

When Government Speaks in Metaphor of Indonesian News: A Conceptual Metaphor Perspective and Translation

Ida Komang Ambarani¹, Ni Luh Sherin Prihantana², Ni Nyoman Tri Sukarsih^{3*}

Universitas Dhyana Pura, Jalan Raya Padang Luwih, Badung, Bali, Indonesia. E-mail.

trisukarsih@undhira.ac.id

ABSTRACT

This study aims to analyze the types of conceptual metaphor and translation of metaphor in the news of President Prabowo Subianto's inaugural speech. This study used descriptive qualitative. The data were taken from Prabowo Subianto's first speech in which Indonesian as the Source Language (SL) and English as Target Language (TL). The data were collected through content analysis, note-taking, and documentation. The data were analyzed by preparing and organizing the data, reducing the data, then representing the data in table and discussion. The result found that there are 6 structural metaphors and 1 ontological metaphor. Additionally, 5 data used reproducing the same image in TL, 1 used deleting metaphor and 1 replacing SL image into TL image are translation metaphors used in this data.

Keywords: conceptual metaphor, political news, translation of metaphor

1. Introduction

Metaphor belongs to the field of semantics, especially in cognitive semantics which deals with human cognition, since this field of study is divided into two parts, structural semantics and cognitive semantics. Lakoff and Johnson (2003: 36) stated, "*Metaphor is one thing in terms of another, and its primary function is understanding.*" It means that a metaphor is a concept which is understood in terms of another, and the main function is to facilitate comprehension. On the contrary, it is also stated that they have found that metaphor is common in human daily life, not only in humans' language but also in humans' thought and action. This kind of metaphor is called a conceptual metaphor (CM) which means that humans' everyday experiences are cognitively mapped through metaphorical thinking, making metaphor as an integral part of human cognition. Our daily thought, experiences, and systems are influenced by metaphor if in arguing that our conceptual system is mostly metaphorically. For that reason, a central role in defining human everyday realities is played by the human conceptual system. In conceptual metaphor, there are Source Domains (SD) and Target Domains (TD). SD refers to abstract conceptual domain that is understood through the TD while TD itself refers to the more concrete conceptual domain that provides structure (Kövecses, 2010). For example, Kövecses (2010) illustrates the metaphor LOVE IS A JOURNEY. In this case, LOVE is the SD and JOURNEY is

the TD, where the abstract concept of love is understood through the more concrete concept of a journey, which reflects progress in a relationship.

Conceptual metaphor (CM) is categorized into three types. A structural metaphor occurs when the concept of one thing is metaphorically structured using another concept (Lakoff & Johnson, 2003, p. 14). *ARGUMENT IS WAR* is one of the examples mentioned. Here, *ARGUMENT* is SD which is an abstract thing and the TD of this concept is *WAR* as SD which tries to understand a concept of *ARGUMENT*. In addition, they also stated that it is based on systematic correlations in daily experiences (Lakoff & Johnson, 2003). An orientational metaphor relates to concepts involving spatial relationships, direction, and position. Lakoff and Johnson (1980: 14) describe it as “a metaphor in which concepts are spatially related to each other”. It is mentioned that HAPPY IS UP; SAD IS DOWN. In the example *I’m feeling up today* means that *I’m feeling happy today*. Here, the concept HAPPY is conceptualized as FEELING UP. On the other hand, an ontological metaphor treats abstract concepts as entities or substances, as in conceptualizing ideas or emotions as containers or physical objects (Lakoff & Johnson, 2003). As the concept, which is mentioned, *THE MIND IS A MACHINE*. Lakoff & Johnson gives an example through a sentence, *My mind just isn’t operating today*. Here, *MIND* is conceptualized with a *MACHINE* which can be operated.

