

METAPHORS IN THE HEADINGS OF KALTIM POST NEWS

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Abstract

Metaphors used in the political news published in Kaltim Post Daily News are analyzed in this study. The objectives of the analysis are to see kind of metaphors and their intended meaning in the context of news. Content analysis is used for the design in this study. Data are collected from available news published on October to November 2008. Criteria of metaphors as proposed by Wahab (1995) are used for analysis. This study identified two kinds of metaphors among three kinds proposed by Wahab (1995). The first kind is nominative metaphors used as a subject of a sentence. The second kind is predicative metaphor used for an predicate of a sentence. In the context of lead presentation in of news in publication, the use of nominative and predicative metaphors are relevant to the uses of precise dictions in the limited space of publication.

Keywords: metaphors, predicative, nominative, news, lead.

1. INTRODUCTION

The Kaltim Post is the Indonesian newspaper which reports the news locally and internationally. In January 5, 1988 marked an important in the history of media publishing in East Kalimantan because Kaltim Post is the first daily newspaper. It is one of media under Java Post group in which it reaches 64.800 exemplars a day. Its target is middle up market. The researcher decided to choose the Kaltim Post as her source data of her research because the Kaltim Post is one of famous newspaper in East Kalimantan which presents the complete and update news about events happened in East Kalimantan.

The researcher is encouraged by the uniqueness in the process of interpreting metaphor in written text in which in this study the researcher will take the lead of local political news. The lead is usually the toughest part of writing a story. It is the first sentence which functions to affect the readers' desire to read the whole article. Moreover, the reason why the researcher choose local political is because mostly metaphor conceptual is found in political news. Political news is the report of recent events about activities of government, political affairs. This study is focused to see: metaphors presented in lead of local political news article on The Kaltim Post newspaper and interpretation of metaphor in local political news article on The Kaltim Post newspaper.

In a newspaper, the most important structural element of a story is the lead. Charnley stated that "an effective lead is a brief, sharp statement of the story's essential facts". The lead is the first word, sentence or paragraph of the story, sometimes it can be

two or three paragraphs and is ideally 20- 25 words in length. Moreover, the lead has several important jobs to do. First, it must attract the reader in the first of the story therefore many journalists use metaphor expressions to attract the reader's attention. Second, in writing the lead the journalist should imagine the reader as impatient with lots of other things he or she could be doing instead of reading the story and also the lead should answer most all of the 5 W questions.

Article leads are sometimes categorized into hard leads and soft leads.

A hard lead aims to provide a comprehensive thesis which tells the reader what the article will cover. Meanwhile, a soft lead introduces the topic in a more creative attention seeking fashion, and is usually followed by a nut graft (a brief summary of facts). In addition, there are some rules to make a good lead, they are: (1) Keep it short. News writing is always tight, but the lead calls for special care. Condense the story into one sentence, then one phrase, then one word. Make sure that word is near the beginning of the lead. As a general rule, no lead sentence should be longer than 10 words; (2) Get to the point. What is the story about? Tell the reader in the lead. Don't say, "The city council met last night." Tell the reader what the city council did. "Business taxes were raised a whopping 30 percent on a 6-1 vote of the city council last night." What's the story about? Taxes. So get the taxes in the lead; and (3) Focus on the action. Use the "active voice." Instead of saying something happened, say who did what to who. Use the action word. If nobody did anything, it may not be a news story; and (4) The last is, hook the reader. Put the most important, the most interesting and the most exciting thing in the lead.

These rules are sometimes thrown out for feature leads, or "anecdotal leads" that start with a little story that sets the scene for the point which is trying to make. But the lean, punchy news lead will work best on most stories. By these explanations the researcher draws in preparing the newspaper especially the front page, editors process the information to accommodate all readers. A reader that only spends a few minutes browsing the news will easily pick out the main stories by skimming the headlines, which summarize the content. In addition, the main points of the story are described in the first paragraphs. Furthermore, this explains support the reason why the language of newspaper is important to analyze especially the lead that becomes the first paragraph in an article that is used to get reader intention.

