowly development, like a small child walk very slowly. The phrase above categorized to composite metaphor because it could not said Indonesia still to totter. It is not impossible for Indonesia walk like human being done.
5. Industry of rattan get weak. (April, 4, 2009)

This sentence above contains metaphorical sense. It is categorized to composite metaphor since it was described like human being. It is inanimate thing and attribute life. It said that *industry get weak*: it is illogic cause as we know it could not do it like human beings. The reader or listener would be confuse if the read or listen this sentence. So, this phrase must be interpreted first to get the correct meaning. The correct interpretation of this phrase is the industry of rattan had decreasing or not developing. It happens because there is no material of rattan.

6. Gold climbs in London as Libya attacked. (May, 9, 2009)

This sentence above contains metaphorical sense. It is categorized to composite since ‘gold’ is described as a human being. It is impossible to say that *gold* can do activity as a human being. While, *climbs* is the activity who is human being done. The correct interpretation of this sentence above is the price of gold in London is more expensive because the investors search a protection of wealth from air strikes in Libya and on concern unrest may spread in the region.

After all the data have been selected, the writer also want identify all the data based on the type of metaphor that related to what Newell (1978:31-34) had described about the types of metaphor, they are hyperbole metaphor, metonymy metaphor, synecdoche metaphor and composite metaphor. The analysis of the data could be seen in the following table.
TABLE 1
Data analysis of metaphor in *The Jakarta Post newspaper*

<table>
<thead>
<tr>
<th>No</th>
<th>Headline</th>
<th>Types of metaphor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Hyperbole</td>
</tr>
<tr>
<td>1</td>
<td>Lody Iontoh everlasting love to aerobic.</td>
<td>√</td>
</tr>
<tr>
<td>2</td>
<td>Rain of tears in Wembley.</td>
<td>√</td>
</tr>
<tr>
<td>3</td>
<td>Five stars for Stones</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>President: goat cleverer than criticus</td>
<td>√</td>
</tr>
<tr>
<td>5</td>
<td>To watch meteor enough with naked eyes</td>
<td>√</td>
</tr>
<tr>
<td>6</td>
<td>Iron woman free from distrust parliament</td>
<td>√</td>
</tr>
<tr>
<td>7</td>
<td>Football become a habit</td>
<td>√</td>
</tr>
<tr>
<td>8</td>
<td>Liverpool frightful</td>
<td>√</td>
</tr>
<tr>
<td></td>
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<td></td>
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<tr>
<td>---</td>
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</tr>
<tr>
<td>9</td>
<td>Zoe mix the reading garden and entertainment</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Airport lames again</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>The fighter has been gone</td>
<td>√</td>
</tr>
<tr>
<td>12</td>
<td>More give water more thirsty</td>
<td>√</td>
</tr>
<tr>
<td>13</td>
<td>Barnabas admitted there is small kings</td>
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</tr>
<tr>
<td>14</td>
<td>Safe the suffering jungle</td>
<td></td>
</tr>
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<td>15</td>
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</tr>
<tr>
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<td>Soeharto in foot of republic</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Ricky Hatton on top condition</td>
<td>√</td>
</tr>
<tr>
<td>18</td>
<td>West must not lose the propaganda war</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>House approves plan to delay fuel restriction</td>
<td></td>
</tr>
</tbody>
</table>
From the table above we could see that there are 24 headlines used in *The Jakarta Post* newspaper. After the data are classified, there are 11 hyperbole, 2 metonymy, 5 synecdoche, and 6 composite.

The percentage of each types of metaphor could be reported as shown in following table by using Cauvery’s (2003:196) formula:

\[ N = \frac{X}{Y} \times 100 \% \]

Where:  
- \( X \) = the total number of type metaphor  
- \( Y \) = the total number of the whole metaphor  
- \( N \) = percentage of the type of metaphor
TABLE 2
The percentage of type metaphor

<table>
<thead>
<tr>
<th>No</th>
<th>Type of metaphor</th>
<th>Total (x)</th>
<th>( N = \frac{x}{N} \times 100% )</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hyperbole</td>
<td>11</td>
<td>45.9 %</td>
</tr>
<tr>
<td>2</td>
<td>Metonymy</td>
<td>2</td>
<td>8.3 %</td>
</tr>
<tr>
<td>3</td>
<td>Synecdoche</td>
<td>5</td>
<td>20.8 %</td>
</tr>
<tr>
<td>4</td>
<td>Composite</td>
<td>6</td>
<td>25 %</td>
</tr>
<tr>
<td></td>
<td>Total of metaphor</td>
<td>24</td>
<td>100 %</td>
</tr>
</tbody>
</table>

From the table above we can see that there are 24 data of metaphor are used in *The Jakarta Post* newspaper. After the data are classified, there are 11 hyperbole, 2 metonymy, 5 synecdoche, and 6 composite and each percentage from the types of metaphor, there are 45.9 % hyperbole, 8.3 % metonymy, 20.8 % synecdoche, and 25 % composite. So, we could see that the highest percentage of metaphor is hyperbole metaphor that is 50 %, meanwhile the lowest percentage was metonymy metaphor that was 8.3 %. So, we can conclude that the most dominant types of metaphor appeared in *The Jakarta Post* newspaper is hyperbole metaphor.
4.2 Findings

After the writer analyzed all the data obtained in The Jakarta Post newspaper, the findings could be reported as follows:

1. Almost all the data in The Jakarta Post newspaper contain metaphor.
2. The most dominant type of metaphor in The Jakarta Post newspaper is hyperbole metaphor that is 45.9%.
3. The lowest type is used by the writer in The Jakarta Post newspaper was metonymy that is 8.3%.
4. Hyperbole proves that it is always used in The Jakarta Post newspaper. Hyperbole is the expressions that exaggerates something or tells something more than the fact can prove. They might be to make the sentence more attractive, flowery, attract the reader to think deeply of intention of usage this metaphor.
CHAPTER V
CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

After analyzing all the data obtained, here some conclusion can be drawn as follows:

- Newspaper as mass media functions to give its reader the information that can be directly and indirectly. It means that the language is figurative used. It seems that the use of figurative meanings can attract attention from the readers and make sentences will be more comprehensive. That is why we say that metaphor hides its meaning in the text.

- There are four types of metaphor. They are hyperbole, metonymy, synecdoche, and composite of metaphors.

- Hyperbole was the most dominant type of metaphor used in Kompas newspaper, which percentage was 45.9%. Meanwhile the lowest type of metaphor in Kompas newspaper was metonymy that was 8.3%.

5.2. Suggestions

The writer has shown the reader about types of metaphor in The Jakarta Post newspaper. As she known that the student often find the difficulties in study metaphor in The Jakarta Post newspaper, they can be over corned by giving a lot of examples of metaphor in The Jakarta Post newspaper.
The following are the writer’s attempt to put for what some suggestions.

- the student or learner must never felt satisfactory to study literature especially about metaphor.

- In study metaphor in *The Jakarta Post* newspaper the student must follow the method and the rules introduced.

- It is essential for the student in learning language, actually in using metaphor in daily conversation or mass media.