Translating metaphors might be challenging in translation (Newmark, 1988). Translators need to understand the suitable procedures so that it is easier to understand. Additionally, identifying the source domain and the target domain are crucial, since these elements guide translators in choosing appropriate procedures to transfer both meaning and figurative effect into the receptor language. Newmark (1988) stated that rendering the meaning of a text into another language in the way that the author intended the text is the definition of translation. Here, the meaning of the author is rendered from Source Language (SL) into Target Language (TL) so that the intended message of the author can be transferred and understood by target readers. In metaphor, cognitive and aesthetics are the purpose of metaphor (Newmark, 1988). It is stated that a textbook dominates in cognitive purposes while advertisement, pop-song, popular journalism, etc, dominate in aesthetics purposes. Since metaphor is difficult to be translated then it can lead to problems in translating it when choosing a translation procedure (Newmark, 1988). However, to handle the problems, there is a translation of a metaphor which is stated by Newmark. There are seven translations of metaphors mentioned. First, reproducing the same image in TL, second, replacing SL image with another standard image in TL, then translating by simile, translation of senses, translating by an equivalent adapted metaphor, replacing it into descriptive metaphor, and the last one is eliminating the metaphor.

A form of communication which is used to inform current events, issues, and trends in society is defined as news (Croteau & Hoynes, 2014). On the other hand, politics, in its broadest sense, is the activity through which people make, preserve, and amend the general rules under which they live (Heywood, 2013). Therefore, political news means the news which provides information or reports of political events. In news, to enhance the message and to evoke the readers’ emotions, it often utilizes linguistic features which are called metaphors. To popularize, concretize, and dramatize issues is served by CM as one particular journalistic device used in

news text (Hellsten, 2002; Siriam & Widyastuti, 2023). Furthermore, they also stated that by using CM in news, the readers will understand the news easier and understand a perspective.

Political news of Prabowo Subianto's inaugural speech was published by an Indonesian government called Setkab. The news contains bilingual political news reporting on Prabowo Subianto's inaugural speech in October 2024. The news is presented in two languages: Indonesian as the Source Language (SL) and English as the Target Language (TL). As a translation product, the English version shows how political messages and language styles, especially conceptual metaphors, are transferred from one language to another. This type of translation is important to study because political metaphor does not carry literal meaning but it reflects values, ideologies, and cultural elements. Charteris-Black (2011) stated that politicians frequently use conceptual metaphor to connect political issues with everyday experiences, making their arguments appear more logical and acceptable to the public.

Numerous studies have analyzed conceptual metaphor and translation of metaphor. Elqubaisi, et al. (2023) have found that some metaphors in the source language (SL) have direct equivalents in Arabic, the translators introduced two new procedures (H1 and H2), and metaphor selection in the target language (TL) is influenced by cultural and linguistic factors, text type, and metaphor class. Putri and Gusthini (2022) revealed that out of nine metaphors found in the song "Skyfall," four metaphor translation strategies based on Larson's model were applied, with the most dominant being the conversion of metaphor into non-figurative expressions. Siriam & Widyastuti (2023) analyzed Indonesian political news in Tempo and found that to popularize, concretize, and dramatize issues are CMs which commonly used in political news, the most dominant type found is structural metaphor and the most significant domain was with war metaphor, lastly, the study found that the most technique in rendering metaphor into English is non metaphorical translation. Muttaqin and Jaya (2025) have shown that the translators of President Joko Widodo's political speech tended to be faithful and cautious, avoiding excessive intervention, particularly when dealing with politically sensitive images.

However, previous studies have rarely examined conceptual metaphors and their translation in bilingual online political news reporting Indonesian presidential speeches, particularly those of President Prabowo Subianto. Therefore, this study aims to analyze the types of conceptual metaphor and the translation of metaphor procedures used in both the Indonesian and English versions of political news reporting on President Prabowo Subianto's inaugural speech. To achieve this, the present study specifically addresses the following linguistic problems:

1. What types of conceptual metaphors are employed in the Indonesian online news reporting of President Prabowo Subianto's inaugural speech?
2. What translation procedures are used to change these metaphors into English?

