

CHAPTER I

INTRODUCTION

1.1. The Background of the Study

This research uses semantic studies. Semantics studies the meaning of words, phrases, and sentences. As linguistic semantics is concerned with the conventional meaning conveyed by the use of words and sentences of a language. In life, meaning is closely related to the human ability to think logically and understand a text. In speaking a language that everyone has a truly extraordinary capacity to reason out its meanings even though they have never seen the sentences, also suggests that people can know a language well without knowing its history.

Moreover, meaning is closely associated with communication. Communication is important in social life whether verbal or nonverbal, implicit or explicit because each of them definitely deliver certain meaning. Semantics is the central of the study of communication and communication becomes more and more crucial factor in social organization.

Meaning of a language which is used by the speakers is not always literally understood by the hearers. Sometimes people use figurative language to describe feeling, thought, or ideas in which the meaning depends on the context of what the speakers say. Figurative language is when people use a word or phrase that is seldom used in daily conversation. Through figurative language, writers can make their work more interesting or more dramatic than literal language which simply states facts.

Through figurative language, the readers are required to use their imagination to figure out the author's meaning. It makes figurative language difficult to understand because the meaning of the figurative language is not found in dictionary just like the other vocabulary words that is usually used in daily conversation.

Specifically, one common figurative language that is usually found in the daily communication is metaphor. Metaphor aims to reveal the meaning with an emphasis on impression that is inflicted. Lakoff (2003) said that metaphor is anything that has different meaning and the main function is to understand.

The reason writer chose this title for research is to add deeper insight into metaphor and its types. Metaphor is a kind of analogy that compares two things directly, but in a short form. Metaphor is a figurative language style to equate something. In this case, metaphor is a shape of meaning enlargement this is used while speaking orally and in writing. The means of the language used has types, particularly the internal which means and the surface which means.

Literature is necessary because literature and human action are interrelated. Literature in this case figurative language occurs in pure literary works. Examples of the use of figurative language in literary works are novels, books, poetry, song lyrics, drama scripts, film dialogues, etc. This research will discuss about metaphor as part of literature in literary works.

Currently, figurative language including metaphor has been used in dialogue, narrative text and even in film dialogue. That's interesting because most of the film's dialogue sparkles with metaphor. Metaphors in films have spread to various types of

film genres, romantic, science fiction, detective, horror, comedy, thriller, drama, even in mystery films. Also, the metaphor becomes a talisman to attract the audience.

Knowledge of language is necessary for students or the community to understand leadership and interpersonal communication because metaphorical knowledge is also important for reciprocal communication. Communication is meaningful if people who use language appropriately can convey meaning, and communicative understanding is an aspect of understanding that can convey and interpret messages. Finally, it makes sense to analyze this film, with that reason the writer wants to explore the film using a metaphorical point of view.

From the explanation above, the writer is interested in analyzing the film because there are still many viewers who do not understand the credible message of this film. Then the author wants to find and examine directly the meaning contained in it, based on the type of metaphorical meaning. Therefore, the writer will conduct a study entitled "Analysis of Metaphors in the Film "Wall Street: Money Never Sleeps" by Allan Loeb".

1.2. The Problem of the Study

The writer would like to provide the following research formulation, based on the background described in the previous sub-chapter:

1. What types of conceptual metaphor are found in the movie wall street: money never sleeps?
2. How are conceptual metaphors realized in the movie wall street: money never sleeps?

1.3. The Objective of the Study

1. To find out the types of metaphorical found in the movie wall street: money never sleeps
2. To know how the conceptual metaphors realized in the movie wall street: money never sleeps

1.4. The Scope of the Study

Based on the research background, this research focuses on discussing the types and expressions of metaphors that are manifested in the film Wall Street: Money Never Sleeps. The theory of Lakoff and Leeches is used to analyze the types of metaphors and expressions embodied in the film script.

1.5. The Significances of the Study

Research results should be useful and relevant both theoretically and practically.

1. Theoretical significances:

- a. To improve understanding in the field of semantics, especially the study of language variations.
- b. To add to the variety of languages that have been studied and revealed.

2. Practical significances:

- a. Academic society, It is contributed to comprehend people who curiously start to reveal something beyond translation and those who are interested in translating the literary works.

- b. Other researchers, It gives information about the techniques in translating metaphorical expression. Thus, it can be used as a reference for the next study in the same field.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1. Semantics

Semantics can be defined as the science of meaning or of meaning, which is one of three levels of language analysis : phonology, grammar, and semantics. The word semantics is agreed upon as a term used for the field of linguistics who studies the relationship between linguistic signs and the things they signify, or in other words, a field of study in linguistics that studies meaning or meaning in language. Semantics is a branch of linguistics which has close relations with other social sciences such as sociology or anthropology, even with philosophy and psychology. Sociology has an interest in semantics because it is often encountered the fact that the use of certain words to convey meaning can mark identity groups in society.

