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Ontological Metaphor by Valentino Simanjuntak: Study on Television live broadcast of AFF U-18 Championship 2017

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ABSTRACT

Valentino Simanjuntak is a soccer commentator on television who has created some new metaphors when guiding the game. The metaphors created are unique, funny, and very entertaining. The new metaphors created by Valentino Simanjuntak for example, *umpan membelah lautan* (splitting sea pass), *umpan sedekah* (alms pass), *umpan segitiga bermuda* (bermuda triangle pass), *umpan segitiga cinta* (triangle of love pass), *serangan mudik* (homecoming attack), *terciduk oleh wasit* (picked up by referee), *umpan merpati* (dove pass), *umpan manja* (spoiled pass), *sapuan salah tingkah* (awkward clearance), *umpan antarbenua* (intercontinental pass), *tendangan PHP* (giving false hope kick), and much more. Through these metaphors, Valentino Simanjuntak became a favourite soccer commentator in Indonesia. The purpose of this research is to decipher these metaphors to know how the conceptualizations are. The conceptualization is focused on ontological metaphor. The method used is qualitative method with the perspective lens of cognitive semantic theory. The data were obtained from the match of AFF U-18 Championship 2017 on tv. The sample of the data were taken from the matches of Indonesia vs Myanmar, Indonesia vs Philippines, and Indonesia vs Brunei Darussalam. Through this study, it was found that the ontological metaphor of Valentino Simanjuntak appeared in conceptualization (1) abstract entity as physical object, (2) event as physical object, (3) action as physical object, (4) activity as substance, and (5) personification.

Keywords: Ontological metaphor, Valentino Simanjuntak, AFF U-18 Championship 2017

Introduction

Valentino Simanjuntak is a popular soccer commentator in one television station. His popularity begun when he used the terms “*jebret*” in commenting the soccer games he hosted. According to his interview with *kompas.com*, Valentino Simanjuntak stated that the term “*jebret*” was used when one of Indonesian player kicked the ball very hard aiming to the opponent goalpost (Wahono, 2013). After the term “*jebret*” was popular among people, the language style created by Valentino Simanjuntak kept thriving. It seems like the language style had become his strategy to captivate people. According to Keraf (2009:13), language style is the way the writer (language user) expresses their mind through a unique language showing his or her soul and personality. According to the interview with *tempo.co*, Valentino Simanjuntak said that he still had hundreds of jargon or terms he had not used in commenting soccer game (Adyatama, 2017).

A study about the language style of Indonesian Super League’s commentators had been conducted by Mardiansyah, et al. (2012:30). It shows that (1) based on the structure of the sentences, it was found that there were 3 language styles – climax language, antithesis, and repetition and (2) based on the direct or indirect meanings, it was found that there were

14 language styles – alliteration, assonance, asyndeton, euphemism, hyperbole, oxymoron, erotesis, simile, metaphor, personification, eponym, synecdoche, antonomasia, and irony. Basically, the language style of Indonesian Super League's commentators referred to the language style of Valentino Simanjuntak since he was the most often hosted that TV program. Mardiansyah, et al. (2012:23) stated that the live broadcast Indonesia Super League game in ANTV television station, hosted by Valentino Simanjuntak, the use of language style was more flamboyant than other games in other television station hosted by other commentators.

Valentino Simanjuntak kept developing his signature language style. In a live broadcast of AFF U-18 Championship 2017, he brought out new metaphoric terms he had not mentioned when he hosted a game before. AFF U-18 Championship 2017 was held in Myanmar at September 4-17, 2017. Indonesian team's games were broadcasted live by Indosia, one television station in Indonesia. Metaphoric expressions were uttered by Valentino Simanjuntak in that event such as splitting sea pass, alms pass, bermuda triangle pass, triangle of love pass, homecoming attack, picked up by referee, dove pass, spoiled pass, awkward clearance, intercontinental pass, giving false hope kick, and many more.

