THE DIFFICULTY IN INTERPRETING METAPHORS ON THE TITLE OF THE ARTICLE IN THE NEWSPAPER

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Abstract: This study deals with the difficulty in understanding metaphor subtitle in newspaper article. The study are intended to find out whether metaphor or literal meaning are easier to understand and secondly to describe the reason why metaphors is so difficult to understand. It was a descriptive qualitative study. The respondent were 29 students in the third level of DIII of Nursing Program of STIKes Flora Medan. The data were collected by using questionnaire and interview. The findings showed that only 30% of the respondents can answer the literal meaning of the metaphor subtitle of the newspaper article. 12 respondents rated difficulty of interpreting as easy; 5 respondents had no response and incoherence answer with the literal meaning of the title of the article of the newspaper and 7 respondents’ answer were related to the literal meaning. Whereas 19 respondents rated difficulty of interpreting as difficult; 10 respondents had no response and they had incoherence answer with the literal meaning of the title of the article the in the newspaper article’ subtitle and 9 respondents answered coherence or related to the literal meaning. Eight students said that they were not familiar with the words or never heard the words before and 21 respondents said that they were difficult to understand it therefore they cannot interpreted the words that used in the metaphor language.

Key word: Difficulty in Interpreting, Metaphors, Title of the Article in the Newspapers,

Abstrak: Penelitian ini membahas tentang kesulitan dalam memahami metapora pada judul artikel surat kabar. Tujuan penelitian ini yang pertama adalah untuk mengetahui yang manakah yang lebih mudah untuk dipahami apakah judul artikel metafora atau judul artikel surat kabar yang bermakna literal dan yang kedua adalah untuk mencari tahu mengapa metaphor sulit untuk dipahami. Ini adalah sebuah penelitian deskriptif kualitatif. Respondentnya adalah 29 orang mahasiswa Prodi DIII Keperawatan STIKes Flora. The data were collected by using questionnaire and interview. Penelitian menunjukan bahwa hanya 30% responden yang dapat menerjemahkan makna literal dari judul artikel surat kabar yang menggunakan gaya bahasa metafora. Ada 12 responden menyatakan mudah untuk menerjemahkan judul metaphor; 5 diantaranya responden memberikan jawaban yang tidak sesuai dengan makna literal yang terkandung dan 7 responden menjawab makna dari judul metaphor dengan benar dan sesuai makna literalnya. Sementara itu 17 responden menyatakan kesulitan memahami makna metaphor; 10 dari responden tersebut tidak memberikan jawaban dan ada yang memberikan jawaban yang tidak sesuai dengan makna literal dari judul artikel sedangkan 9 responden memberikan jawaban yang sesuai ataupun berhubungan dengan makna literal yang terkandung di dalamnya. Delapan responden mengatakan mereka tidak biasa mendengarkan kata metafor sebelumnya dan 21 responden mengatakan mereka sulit memahami judul-judul artikel surat kabar oleh karenanya mereka tidak mampu menerjemahkan metaphor pada judul artikel surat kabar.

Kata Kunci: Kesulitan menerjemahkan, Metafor, Judul artikel surat kabar, Sulit
BACKGROUND

Basically man is human who communicate with language. When we communicate with a language, we often do not realize how complicated our sentences. The language, we use seems familiar because it is our competence since we were children.

Communication succeeds when speaker’s utterance is interpreted as he intends. But sometimes speaker utterance such a thing in many different ways. People utter what they want they mean abstractly or metaphorically. Not all people understand better metaphor because the meaning is so abstract but many people or field of study like to use metaphor. Metaphors has the same meaning as the literal meaning, as Aristotles said metaphor consists in giving the thing a name that belongs to something else; the transference being either from genius to species, or from species to genus, or from species to species, or on the ground of analogy.

A prior survey showed that students especially in DIII of Nursing of STIKes Flora were lack of interest of reading especially reading newspaper. They told that they almost never read newspaper. They said that reading newspaper is elderly people activities. Even though reading newspaper is very important to up-to-date the latest information about phenomena happening in Indonesia or in the world, about science, epidemiology, politic, etc. The students were asked whether they knew about metaphor or not. All of them knew about it and they have learned about it before when they were in high school.