2. Methods

This study employed descriptive qualitative to describe and interpret the data (Creswell, 2018). A cognitive approach was used to support the method which applies conceptual metaphor. It used the political news of Prabowo Subianto's inaugural speech after being Indonesian president as the data and it was retrieved from the official website: www.setkab.go.id, accessed

on 1st July 2025. The news was published on 23rd October 2024 and has two versions, first is the Indonesian version and the second one is the English version. This study used Lakoff & Johnson (2003) to understand the kinds of conceptual metaphor and Newmark (1988) to understand the translation of metaphor procedures used in the data. The study applied methodological triangulation by using content analysis, note-taking and documentation. Purposive sampling was used in this study since it was needed to determine which part belongs to CM. Therefore, this study focused on an expression which contains a conceptual metaphor in political news of Prabowo Subianto's inaugural speech then determined the translation procedures used since this sampling means that the data selections are selected purposefully (Creswell, 2018). The study used Creswell framework (2013), which contains first, preparing the data and organizing the data. Secondly, reducing it by focusing on conceptual metaphors. Lastly, representing the data in the form of a table and explanation.

3. Findings and Discussion

Conceptual metaphor is a concept of human cognition to state an abstract concept with their everyday experiences in which something is understood by another thing so that it will be easier to understand. To understand this concept, it is important to pay attention that metaphor highlighting abstract things by mapping them into human physical experiences. It does not only act as language, but it is metaphorically structured and defined in human conceptual systems because metaphorical is largely processed in human thought (Lakoff & Johnson, 2003). Three kinds of conceptual metaphors as stated; structural metaphors, orientational metaphors, and ontological metaphors. These three kinds of metaphors are always used in people's daily life, including political fields.

In translation, translating a metaphor can be a challenge to translators. Metaphor can be misinterpreted if it is translated in the wrong way by the translator. That is why the translator must be careful in translating the text from SL to TL. It is also important to know the suitable translation procedure when translating a metaphor. Therefore, in translating metaphors, there are seven translations of metaphors which are stated by Newmark so that it will be easier for translators to translate a text.

a. Ontological Metaphor

Ontological metaphor connects abstract experiences or concepts, such as (1) thoughts, (2) events, (3) emotions, (4) inanimate objects, and (5) parts or organs of the human body, with physical entities that can be understood concretely (Diaji & Karnawati, 2025; Lakoff & Johnson, 1980). For example, in the metaphor *Anger is a hot fluid in a container*, anger (an emotion) is understood as a heated substance, which produces expressions such as "He blew up" or "She's boiling with anger".

Data 1

Indonesian	English
<p>Presiden juga menyinggung <i>masalah internal yang masih membayangi Indonesia</i>, termasuk korupsi, kebocoran anggaran, dan kolusi antara pejabat dan pengusaha yang tidak patriotik.</p>	<p>President Prabowo also addressed <i>internal problems that continue to affect the country</i>, including corruption, budget leaks, and collusion between officials and unpatriotic businessmen.</p>

In this data, *masalah internal yang masih membayangi Indonesia* is considered as conceptual metaphor. Literally, it means that internal problems affect Indonesia continuously. However, it is impossible since *internal problems* belong to abstract things but in this case, it is considered as an animate thing which can affect a country. *Masalah internal* belongs to SD which describes an abstract thing and cannot be seen by humans. In Prabowo's speech, it was stated that *masalah internal* can shadow Indonesia because it is conceptualized as *enemies* which belong to TD. According to KBBI (*Kamus Besar Bahasa Indonesia*), *membayangi* means covering something so that it cannot be seen anymore, while *affect* according to the Oxford dictionary means to produce a change in somebody/ something. Here, *internal problems* are identified that they can change the conditions of Indonesia because there are a lot of problems like corruption and weakness of budget, and those should be reduced. In addition, *masalah internal* acts actively like they can cover Indonesia so that it cannot be seen. On the other hand, *masalah internal* is not an object which humans can see, instead it is an abstract thing, but it was said that it can cover Indonesia while *membayangi* literally means shadowing something in the form of an object. The problems cover Indonesia until it is full of problems instead of prosperity then it causes Indonesia like sinking into the ocean. This conceptual metaphor belongs to an ontological metaphor since an abstract thing is considered as a physical thing which can be seen, and humans have an experience of it and it makes the abstract thing do something like humans do. To make it easier to be understood, it has said that it can affect Indonesia. As stated by (Lakoff & Johnson, 2003), entities and substances are the way activities, events, ideas, emotions and so on are viewed as something which can be seen since humans can refer, categorize, group and quantify something whenever they can identify their experiences as entities and substances. Therefore, *masalah internal yang masih membayangi Indonesia* is categorized as conceptual metaphor, especially ontological metaphor to state that the problems still continuing affect the country like enemies who are still affecting their enemies so that it will be understood easier.