The metaphoric expressions of Valentino Simanjuntak uttered in AFF U-18 Championship 2017 soccer game is appealing to be studied further. Lakoff & Johnson (2003:4) stated that for many people, metaphor is a tool for evoking poetic and rhetoric imagination which is not common in language, and typically, metaphor is seen as the characteristic of language, a problem that does not come from thought or action. In its development, metaphor is considered as the result of conceptualization process which is based on physical, perceptual, and culture immerse in experience. Related to this, Dorst (2011:32-33) stated that metaphor's meaning comes from physical experience only, and conceptual metaphor is based on physical, perceptual, and culture immerse in experience. Thus, this study used conceptual metaphor theory.

In conceptual metaphor theory, there is a source domain and target domain. According to Langacker (1987:147). Domain is a cognitive entity – a mental experience, representational room, concept, or conceptual complexity. In line with that opinion, Evans & Green (2006:230) explained that domain is a conceptual entity from various levels of complexity and organization. Source domain is more concrete than target domain. In addition, source domain can be interpreted as conceptual entity complexity which provides background information about lexical concept while target domain is a domain which is understood through the use of source domain.

When there is a query about metaphor function for human connected with thought and viewpoint of the world, that query is actually about the metaphor cognitive function. Based on that cognitive function, Kovecses (2002:37) divided conceptual metaphor into three kinds, (1) structural metaphor, (2) ontological metaphor, and (3) orientational metaphor. In this study, the focus is limited to ontological metaphor. Therefore, the other two kinds of metaphor were not the concern.

Kovecses (2002:38) stated that ontological metaphor gives cognitive arrangement which is less for target concept than structural metaphor. Thus, the cognition's work is only to give new ontological status to general category of target concept which is abstract and resulted in new abstract entity. Cognitively, this is important for setting the basic status in terms of object, substance, and so on for human's experiences. In other words, in ontological metaphor, abstract things are given place in a more concrete domain. Related to that, Ferrando (1998:81) asserted that in semanticist cognitive, metaphor is a told where abstract experience area can be conceptualized in a concrete and familiar framework.

Lakoff and Turner (1989:162) mentioned that metaphor language has specific characteristics that are used to represent something general. It is also stated in conceptual

metaphor theory that there is a mental process for producing and understanding semantic structure with metaphor meaning. Simply, the mental process happens when one has an intention, he or she uses expressions which are not in line with the meaning. In this case, there is a human's intelligence engagement in using and understanding metaphor language. Therefore, this study requires semantic cognitive theory. Semantic cognitive is related to studies about conceptual structure, conceptualization process, and more about expressing characteristics of human's conceptual system (Evans and Green, 2006:170).

Semanticist cognitive is a branch of linguistic cognitive. Evans and Green (2006:153) stated that as a part of linguistic cognitive, semantic cognitive is not an integrated theory, but an approach to study mind and the relation with experience and culture to be realized. Brouwer (2003:35) stated that the idea about metaphor as a rhetorical phenomenon is no longer valid. However, it is altered with the idea that metaphor is the result of familiar conceptual arrangement as a model for new experiences conceptualization. In line with it, Otieno (2015:24) stated that basic concept in semantic cognitive relies on socio-physical environment and occurs systematically. Evans and Green (2006:153) also confirmed that semantic cognitive goes on by using language as a key methodological tool for figuring out organization and conceptual structure. Evans and Green (2006) then explained that there are four central assumptions which become the reference in conducting studies about metaphor language – (1) conceptual structure is realized (realized cognitive thesis); (2) semantic structure is conceptual structure; (3) representation of meaning is encyclopedic; and (3) construction of meaning is conceptualization.

This research is important to do because the language used by Valentino Simanjuntak is filled with metaphors. The use of metaphor is closely related to human intelligence so that not everyone can understand the metaphor of Valentino Simanjuntak in guiding football matches. Through this research, it is expected that the new metaphor by Valentino Simanjuntak can be understood by the audience. One kind of metaphor that is often expressed by Valentino Simanjuntak is an ontological metaphor. Therefore, this research is needed to reveal the conceptualization of the ontological metaphor of Valentino Simanjuntak. To examine the conceptualization, a cognitive semantics theory and a conceptual metaphor theory are needed.

According to the explanation above, this research question is how the statement of ontological metaphor conceptualization uttered by Valentino Simanjuntak in AFF U-18 Championship 2017 live broadcast? To achieve that conceptualization, perspective lens semantic cognitive theory and conceptual metaphor theory are used.