Metaphor is omnipresent in our everyday language and that we are using them almost constantly, maybe unconsciously. It is used to express something that has limitation in using words in literal meaning, so metaphor is used to present the limitation. Then come in our mind which of metaphor or literal can be easier understand and what makes metaphor is so difficult to understand?

In accordance with the background of the study, the research problem are formulated as follows:

1. Which of metaphor or literal that can be understood easier?
2. Why metaphor is difficult to understand?

The study are firstly intended to find out whether metaphor or literal meaning are easier to understand and secondly to describe the reason why metaphors is so difficult to understand. This research is also a condition to fulfill her task of TRIDHARMA as a lecturer in STIKes Flora.

REVIEW OF LITERATURE

There is no real consensus on the meaning of literal language. In the traditional analyses, words in literal expressions denote what they mean according to common or dictionary usage, while words in figurative expressions connote additional layers of meaning.

Literal meaning means that every person who has the same ideas, characteristics, structure on a certain word. Literal meaning of a sentence is entirely determined by meaning of its component words (or morphemes) and the syntactical rules according to which this element are combined. A sentence may have more than one literal meaning (ambiguity) or its literal meaning may be defected or uninterpretable (nonsense).

Metaphor as a departure from literal language. It is speaker meaning. Metaphors mean what the words literally means. For example:

For example: John is a wolf
This metaphor expresses the assertion that John belongs to extension of the predicate wolf within a specific thematic dimension of the context; in other words it ascribes a contextually determined property to John.

On the other hand, metaphor is non literal language or figurative language that
express a comparison between two ideas implicitly.

For example: Birir guci itu mulai retak
Complex human nature creates diversity in speech and act. Everyone can express an idea by many different ways. Metaphor is the result of human’s diversity in expressing idea, act and feeling.

The use of metaphor ha a certain purpose such as politeness, limitation of direct language use, fineness, etc

For example:
Engkau adalah MATAHARIKU
The use of ‘matahari’ to replace ‘engkau’, the speaker used the word because it is suitable to the concept of ‘matahari’. ‘Matahari’ refers to a huge and unlimited; the source of light; eternity and so on. It is said by the speaker to his/her lovers to make him/her impressed because he/she is compared to an extraordinary thing. If the speaker uses another word except ‘matahari’, the speaker intention does not achieved.

Alwi et al (1993:484) said that metaphor is a way to express an idea by using word or phrase with a very different literal meaning. For example memerangi kebodohan, for example, it is a metaphorical relationship between verb ‘memerangi’ and noun ‘kebodohan’ because ‘kebodohan’ is considered an enemy.

Lakoff and Johnson (1980:3) stated metaphor is pervasive in everyday life, not just in language but in thought and action. Our ordinary conceptual system, in terms of which we both think and act is fundamentally metaphorical in nature. Metaphor is obtained and understood cognitively by humans based on their life experience daily expressed through language.

Semantically, metaphor has two meaning, figurative meaning and intended meaning. Intended meaning expressed through a series of prediction applied by symbol or figurative symbol and direct meaning. Based on image choice used by the speaker and the writer in many language, Ulmann (1977) divided into four groups they are (1) anthropomorphic imagery metaphor, (2) animal imagery metaphor, (3) Abstract to concrete imagery metaphor, (4) synthetic imagery metaphor or responds replaced/ sense perception.

Literal Meaning
Literal language uses words exactly according to their conventionally accepted meanings or denotation. In another words the literal meaning is the most obvious or non-figurative sense of a word or words. Language that’s not perceived as metaphorical, ironic, hyperbolic, or sarcastic. Contrast with figurative meaning or non-literal meaning. Noun: literalness.

Gregory Currie has observed that the "literal meaning of 'literal meaning' is as vague as that of 'hill.' But just as vagueness is no objection to the claim that there are hills, so it is no objection to the claim that there are literal meanings" (Image and Mind, 1995).