According to Charles W. Kreidler (1998: 3), semantics is a systematic study of meaning and linguistic semantics is a study of how language organizes and expresses the meaning. Based on the explanation above, linguistic semantics was compulsory to limit yourselves to express meanings in a single language. Semantics is concerned with the study of meaning in the human language since some work in this complicated field of linguistic analysis presupposes considerable knowledge of other disciplines (especially logic, mathematics, and philosophy). So it means semantic is a part of linguistics that studies the sense of language. Three fields involved the formal study of meaning itself, for instance: psychology, philosophy, and linguistics.

It indicates that psychologists have become involved in how people understand how to sustain, remember, or lose information. Language theories concerned how people know because some single truth that people accept or recognize as true has been connected to other potential evidence.

It has been explained that semantics is a linguistic discipline that studies meaning systems. So, the object is meaning. The meaning studied in semantics can be studied from many aspects, especially different theories or schools in linguistics. The theory that underlies and in the environment in which semantics is discussed brings us to an introduction to the types of semantics. Meaning is an inseparable part of language; therefore semantics becomes part of linguistics. Language experts have classified meaning in different ways based on their deliberation. According to Verhaar in Patedabook (1990: 16) meaning is divided into 2 parts, they are grammatical meaning and lexical meaning. Grammatical meaning is the meaning of a word that depends on its role in a sentence; varies within flectional form .Lexical meaning is the meaning of a content word that depends on linguistic concepts and it is used to express.

2.2. Types of languages

According to Saeed (2004: 15) there are two kinds of language; literal and figurative language. In fact there are many divisions in language, but in general it can be said that there are two types of languages that will be discussed in this study.

2.2.1. Literal Language

Literal language is a language that is quite following its original meaning in a dictionary or a very natural human language. That is, using the literal meaning is referring to the actual meaning according to the dictionary and the origin of the word. For example, the word "library" in language means a very large and organized library. The same goes for the saying "a doctor examines a patient". This is the doctor who examines the patient. From this example, it can be concluded that literal language is a language of limited meaning in ordinary dictionary language without implicit linguistic reference. Literal language is words that do not deviate or deviate from their definite meaning.

2.2.2. Figurative Language

Figurative language is a language with very broad meanings and can be very different from its actual meaning, so it can be difficult to understand if this happens without a good language experience. Figurative language is a part of a language that has a different meaning than the order it usually emphasizes an idea or message. Imagery is also a unique language that is confusing because it depends on the context and the person using it. Understanding figurative language, experts have grouped figurative language into several categories which will be discussed in this research.

1. Personification

Personification figure of speech compares humans and inanimate objects. The style of language used is as if the object behaves like a human.

Example: The blue sea seemed to be staring at me in silence.

2. Metaphor

Metaphors compare two objects that are different but have similar properties.

We know this style of language as an analogy.

Example: The King of Days shines and brings warmth.

3. Association

Comparative language style in metaphorical figure of speech is shown implicitly. The two objects being compared are actually different, but are considered the same. Both are connected by 'like,' 'like,' or 'like.'

Example: What you have done is like a thorn in the chaff.

4. Hyperbole

Expressing something in such a way that it leaves the impression of exaggeration. Uh, no, pal. That's hyperbole. This figurative language is used when we compare something with something else, which makes no sense to put it in comparison.

Example: He said he practiced singing, but his voice broke my eardrums every day.

5. Euphemism

When there are words that are deemed unethical, we use euphemisms. We use more polite words with appropriate meanings.

Example: Suddenly he jumped out of his seat and ran to the restroom.

6. Litotes

Known as the opposite of hyperbole, litotes reduces or narrows an expression. This style of language is usually used for the purpose of demeaning because the reality is not as stated.

Example: This is a token of our gratitude, just the cost of public transportation.

7. Paradox

Sometimes we compare a fact with something that is the opposite. That's when we use paradoxical figure of speech.

Example: His head is so noisy when he sits alone in a very quiet family room.

8. Antithesis

The hallmark of this style of language is the pair of words that have opposite or opposite meanings. The word pairs are usually placed in order.

Example: Every woman is beautiful, it doesn't matter whether she is thin or fat
satire

9. Irony

Irony is the opposite of what one means. An writer employs the device for irony effect, letting the reader into the author's confidence, and revealing him as an inventor who is often at or loss for matter to sustain his plot and undecided about how to continue it.

Example: Very polite behavior, just ask using shouting.

10. Cynicism

In cynicism, we are direct. Even without refining it as in ironic figure of speech, cynicism cannot necessarily be called rude.

Example: My sister is very stingy, doesn't want to share her snacks with me.

11. Sarcasm

Satire in sarcasm is delivered directly and tends to be harsh. In fact, sarcasm can sound like blasphemy.

Example: That contestant had such a bad voice that it hurt my ears.

12. Pleonasm

Pleonasm figure of speech uses words with the same meaning. The impression obtained does seem to be less effective, but it is deliberately done so that we get the desired affirmative effect.