Metaphor is indirect comparison between two things that are basically unlike without the use of 'like' and 'as'. For example, "My love is a rose", the speaker says his lover is a rose does not mean that he is having a relationship with a rose; a thorny-stemmed plant with delicate and eye-catching bract, but he means that the beauty of a rose is like the good looking face of his lover. In further, Metaphors are well known as a stylistic feature of literature, but in fact are found in almost all language use, other than simple explanations of physical events in the material world. All abstract vocabulary is metaphorical, but in most cases the original language hides the metaphor from us.

Metaphors, in fact, have been used as the way of pressurizing at mind intention in daily communication. Metaphors emerge in cultural ritual and especially artistry. Metaphors represent transfer one sign to sign in other system hence forwarding of

message become tiredly, containing conundrum, inspiring and containing artistic value. Artistry generally uses metaphors in expressing its mission such as love is journey.

The fact that in understanding word meaning can be separated by either intention, association or conceptualization of its user. In additional, especially metaphor not only can be found in literary work as the example above but also in everyday communications, advertisement and political. The presence of metaphor both in literary work and everyday communication, thus Sayre and Muller in Aminuddin state that all language is metaphor.

Lakoff mentions two kinds of similarities in metaphor: the similarity based on conceptual and image. In addition, according to I.A Richards in the philosophy of rhetoric, metaphors consist of two parts: the tenor and vehicle. The tenor is the subject to which the attributes are ascribed. The vehicle is the subject from which the attributes are borrowed. For example; all the world's a stage." The 'world' in this phrase is compared to a stage, the aim being to describe the world by taking well-known attributes from the stage. In this case, the world is the tenor and the stage is the vehicle. In consequence metaphor very influenced by cultural background of society communications, such as social value, habits, ritual value and symbolism.

Basically, metaphors view a concept of thinking and give pressurizing idea through connotation word. Sugiarto states that in linguistic is known the term "Dead metaphor". It is because this type often used so it become literal sign in which can not express fresh meaning. However, this type still can be read as the way to confirm thought. What and how situation and object are transferred also to show how to look into phenomenon through submitted vehicle. Furthermore, Lakoff and Johnson argue that metaphor is as basic substance in categorized of world (live view) and in human thinking process.

Metaphor is imagination's role in conceptualization and reasoning. According linguistic view, metaphor is to inform word, phrase, and sentence by moving the other context caused arising board meaning. Moreover, in linguistic cognitive view, all language is metaphor. In additional Lakoff and Johnson explain that the core of metaphor is to understand a statement in other terminology.

To make the reader interested to read newspaper, it should have good news style. News style is the particular prose style used for news reporting as well as in news items that air on radio and television. News style encompasses not only vocabulary and sentence structure, but also the way in which stories present the information in terms of relative importance, tone, and intended audience.

In the other word, news writing attempts to answer all the basic questions about any particular event in the first two or three paragraphs: *Who?*, *What?*, *When?*, *Where*, *Why?* and occasionally *How?* (i.e. "5 W's"). This form of structure is sometimes called the "inverted pyramid." to refer to decreased importance of information as it progresses. News stories also contain at least one of the following important characteristics: proximity, prominence, timeliness, human interest, oddity, or consequence. In further there some elements of good writing, they are: (1) Precision. Use the right word. Be specific. Avoid sexism in the writing. Use generic terms: firefighters instead of firemen, letter carriers instead of mailmen; (2) Clarity. Use simple sentences; (3) Pacing.

Movement of sentences creates a tone, mood for the story. Long sentences convey relaxed, slow mood. Short declarative sentences convey action, tension, movement. Use variety of sentence lengths. Use shorter sentences when writing about the more active, tense part of the story; (4) Transition. Progress logically from point to point. Put everything in order; (5) Sensory appeal. Appeal to one or more of our five senses: sight, hearing, smell, taste and touch; and (6) using analogies. Describe something that is familiar to readers.