Why metaphors are used?
Sholars, e.g. Fainsilber or Ortony, have found out three reasons why metaphors are used. First, there is the so-called Inexpressibility hypotesis. That means that metaphors are used for expressions that are nit easy to explain with literal language. This refers mostly to abstracts ideas. An example would be: “The thought slipped my mind like a squirred behind a tree”. Another examples would be: “Her eyes sparkled loke the starts in the sky”.

The Second reason is called Compactness hypotesys. This hypotesys says that pople can express ideas more detailed and compact with methapors. With the sentence “My love is like a bloosom bouquet of roses” one can describe love as sweer,beautiful,just by comparing it to flowers.With the other sentence “Lawyers can be like sharks” you can show that lawyers are dangerous, vicious and greedy just by using one word which includes this characteristics compactly.

The last hyphotesis, called vividness hypotesis, says that by methapors, axpressions are made more clear and livened
up. You can see this in the expressions “My Love is like a blooming bouquet of roses” with that you can see the experience (positive in that case) of the speakers more lively. The other example “Lawyers can be like sharks” represent a bad experience in a more vivid and clear way.

For example, metaphors are supposed to be helpful in learning and this for some reasons. First, They will be a kind of mnemonic aid. Because you have a figurative image in your mind, it is easier to remember information you have just received. Secondly, using metaphors can provided “Semantic Frameworks” from long terms memory” with this new information can be applied to these frameworks.

In social life, metaphors also can be useful. They lead to a kind of an intimate atmosphere between the speakers. This creates a link based on same or at least similar experiences and interests. Therefore, not everybody gets an access to the conversation between the two.

**Why metaphor is difficult to understand?**

Understanding metaphors is a complex process than understanding literal sentences. In particular, it does not appear that metaphor comprehension first involves an attempt at literal comprehension and when that fails, a metaphoric reinterpretation. Certainly, that is sometimes the case for complex, often literary metaphors, but many of ordinary metaphors encountered in common speech and writing are simply understood without any need to figure them out. Some literal sentences, too, challenge comprehension and require a certain amount of problem solving for their comprehension. But most of the time the sentences that we hear and read are understood without deliberate reasoning, whether they are metaphorical sentences.

How does the metaphor work? Based on Andrew Goalty (1997)” A metaphor occurs when a unit of discourse is used to refer to an object, concept, process, quality, relationships or world to which it does not conventionally refer or colligates with a unit with which it does not conventionally colligate and when this unconventional act of reference or colligation is understood on the basis of similarity or analogy”. This definition show how complicated metaphor is. To understand metaphor somebody must have a understanding or a good knowledge about the works of metaphor and of course to understand metaphors. The description of the definition can be elaborated basically two ideas similarity and analogy. Similarity is a vacuous predicate: any two objects or things are similar in some respect or other. For example: “The hydrogen atom is a miniature solar system”. We have to understand the analogy about the word “system”. It was comparing the relationships: the sun is “massier” than the planet, the nucleus is “massier” than the electrons; the planets are attracted to the sun in much the same way as the electrons are attracted to the nucleus; consequently the electrons revolve around the nucleus in the same way as the planets around the sun. So to understand the meaning of metaphor someone must have a better understanding about concept, process, quality, relationships or world that refer to an object in other word someone should have a previous knowledge about an object.

**METHOD OF RESEARCH**

Methodological approach which is used in this research is qualitative method. There is a common belief that qualitative researchers can in fact provide a deeper understanding of social phenomena because qualitative research design attempts to describe what is going on and what data shows. As it is supported by Nazir (1988:34) that a descriptive design is conducted to describe situation, events, or occurrences of the basic data (Nazir, 1988: 34).

The data which is used in this research are taken from the result of questionaire. The questionaire was given to 29 respondents. The respondents were students of third level of DIII of Nursing of STIKes Flora academic of year 2018/2019.
Since the study is a qualitative research, the researcher herself is as the key instrument in this study. As Bogdan & Biklen (1992:31) points out that qualitative researcher has the natural setting as the direct source of the data and the researcher is the key instrument. The researcher collected the data by using questionnaire and interview.

