

Conceptual Metaphor about Corona Virus: Cognitive Semantic Analysis

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Abstract. Conceptual metaphors are the result of mental construction, conceptualization of the experience of human life. In Japanese, metaphorical features are often found in conveying information so that information can be easily understood. This study aimed to describe the conceptual metaphors found at the Japanese Prime Minister's Press Conference, Shinzo Abe on March 14 and 28, 2020 through the official website kantei.go.jp. The research method used was descriptive qualitative analysis. Data were collected by taking text that contained metaphorical elements and then selected. Data selection was based on the basic principle of metaphor, which was the mapping from the source domain to the target domain. Then the data were classified based on the type of metaphor by Lakoff and Johnson and the type of image scheme by Cruse and Croft. Based on the study done, there were three types of conceptual metaphors, 1) Structural metaphors with conceptuels meaning of enemy, medical treatment, control, and mind; 2) Orientational metaphors with conceptual meaning of disadvantage, and approval; 3) Ontological metaphors with conceptuels meaning of finance, and emotion. In addition, there were also six types of image schemes, namely the image scheme of Strength, Existence, Identity, Scale, Space, and Unity.

Keywords: Conceptual Meaning, Press Conference, Cognitive Semantic, Image Scheme

<https://ojs.unm.ac.id/eralingua>



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INTRODUCTION

Language has a dynamic nature that will continue to develop bringing new phenomena to its users. Widhiarso (2001) said that language has a very important role in the human thought process. The relationship between language and mind is seen on the assumption that language influences the way humans view the world and the minds of the individual users of that language. Further Sutedi (2014) said that language is one of the tools of human communication which plays an important role as a means of communication in human life when conveying ideas, thoughts, desires, and willing to someone both verbally and in writing, so that the meaning conveyed can be received clearly. In the process of delivering each concept with all of its cognition, language is used as a medium for the delivery of these concepts. In language study, it is called a cognitive linguistics. Cognitive linguistics according to (Evans & Green, 2006) is a study to know how a person thinks of something spoken through his language. Therefore, each concept can be interpreted cognitively depending on one's experience.

This approach has been widely used by previous study such as Lyra (2018) with the title “Konseptualisasi Sosiokultural Masyarakat Sunda dalam Metafora Konseptual Bagian Tubuh” and Tawami (2018) with the title “Metafora Konseptual pada Wacana Retorika Politik”. Cognitive semantics is an experience-based approach that one of the main focuses of the study is metaphor. Metaphor is part of the system of human thinking that conceptualizes one concept to another in the form of life behavior as a sociocultural and historical experience of a society. This is what is referred to as a conceptual metaphor that is in line with Lakoff & Johnson (2003).

Conceptual metaphor was first introduced by Lakoff and Johnson (1980). According to them, the metaphor was accidentally created but merged in everyday language. Therefore, people will unwittingly bring up metaphors in their speech. The metaphor arises from the results of mental construction, conceptualization of human life experiences. This conceptual metaphor also becomes a criticism of the view that still considers that the metaphor was deliberately formed and created, so that the writings and works of copyright have a memorable and poetic impression.

This metaphor has also been used by previous researcher, Idrus (2015) with the title “Metafora Deskripsi Fisik Tokoh Wanita dalam Novel Noruwei No Mori Karya Haruki Murakami”. Metaphor by Lakoff & Johnson (1980; 2003) are divided into three types, namely *structural metaphor*, *orientational metaphor*, and *ontological metaphor*. Structural metaphor is realized through the transfer of one concept to another. Orientational metaphors are metaphors that relate to human experience, for example to concrete an abstract become real. Ontological metaphor is metaphor that conceptualize thoughts, experiences, other things abstract to something that has physical properties.

According to Lakoff & Johnson (1980; 2003), conceptual metaphor has three components, the first, the source domain. This component is concrete. *The source domain* consists of a group of entities, attributes, or processes that are connected literally, and semantically stored in the mind. These things are expressed through a set of words or expressions that considered to be grouped in similar groups which

are often called linguists as lexical groups or lexical fields. In the classical view, this component is called as a *vehicle*.

The next is the *target domain*. The target domain tends to be more abstract and follows the structure of the source domain through mapping. This mapping is called conceptual metaphor. Therefore, entities, attributes, and processes in the target domain are believed to be related to each other as mapped patterns of the relationship of entities, attributes, and processes in the source domain. At the language level, all entities, attributes, and processes in the target domain are localized through words and expressions from the source domain. In the classical view, this component is called as a *tenor*. The last component is *correspondence or mapping*. This mapping produces a point of similarity (ground), it means to show the similarity between the target to the source. This cannot be reversed. In the classical view, this is called as a basic metaphor.

