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# PROCEEDINGS

## International Seminar LANGUAGE MAINTENANCE AND SHIFT (LAMAS) 7

“The Vitality of Local Languages in Global Community”

July 19—20, 2017



Compiled by  
Agus Subiyanto, Herudjati Purwoko, Kartini Rahayu,  
Wa Ode Nisrawati, Nur Faidatun Naimah, and Ardis Septi Eka Rachmatika

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# **PROCEEDINGS LANGUAGE MAINTENANCE AND SHIFT (LAMAS) 7: The Vitality of Local Languages in Global Community**

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**Agus Subiyanto**

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## NOTE

In this international seminar on Language Maintenance and Shift 7 (LAMAS 7 for short), we try to do the new paradigm, that is publishing the proceeding after the seminar was held. The positive aspect of the paradigm is that the presenters of the seminar have opportunity to revise their paper based on the responses of the audience. However, it takes longer time to process the proceeding until it is ready to distribute. Therefore, we apologize for being late.

In this opportunity, we would like to extent our deepest gratitude to *Balai Bahasa Jawa Tengah* for continuously cooperation in conducting the seminar. Thanks also go to the Dean of the Faculty of Humanities, the Head and the Secretary of the Master Program in Linguistics Diponegoro University, without whom the seminar would not have been possible. We would also express our special thanks to committee for putting together the seminar that gave rise to this compilation of papers.

We would like to thank Mrs. Shu-Chuan Chen, Ph.D. from Asia University Taiwan, Dr. Tupas Topsie Ruanni, from National Institute of Education Singapore, Drs, Pardi M.Hum. from *Balai Bahasa Jawa Tengah*; Prof. Ketut Artawa, Ph.D. from Udayana University, and Dr. Suharno, M.Ed. from Diponegoro University, as invited speakers in plenary sessions, and to all of the participants of the seminar.