Example: Try to stop remembering past history.

13. Repetition

This style of language can be seen in the repetition that is used many times.

The goal is the same, repetition is done to emphasize.

Example: The house is the most comfortable place, the house is also a place of shelter from the heat and rain.

14. Rhetoric

Rhetoric figure of speech in the form of a question sentence. My friend, of course, already knows that rhetorical question sentences do not require an

answer. Yes, the purpose of the interrogative sentence is to make an affirmation.

Example: Who doesn't want to study at the best college?

15. Parallelism

Commonly used in poetry, figure of speech parallelism is shown by the repetition of words. Although repeated, the definition of the word is not the same from one another. Anaphora is repetition at the beginning of a sentence, while epiphora is repetition at the end of a sentence.

Example: One small step for man, one giant leap for mankind.

2.3. Metaphor

According to George Lakoff (2003: 4), "the place of metaphor is not at all in language, but in how we conceptualize mental domains in different meanings". Metaphor is the process of mapping one domain of human experience with another source domain to the target domain to understand and understand abstract concepts in the target domain. It is a "mapping between domains in a conceptual system" implemented through a surface "metaphorical expression". Therefore, conceptual metaphor theory is a general theory that tries to explain the provocative ideas of song, talk, and metaphorical novel, "poetic", when they only add to the simplicity of our conventional system.

Metaphors are traditionally studied and analyzed from the perspective of theory, literature, and literary studies. It is related to figurative language and has been considered as something separate from everyday language (Knowles & Moon, 2006).

Furthermore, as Goosystem puts it, metaphors are claimed to be the limit in literature, rhetoric, and art. wrongly, metaphor is considered as something with a literary form that likes fiction or the use of interesting words. and how the meaning of the text can be realized through interesting metaphorical analysis, not only in text but also in social media talk.

In the Big Indonesian Dictionary (2008:59), the notion of metaphor is the use of words or groups of words not with their true meaning but as paintings based on similarities or comparisons. For example, Soekarno, the lion of the podium, was feared by the Dutch. The lion podium in this sentence is a figure of speech which means Soekarno is an accomplished orator who speaks fluently so that his ferocity resembles the ferocity of a lion who is nicknamed the king of the jungle.

The metaphor of Gorys Keraf (2007:15) is included in the figurative language style. First of all, this force is formed based on comparisons or equations. Meanwhile, on the other hand, the comparison itself contains 2 meanings. Comparisons that include plain or lean style of language such as "He's just as naughty as his brother." Meanwhile, other forms of comparison are figurative language, such as "His teeth are like sparkling strings of pearls".

Meanwhile, George Lakoff and Mark Johnson (1980:3) have different opinions. For them, metaphor is not just a linguistic expression, but a conveyance in a conceptual system. In their view, metaphor is not limited to literary works and mere poetic expression.

2.3.1. Metaphor in the Context of Communication

According to McLuhan, "media is a message" (McLuhan & Fiore, 1967) which tries to select attention from media content. Watzlawick et al. (1967) the difference among content material and relational components of human verbal exchange seeks to relativize a metaphorical container. But in normal life, components of relational verbal exchange are hardly ever considered. This metaphor makes content material verbal exchange a goal best entity. In this case, the digital tool to which the speaker responds, the sound of the voice, all have a bodily existence, like an item that may be measured. Media content material is likewise an essential part of each reader to be analyzed. A goal entity whose content material does now no longer rely upon the human experience.

The idea of verbal exchange as a method of transportation, as a, be counted of acquiring the content material of messages, thoughts, feelings, meanings, information, and the like. Understanding that may handiest arise after the message has been introduced to its destination, happens via contact, exposure, or input. Easy, clear, direct, instant, natural, and consequently no problem. After getting rid of the contents of the container, there may be no explanation, no reason, no unique cognitive attempt is needed to apprehend it. Frequent references to media intake also are strong.

This research is based on claims of access to reality at the expense of those who are willing to submit to their judgment. This is a surrender to authority that can produce the power of their phenomena. It cannot be explained or mediates can, thirdly, result in physical violence. It is amazing how much violence, both in the

family or in international conflicts, is based on the absence of an agreement whose interpretation is correct and who has the authority to decide what others should accept as true (Krippendorff, 1980: 254-5).

2.3.2. Function of Metaphor

Metaphor permeates “how we see the world” and is reflected in the outline of the function of metaphor above. It emphasizes the following:

1. Metaphors are a means of communicating our experience of the world and can influence the way we use, think, and act in language.
2. Metaphors are used as tools to convince others of their arguments
3. Metaphors can be studied in terms of pragmatics rather than semantics to interpret what is meant, not what is said.
4. Metaphors help clarify our point of view because they influence our experience of the world and how it is communicated to others.
5. Metaphors are classically used as rhetorical devices and complement to summarize the function of metaphors. There are two traditional perspectives in the study of metaphor: classical and romantic (Saeed, 2004). The classical view considers metaphors as decorative and does not associate metaphors with thoughts (Deignan, 2005). The romantic view sees metaphor as an integral part of thinking and as a way to experience the world (Saeed, 2004). Moreover, the concept of metaphor as a means of communicating meaning is its main function in linguistic theory to date.