Image scheme is an important form of cognitive semantic conceptual structure. In addition, image scheme is structures of meaning derived from experience that results from how the body interacts with the world. The Image Scheme according to [Cruse and Croft \(2004\)](#) used in this study are (1) *Space* consists of *Up-Down, Front-Back, Left-Right, Near-Far, Center-Periphery, and Contact*. (2) *Scale* consists of *Path*. (3) *Container* consists of *Containment, In-Out, Surface, Full-Empty, and Content*. (4) *Force* consists of *Balance, Counterforce, Compulsion, Restraint, Enablement, Blockage, Diversion, and Attraction*. (5) *Unity/Multiplicity* consists of *Merging, Collection, Splitting, Iteration, Part-Whole, Mass-Count, and Link*. (6) *Identity* consists of *Matching, and Superimposition*. Last, (7) *Existence* consists of *Removal, Bounded Space, Cycle, Object, and Process*.

The previous study that relevant to this study is, first, by [Haula \(2018\)](#), with the title “Konseptualisasi Metafora dalam Rubrik Opini Kompas Tahun 2018: Kajian Semantik Kognitif”. The discussion was oriented towards cognitive semantic studies with the aim of describing the types of metaphors and image schemes. The data source in this study was taken from the Kompas opinion rubric in 2018. The method used in this study was a qualitative descriptive method, while the theory referred to cognitive semantics, related to the types of metaphors by [Lakoff and Johnson \(1980\)](#) and theories about image schemes proposed by [Cruse and Croft \(2004\)](#).

The second study was by [Saifudin \(2018\)](#) with the title “Konseptualisasi Citra Hara ‘Perut’ dalam Idiom Bahasa Jepang”. This study discussed the conceptualization of the Hara 'stomach' image for Japanese people. The data analyzed was 25 idioms that contain the word hara 'stomach' which was obtained from several Japanese idiom dictionaries. This study was based on cognitive linguistics, which connect with linguistic expression with human cognitive experience. The theory used in this study was the "conceptual metaphor theory" pioneered by [Lakoff and Johnson \(1980\)](#). This theory considers human perception, body parts, and world view of people as the basis for the structure of human language.

Based on some of the previous studies above, the similarity is all researchers used the conceptual metaphor theory by [Lakoff and Johnson \(1980\)](#). Because this metaphorical theory is the most updated theory in its application among other

conceptual metaphorical theories. The difference is this study used data Covid-19 because this data is very relevant in accordance with the conditions that occur at this time and there are no researchers studying this.

Therefore, this study focused on conceptual metaphors that emphasized the types of metaphors, conceptual meanings, and image schemes in the delivery of information at the Press Conference about the Corona virus, by the Prime Minister of Japan, Shinzo Abe. This study chose his speech as the object because the Prime Minister is a representative of the current Japanese system of thinking, and also considered a trusted figure as well as a Japanese leader in providing information in the midst of the pandemic facing Japan.

RESEARCH METHOD

This study was a descriptive qualitative study. According to Creswell in his book *Educational Research*, qualitative is a type of research which the researcher is very dependent on information from the object/participant on: broad scope, general questions, data collection consisting mainly of words/texts from participants, explain and analyze words and conduct research subjectively (Creswell, 2008: 46). This study described data that contain metaphorical expressions. The type of data was written data. Data sources in this study were all data that contain metaphorical expressions obtained from the Press Conference of the Prime Minister of Japan, Shinzo Abe on March 14 and 28, 2020 through the official website kantei.go.jp with preliminary data in Japanese language. The collected data was transliterated and translated into Indonesia language both in word meaning and the case meaning.

At the data collection stage, the method used was observational method, note-taking technique. Observational method is method of collecting data by observing the use of the language (Sudaryanto, 2015). In collecting the data, the objects observed were all text that contain metaphorical expressions. The selection of data was based on the basic principle of metaphor, which was the mapping from the source to the target domain. Data that conformed to the basic principles of metaphor are then noted in the corpus of data. Then, the note-taking technique was used to note all the data collected and then analyzed using the cognitive semantic analysis approach. Cognitive semantics according to Evans (2007) is an approach that study about meaning through one's cognitive system. In this approach, there were 3 things that focus of the discussion, namely first, identifying the types of metaphors used by Lakoff & Johnson (1980; 2003). Second, examined the conceptual meaning using Lakoff & Johnson (1980; 2003). Finally, reviewed the image scheme based on the image scheme approach by Cruse and Croft (2004).