2. METHODS

Since the researcher analyzed the metaphor in the lead of political news article by giving her own predetermine, suitable design for this study is qualitative content analysis. Content analysis involved series of activities in analyzing documents or other files and then describing them based on the related theories to research (Bogdan and Taylor, 1990:3).

In this study, the data were in forms of explanation which described about metaphor used as subject, object or predicate of a sentence to serve conceptualization language. Moreover, the explanations also express the intended meaning of metaphors finding. Therefore, this study focused on how the metaphors presented and what is the interpretation of those metaphors. The variable of this study is the metaphors presented in the lead of local political news article on the Kaltim Post newspaper.

The subject of this study was 10 editions of local political news article started from October 13, 2008 until October 22, 2008 of the Kaltim Post Newspaper. Meanwhile, the instrument of this study was the researcher herself and to help the researcher in identifying the data, the researcher used checklist based on Wahab and Newmark concept.

The main data of this study were the articles taken by collecting the lead of local political news used metaphor found in The Kaltim Post newspaper. The reason why the researcher picked the Kaltim Post newspaper because local political news could be found easily and completely, and why analyzed the lead because usually some journalist use metaphor word in it. In this study, the total number of the Kaltim Post newspaper was ten editions, because the researcher assumed that those amount were enough to see the presence of metaphors.

The source of data in qualitative research was not emphasized on how many people are representative. The data were taken from the political news article on the Kaltim Post newspaper. The political news on the Kaltim Post consisted of International, national and local news. In this study, the researcher selected the local political news articles which used metaphor.

3. FINDINGS

3.1. Nominative Metaphors

The nominative metaphors refer to metaphors used as a noun of a sentence. In English a noun functions as a subject and an object of a sentence. Therefore, nominative metaphors can be classified into two kinds: (1) subjective metaphors which refer to a subject of a sentence and (2) complimentary metaphors which refers to object or

complementary of a sentence whether in word or phrase form. The following is the example of subjective metaphor taken from news article and shown in excerpt (1) and (2).

- (1) *Bengalon* berbenah diri (S-1)
Bengalon keeps straighten up

Excerpt (1) above is a title of an article quoted from Kaltim Post, October 20 2008. Briefly, the news tells about the visit of Awang Faroek, the regent of Sangatta, to lay a cornerstone of Al Bai'yah Mosque in south Sepaso village, Bengalon. This development is an evidence that Bengalon keeps straighten up to go forward.

Generally, excerpt (1) above describes Bengalon (A name of city in Sangatta) develops its area in development sector. Bengalon is a noun and functions as subject of the sentence, so that it is called subjective metaphors. The word BENGALON is as topic, and straighten up is as image in which the word STRIGHTEN UP based on Hornby (1995) means to make sth tidy or upright.

In this example, the heading basically told that BENGALON make itself upright as if it is a man. From that view, the researcher assumed that BENGALON is conceptualized as a man who does some reparation and STRAIGHTEN UP in this context expressed that the subject make a progress step by step.

- (2) *Tanggapan Masyarakat* tak gugurkan caleg (S-2)
People's judgment does not make legislative candidate down

Excerpt (2) above is the title of an article quoted from Kaltim Post, October 13, 2008. As briefly, the news tells about people's judgment in Balikpapan toward two legislative candidates which can not descend the candidate to participate in 2009 election. This case is revealed by Abdul Rais, the chairman of POKJA KPUD Balikpapan. Abdul Rais said the condition which can make the candidate descend is if the candidate proved use falsifying certificate and has criminal act background.

In (2), however, the phrase PEOPLE'S JUDGMENT is a noun which called abstract noun because it can not be seen by five senses (Hotben, 2003:46). Moreover, the PEOPLE'S JUDGMENT refers to the subject of the sentence, so that it is named as subjective metaphors. Here, legislative candidate is as topic and people's judgment is as image in which the word symbolized as tool that can make someone hurt or fall down.