2.3.3. Types of Conceptual Metaphor

According to Lakoff and Johnson (2003), the metaphor for most people is a tool of poetic imagination and rhetoric that develops into something more extraordinary than ordinary language. Furthermore, metaphor is often regarded as a feature of the language, a matter of speech rather than thought or action. For this reason, most people think they get along without metaphor.

On this basis, three types of conceptual metaphors have been distinguished: structural, ontological, and directed. These types of metaphors often coincide in some cases.

a. Structural Metaphor

Structural metaphor is when one concept is metaphorically structured in another concept. Michael Reddy in Lakoff (2003: 10) says that “conduit metaphor” is ideas are objects, linguistic expressions are containers, and communication is sending. It means that the speaker gives an idea into a word and sends it to the hearer who takes the idea out of the word. Kovecses (2010: 35) says that the cognitive function of structural metaphor is to enable the speaker to understand the *target* employing the structure of *the source*. An example of a structural metaphor is *argument is war*. In this case, argument and war has different concept. *Argument* is indicated as *oral speech* concept and war is indicated as *clash of weapon*. Through structural metaphor, the reader can assume that war in the sentence is something like debate, not clash of weapon. Without the structural metaphor, it would be difficult to imagine

what concept of *argument* it will be. Kovecses (2010) says that most of structural metaphors are provide structuring and understanding for their target concepts.

This meaning is represented by a wide variety of speech in our everyday language as demonstrated in the following sentences:

“White politics is without the *attack of dawn* and vulnerability”.

Analysis : The phrase dawn attack has a lexical meaning, namely attacking the enemy earlier, before the enemy awakens from his deep sleep.

b. Orientational Metaphor

Orientational metaphor deals with a spatial orientation that are derivied from our physical or cultural experiences involved up and down, in and out, high and low, front and back, and others (Lakoff, 2003). Kovecses (2010) also says that the name *orientational metaphor* derives from the fact that most metaphors that serve this function have to do with basic human spatial orientations, such as up-down, center-periphery, and the like.

Thus, concepts like states or emotions are oriented to an imaginary space such as the following metaphor concepts:

“We hope that activities like this can be carried out even greater in the following years when Gerindra becomes the *Winner* of the General Election and succeeds in bringing Mr. H. Prabowo Subianto as President of Indonesia in 2024”

Analysis : The word winner has a lexical meaning wascan beat (enemy, opponent, rival), excel in war there are always losers and there are, achieve (get) results (profits) because they can beat the opponent (rivals). Based on the context of the sentence above, the word winner is used as an indication of improvement in the Indonesian currency. Winner is the past tense of awakening which literally means to move up.

c. Ontological Metaphor

Ontologi metaphor deals with an event, activity, emotion, and idea which are considered entities. Lakoff (2003) says that once we can identify our experiences as entities or substances, we can refer to them, categorize them, group them, and quantify them and reason about them. Kovecses (2010) says that personification can be considered as a form of ontological metaphor. For example, my *mind* is not *operating* today. In this sentence, the speaker conceptualizes his mind into something that definitely has physical properties. Kovecses (2010) says if we conceptualize *mind* as an object, we can easily provide more structure for it.

There are examples of ontological metaphors:

“Right, this coming from the guy who said Google was a ***bubble***”

Analysis : The expression of the meaning of the word "bubble", is likened to a shape that is blown from small to large. Google is a bubble, where Google's stock instantly rose until the close of the stock price index.

2.4. Wall Street: Money Never Sleeps Movie

Wall Street: Money Never Sleeps is a 2010 American drama film written by Allan Loeb, and is a sequel to Wall Street. The story begins with Gekko's release from prison in 2001 with funny scenes that are quite entertaining. Stone quickly pairs Gekko with Jake Moore (Shia LaBeouf), a young trader who is in a relationship with Gekko's son Winnie (Carey Mulligan).

Gordon Gekko (Michael Douglas) after 8 years in prison for embezzlement, is free and tries to find his only daughter, Winnie Gekko (Carey Mulligan), who has a bad relationship. On the other hand, Louis Zabel (Frank Langella), the leader of the largest investment firm on Wall Street, committed suicide after the decline in their financial value. Jake Moore (Shia LaBeouf), an ambitious and passionate young man who works under Louis Zabel, wants to take revenge against what happened to Louis Zabel, Jake himself has considered Louis as his own father.

Gordon Gekko, who has experience and predicts a fall in the world of stock trading, said that behind the fall of Keller Zabel was caused by Bretton James (CEO) of Churchill Schwartz. Gordon Gekko has a bad relationship with Bretton James. So that Gordon Gekko cooperates with Jake in exchange for asking Winnie to forgive him, which Winnie herself is Jake's lover. This cooperation lasted until one day Gordon Gekko gave a secret that he had 100 million dollars in a Swiss bank in his daughter's name which was made 20th years ago.