RESULTS AND DISCUSSION

The results of this study were classified based on the type of metaphor found. It was found 10 data, then the metaphors were analyzed based on its conceptual meaning. The last was the determination of the image scheme. The followings are a presentation of the results of the structural, orientational and ontological metaphor analysis according to Lakoff & Johnson (1980; 2003).

Structural Metaphor

The followings are the data that containing expressions about structural metaphor.

- (1) Data : 打ち勝つことができる。
 /Uchikatsu koto ga dekiru/
Conquer can
 ‘We can Conquer it’ (March 14th 2020)

Analysis :

The metaphorical expression in the data above was shown by the linguistic marker conquer. The word conquer in the data (1) above according to the Japanese Dictionary online has a lexical meaning to *subdue, defeat the enemy*. For example: 彼らは敵に打ち勝った /*karerawa tekini uchikatta*/ ‘They conquered their opponent’. The source domain in this data was conquer and the target domain was the corona virus. The relationships between the source and target domain were *have a target and detrimental*. Then, the conceptual meaning obtained was the enemy. In this case, the corona virus which considered to be an enemy is rapidly spreading among humans. Thus, this corona virus must be conquered to stop its spread. So, this data had an image scheme of *Force sub-scheme Counterforce*. The type of metaphor in this data was structural metaphor. Because the concept/character of conquer possessed by the enemy is transferred to the corona virus which must be conquered/defeated.

Image : *Force sub-scheme Counterforce*
 Scheme

- (2) Data : ...見えないウイルスと闘うという前例のない、...
 /*mienai uirusu to tatakau to iu zenrei no nai*/
 invisible virus with fight before not
 ‘...Unprecedented fight against invisible viruses...’ (March 14th 2020)

Analysis :

The word fight in data (2) above according to the online Japanese Dictionary has lexical meaning *battle, conflict, struggle, competition*. For example: 兵士たちは戦いの準備ができています /*heishitachiwa tatakaino junbiga dekiteiru*/ ‘The army is ready to fight’. The source domain in this data was fight and the target domain was corona virus. The relationships between the source and target domain were *have a target and detrimental (for the loser)*. Then, the conceptual meaning obtained was the enemy. In this case, the virus was considered an enemy and its target is the human body. Humans fight against virus to keep their immune system. So, this data had an image scheme of *Force sub-scheme Counterforce*. The type of metaphor in this data was structural metaphor. Because the concept/character of fight possessed by army in order to against the enemy whose enemy characteristics were transferred to the virus that must be conquered/defeated.

Image : *Force sub-scheme Counterforce*
 Scheme

- (3) Data : 人類はこれまで幾度も感染症の脅威にさらされながら、...
 /Jinrui wa kore made ikudo mo kansen-shō no kyōi ni sarasarenagara/
 human until now several times infectious diseases threatened
 ‘Humans have been threatened several times by infectious diseases,...’ (March 14th 2020)

Analysis :

The word **threatened** in data (3) above according to the online Japanese dictionary has a lexical meaning *in danger, stating the intention to do something detrimental*. For example: 私たちは命の脅威にさらされていた /watashitachiwa inochino kyōi nisarasareteita/ ‘We were under **threat** of life’. The source domain in this data was **threaten** and the target domain was **infectious disease**. The relationships between the source and target domain were *have a target and detrimental (for the loser)*. Then, the conceptual meaning obtained was **the enemy**. In this case, the virus was considered an enemy that spread very rapidly, so this virus posed a threat to humans. This data has an image scheme of Force sub-scheme Counterforce. The type of metaphor in this data was **structural metaphor**. Because concept/character **threaten** possessed by **enemy** that transferred to the **disease** that considered a threat to haunt human life.

Image : Force sub-scheme Counterforce
 Scheme

- (4) Data : ...いわゆる医療崩壊を避けることができます。
 /iwayuru iryō hōkai o yokeru koto ga dekimasu/
 mentioned medical collapse avoid can
 ‘...can avoid what we called as medical collapse.’ (March 28th 2020)

Analysis :

The metaphorical expressions in the above data are indicated by linguistic markers **medical collapse**. The source domain was the **medical collapse** and the target domain was **a shortage of tools and health workers**. The relationship between the source and target domain in data (4) above was *a condition*. Then, the conceptual meaning obtained was the condition of **medical treatment**. In this case, the medical condition which was completely lacking would gradually collapse. This deficient condition was considered to be a medical cause to collapse. This data had an image scheme of Existence sub-scheme Process. The type of metaphor in this data was **structural metaphor**. Because the concept of **medical collapse** was transferred to **a shortage of tools and health workers**.