Research Methodology

The approach used in this study was qualitative approach because (1) the data was naturally got from Valentino Simanjuntak's speech in AFF U-18 Championship 2017 soccer game live broadcast, (2) the data was analyzed inductively with the researcher as the key instrument, (3) the practice of giving meaning done was analysis, interpretation, and giving meaning, also (4) one theoretical lens was used, which is semantic cognitive.

The data in this study was in the form of ontological metaphor statements by Valentino Simanjuntak. The data was collected from AFF U-18 Championship 2017 soccer game live broadcasted by Indosiar TV station. There were six matches in the live broadcast, but the sample taken was only from three matches. They were Indonesia vs Myanmar, Indonesia vs The Philippines, and Indonesia vs Brunei. To simplify the analysis, in this study, Indonesia soccer team would be addressed as IDN, Myanmar soccer team would be addressed as MYA, The Philippines soccer team would be addressed as PHI, and Brunei soccer team would be addressed as BRU.

Data collection techniques used were uninvolved conversation observation technique and continued by note taking technique. Recording technique was used to recognize the context in which the ontological metaphor is stated. Uninvolved conversation observation technique was used as the researcher was not directly involved in conversation with the informant in data collection (Mahsun, 2005:91-92). After that, note taking technique was used for documenting the data listened to. In this study, the recording and listening section was done towards Valentino Simanjuntak's speech while hosting AFF U-18 Championship 2017 soccer game. The data analysis in this study was done whilst and after the data collection. This happened since according to Miles and Huberman (1994:10), the ideal analysis model is the analysis which is tied to each other. Thus, this study used Miles and Huberman's interactive model of analysis. The data analysis in this study consisted of three plots – data reduction, data presentation, and drawing conclusion. However, those three plots were integrated and could be done back and forth.

Findings and Discussion

Metaphor used by Valentino Simanjuntak was various. The three kinds of conceptual metaphor – structural metaphor, ontological, and orientational, appeared in his utterance while commenting the game, but the focus of this study was in the kinds of ontological metaphor. Ontological metaphor obtained from conceptualization between source domain and target domain utterance of Valentino Simanjuntak in AFF U-18 Championship 2017 game, (1) abstract entity as physical object as much as 9 times, (2) event as physical object as much as 4 times, (3) action as physical object as much as 11 times, (4) activities as substance as much as 6 times, and (5) personification as much as 12 times. Below is presented the findings and discussion.

Abstract Entity as Physical Object

In conceptual metaphor theory, one of the signs of ontological metaphor is the usage of physical object as entity abstract. Kovecses (2010:23) said that target domain undergoes metaphorical conceptualization because of its characteristics which are abstract, diffused, and lack of clear depiction. Thus, its appearance in language can be represented by physical object. In this study, it was found eight data about abstract entity as physical object. It can be seen in data 1 up to data 4 that abstract entity appeared in physical object.

*Diakhiri dengan sebuah crossing antarbenua, dan dilakukan heading sambil terbang oleh sang Egy 9 yang mampu untuk **melesakkan gol** dan membuat nelangsa, patah hati, hancur hati retak dan remuk redam... (IDN vs MYA, 32:00)*

Ended with an intercontinental crossing, and done a heading while flying by the Egy 9 who can **smother a goal** and make suffering, broken heart, shattered heart and crushed.... (IDN vs MYA, 32:00)

In data 1 there was a “smother a goal” statement. Smother is a verb which is used for physical object such as ball, not for goals. Goal is an abstract entity which cannot be paired with “smother” expression. Therefore, smother a goal is a form of abstract entity as physical object ontological metaphor.

*Aqil sang pendekap bola yang mampu terus **memberikan keamanan, kenyamanan, dan juga ketenangan hati** dari barisan pertahanan. Menjaga keharmonisan barisan keamanan kita... (IDN vs MYA, 55:40)*

Aqil the ball embracer who can keep **giving security, comfort, and also peace of mind** from the defense line. Keeping the harmony of our security line... (IDN vs MYA, 55:40)

The expressions “security, comfort, and peace of mind” are an abstract entity. In data 2, those expressions were used as physical object since they were paired with the word “give” which is the verb for physical object.