Jake tries to seduce Winnie to be able to take the money so that it can be used for the big investment that Jake has planned for the happiness of both of them. But

having been betrayed by Winnie's own father, Gordon used the money to rebuild his former glory and up until that point had also taken a sharp nosedive. Jake can't do anything but give me the tape of what Winnie was in, eh! The grandson of Gordon is a gekko himself, but Gordon refuses to give 100 million dollars and he has taken advantage of the momentum. Jake just resigned and tried to avenge what Bretton had done by making news facts about Bretton and Louis Zabel. Winnie helped him because as a news writer blog that has a lot of viewers.

As a result, Bretton fell and was involved in a deviant case after being investigated. Before long, Gordon returned to them and wanted to apologize for what he had done. And Gordon himself had invested 100 million dollars in a company that Jake trusted that would thrive for over 100 years without Jake knowing. Yep, Gordon who has the slogan Greed is good he has successfully used to achieve his glory for the second time. Jake and Winnie are now back living happily with their baby.

2.5. Previous Research

To determine whether the theoretical answer is correct or incorrect, the writer compares and contrasts the findings of previous studies with the current study. To determine whether the theoretical's answer is correct or incorrect, the next stage is to discuss and explain the findings of past investigations in an objective and sensible manner.

1. Putri (2013) source from the thesis which discusses about the metaphorical expressions in Andrea Hirata's and John Colombo's Edensor". The aimed of this research are to know the types of the metaphor in the source text, the

translation techniques applied by the translator to translate the metaphorical expressions, and the translation quality assessment of the translated metaphorical expressions in terms of the accuracy and the acceptability. In general, this research is intended to know how the metaphorical expression in Bahasa Indonesia is translated into English. The results of this research show that there are two kinds of metaphor found in Andrea Hirata's *Edensor*. They are dead metaphor and live metaphor. From 18 techniques introduced by Molina and Albir, there are nine techniques applied by the translator to translate the novel into English. They are borrowing, literal translation, transposition, modulation, established equivalent, adaptation, generalization, linguistic amplification and reduction. Two respondents are involved in this research in order to assess the accuracy and the acceptability level in the form of questionnaire sheets. Based on the respondents, 20 out of 43 data are considered accurate and acceptable. It means that, in accordance with the translation quality, less than 50% of the translation of metaphorical expressions found in Andrea Hirata's *Edensor* is considered accurate and acceptable.

2. Sari (2019) source from the thesis which discusses about a metaphorical analysis on Nurhadi Aldo utterances in the social media. The purpose of this study is to find out the types of metaphors expressed by Nurhadi Aldo, and to find out how the metaphorical expressions spoken by Nurhadi Aldo on Instagram. The analysis technique in this study uses a qualitative descriptive design. The data source is obtained from Nurhadi Aldo's Instagram post. The

instrument in this research is a document. The data collected are 20 metaphorical analyzes of Nurhadi Aldo's Instagram posts. The results showed that there were 6 structural metaphors, 8 ontological metaphors, and 6 Orientation metaphors. Based on the number of each type of metaphor, it was concluded that the most dominant was the ontological metaphor.

3. Wahyunigtyas (2019) research results from thesis sources studying metaphor and function metaphor in novel *Garis Waktu* by Fiersa Besari. The purpose of this study is to explain and function the metaphor of Fiersa Besari's novel *GarisTime*. The method of data acquisition using the observation method. Advanced technique uses tag reading technique. The theory used is the theory of the type of metaphor and the theory of the function of metaphor. The results of this study reveal that there are three types of metaphors: anthropomorphic, synthetic, and abstract to concrete. The function of metaphor is poetic, expressive, directive, and informative.
4. Surip (2019) sources from journals that discuss conceptual metaphor in human communication. The purpose of this study is to find out the forms of conceptual metaphors by using the word 'communication' in conveying messages. In data collection, there are 3 stages, namely data collection, data analysis, and presentation of results. Written sources by applying content analysis techniques. The results show that interpersonal communication conveys messages related to 'communication' implying that conceptual metaphors can be classified into four

domains such as plants, human life, construction and buildings, and space and time.