Image : Existence sub-scheme Process
 Scheme

- (5) Data : 日本としてリーダーシップを発揮してまいります。
 /Nihon to shite ridāshippu o hakki shite mairimasu/
 Japan leadership to show will
 ‘Japan will show its leadership.’ (March 14th 2020)

Analysis :

The metaphorical expression in the data above was indicated by linguistic marker **leadership**. The source domain was **leadership** and the target domain was **power**. The relationship between the source domain and the target domain was *ability*. Then the conceptual meaning obtained was **Control**. In this case, the word leadership did not only mean how to lead, but also showed a power as a big country. This data had an image scheme of *Force* sub-scheme *Restraint*. The type of metaphor in this data was **structural metaphor**. Because the concept of **leadership** was transferred to **power** which both could be able to regulate and control.

Image : *Force* sub-scheme *Restraint*

Scheme

- (6) Data : 地域の声、現場の声に耳を傾けることで、全国津々浦々、...
/chiiki no **koe**, genba no **koe** ni mimi wo katamukeru koto de/
area **voice**, workplace **voice** listen to
'By listening to the **voice** of the area and the **voice** of the workplace ...' (March 14th 2020)

Analysis :

The metaphorical expression in the data above was indicated by linguistic marker **voice**. The word in the data (6) above according to the online Japanese Dictionary has a lexical meaning of *sounds issued from human mouth*. The source domain was **voice** and the target domain was **opinion**. The concept transferred from the source to the target domain was *talking* or *speaking*. Then, the conceptual meaning obtained was **mind**. In this case, a voice was a way to argue the concept of mind delivered. This data had an image scheme of *Scale* sub-scheme *Path*. Therefore, the metaphorical feature in this data was used to transfer the **voice** concept of the source domain as an identity to an **opinion** as the target domain (**structural metaphor**).

Image : *Scale* sub-scheme *Path*

Scheme

Based on the findings of some structural metaphor data above, when compared with the results of previous studies as explained in the introduction, it was found that this structural metaphor has a conceptual metaphorical similarity that more directed to how to transfer/move the characteristics of a concept to other concept in showing the purpose of the metaphorical expression, certainly depended on the object under study. The difference is the image scheme found, which in this finding emphasized the *Force*, *Existence*, and *Scale* scheme in the process of the image scheme of the metaphor.

Oriental Metaphor

The followings are the data that containing expressions about orientational metaphor.

- (7) Data : 今後、世界経済の更なる**落ち込み**も懸念されます。
/kongo, sekai keizai no saranaru **ochikomi** mo kenensaremasu/

from now on, economy global will **fall** concern.
 ‘There is concern that the global economy will **fall** further in the future.’ (March 14th 2020)

Analysis :

The metaphorical expression in the data above was indicated by linguistic markers **falling**. The source domain was **fall** and the target domain was **Economy**. The relationship of the concept that transferred from the source domain to the target domain was *a condition*. Then, the conceptual meaning obtained was *a condition* of **disadvantage**. The word **fall** has the meaning of *going down*. The concept of the word **fall** described the *condition* as an entity. The entity of a fall is a not good condition, down in value. So, the word **fall** on the data illustrated image scheme of *Space* sub-scheme *Up-Down* between the source and target domains based on adverse circumstances. *Up* orientation means in line with positive things and *Down* orientation in line with negative things. So that the metaphorical feature in this data is used to concretize the concept of **disadvantage** (the experience of human life) into more real **fall** which is classified as an **orientational metaphor**.

Image : *Space* sub-scheme *Up-Down*
 Scheme

(8) Data : 心を一つに、正にワンチームで現在の苦境を乗り越えていきたいと考えています。

/kokoro o hitotsu ni, masani wanchīmu de genzai no kukyō o norikoete ikitai to kangaete imasu/

heart unite with, one team this time difficulty
 overcome think

‘By **uniting our hearts**, we want to overcome this problem with one team.’ (March 14th 2020)

Analysis :