The expression in data 1 is translated by replacing the SL image with another standard image in TL. *Masalah internal* is translated into *internal problems* while *yang masih membayangi Indonesia* is translated into *that continue to affect the country*. Here, *membayangi* is translated into *effect* which means *memengaruhi* in Indonesian. *Kamus Besar Bahasa Indonesia* (KBBI) defines the word *membayangi* as *covering something so that it cannot be seen* while *to affect* is defined as *affecting something or someone so that they are affected*. However, in this expression internal problems are stated covering (membayangi) Indonesia then it is translated into internal problems which affect the country. The metaphor in SL is translated by replacing the metaphor in the SL image with another image in TL since it could be unacceptable and not understandable in TL if the word *membayangi* is translated into *covering*. To prevent any misinterpretation by target readers, the translator decided to use this procedure so that it could be understood easily. In translation, the important thing is transferring the messages in SL to TL because it should be communicative so that it can be communicated to the target readers easily. That is why instead of translating it by using the metaphor in SL which can lead into ambiguity, it is better by translating it into another image in TL. In addition, the different culture will affect the ways in stating metaphor so that it will be different and it also be another reason why translating this expression does not use metaphor in SL since the metaphor is unacceptable in TL because of the different ways in mapping something and there is suitable word with has a same metaphor in TL's culture. A conceptual metaphor can be found in every language and culture (Sukarsih, 2016). However, conceptual metaphor as their own specificity in every culture (Lakoff & Johnson, 2003). For those reasons, that is why the translator decided to replace the metaphor in SL to another image in TL since it has the closest meaning in TL.

b. Structural Metaphor

A structural metaphor describes one concept that is understood and expressed through the framework of another. It primarily serves an evaluative purpose by forming a broader network of metaphor that share related meanings. Structural metaphor links a concept to other concepts through similarities in structure or organization (Lakoff & Johnson, 2003; Viyani, et al., 2023). For example, in the metaphor *Argument is War*, the activity of arguing is conceptualized through the framework of war, producing expressions such as "He attacked every weak point in my argument" or "I demolished his argument." This illustrates that metaphor are not merely decorative elements of language, but they actively shape the way we think, understand, and act in everyday life.

Data 2

Indonesian	English
Prabowo <i>menyoroti tantangan</i> yang dihadapi bangsa Indonesia, baik dari luar maupun dari dalam negeri.	The President <i>highlighted</i> domestic and external challenges faced by the Indonesian people.

The phrase *menyoroti tantangan* (highlighting challenges) in the Indonesian version is identified as a structural metaphor that conceptualizes abstract issues as visible physical entities. In this mapping, CHALLENGES serve as the Target Domain (TD), while WAR serves as the Source Domain (SD) to provide a concrete framework for understanding national difficulties. This metaphorical structure functions to frame political reality in a way that mobilizes the audience, urging them to perceive national issues as urgent struggles that require collective action (Lakoff & Johnson, 2003). By presenting challenges as something that can be spotlighted, the speaker emphasizes the importance of transparency in addressing state problems. This mapping also suggests that the government is actively identifying obstacles rather than ignoring them. Furthermore, the use of such metaphors helps to concretize abstract political discourse for the general public. It allows the audience to visualize the nation's difficulties through the lens of common physical experiences. Ultimately, this structural metaphor strengthens the persuasive power of the inaugural speech.