5. Fais Wahidatul Arifatin (2019) sources from journals that discuss metaphors in coffee advertising slogans. In the discussion, the author will use four metaphorical points; conceptual metaphor, conceptual domain in metaphor, conceptual metaphor and metaphorical expression, types of metaphor, and creative metaphor. In this case three metaphorical expressions: Home of the World's Finest Coffee., Come Home to Koffiehuis., and Great Cappuccino Just Came Home., can be generalized through the conceptual metaphor COFFEE IS HOME. Advertising slogans contain short, simple and concise sentences, so that each slogan can have multiple interpretations. Interpretation may vary from person to person. Regardless of the understanding achieved, the main focus of advertising slogans is to convey a positive message to the public about the product.
6. Monika (2020) sources from journals that discuss an analysis of metaphor in "A Family Affair" by Kate Chopin". This study aimed to get a clear meaning about the types of metaphors found in short stories and to implement the meaning of each metaphor in the story. The type and meaning of each metaphor found in this study is based on the theory of Lakof & Johnson (1980) which clearly raises the metaphor. The research design used is descriptive qualitative. The results according to this study found nine metaphors in Kate Chopin's story "A Family Affair". The types of metaphors found in this study are ontological

metaphors and conceptual metaphors. The types of metaphors that are often found in this study are conceptual metaphors. The meaning of each metaphor varies depending on the type used in the short story.

7. Lapasau (2021) sources from journals that discuss a cognitive linguistic approach to life metaphor in tetralogy *Laskar Pelangi*. This study aimed to find the use of the metaphor of life in the Laskar Pelangi tetralogy (hereinafter referred to as TLP). Data analysis in the Conceptual Metaphor Theory (CMT) framework uses a descriptive qualitative approach. We found 21 metaphors of life in TLP & found that the conceptual metaphors of life in the target domain are mapped to several diverse origin domains, & they are: life is a liquid in a container, life is a journey, life is life, life is a treasure, life is dharma for others, life is a struggle, life is guidance, life is war, and life is hard work. It can be key that TLP is rich in using the use of metaphors in the description of Malay cultural events in detail. The way the Malays deal with their lives, the way they see and know the world, is clarified using their language, which studies conceptual metaphors. The results of this study support the idea that metaphor is not only rhetorical to convey something more stylistic but conceptual and cannot be in harmony with every culture.
8. Pasaribu (2016) sources from journals that discuss domains of political metaphors in Presidential speeches. This study aims to find the domain of origin of political metaphors in Joko Widodo's speeches, namely: his victory speech and his inaugural speech. These speeches were chosen to be analyzed

because of their different contexts and settings. To achieve the research objectives, this paper reveals the Contemporary Theory of Conceptual Metaphors by Lakoff & Johnson (1980, 1992). Findings and discussion suggest that speech uses more positive metaphors of unity than metaphors of battle or competition. Apart from that, these texts also conceptualize the political realm of Indonesia as a journey and navigation, which puts a sense of progress in the audience. Maritime metaphors abound in particular in the two speeches because they reflect one of Jokowi's visions to strengthen Indonesian maritime affairs.

9. Syahrizal (2016) sources from journals that discuss political conceptual metaphors in political discourses: a cognitive semantic study. This study examines the types of conceptual metaphors found in politics. The discourse that is used as data is taken based on TIME Online Magazine during February 2015. In addition, this research also tries to find out the conceptualization of politics. This study analyzes the inputs of the political domain & other input domains. This research also examines the origin and target of the domain of political structural metaphor. In this study, researchers adapted several theories related to conceptual metaphors based on Lakoff & Johnson, and Evans & Green. In addition, this research is also based on Fauconnier's theory. The results of the study show that orientational metaphors are more generic than ontological metaphors on political matters under the 2016 general election news. From 105 metaphorical statements, the researcher found 42 orientational

metaphors & 63 ontological metaphors. This tells us that in matters of politics, politics usually becomes a concrete substance.

10. Otieno (2016) sources from journals that discuss metaphors in political discourse: a review of selected studies. The use of metaphors in political discourse is a linguistic strategy used all over the world. Therefore, studies of metaphors have been carried out in various parts of the world. This article provides an overview of the study of metaphor in political discourse to assess the role of metaphor in political discourse. He intends to contribute to the metaphorical field of political discourse by reviewing this field. This study aims to demonstrate that metaphor as a linguistic tool can be manipulated for pragmatic and strategic reasons. This review shows that voters use metaphors to understand various political issues and to express their general attitudes towards politics. It also helps citizens recognize and understand their country's beliefs and goals. The principle of applying source and target domains used by politics to achieve interesting and rhetorical goals in political discourse. Besides being used as an advance strategy, the review shows that metaphors also reveal the speaker's idealistic position.
11. Damayanti (2019) sources from journals that discuss an analysis of metaphor on political issues in the Jakarta post newspaper. This study aimed to identify and describe the types of metaphors used by journalists regarding political news in The Jakarta Post's letter and to find out which types of metaphors are more dominant. This research is a qualitative research using analytical methods. Five

copies of The Jakarta Post from the 15 May 2017 edition to the 19 May 2017 edition were only used and analyzed in political news. There are 27 data collected based on 18 political news containing metaphors. There are 16 times ontological metaphors, 7 times structural metaphors & 4 times orientation metaphors. Based on the research, it can be said that the ontological metaphor is a type of metaphor that is more dominantly used by journalists to write opinions or convey them on political matters. It is suggested that future researchers who are interested in making metaphors need to deepen their analysis because global politics & journalism change through when as a result they can produce new outputs.