In regard to interpret the intended meaning of the heading properly the researcher analyzed the context. By analyzing the context the researcher drew a conclusion that the journalist of the news article wanted to confirm to the reader or people that JUDGMENT is not one of the condition to make someone down as legislative candidate from the election. Moreover, actually the journalist wanted to conceptual people to do something else.

- (3) *Dinas Kehutanan* jangan plin- plan (S-3)
Forest Service, don't swaying with the wind

Excerpt (3) above show the phrase FOREST SERVICE is as metaphors expression. Because its position precede verb, it is called subjective metaphors. The reason why the phrase “forest service” is categorized as metaphor expression because the verb “swaying the wind” represent to describe someone whose opinion can be changed easily by other people. In addition, Em Jul Fajri states that “swaying the wind” is the characteristic of somebody who can change his mind easily. From that definition, the researcher assumed that “forest service is as topic and “swaying the wind” is as image in which the topic symbolizes as man.

To know more the intended meaning the context is given. Briefly, the context explains about the agreement of Forest service concern with the development of bus terminal in the land in south Sangatta by local government. The old leader had agreed this development, but because of the leader changing, the local government faces obstacle. It is because the new leadership states that the land included TNK (Kutai National Park) area.

Referring with the definition and the context, it could be concluded that the old and the new leader of Forest services has different views about the land status.

- (4) *Putusan Hakim* perlu dikawal terus (S-4)
The judge decree needs guarded from now on

The phrase JUDGE DECREE is noun phrase that functions as subject of the sentence, hence, it is named subjective metaphors. Based on Newmark's concept, the “judge decree” is categorized as topic of the sentence and “guarded” is as image in which the phrase “judge decree” symbolizes as something important and should keep it save. In line with the definition “guard” from Hornby namely the action or duty of watching out for attack, danger or surprise or protecting sth/sb.

In addition, the researcher concludes that this text has the intended meaning namely, the judge decree should be kept save not only by the judge or the institution but also by the people. Moreover, the reader can obtain the intended meaning directly without read the whole text.

- (5) *Samarinda* siap pilgub II (S-5)
Samarinda is ready for the second governor election

The excerpt (5) does not clearly indicate the readiness in what aspect. Thus context is needed to know the actual meaning of the text. The context tells about the condition of Samarinda in facing of the second governor election concerning with the safety.

Referring the excerpt (5) above, can be seen that the word Samarinda (a name of capital city of East Kalimantan) is as subject of the sentence named subjective metaphors. In this case, the word “Samarinda” is as topic and “ready” is as image. Referring to Hornby the word “ready” means fully prepared for sth or to do sth. Moreover, concerning the context and the definition it could be concluded that the

sentence describes Samarinda has fully prepared to make the second governor election being success especially in safety aspect.

In addition, the complimentary metaphors refer to a metaphor that functions as a complement of a sentence. In the excerpt (3), (4) and (5) below, the example of complimentary metaphor is given.

(6) Pemkot dicap *tebang pilih* (C-1)

Local Government is labeled as “*Partial fell*”

The excerpt (6) does not clearly indicate what something makes local government get labeling as “partial fell”. Therefore, reader should identify the message using context surrounding the words. In short, the context tells the member of legislative elite evaluate that Samarinda government still do “partial fell” in controlling congratulation of idul fitri baligho by one of governor candidate. This case is revealed by Sudarno, the chairman of Pan Fraction in Samarinda Parlemen.

Concerning the excerpt (6) above, the researcher assumes that the noun phrase PARTIAL FELL refers to the complement of the sentence, because it is noun and it presences after verb. Based on Em Jul Fajri in Kamus Lengkap Bahasa Indonesia, that phrase refers to the term of the way in cutting down wood by selecting the age. In this case “partial fell” used as image, “local government” is as topic and the similarity point of both is quality.

From that view, it could be concluded that the intended meaning PARTIAL FELL is the local Government discriminate in treating somebody with another. Furthermore, concern with the context the phrase “Partial Fell” means that the government discriminates in controlling of assembling of governor’s candidate baligho.