Semarang, September, 25<sup>th</sup> 2017

The Board of Editor in LAMAS

## SCHEDULE OF THE INTERNATIONAL SEMINAR

<b>JULY 19, 2017 (FIRST DAY)</b>				
<b>TIME</b>	<b>NAME</b>	<b>TITLE</b>	<b>ROOM</b>	<b>CHAIR PERSON</b>
07.00 – 08.00	<b>REGISTRATION</b>		LOBBY HALL	COMMITTEE
08.00 – 08.30	<b>INDONESIA RAYA ANTHEM</b>		KRYPTON	COMMITTEE
	<b>SPEECH FROM THE COMMITTEE</b>			HEAD OF COMMITTEE
	<b>OPENING</b>			DEAN OF FIB UNDIP
08.30 – 10.45	<b>PLENARY SESSION 1</b>		KRYPTON	Moderator: Herudjati Purwoko, Ph.D.
	Drs. Pardi, M.Hum. (Balai Bahasa Jawa Tengah, Indonesia)			
	Shu-Chuan Chen, Ph.D. (Asia University, Taiwan)	RECONSTRUCT THE IDENTITIES ON CULTURAL AND LANGUAGE TRANSITION IN TAIWAN		
	Prof. Ketut Artawa, Ph.D. (Udayana University, Indonesia)	GRAMMATICAL ALIGNMENTS IN INDONESIAN		
10.45 – 11.00	<b>BREAK</b>		HOTEL 2ND FLOOR	COMMITTEE
<b>PARALLEL 1</b>			HOTEL 2ND FLOOR	
11.00 – 12.30	Agni Kusti Kinasih & Muhammad Hawas	SPEECH LEVELS OF MADURESE LANGUAGE: A SOCIO-PRAGMATIC STUDY OF BANGKALAN DIALECT	KRYPTON 1	COMMITTEE
	Andiani Rezkita Nabu	TIPE SEMANTIK VERBA BAHASA BOLAANG MONGONDOW		
	Anisak Syaid Fauziah & Sumarlam	KOHESI LEKSIKAL PADA SPIRIT HARI INI DI RADIO MHFM SOLO DAN UNTAIAN KATA DI RADIO IMMANUEL SOLO		
	Ai Yeni & Sutiono Mahdi	PREFIX N- AND ITS COMBINATION IN SUNDANESE: A MORPHOLOGY STUDY		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
11.00 – 12.30	Aldila Arin Aini & Sumarlam	STRATEGI KESANTUNAN POSITIF & TINDAK TUTUR KOMISIF BERJANJI DALAM DEBAT PERDANA PILKADA DKI JAKARTA 2017	KRYPTON 2	COMMITTEE
	Ari J. Adipurwawidjana	SEMANTIC DEFLATION IN ENGLISH-INDONESIAN INTERLINGUISTIC EXCHANGES		
	Endah Dewi Muliandari	ANALISIS IDEOLOGI PENERJEMAHAN DAN KUALITAS TERJEMAHAN LEKSIKON BUDAYA DALAM TERJEMAHAN A SUNDANESE WAYANG GOLEK PURWA KARYA KATHY FOLEY		
	Asrofin Nur Kholifah & Ika Maratus Sholikhah & Dian Adiarti	PRESERVING LOCAL IDENTITY THROUGH LANGUAGE STYLE IN <i>WAYANG BANYUMAS</i>		
11.00 – 12.30	Amanah Hijriah	STRATEGI KESANTUNAN POSITIF DALAM BAHASA MELAYU PONTIANAK	KRYPTON 3	COMMITTEE
	Dian Pranesti	METAPHOR MAPPING IN INDONESIAN POLITICAL INTERNET MEMES		
	Dethan Erniani Ortalisje	AN ANALYSIS OF GRAMMATICAL ERRORS FOUND IN UKAW STUDENTS' ENGLISH ABSTRACT WRITING		
	Binar Kurniasari Febrianti	KARAKTERISTIK BUDAYA MELAYU DALAM SEPOK TIGE #SEpanyol #ANDALUSIA KARYA PAY JAROT SUJARWO		
11.00 – 12.30	Ketut Widya Purnawati	MANNER ADVERBIAL VERBS IN BALINESE	MATRIX	COMMITTEE
	Abdul Hamid & Eni Karlieni & Tisna Prabasmoro	THE ROLE OF SUNDANESE LANGUAGE IN THERAPEUTIC COMMUNICATION AT THE ONCOLOGY CLINIC RSHS		
	Dyah Ayu Nila Khrisna	ANALISIS PENOKOHAN SANTIAGO DALAM NOVEL <i>THE OLD MAN AND THE SEA</i> DENGAN PENDEKATAN APRAISAL		
	Dewi Juliastuty	PEMERTAHANAN BAHASA MELAYU MEMPAWAH LEWAT TUNDANG (KAJIAN TEKS DAN MAKNA)		
11.00 – 12.30	Dwi Indarti	POLITENESS STRATEGY OF DIRECTIVE SPEECH ACTS IN BETAWINESE SHORT-STORIES SEBELAS COLEN DI MALAM LEBARAN: SETANGKLE CERITA BETAWI	KRYPTON 4	COMMITTEE
	Deli Nirmala	EARLY LANGUAGE DEVELOPMENT OF INDONESIAN CHILDREN WITH PARENTS WHOSE FIRST LANGUAGES ARE DIFFERENT: INDONESIAN AND JAVANESE		
	Diana Anggraeni	THE ANALYSIS OF MODIFICATION POSITION IN NOUN PHRASE IN THE TRANSLATION OF MASTER OF THE GAME		
	Dwi Handayani	PEMERTAHANAN KEARIFAN LOKAL PEPATAH-PETITIH SEBAGAI PENGUATAN SUMBER DAYA SOSIAL BAGI MASYARAKAT TENGGER		
12.30 – 13.30	<b>LUNCH BREAK (ISHOMA)</b>		HOTEL 2ND FLOOR	COMMITTEE