The data were collected by giving questionnaire and interviewing. The writer interviewed the respondents by some questions. The writer prepared the main questions. When the interview performed, the informant gave the first answer. By using the first answer, the writer clarified the answer deeply, it happened continuously. When the writer thought the answer has been clear, then the writer turned into the next question in order to get the reason why the metaphors difficult to understand then the writer transcribed the data from the interview. Finally, the writer analyzed the data from the questionnaire and from transcribing interview data.

The data were analyzed through two procedures. Miles & Huberman (1984:21-25) points out that the procedures are: the first analysis is during data collection and the second analysis is after data collection. First, the respondents were asked to read some titles of articles from Waspada Daily and Analisa Newspaper. One pages consists of 10 titles of article which contain of metaphors, the other pages 10 title of articles have been changed into literal meaning and they were asked to respond whether the titles of articles with use metaphor or with literal meaning is the difficult to be understood.

Second step the respondents were asked to read 10 titles of articles, which was consist of five titles with using difficult metaphor and five titles using easy metaphor. Each of title was given two options whether the metaphors are easy or difficult to understand and below the options there is a blank line for responding to the meaning of the metaphor in question. The respondents were instructed to fill the line blank with a literal version of the original metaphor. This step was made to analyze how difficult to interpreted metaphor.

The third step in order to find out the reason why they are difficult to understand metaphor language, an interview were conducted. The interview were intend to gain as many as reasons that the respondents said.

This study used methodological triangulation. Multiple data gathering is used in this study such as observations, interviews, and questionnaires, in order to create overlapping and therefore cross-validating data.

**FINDINGS AND DISCUSSION**

After conducting questionnaire some information were gained as the following:

<table>
<thead>
<tr>
<th>Table 1</th>
<th>Rated Difficulty of Metaphors and Literal Titles of Articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy</td>
<td>Difficult</td>
</tr>
<tr>
<td>Newspaper Article Title with literal language</td>
<td>100%</td>
</tr>
<tr>
<td>Newspaper Article Title with metaphor language</td>
<td>30%</td>
</tr>
</tbody>
</table>

The table show that the newspaper articles’ titles with literal meaning is easily to understand, because 100% of the respondents can answer the meaning correctly. Whereas the newspaper article titles with metaphor language only 30% of respondents can answer the meaning correctly.

<table>
<thead>
<tr>
<th>Table 2</th>
<th>Rated difficulty and Properties of Responses to the Meaning for Easy and Difficult Metaphors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rated difficulty of comprehension</td>
<td>No response or not related to the literal meaning</td>
</tr>
<tr>
<td>Easy</td>
<td>10</td>
</tr>
<tr>
<td>Difficult</td>
<td>19</td>
</tr>
</tbody>
</table>
From the table showed that 17 respondents rated difficulty of comprehension as easy; 5 respondents had no response and incoherence answer with the literal meaning of the newspaper article’ subtitle and 7 respondents’ answer were related to the literal meaning. Whereas 19 respondents rated difficulty of comprehension as difficult; 10 respondents had no response and they had incoherence answer with the literal meaning of the newspaper article’ subtitle and 9 respondents answered coherence or related to the literal meaning.

The result of questionnaires found some reasons why the newspaper article titles with metaphor language are difficult to understand. About 8 students said that they were not familiar with the words or never heard the words before such as boomerang, imam sholat for they do not have references about those words. Whereas 21 respondents said that they were difficult to understand it because they cannot interpreted the words that used in the metaphor language such as sistr, disulut. They do not have any ideas about it. They are confused and do not understand how to interpret the metaphor words into literal meaning and the similar word to replace it.

Discussion

From the data analysis above (table 1) can be interpreted that 100 % students agree that titles of articles that written in literal meaning, were understood well or easy to understand better while 70% of the students said that title of articles that written by metaphor were difficult to understand. This phenomena happen because in reading the literal articles they do not to think hard to interpret the meaning of them opposite of reading the metaphorical articles. It is supported by the theory of Cacciari(1998) that understanding metaphors is more complex process than understanding literal one.

From table 2 is taken from data analysis of second step it can be interpreted that 17 students or 60% said that the metaphors were easy and 12 students or 40% students said that they were difficult. It means that it were more students that said the metaphors were difficult to be understood but from the side of coherence of respon to the literal meaning of metaphor 40 % student almost give the same ideas of interpretation which is related to the literal meaning of the metaphor both for the difficult metaphor and easy metaphor in question.