12. Stojan (2019) sources from journals that discuss the conceptual metaphors in political discourse in Croatian, American and Italian newspapers. The findings revealed that metaphors were often used in political discourse to persuade and manipulate the general public. The aim of our study was to show whether there is a difference in the use of the conceptual metaphor source domain between politics compared to American and Italian politics. Our research corpus includes political newspaper articles from Croatian, American, and Italian daily newspapers (Utalnilist, Vechernilist, Colliere de la Sera, Republic, ABC, USA Today, The New York Times) downloaded from newspaper archives. It consists of interviews. We can conclude that figurative expressions differ from language to language, but in most cases the same figurative expression occurs in all languages. Phrases that often appear are victory, attack, battle, race,

defense, game, stage, and role. With the statement of two ontological metaphors in the Croatian example, it can be said that no difference the main source domain between Croatian, American and Italian political discourse.

13. Rahmaniyah (2018) source from the thesis which discusses about the conceptual metaphor in the New York Times Political headlines. The purpose of this study is to classify figurative expressions and analyze the meaning of figurative expressions in the New York Times political news headlines December 2017. It is based on the Conceptual Metaphor Theory (CMT) by George Lakoff and Mark Johnson (1980) and is a qualitative study using a qualitative approach. Semantic Cognitive from Charles J. Fillmore (1982). Correspondence refinement or metaphorical concept mapping is used to conceptualize the relationship between the source and target domains and to understand their literal meaning. 30 data were analyzed and collected by data reduction. Consists of 12 structural metaphors, 10 directed metaphors, and 8 ontological metaphors. The mapping process produces words and sentences that are easier to reach.
14. Antil (2020) sources from journals that discuss the metaphors, communication and effectiveness in Indian politics. This article aimed to provide insight into the role and use of metaphors in political communication. This article uses a conceptual metaphor for politics in 2 different scenarios, namely the election campaign & speaking the prime minister to a global audience. These two settings are crucial from the perspective of building a political picture. For

political communication during the election campaign, we have read the text of the information letter articles and general media handles of the politicians. In order to analyze the metaphors used when addressing an international audience, selected speeches delivered abroad The Prime Minister of India Modi has been studied. The analysis was carried out according to Lakoff & Johnson's Conceptual Metaphor Theory. For this, crucial metaphors are removed and analysed, including politics is war, politics is a guard, the world is a community, the world is a family and the nation is a people

15. Abbood (2014) sources from journals that discuss the metaphor in political and literary texts: a pragmatic analysis. This paper tried to compare the pragmatic use of English metaphors in political texts using those used in literary texts to find out the similarities and disparities that are manifested in the two texts. He also tries to combine the 3 most famous metaphorical views, namely: cognitive views, semantic views and pragmatic views. For this purpose, this paper analyzes several models: metaphors based on political speeches delivered by the last 3 American Presidents [Bill Clinton (1993), George W. Bush (2001) and Barack Obama (2008) and (2009) (<http://millercenter.org/president/speeches>)] & 2 short stories the 2 American writers wrote in 2004: (A) David's "Secret Goldfish" Means (B) George Saunders' "Bohemians". All text is provided in the appendix and each model mentioned in the analysis has an affidavit to the text figures and paragraph numbers cited. The results show that there are poly disparities in the use of metaphors in the

two texts. The primary difference is that political texts often tend to use metaphors using positive behavior using several related concepts using positive meanings, while literary texts often tend to use metaphors using negative behaviors using several concepts of negative meanings. The results also show that the primary function of metaphor in political texts is persuasive, while the primary function of metaphor in literary texts is to add aesthetic impact.

In general, the notion of previous research is the origin of the past based on the results of research that the writer will try to compare with the research to be carried out. The problem that often arises is the lack of similar research in the past even though similar studies have existed but used different names or words. So that makes researchers feel that the research carried out is original and new work.

In the previous study above, there were 6 studies that used the type of metaphor. The difference in this study lies in the object under study. There are 3 studies that use metaphorical functions and 6 studies to find out the classification of metaphors. So it can be concluded that the difference from all previous research lies in the object under study.

The relevant study uses this research because it uses Lakoff's theory which discusses the types of metaphors, the types of metaphors are structural metaphors, ontological metaphors, and orientation metaphors.

2.6. Conceptual Framework

In this study, the writer analyzes the types of metaphors in the story of the film Wall Street Money Never Sleeps. Based on the Theory of Lakof and Leeches. In this study, the writer tries to explain the types of metaphors such as Structural Metaphor, Ontological Metaphor, and Orientation Metaphor.