(7) LKDAYAU tetap minta *wajah lama* (C-2)

LKADAYAU requests *the old man*

Excerpt (7) above is quoted from the title of an article in Kaltim Post, October 13, 2008. In short, the news tells about the requesting of newcomer for the member of KPU West Kutai for next 5 years is not easy. It because LKADYAU still ask old member to work again in next leadership. They state it is to keep condition of West Kutai save.

Literally, excerpt (7) above shown that the phrase OLD MAN is adjective phrase which used as object attribute in the sentence. Therefore, it refers to the complement of the sentence named as the complimentary metaphor. In that sentence, the word MAN is as topic and OLD is as image in which those words have similarity point in duration. Based on Hornby (1995) the phrase OLD MAN means one’s father, husband or employer, etc. From these definitions could be concluded that the willingness of LKADAYAU to promote old member in KPU to work again in the next leadership.

(8) Pasangan Achmad Amins- Hadi Mulyadi *tak terbendung* (C-3)

The partner Achmad Amins- Hadi Mulyadi is *irresistible*

Excerpt (8) above is completed by the context. The context, briefly, tells about Nusyirwan, the former governor candidate, which asks to his entire supporter to choose Amin- Hadi in second governor election. Beside Nusyirwan, some big parties also support the partner Ami- Hadi namely, PKB, PDIP, PKS and Golkar.

In the example above, the word IRRESISTIBLE functions as complement of the sentence named complementary metaphors because IRRESISTIBLE is as adjective phrase which functioned as object attribute. A word named complementary if its position in the sentence as object (Wahab, 1995). Hornby (1995) stated that irresistible is too strong to be resisted or denied. Another definition comes from EM Jul Fajri, the word IRRESISTIBLE means the dike to keep water safe.

From those definitions the researcher assumed that text wants conceptual the readers to think that the power of Amin- Hadi is like water flowing hard. Thus, it means that it is too strong to resist for being the winner in governor election. In regard to the intended meaning, the researcher analyzed its context, the word “irresistible” refers to a support from a few of big party which will give all out contribution in making the partner of Amin- Hadi elected to be Governor and deputy governor.

- (9) Pembangunan disegala bidang *harga mati* (C-4)
Development in all sectors is *fixed price*

The excerpt (9) above is quoted from the title of an article on Kaltim Post, October 14, 2008. The news tells about the speech of H. Abdul Hafid, the regent of Nunukan. He speaks about his commitment to continue the development policy in all sectors by seeing the priority scale.

Literally, in excerpt (9) above the phrase “fixed price” functions as object of the sentence. The phrase included noun phrase, hence, it is called complimentary metaphors. In this sentence, the word “Development” is as topic and the phrase “fixed price” is as image in which the similarity point of both is limitation. Literally, “fixed price” according EM Jul Fajri means the price which can not be changed anymore. With regard to the context, it can be concluded that the intended meaning of the sentence above is the development of all sector in Nunukan should be done.

- (10) Dishub jangan tutup mata, ambil langkah darurat (C-5)
Dishub, don't close eyes, take an emergency steps

The phrase “emergency steps” in excerpt (10) above is noun phrase which functions as object of the sentence. Thus, it is named complimentary metaphors. Literally, according Hornby (1995) the word “emergency” means a sudden serious event or situation requiring immediate action. In addition, Em Jul Fajri states “emergency” is unpredictly critical situation which refers to the condition of war, disaster or sick man.

From these definitions above can be seen that “Dishub” is as topic and “emergency steps” is as image which views an action should be taken by Dishub about one problem. In excerpt (10) above does not clearly state what is the problem, thus in

interoperating this text, context is needed. In short, the context explains about unserious of Dishub in handling the problem of the properness Klotok Quay, Balikpapan, especially involving the passengers' safety.

With regard of the definitions and the context, the researcher assumed that, in fact, the intended meaning of this heading is Dishub is asked to take temporary steps to handle the problem of Klotok Quay in Balikpapan which concern to passengers' safety.