TIME	NAME	TITLE	ROOM	CHAIR PERSON
<b>PARALLEL 2</b>			HOTEL 2ND FLOOR	
13.30 – 15.00	Dian Indira, Wahya, R.M. Mulyadi	KONSEP LITERASI BERKARAKTER DALAM BUKU PELAJARAN BAHASA SUNDA TINGKAT SEKOLAH DASAR	KRYPTON 1	COMMITTEE
	Edy Jauhari	STRATEGI KESANTUNAN RESPON TERHADAP KRITIK DALAM MASYARAKAT BUDAYA JAWA MATARAMAN		
	Oktadea Herda Pratiwi	ANALISIS KONTRASTIF ISTILAH KEKERABATAN DALAM BAHASA DAYAK NGAJU, BANJAR, DAN DAYAK MAANYAN		
	Ririn Ambarini, Arso Setyaji & Sri Suneki	DEVELOPING KINDERGARTEN STUDENTS' PARTICIPATION IN BILINGUAL MATHEMATIC LEARNING ACTIVITIES THROUGH CONSTRUCTIVISM APPROACH		
13.30 – 15.00	Ni Wayan Sartini	REVITALISASI RITUAL PERTANIAN SEBAGAI USAHA PELESTARIAN ISTILAH-ISTILAH DALAM BAHASA BALI: KAJIAN BAHASA DAN BUDAYA	KRYPTON 2	COMMITTEE
	I Gusti Agung Istri Aryani & Ni Putu Evi Wahyu Citrawati	SOSIOPRAGMATIC ANALYSIS OF MORAL VALUES IN BALINESE FOLKLORES		
	Ponia Mega Septiana & Sutiono Mahdi	MAKNA REFERENSIAL DAN NONREFERENSIAL PADA LIRIK LAGU SUNDA "MAWAR BODAS"		
	Sri Wiryanti Budi Utami	REVITALISASI CERITA RAKYAT BAWEAN: SEBAGAI PEMERTAHANAN IDENTITAS BAHASA DAN BUDAYA ORANG-ORANG PULAU BAWEAN		
13.30 – 15.00	Dewi Nastiti L.	ADA APA DENGAN UNDANG-UNDANG BAHASA? MENILIK PENGGUNAAN UU NOMOR 24/2009 DARI KACAMATA HUKUM SERTA PENDIDIKAN DAN BUDAYA	KRYPTON 3	COMMITTEE
	Noviana Dwi Yasinta & Rizki Utami	PERBEDAAN DAN PERSAMAAN DEIKSIS PERSONA BAHASA JAWA SEMARANG DAN BAHASA JAWA BANYUMASAN		
	Roby Aji	PENAMAAN WILAYAH KECAMATAN DI KOTA DEPOK: TINJAUAN SISTEM TANDA ADMINISTRATIF BERDASARKAN SEMIOTIKA TEKS DAN RUANG		
	Titania Sari & Sutiono Mahdi	LEXICON USING OF SUNDANESE LANGUAGE LEVEL IN "PUPUH DANGDANGGULA"		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
13.30 – 15.00	Anne Meir & Sutiono Mahdi	POLA DASAR KALIMAT BAHASA BATAK TOBA	MATRIX	COMMITTEE
	Octovianus Bin Rojak	POLITENESS IN TORAJA LANGUAGE: A STUDY ON POLITENESS IN PANGALAQ-RIU AND SURROUNDING AREAS DIALECT		
	Sansiviera Mediana Sari	MEMORI DAN RELASI MAKNA MENGENAI ANTONIM PADA ANAK AUTIS: STUDI KASUS TERHADAP 3 ANAK AUTIS USIA 11-16 DI SEKOLAH INKLUSI CAHAYA DIDAKTIKA		
	Eny Setyowati & Nimas Permata Putri	KORESPONDENSI FONEMIS BAHASA RUMPUN SUMATERA (Kajian Linguistik Historis Komparatif pada Bahasa Batak Toba, Minangkabau, Aceh dan Melayu Riau)		
13.30 – 15.00	Angelika Riyandari	VITALIZING JAVANESE LANGUAGE THROUGH PLACE NAMES	KRYPTON 4	COMMITTEE
	Setyawati & Sutiono Mahdi	REDUPLICATED WORDS IN SUNDANESE: THE STUDY OF UNIQUENESS OF LOCAL LANGUAGE		
	Titin Lestari	THE LANGUAGE USED BY INDONESIAN LOCAL GUIDES IN GOOGLE MAPS REVIEWS		
	Ika Maratus Sholikhah, Dyah Raina Purwaningsih, Erna Wardani	MAINTAINING BANYUMAS LOCAL LANGUAGE THROUGH <i>BATIK</i> AND ITS CULTURAL VALUES		
<b>POSTER SESSION</b>			HOTEL 2ND FLOOR	
15.00 – 16.00	Agustina Alooja	TERJEMAHAN TUTURAN YANG MENGAKOMODASI TINDAK TUTUR MENYURUH PADA NOVEL <i>CHRIST THE LORD OUT OF EGYPT</i> KARYA ANNE RICE	KRYPTON 1	COMMITTEE
	Ali Badrudin	KAJIAN ETNOLINGUISTIK TENTANG PRANATA MANGSA JAWA (CERMIN PENGETAHUAN KOLEKTIF MASYARAKAT PETANI DI JAWA)		
	Anandha	THE STUDENTS PRESENT ATTITUDES IN USING JAVA AND NGAPAK DIALECT ON CAMPUS		
	Herudjati Purwoko	PROMOTING REGISTER AS POLITENESS FORMULA		
	Niswa Binti Rahim	EMPAT SIMBOL DASAR LAMBANG KEHIDUPAN MASYARAKAT TORAJA: SEBUAH KAJIAN SEMIOTIK MODEL PIERCE		
	Agus Subiyanto	VOICE SELECTION IN JAVANESE NARRATIVE AND CONVERSATIONAL DISCOURSE		
	Sri Ratnawati	JHEMO MADURA: KEARIFAN LOKAL DALAM TANTANGAN GLOBAL		
	Patrick Munyensanga	OUR IDENTIFICATION THROUGH COMMON CULTURE AS SINGLE LANGUAGE UNIFIES US		