Regarding the translation, the translator employed Newmark's (1988) procedure of reproducing the same image in the Target Language (TL) by rendering the expression as *highlighted challenges*. This choice ensures that the metaphorical construction and grammatical correspondence are preserved, allowing the figurative effect to remain natural and idiomatic in English. By maintaining the vivid imagery of visibility, the translator successfully conveys the original rhetorical strength of the speech. This strategy is effective because the concept of "highlighting" a "challenge" is a conventional metaphor shared by both Indonesian and English cultures. The translator avoids neutralization or deletion to ensure that the speaker's emphasis on visibility is not lost. Additionally, this approach allows the target readers to experience the same emotional and cognitive impact as the original audience. The consistent use of this imagery helps maintain the formal and journalistic tone required for official government news. Finally, this strategy ensures the message remains communicative and faithful to the speaker's intent while bridging the conceptual gap for the target audience.

Data 3

Indonesian	English
<p>“Saya mengajak Saudara-saudara terutama untuk unsur pimpinan dari kalangan, dari kalangan cendekiawan, dari kalangan ulama, dari kalangan pengusaha, dari kalangan pemimpin politik, dari kalangan pemuda dan mahasiswa, <i>mari kita berani menghadapi tantangan-tantangan tersebut,</i>” tegasnya.</p>	<p>“I invite all of you, especially the leaders among scholars, clerics, businessmen, political leaders, youth, and students, <i>to stand up to these challenges.</i>” he said.</p>

In data 3, the metaphorical expression *menghadapi tantangan-tantangan* is identified as a structural metaphor that maps abstract problems onto physical combat. This expression conceptualizes political difficulties as a tangible war that must be bravely confronted by the nation. In this conceptual mapping, **challenges** serve as the **Target Domain (TD)**, while **war** serves as the **Source Domain (SD)**. This mapping helps convey abstract political challenges into more tangible ideas that the audience can easily comprehend through their daily experiences. Since the phrase is structured as a war, it implies that Indonesian citizens must be as brave as soldiers fighting on a battlefield. Based on Lakoff and Johnson (2003), this structural metaphor functions by understanding one complex thing in terms of another more concrete concept. The use of war-related imagery effectively intensifies the emotional appeal of the speech and makes the message more persuasive. Finally, it reflects how political leaders use such metaphors to build national unity and motivation during times of uncertainty.

Translating a complex metaphor requires the translator to be careful in transferring the intended meaning to the Target Language (TL). In this instance, the translator decided to translate the metaphor by reproducing the same image in the TL. Both the Indonesian term *tantangan* and the English word *challenges* share a similar metaphorical concept of a difficult task that tests one's ability. The translator successfully preserves the original imagery because the concept of “standing up” to a “challenge” is idiomatic and acceptable in both cultures. There is no need to replace the image with a different metaphor as it is already clear and understandable to the target readers. Additionally, the phrase *menghadapi* is effectively rendered as *to stand up to*, which maintains the original tone of courage. This choice ensures that the metaphorical construction remains preserved without leading to any ambiguity or cultural confusion. The grammatical correspondence between the source and target languages further strengthens the

original stylistic impact. Ultimately, this procedure allows the translator to transfer the political message faithfully while ensuring it remains communicative for the English audience.

Data 4

Indonesian	English
<p>Kita harus berani mengakui terlalu banyak penyimpangan-penyimpangan, kolusi di antara para pejabat politik, pejabat pemerintah di semua tingkatan, di semua tingkatan dengan pengusaha-pengusaha yang nakal, pengusaha-pengusaha yang tidak patriotik.</p>	<p>We must dare to admit that there are <i>too many leaks from our budget</i>, irregularities, collusion between political officials, government officials at all levels, at all levels with unscrupulous businessmen, unpatriotic businessmen. We should not be afraid to see this reality,” the President said.</p>

In data 4, the expression *kebocoran-kebocoran* dari anggaran (budget leaks) is identified as a structural metaphor that maps the abstract concept of finance onto a concrete physical substance. This expression conceptualizes the national budget as a liquid contained within a vessel, which is a common human physical experience. In this conceptual mapping, the budget serves as the Target Domain (TD), while liquid or a leaking container serves as the Source Domain (SD). This structural metaphor makes the abstract loss of government funds easier to understand by comparing it to a bucket with holes where liquid slowly escapes. According to Lakoff and Johnson (2003), this kind of metaphor allows the audience to visualize how corruption and collusion weaken the nation’s financial stability. The imagery of a “leak” implies that the budget is being reduced unintentionally and wastefully due to systemic flaws or “holes” in the administration. Furthermore, this mapping strengthens the emotional appeal by highlighting the urgency of fixing these financial “leaks” to achieve national prosperity. Finally, the use of such familiar physical imagery ensures that the complex issue of budget mismanagement becomes tangible and relatable for the general public.