The metaphorical expression in the above data was indicated by linguistic marker **uniting**. The source domain was **uniting**, and the target domain was **the heart**. This phrase consists of two words namely **united** has lexical meaning of combining into one and **heart** has lexical meaning of organs of the body. The concept transferred from the source domain to the target domain was *combines things together*. Then, the conceptual meaning obtained was approval. In this case, the heart was considered as a place for all feelings and a place to store different meanings between one individual and another (difference). So, to unite the heart is to combine different things into one (same direction). This data had an image scheme of *Unity/Multiplicity* sub-scheme *Merging*. So that the metaphorical feature in this data was used to concretize the concept of **approval** to be more real based on the experience of human life **unite the heart** which was classified as an **orientation metaphor**

Image : *Unity/Multiplicity* sub-scheme *Merging*
 Scheme

Based on the findings of the orientational metaphor above, when compared with the results of previous studies as explained in the introduction, it was found

that this orientational metaphor had a conceptual metaphorical similarity that more directed to human experience in showing the intentions of the metaphorical expression, certainly depended on the object study. The difference is that the image scheme found, which in this finding emphasized the *Space*, and *unity/multiplicity* scheme in the process of the image scheme of the metaphor.

Ontological Metaphor

The followings are the data that containing expressions about ontological metaphor.

- (9) Data : 感染が世界的な広がりを見せる中、日本を含む世界中のマーケットが動揺しており、...
 /Kansen ga sekai-tekina hirogari o miseru naka, Nihon o fukumu sekaijū no mākettoga douyoushite ori/
 infection world spread Japan include
 around the world market will shake
 ‘As the infection spreads worldwide, the market around the world, including Japan, will be shaken, ...’ (March 14th 2020)

Analysis :

The metaphorical expression in the above data was indicated by linguistic marker market. This word in the data (8) above according to the Japanese Dictionary online has a lexical meaning of *the place of sale and purchase (concrete noun)*. The source domain was the market and the target domain was the economy. The relationship of the concept between the source and target domain was a *condition*. Then, the conceptual meaning obtained was the *condition of finance*. In this case, the market was a place for buying and selling as an illustration of an economy in managing finances. This data had an image scheme of *Identity* sub-scheme *Matching*. But this noun in the context of this data referred to world economic condition in the form of abstract object (*matching*). Therefore, the metaphorical feature in this data was used to concretize the concept of abstract economics (non-physical) to the concrete concept of the market (physical) (ontological metaphor).

Image : *Identity* sub-scheme *Matching*
 Scheme

- (10) Data : 皆さんの活気あふれる笑顔を取り戻すため、...
 /minasan no kakki afureru egao wo torimodosu tame/
 everyone lively smile mengembalikan untuk
 ‘To regain everyone lively smile, ...’ (March 28th 2020)

Analysis :

The metaphorical expression in the above data was indicated by linguistic marker Smile. The data source domain above was smile and the target domain was happiness. The relationship of the concept that transferred from the source to the target domain was a *feeling*. Then, the conceptual meaning obtained was emotion. Happiness is making physical conditions fun. The concept of happy and its opponent is sad mapped in the Up-Down dimension. So, this data had an image scheme of *Space* sub-scheme *Up-Down*. In the context of the data, happiness was considered

as an object that must be recovered. The concept of happiness is not a concrete thing, but an abstract concept, and it could be identified through the look on one's smile. So, the happiness was concretized with **a smile**. the metaphorical feature in this data was used to concretize the abstract concept **happiness** to the concrete concept **a smile (ontological metaphor)**.

Image : Space sub-scheme Up-Down
Scheme

Based on the findings of the ontological metaphor above, when compared with the results of previous studies as explained in the introduction, it was found that this orientational metaphor had a conceptual metaphorical similarity that more towards conceptualizing abstract things into concrete things in showing the purpose of the expression of the metaphor, certainly depended on the object under study. The difference is that the image scheme found, which in this finding emphasized the *Space*, and *Identity* scheme in the process of the image scheme of the metaphor.

CONCLUSION

The results of this study indicated that the metaphors found were divided into three types, they were 1) Six structural metaphor with conceptual meaning of enemy, medical treatment, control, and mind; 2) Two orientational metaphors with conceptual meaning of disadvantage, and approval; 3) Two ontological metaphors with conceptuels meaning of finance, and emotion. In addition, there were also six types of image schemes, namely the image scheme of Strength, Existence, Identity, Scale, Space, and Unity. The use of structural metaphor was more widely used in the Press Conference on the online site kantei.go.jp. Because the Japanese Prime Minister preferred to show a concept by using another concept to facilitate understanding of what he conveyed. This concept was simply transferred by simile. In this case, the Prime Minister of Japan wanted to convey the dangers of corona virus through the use of metaphorical features, especially structural metaphor that close to the daily life of Japanese society so that the information conveyed could be captured more easily.

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