*Inilah **umpan merpati** yang kita lihat, **umpan yang tak pernah ingkar janji**... (IDN vs MYA, 66:36)*

This is the **dove bait** we see, **the bait that never breaks its promise**... (IDN vs MYA, 66:36)

In data 3, there is an ontological metaphor in abstract entity as physical object category that is “the dove bait”. Explicitly, the meaning of that statement was explained in the next statement – “the bait that never breaks its promise.” Dove is the symbol of accuracy. Dove has a so strong memory that it was used to deliver mails in the past. That characteristic owned by the dove made Valentino Simanjuntak used it in its utterance to portray an abstract entity – a ball pass which is accurate or not deviated from the goal.

*.. Lewat tayangan ulang, sang Witan Sulaiman, tendangan efek jera, kaki kiri, efek dalam yang tanpa ampun mengoyak. **Rusak, hancur sudah hati dari para pemain Brunei Darussalam**.. (IDN vs BRU, 40:20)*

... Through the rebroadcast, the Witan Sulaiman, wary effect kick, left foot, the deep effect which rips mercilessly. **Broken, crushed, the hearts of Brunei players**.. (IDN vs BRU, 40:20)

Abstract entity as physical object was also found in data 4. Valentino Simanjuntak used the expression “broken, crushed, the hearts of Brunei players” when IDN player kick the ball into BRU’s goalpost. To describe the BRU players’ condition who were disappointed by the event, Valentino Simanjuntak uttered the word “broken” and “crushed” for abstract entity of “heart”. In other words, in this case, “heart” was considered as physical object which can be broken and crushed.

Event as Physical Object

The second category of ontological metaphor by Valentino Simanjuntak is event as physical object. The data showing this category was obtained from the match between IDN vs MYA. There were four data resulting in event as physical object category. Those data can be seen in data 5, 6, 7, and 8 below.

*Belum selesai **gelombang bahaya** di pertahanan kita. Berbahaya, ya ampun. Kali ini Myanmar yang apes ... (IDN vs MYA, 43:40)*

The **danger wave** in our defense is not yet finished. Dangerous, oh my. This time, Myanmar is the unfortunate one... (IDN vs MYA, 43:40)

Data 5 was uttered by Valentino Simanjuntak when MYA was performing an attack towards Indonesian team. “Danger wave” is the expression used to substitute an attack performed by Myanmar team. “Wave” is actually an object that exists in the water. That expression is often used to portray the water condition which can cause damage, such as tsunami wave. The “danger wave” expressed by Valentino Simanjuntak is a physical object which is used as a metaphor for an event.

*... Kita lihat, **sapuan salah tingkah** yang dilakukan oleh para pemain Myanmar... (IDN vs MYA, 71:29)*

... We see, **awkward movement wipe** (*sapuan salah tingkah*) done by Myanmar players... (IDN vs MYA, 71:29)

In data 6 there is an event as physical object ontological metaphor, “awkward movement wipe” (*sapuan salah tingkah*). The expression “awkward movement wipe” was used to describe an event in which a MYA player performed a kick with uncertain direction as the result of IDN’s attack. The uncertain direction was expressed as “awkward movement” by Valentino. That complex event was simplified by assuming the “wipe” (*sapuan*) as physical object.

Inilah pemain yang lahir pada 5 Maret 1999, jebolan pondok pesantren al ashariyah di tanggerang, 15 gol di liga santri ... (IDN vs MYA, 56:20)

This is the player born on March 5th, 1999, **broken through Al Ashariyah Islamic boarding school** in Tangerang, 15 goals in santri league... (IDN vs MYA, 56:20)

Data 7 was stated by Valentino Simanjuntak when one of Indonesian players scored a goal. Valentino explained the background of the scorer. He used the expression “broken through Al Ashariyah Islamic boarding school”. The expression “broken through” is an object used to explain the condition of a holey object. In that Valentino’s utterance, an event was changed into a metaphor as a physical object which can be broken through.