On the other hand, the expression *Pengusaha-pengusaha yang tidak patriotik* also belongs to conceptual metaphor. This expression is a noun phrase in which the word *pengusaha-pengusaha* is a noun and it is modified by an adjective phrase of *tidak patriotik*. Literally, it brings a meaning that they are unpatriotic businessmen. However, businessmen do not belong to national heroes which are described as patriotic but, in this case, businessmen are considered unpatriotic. *Patriotic* is an adjective which describes the characteristic of someone, specifically for national heroes. However, this word belongs to the word *pengusaha-pengusaha* or

businessmen not a national hero. Here, *patriotic* belongs to SD which describes an abstract thing while national hero belongs to TD which describes SD through TD and it is a more concrete thing. *Patriotic* is conceptualized into national heroes who love their country so much, but it belongs to *businessmen* in which the Indonesian governments do some business with the budget for their own purposes without thinking about Indonesian citizen prosperity. This shows that the *businessmen* are not national heroes of Indonesia since they are not patriotic while national heroes must be patriotic and thinking about their citizen's life. This conceptual metaphor also belongs to structural metaphor where A is considered as B. Both *pengusaha-pengusaha* and *businessmen* mean someone who is doing a business or having a skill in the business field while *patriotic* means having and showing an expression of love to their country. Therefore, this conceptual metaphor belongs to structural metaphor since the Indonesian governments become businessmen and always use the Indonesian budgets for their purposes. Therefore, they are not patriotic or not real national heroes of Indonesia even though they are Indonesian governments.

The expression of *kebocoran kebocoran dari anggaran* is translated into *too many leaks from our budget*. The translator has decided to translate the expression by deleting the metaphor. The metaphor in SL belongs to Indonesian culture. This metaphor is untranslatable in TL and if it is forced to be translated then it might make the readers misinterpret the meaning of that metaphor. It means that the expression is culturally bound. To prevent any ambiguity, the translator decided to translate it by deleting the metaphor since not all metaphor can be translated word by word. In addition, the translator sometimes uses this translation of metaphor when the metaphor is confusing. This translation of metaphor also helps the translator to share the meaning in SL into TL so that the intended meaning of the speaker in SL will be understood. Because in translation, the important thing is sharing the writer's or speaker's intention meaning to the target readers. The translation must be communicative to the target reader so that it would not lose its function to communicate the intention meaning in SL because meaning in SL is important. Some of them will not be understood by the readers which have a different culture to SL. In addition, the reason by translating it into its semantic meaning is because the translator might be unable to find the equivalent metaphor in RL and it will not be understandable by them if the translator translated it with the same metaphor in SL. Even though it loses the metaphorical form of this expression in SL, the intended meaning can be preserved as a result, the problem of this expression of metaphor can be solved by the translator. Therefore, the expression in this data is solved by deleting the metaphor since it can confuse the target readers. On the contrary, the expression *pengusaha-pengusaha yang tidak patriotik* is translated into *unpatriotic businessmen*. The translator decided to translate it by reproducing the same image in TL. Both the word *pengusaha-pengusaha* and the word *businessmen* belong to nouns while both the words *patriotik* and *patriotic* belong to adjectives. Basically, the adjectives in both phrases try to modify the characteristics of the businessmen. Here, both have the same image. The translator

does not need to give an explanation in its translation since it can be understood by target readers. It means that this metaphor will be understood by target readers since this metaphor is quite common in both cultures.

Data 5

Indonesian	English
“Janganlah kita takut untuk <i>melihat realita ini</i> .” ungkap Presiden.	“We should not be afraid <i>to see this reality</i> .” the President said.