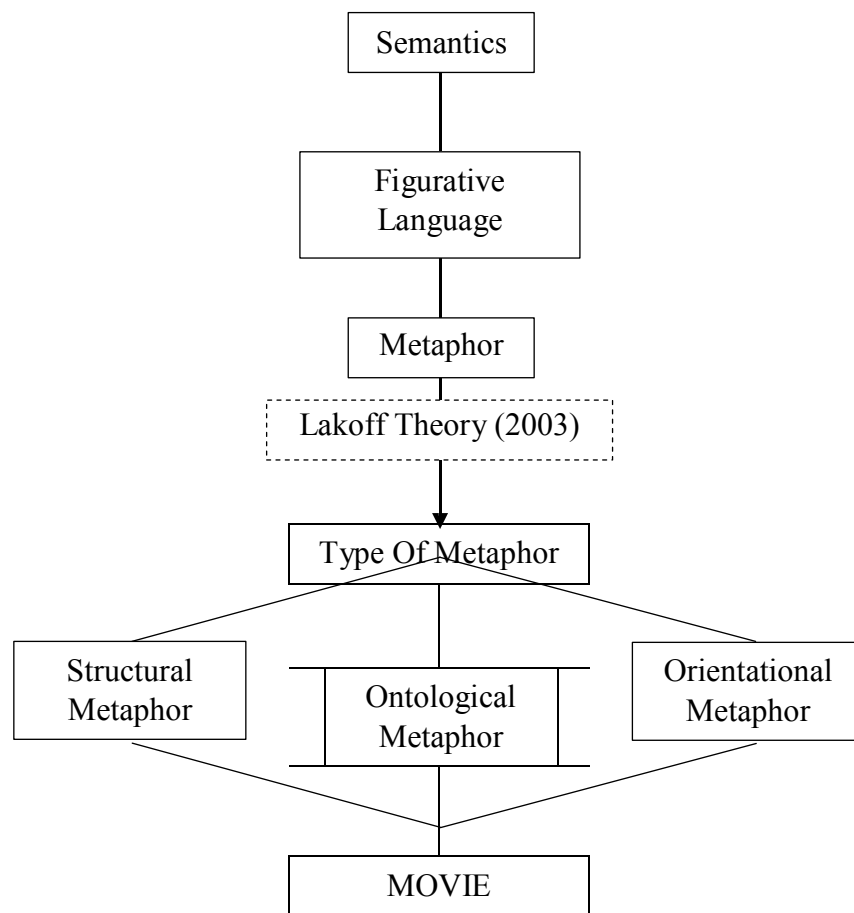


Figure 2.1. Conceptual Framework

CHAPTER III

RESEARCH METHOD

3.1. The research design

According to Bogdan and Biklen (1982) stated that qualitative research is descriptive where data is collected in the form of words rather than numbers. Data in the form of excerpts from documents, field notes, and interviews or excerpts from videotapes, audiotapes, or electronic communications are used to present research results.

Based on the theory above, this research was conducted using a qualitative descriptive design to describe the conceptual metaphor in the story of the film Wall Street Money Never Sleeps. The data analysis method used document analysis from qualitative descriptive methods, namely research methods that try to describe and interpret data according to reality. Descriptive method was implemented because the data analysis is presented descriptively.

3.2. Data and the source of data

The primary data is the script of Wall Street: Money Never Sleeps movie. This script makes the words, phrases, utterance, and or sentences that spoken by the character become clearer than only watching the movie. The script is taken from the official website to make easier in finding text completely. It is faster than write the script by myself. Wall Street: Money Never Sleeps movie is movie that published in

United State on September 2010 that was distributed by 20th Century Fox. The secondary data is taken from books, article, Journal, and other resources.

3.3. Technique of collecting data

The writer used decommuntary technique to collect data. There are four procedures as follows:

- 1) Watch the movie Wall Street Money Never Sleeps.
- 2) Download the transcript of the film Wall Street Money Never Sleeps
- 3) Analyzing the dialogues and parts of the film that can be analyzed as a metaphor.
- 4) Write a dialogue between the characters that are relevant to the research.
- 5) Analyze the dialogue and classify it according to its category based on the meaning of the metaphor.

3.4. Technique of analyzing data

After the data is collected, the writer analyze the data. Qualitatively research, data analysis techniques are used to answer the formulation problem. The writer analyzes the data using descriptive analysis.

In this research, the writer uses documentation technique descriptive analysis because this thesis research is descriptive. Writer describes the analysis of the data that has been found in the film Wall Street: Money Never Sleeps because the author wants to find answers to the problems that have been formulated. The steps of data analysis in this research are suitable with the theory of Lakoff (2003), as shown below:

1) Categorization

The writer identifies data that has a correlation with the metaphor in the Wall Street: Money Never Sleeps movies.

2) Classification

Classify and make words or sentences the meaning of signs in conceptual metaphors in the film Wall Street: Money Never Sleeps.

3) Analysis

Describe and explain the types of metaphors, structural, orientational, and ontological aspects, as well as explaining the meaning of signs in metaphor as shown in the film Wall Street: Money Never Sleeps.

4) Conclusion

After all data analysis is complete, the writer makes conclusions from the results of the study.