... Oh, etiket buruk terciduk oleh wasit dan sangat-sangat tidak etis ... (IDN vs MYA, 61:32)

...Oh, bad ethics were **scooped from referee** and very very unethical... (IDN vs MYA, 61:32)

Data 8 was also included in ontological metaphor in conceptualization category event as physical object. A foul was done by one of MYA players towards IDN player. That event was acknowledged by the referee. Valentino Simanjuntak used the expression “scooped” (*terciduk*) which in Kamus Besar Bahasa Indonesia (KBBI) means taken away with scoop (water dipper, spoon, and so on). An event happened was made into concrete thing by assuming it as a physical object (water) which can be taken away with scoop.

Action as Physical Object

In Valentino Simanjuntak’s utterances while commenting AFF U-18 2017 game, ontological metaphor which conceptualizes an action as physical object also appeared. In this study, there were eleven data giving information about action as physical object. Below is the four examples of the findings.

... Wow, sebuah umpan sedekah diberikan oleh para pemain Myanmar, memberikan ruang kepada Rafli Sang Santri, Rafli Sang Santri, kaki kiri, kokang. Ah, masih belum .. (IDN vs MYA, 24:10)

....Wow, an **alms bait was given** by Myanmar players, giving a space for Rafli the Santri, left foot, shooting. Ah, not yet... (IDN vs MYA, 24:10)

.. dan kita lihat, inilah dinginnnya seorang Asnawi, dengan memberikan umpan cuek ... (IDN vs MYA, 86:50)

...and we see, this is the coldness of Asnawi, by **giving ignorant bait**.... (IDN vs MYA, 86:50)

The concept of “alms” in data 9 which in its literal meaning in KBBI means giving something for people in need was used because of its similar characteristic with the action of one of Myanmar players making a big mistake by kicking the ball to Indonesian player. In that context, the thing given was the ball, from Myanmar player to Indonesian player. After that, the word “given” was used, which actually is used for physical object. In that utterance, alms bait was an action assumed as a thing which could be given to others. The

same thing happened in minute 86 when Indonesia team was against Myanmar team (data 10). Valentino Simanjuntak used the word “giving” which its usage is for physical object.

*.. digantikan oleh Anis Sang Kayangan Api dari bojonegoro. Sayang sekali Rafli tidak bisa melanjutkan ketika sudah **mencetak dua gol** ... (IDN vs MYA, 62:56)*

...substituted by Anis the Fire of Heaven from Bojonegoro.

Unfortunately, Rafli is not able to continue when he has **printing (scoring) two goals (mencetak dua gol)**... (IDN vs MYA, 62:56)

In data 11 there is also an action which was assimilated with thing or physical object. The word “printing” in data 11 literally means for concrete things such as printing books. In that data, the word “printing” used by Valentino Simanjuntak substituted the action of one Indonesian player scoring a goal to Myanmar’s goalpost.

*Aksi perayaan tanpa ekspresi dengan dibarengi oleh sujud sukur. menyudahi **tendangan tanpa amnesti** yang dilakukan oleh febri. (IDN vs PHI, 67:20)*

The celebration without expression is accompanied by gratitude sujud, finishing **the kick without amnesty** done by Febri. (IDN vs PHI, 67:20)

Ontological metaphor with action as physical object category also appeared in IDN vs PHI match. In his utterance at minute 67th, there was a word “amnesty” which in KBBI was interpreted into “punishment forgiveness or removal given to somebody or a group of people done a criminal offense.” Seen by the context, “the kick without amnesty” was stated after one of the players performed an action – aiming the ball into the opponent’s goalpost so the statement was used to substitute an action in the form of “kicking” done by the player.

Activity as Substance

The fourth category of ontological metaphor uttered by Valentino Simanjuntak in AFF-18 Championship 2017 was activity as substance. There were six data collected. Below is the discussion of two of six findings.

*... kemudian **melakukan gerakan 378** seakan mau menendang bola, tapi melakukan umpan sejajar kepada Rafli, ... (IDN vs MYA, 13:20)*

... and then **performing 378 movement** as wanting to kick the ball, but performed a parallel bait towards Rafli, ... (IDN vs MYA, 13:20)

The combination of words “performed movement” in data 13 showed that reference intended was an activity. The activity referred to was the swindle or diversion action by IDN towards MYA players. Valentine Simanjuntak used “378” as the substitution of “trick” performed. In Indonesia, “378” is an article in Kitap Undang-Undang Hukum Pidana (the criminal code) about diversion.