From the analysis of the sentence above can be known that the position of noun in the sentence can affect the different function. They are the noun which presence in proceeding of verb called subjective metaphor and the noun which presence after verb called complementary metaphors. Moreover, complementary metaphors can divided into two forms word or phrase.

3.2. Predicative Metaphors

A predicative metaphor is identified from the predicate of a sentence. This means that a predictive metaphor is a symbolic meaning obtained from a predicate of a sentence. In English a verb1, verb2, gerund, participle functions as predicate of a sentence. Those verbs can be seen in active or passive form. The following are the example of predicative metaphors.

- (11) Hamsad Rangkuti berhasil *cetak* sastrawan baru di Kukar (P-1)
Hamsad Rangkuti success in *bearing* new man of letter in Kukar

The excerpt (11) above is easy to understand. The sentence is simple therefore the readers are easy to know what the meaning of that text. So that, the context is not given in this study.

Moreover, the verb BEARING in the excerpt (11) comes from BEAR which functions as predicate in the sentence named predicative metaphors. In this case, the word used gerund form. Based on Hornby (1995) "bear" means to carry sth so that it can be seen. Furthermore Em Jul Fajri stated that the word BEAR refers to woman who produce baby. From those views the researcher concluded that Hamsad Rangkuti as topic, Bear as image and the similarity point of both is work to produce something. In addition, the verb BEARING has an intended meaning that subject produce young generation in sastra.

- (12) Dermaga Klotok belum juga *tersentuh* (P-2)
Klotok quay has not *touched*

In the text above, the symbolic meaning is identified from the verb NOT TOUCHED that functions as predicate in form of present perfect tense. By using the present perfect tense in this sentence in literal shows that there is a work is not done at all. Furthermore, The Klotok Quay is as topic which symbolized as human who get less attention. Meanwhile according Hornby (1995) TOUCH means put your hand or finger onto sb/sth.

To get the actual meaning of the excerpt (12) the context is given. In short, the context tells about Klotok quay, Balikpapan is as the evidence of the careless passengers' safety by Dishub Balikpapan because until right now the condition of Klotok quay is danger. Concerning the context of the heading the researcher assumed that there is no reconstruction for the development of Klotok Quay yet by Dishub Balikpapan.

- (13) Penduduk alami *kenaikan tajam* (P-3)
Population *sharply increased*

The verb INCREASED in the excerpt (13) is the predicate of the sentence which functions as a predicative of metaphors and in form of verb2. The verb INCREASED being topic, SHARPLY being image. The adverb "sharply" here symbolized as the line of graphic in statistic diagram. Then the similarity point is the sharpness line in graphic, thus it can be easily to conclude that the intended meaning of the sentence is the progress of population amount in short time.

- (14) Dinas pertanian *dirampingkan* (P-4)
The Land Matters Service is *slenderized*

Excerpt (14) above is quoted from the title of an article on Kaltim Post, October 16, 2008. The news tells about policy of Government on employees. The number of staffs is too many, so that the Government takes policy to reduce the number, in this case is the Land Matters Service's staffs.

Literally, the word SLENDERIZED in the excerpt (14) functions as predicate of the sentence. It is called predicate because it is verb in form of passive. In this sentence, "The Lands Matters Service" is as topic and "slenderized" is as image in which "slenderized" according Em Jul Fajri refers to human activity for making their body be slim. Thus, the researcher assumed that the similarity point between The Land Matters Service and human is the size.

In addition, it seems that readers are not difficult to interpret the intended meaning of the sentence, because the word slenderized is usually used as activity to make someone who has over weight to be propositional. The sentence shows that the number of Land Matters service's staff will be decreased because over number.