In data 5, the expression *melihat realita ini* is a conceptual metaphor because it combines two different concepts: *seeing* as a physical action and *reality* as an abstract idea. Literally, *seeing* is a sensory activity which is done with human eyes, while *reality* refers to social conditions or facts that are not always visible. It is impossible that reality can be seen by humans' eyes since it belongs to abstract things. However, in this case, *reality* is considered visible and can be seen by human eyes. *Kamus Besar Bahasa Indonesia* (KBBI) defines *melihat (seeing)* as to see something which is visible. Here, A is considered as B. *Reality* belongs to SD which describes an abstract thing, while *enemy forces* belong to TD, which describes more concrete things. In this situation, *reality* is considered as same as enemy forces which are more physical objects and visible. The meaning of this phrase is to encourage people to acknowledge and confront the current situation, including political or social challenges since the reality shows that there are a lot of problems happened in Indonesia such as corruption, collusion, and nepotism. *Reality* is treated as same as humans so that they can see it and must be faced like facing enemy forces in the war zone. The expression of metaphor in SL was asking Indonesian people to not be afraid of seeing the reality happened in Indonesia. This conceptual metaphor could be easily understood by the readers since reality is treated like something visible and it is based on human experiences in their daily life.

From a constructivist point of view, Czarniawska (2000) states that reality is formed through narrative, meaning that what we consider to be reality is shaped by how people perceive and talk about it. The phrase *melihat realita ini* in the English version is translated literally *to see this reality*. To solve the expression of this metaphor, the translator has decided to choose a translation of metaphor. The translator decided to reproduce the same image in TL. KBBI defines the word *realita* as something real while the Oxford dictionary defines the word *reality* as a true situation that exists in humans' lives. Both SL and TL have the same image since *melihat realita ini* is translated *to see this reality*. It does not need to replace the metaphor with the more acceptable metaphor in TL and it also does not need to give an explanation about the

metaphor in SL because the metaphor is acceptable in TL. In addition, this metaphor is common and understandable in English since both Indonesian and English often use the word *seeing* to represent understanding or awareness. This procedure can make the author's message in SL clear, and the translator allows the target readers to feel the same message in SL. Both words *realita* and *reality* belong to nouns while both of the word *melihat* and *to see* belong to verbs. It shows that in this data, the translator translates it by reproducing the same image in TL.

Data 6

Indonesian	English
<p>“Mari kita menatap ancaman dan bahaya dengan gagah, marilah kita <i>menghadapi kesulitan</i> dengan berani.</p>	<p>“Let us face threats and dangers with gallantry, let us <i>face difficulties</i> with bravery.</p>

In data 6, the expression *menghadapi kesulitan* is a form of conceptual metaphor. Literally, it means facing difficulties. However, facing difficulties is impossible since the word *difficulties* act like something which can be touched and seen by humans. The word *kesulitan* (difficulty) is basically an abstract thing and cannot be physically seen, but in this context, it is treated as if it were something concrete that can be faced. Here, *obstacle* functions as the Target Domain (TD) (concrete), while *kesulitan* is the Source Domain (SD) (abstract). *Obstacles*, according to the Oxford dictionary, are objects that hinder human movement, and this image is mapped onto difficulties in political and social life. On the other hand, according to the Kamus Besar Bahasa Indonesia (KBBI), *kesulitan* means a difficult state or hardship. Thus, in this speech, difficulties are portrayed like obstacles that stand in front of the people and must be confronted and fought. This metaphor helps the audience to understand national problems as something tangible that can be overcome with courage. Furthermore, the verb *menghadapi* carries an important meaning. Based on KBBI, *menghadapi* means to boldly and firmly confront or challenge existing difficulties. This shows that the metaphor does not only describe difficulties as something concrete but also delivers a message that people should not avoid problems, but face them bravely. From Lakoff and Johnson's (2003) perspective, this belongs to a **structural metaphor**, because an abstract concept (*difficulties*) is structured through a more concrete concept (*obstacles*).