For example question No 1. Mendambakan pemimpin sejati yang rendah hati

Almost 80 % students give the same ideas about the word “rendah hati” = tidak sombong or baik. For easy metaphors (question no 1, 2, 3, 4, 10) almost 40 % students of all responses of literal meaning were identical in meaning For example:

1. Banci = pengecut
2. Rendah hati = tidak sombong
3. Penyambung lidah = perantara aspirasi
4. Mewakili aspirasi, bumbu = pelengkap cerita
5. Penyambung lidah = sebagai wakil rakyat

For easy metaphors the concept of the metaphor is “Noun is Noun” which implied similarity or quality of noun. In this case all responedents do not any difficulties in interpreting the metaphor to literal meaning it means they were easy to understand

For difficult metaphors (question No.5,6,7,8, 9) they also do the same responses, about 40% students give all coherence responses which were identical in meaning. For example:

1. Tidak punya C-1 untuk data pembanding, saksi parpol mandul (Waspada Online, 28 April 2019) Mandul = tidak terbukti
2. Alfamidi Gandeng Lazisnu Salurkan Donasi (Waspada Online, 4 April 2019) Gandeng = Bekerjasama
3. Pemimpin yang terpilih ibaratkan imam yang akan menjadi harapan seluruh
elemen bangsa untuk menyongsong sebuah perubahan yang lebih baik.
(Harian Analisa, 23 Mei 2009)
Imam = yang di jadikan panutan atau pemimpin dalam hal yang baik

For difficult metaphors in article no 6 and 9 the student said that the article are difficult to interpret, as the result the respondents wrote the meaning which not coherence to the literal meaning.

For question no 5,7,9, there is a concept which is implied in the metaphors while 6 and 8 the metaphors need analogy to understand the meaning. It make the respondents were difficult to understand the language, because the respondents not only compare them to a noun or an object but they need basic knowledge about the concept of mandul, sisir, bumerang.

For no 6, they have to understand the analogy how the “virus of DPT “attack human and the stage of the virus when attack human. for no 6, there are 2 students give no responses to it because they have no knowlege to analogy to understand it because they never leraned or read about the virus before as they told while the writer interview them.

For no 8 they have to understand the duties of “ imam” (refers to a leader) while praying, All the Followers in this case the people should followed him make him as a model and listen to what he said for the sake of goodness. One respondents give no response to this metaphor for she is not a moslem and she can not interpreted the analogy of “imam” and she never know about it before.

As Andrew Goalty (1997) said” A metaphor occur when a unit of discourse is used to refer to an object, concept, process, quality, relationships or world to which it does not conventionally refer or colligates with a unit with which it does not conventionally colligate and when this unconventional act of reference or colligation is understood on the basis of similarity or analogy”. So to understand the meaning of metaphor someone must have a better understanding about concept, process, quality, relationships or world that refer to an object in other word someone should have a previous knowledge about an object.

Those elaboration was coherence with the theory that understanding metaphors is a complex process than understanding literal sentences. In particular, it does not appear that metaphor comprehension first involves an attempt at literal comprehension and when that fails, a metaphoric reinterpretation. Certainly, that is sometimes the case for complex, often literary metaphors, but many of ordinary metaphors encountered in common speech and writing are simply understood without any need to figure them out. Some literal sentences, too, challenge comprehension and require a certain amount of problem solving for their comprehension. But most of the time the sentences that we hear and read are understood without deliberate reasoning, whether they are metaphorical sentences.

KESIMPULAN
Those elaboration of the result of the analysis of the study can be concluded;
1. Metaphor most meanings are metaphorical; we can arrive to the meaning through an access to conceptualization
2. Metaphor is hand in hand with literal meaning becuase in the form of metaphor Noun is Noun , to understand the meaning we must have a better understanding of literal meaning of the object which is compared.
3. It is not the metaphor that difficult to understand but the knowledge of the speaker on the similarity and analogy of an object or system or concept which is lack about them.

DAFTAR PUSTAKA