- (15) Panwas *cium* keterlibatan orang lain (P-5)
Panwas *smells* another person wrapped

The verb SMELLS above functions as predicate of the sentence, thus it is called predicative metaphors. In this case, the metaphor is in form of Verbl in active sentence. Here, the word PANWAS being topic and the verb SMELLS being image. According to Hornby (1995) "smells" means to notice sth/sb by using nose. Generally, "nose" refers to the part of human's body functioned to breath or notice something. Moreover, to interpret the intended meaning of this text is not difficult so that the readers didn't need

read the whole context because the subject and setting are clear. In addition, the researcher assumes that Panwas symbolize as man and the intended meaning is Panwas suspicious somebody else wrapped in campaign activities.

From the analysis of sentence above, it showed that predicative could be indicated in some forms, namely gerund, verb3, verb2, and passive voice. Even though there are some forms of predicate word it is not make a crucial change in interpreting meaning.

4. DISCUSSION

Based on the data analysis above, there are three points can be presented for discussion. First, the mostly metaphor used in political news article is conceptualize as man. Second, based on the linguistic aspects the metaphors in political news article are used mostly as predicative metaphor. Third, by using metaphor can reflect the situation of politic in certain area in this study is East Kalimantan and also it can be proved that metaphor is part of our daily language.

The metaphors found in local political news articles in The Kaltim Post newspapers, actually, this study confirm the theory of Wahab (1995) about three kinds of metaphors but in this study the researcher didn't find the sentential metaphors. Moreover, in this study the researcher only found two kinds of metaphors. First, the metaphors functions as nominative metaphors which represented into two form subjective and complementary metaphors. In this study, complementary metaphors found in two forms word and phrase. Second, the predicative metaphors used active and passive forms. Furthermore, most of those identified as dead metaphor, according to Sugiarto, it is because this type often used so it become literal sign in which can not express fresh meaning, however, this type still an confirm the thought.

In line with Lakof and Johnson which state that metaphor in language is the result of the analogical nature of human conceptualization, it means that metaphor word not only to assembly sentence but also it can transfer properties from X to Y so that as if it was Y, for example in this study shown in the script (9) "The Lands Matters Service is slenderized", the verb "slenderized" is for human who has over weight and does activity to decrease that weight. So it can be interpreted that the staff of land Matter Service is over and should be decrease.

The above findings confirm the earlier studies. The findings on metafora kekuasaan dan metafora melalui kekuasaan the study of Siregar (2003). Siregar claims that metaphor correlates between language and thought, mainly in conceptualization the change of community.

The studies above has similarity with this current study in analyzing metaphor correlates between language and thought which shown through word that can conceptualize something to the reader. In the end of this study there are two principles that can be used (Wahab, 1995). First, metaphor will always consist of symbolic meaning and the intended meaning. The symbolic meaning is called as signifier, whereas the intended meaning is named as signified. In this case the intended meaning also refers to conceptualize meaning. The conceptualization meaning in this study

means in line with Maxwell E. Mc Combs and Donald L. Shaw (1997) that mass media is able to influence the people perception about an event.

5. CONCLUSION

- 1) The metaphors presented in the lead of local political news articles on the Kaltim Post consist of two kinds. First, nominative metaphors presented within two functions namely as subject of the sentence named subjective metaphors, for example: people's judgment, the judge decree etc, and the other function is as object of the sentence named complementary metaphors for example black champagne, partial fell etc. Second, predicative metaphors refer to the metaphors expression used as predicate of the sentence. In this study the predicative metaphors appear in some form namely gerund, passive, verb1 and verb2, for example: bearing, sharply increased etc. Those findings above confirm two kinds from three kinds metaphors stated by Wahab (1995).
- 2) The interpretations of metaphors serve literal and intended meaning. The literal meaning is achieved from the dictionary meaning. Here, the literal metaphors is needed to know what the metaphor symbolized is. Respectively, the intended meaning refers to the actual meaning of metaphor expression written by journalist to convey the reader. So that, in interpreting metaphors, should pay more attention to the literal meaning, the criteria of metaphors based on Newmark's concept and the information which available in the context. In this study, most of metaphors found symbolizes as man, it is shown by the word "straighten up", "pursue", etc. In addition, generally the intended meaning of metaphors express critique to the works of government, and represents government behavior and the condition of politic in East Kalimantan.

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