In data 6, the expression *marilah kita menghadapi kesulitan dengan berani* is translated into *let us face difficulties with bravery*. The translator has decided to keep the metaphor, which corresponds to Newmark's (1988) procedure of reproducing the same image in the TL. It means

that the metaphor in SL is preserved in TL since it is acceptable and understandable for the target readers, and it does not lead to ambiguity or misinterpretation. The phrase *menghadapi kesulitan* is translated into *face difficulties*, while *dengan berani* is translated into *with bravery*. This choice maintains both the figurative structure and the rhetorical force of the message. However, it is worth noting that in English political discourse, *with courage* might sound more idiomatic and persuasive than *with bravery*, as it aligns more closely with common collocations in speeches. Still, the translator's choice successfully preserves the metaphorical meaning and emotional power of the original speech.

Data 7

Indonesian	English
Marilah kita berhimpun, marilah kita bersatu untuk mencari solusi-solusi, <i>mencari jalan keluar</i> dari ancaman dan bahaya tersebut," pungkasnya.	Let us work together, let us unite to find solutions, <i>to find a way out</i> of these threats and dangers," he remarked.

In data 7, the phrase *mencari jalan keluar* is considered a conceptual metaphor because it combines a concrete concept with an abstract one. Literally, it means looking for a way out, but it is impossible since it is strange literally to find a way out from those dangers. Here, the metaphor belongs to structural metaphor, as explained by Lakoff & Johnson (2003), where an abstract concept (solution) is structured through a more concrete concept (way out). Literally, *jalan keluar* means an exit from a place where people feel trapped. This conceptual metaphor equates a solution with a way out because it suggests leaving a difficult or constraining situation. The mapping can be described as: Solution (TD) → Way Out (SD). By considering a solution as a way out, the expression becomes easier to understand, since it draws on human physical experience in everyday life. In addition, it shows that Indonesian problems are conceptualized as a closed space, while *jalan keluar* is the path to escape. In short, the expression means looking for a solution so that Indonesia can escape from difficult situations. By comparing solutions with a way out, the speech conveys the message that Indonesians must work together to overcome crises, threats, or problems. The use of this metaphor makes the message easier to understand for the audience, since the experience of *finding a way out of a room* is common and familiar. Therefore, data 6 is categorized as a structural metaphor.

The expression in data 7, the phrase *mencari jalan keluar* in SL is translated as *to find a way out* in TL. This translation preserves the metaphorical form, corresponding to Newmark's (1988)

procedure of reproducing the same image in TL. The word *mencari* is translated into *to find while jalan keluar* is rendered as *a way out*. This choice is appropriate because in English, *a way out* is also a conventional metaphor for a solution to a problem. The translator does not need to change or neutralize the metaphor, nor add explanatory phrases, since the TL readers can easily understand it. One small stylistic note is that *seek a way out* might sound slightly more formal than *find a way out*, but both remain idiomatic and acceptable in English political discourse. Therefore, the translator successfully preserved the meaning, style, and rhetorical strength of the speech.

4. Conclusion

The results demonstrate a significant dominance of structural metaphors, accounting for six out of the seven analyzed instances, while the remaining case was identified as an ontological metaphor. Regarding translation procedures, the findings reveal that five metaphors were rendered by reproducing the same image in the target language (TL), one utilized the replacement of the source language (SL) image with a standard TL image, and one metaphor was deleted. Consequently, structural metaphors emerged as the most prevalent type, while reproducing the same image proved to be the most frequently employed translation strategy in this study.

Furthermore, this research indicates that political discourse frequently utilizes structural metaphors to make complex national issues more tangible and accessible to the public. By framing abstract problems as “challenges,” “obstacles,” or “ways out,” these metaphors play a vital role in evoking collective emotions and mobilizing public action. In the context of translation, practitioners tend to preserve the original metaphorical imagery to maintain the integrity of the message, particularly when the conceptual image aligns across both cultures. However, when cultural disparities or risks of misinterpretation arise, the procedures of adaptation or deletion become crucial interventions. Ultimately, this study reinforces that the translation of political metaphors is not merely a mechanical transfer of meaning, but a strategic effort to ensure that the political message remains clear, resonant, and impactful for the target audience.

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