*Ya Ampun. **Segitiga cinta, segitiga bermuda yang mematikan dilakukan oleh tiga pemain kita.** (IDN vs MYA, 32:00)*

Oh my. Triangle love, the deathly Bermuda triangle done by our three players. (IDN vs MYA, 32:00)

In data 14 there is an ontological metaphor in activity as substance category. The expression “triangle love” and “Bermuda triangle” intended was the presence of an action performed by three players. Triangle is a concept which in Valentino Simanjuntak’s utterance was used to substitute the term for activity. This was shown by the usage of predicate “done”.

Personification

Personification is one part of ontological metaphor (Kovecses, 2002; Lakoff and Johnson, 2003). There were twelve findings collected under this category. Below is explained the personification used by Valentino Simanjuntak in commenting AFF U-18 Championship 2017.

*Memberikan **umpan-umpan yang sangat manja** dari para pemain kita. (IDN vs MYA, 66:36)*

Giving **very intimate baits** from our players. (IDN vs MYA, 66:36)

*... Hampir, tipis, hampir saja membawa unggul 2-0 tapi sebuah **pergerakan yang sangat ciamik, cantik, manja**. ... (IDN vs BRU, 10:43)*

...Almost, thin, almost bring the team to outplay 2-0 but a **very ciamik (excellent), beautiful, intimate movement**.... (IDN vs BRU, 10:43)

*Egy yang tidak mau bermusyawarah dengan pemain belakang daripada brunei, menimbulkan porak poranda, kocar kacir, dan tidak mau menyetop **bola yang meluncur cantik, manja, dan juga mesra** di gawang brunei, 2-0 Bung Binder. ... (IDN vs BRU, 17:55)*

Egy who does not want to compromise with the back player of Brunei, causes a mess, chaos, and does not want to stop the **ball sliding beautiful(ly) and intimate(ly)** in Brunei's goalpost, 2-0 Fella Binder.... (IDN vs BRU, 17:55)

In data 15, Valentino Simanjuntak used the word "intimate" for unhuman things such as the action of passing the ball. "Intimate" is one of characteristic possessed by human being, but Valentino used it not to refer to human being. Personification with similar form of utterance was shown in data 16. In that data, the expression "beautiful" and "intimate" were not used to refer to human being as an object, but refer to human's action. In data 17, the words "beautiful" and "intimate" were used to explain the sliding ball, not to explain human being.

*Egy kelok sembilan, otak atik bola, jebret.. aah, **tendangan PHP** tadi kita sangka bisa menuju ke gawang, ternyata bisa di blok. (IDN vs MYA, 83:55)*

Egy curves nine, twitches the ball, jebret.. aah, the last **leading on kick (PHP kick)** we expected that it could go into the goalpost, but it was able to block. (IDN vs MYA, 83:55)

PHP is the abbreviation from "*pemberi harapan palsu*" (leading on). PHP is the abbreviation which is used to refer to human's action breaking his/her promise. In data 18, PHP was not used to refer to human, but to the kick.

*Ya, kita lihat **tendangan plesiran**, kita lihat, jauh kemana-mana. (IDN vs PHI, 19:38)*

Yes, we see the **vacational kick (tendangan plesiran)**, we see, far everywhere. (IDN vs PHI, 19:38)

Personification shown in data 19 is the usage of "*plesiran*" expression which referred to the result of a kick which was far from the target (goalpost). "*Plesiran*" is the term for somebody or a group of people going through a journey for having fun (KBBI). In context of this match between Indonesian team against The Philippines team, Valentino used the word "*plesiran*" to refer to an event, kicking a ball very far from the target.

Conclusion

Valentino Simanjuntak used many metaphor forms in commentating AFF U-18 Championship 2017 soccer game live broadcasted by Indosiar television station.

Ontological metaphor appeared with high frequency. This indicated that creating new metaphor became Valentino Simanjuntak's strategy in entertaining people and creating characteristic as soccer commentator. Ontological metaphor from Valentino Simanjuntak can be categorized into five. They were (1) abstract entity as physical object, (2) event as physical object, (3) action as physical object, (4) activity as substance, and (5) personification.

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