TIME	NAME	TITLE	ROOM	CHAIR PERSON
15.00 – 16.00	Santy Yulianti	PROSES MEMBACA NORMAL PADA ANAK KELAS III SD PERGURUAN RAKYAT MATRAMAN, JAKARTA TIMUR	KRYPTON 2	COMMITTEE
	Yessi Aprilia Waluyo	APPLYING CODE MIXING AND CODE SWITCHING IN TEACHING ENGLISH GRAMMAR IN THE CLASSROOM		
	Mutiara Karna Asih	PENELITIAN LAPANGAN MENGENAI PENGGUNAAN BAHASA PADA DOMAIN <i>TRANSACTION</i> , <i>FRIENDSHIP</i> , DAN <i>JOB</i> DI <i>FOODCOURT MORO</i> , MORO MALL, PURWOKERTO		
	Miftakhul Huda	MEMBANGUN IDENTITAS DALAM WACANA		
	Giovani Juli Adinatha	VARIASI BENTUK PENAMAAN BADAN USAHA BERBAHASA JAWA: STRATEGI PEMERTAHANAN BAHASA JAWA DI KOTA SEMARANG		
	Maklon Gane	THE COMPLEXITY OF LOLODA PRONOMINAL VERB PREFIXES		
	Samuel Anderson	AN OVERVIEW OF THE DIVERSITY OF THE GHANAIAN LANGUAGE AND CULTURE		
	Sulis Triyono	GERMAN VERBS IN STUDIO-D A1 BOOK: A MORPHOLOGY ANALYSIS		
15.00 – 16.00	Dwi Susilowati	QUESTIONING JAVANESE LANGUAGE VALUE AND VITALITY WITH ITS MILLIONS OF SPEAKERS	KRYPTON 3	COMMITTEE
	Dyah Prasetiani	MUATAN BUDAYA LOKAL DALAM PEMBELAJARAN BERBICARA		
	Exti Budihastuti	ANALISIS SWOT TENTANG PERGERAKAN BAHASA MELAYU DI TAKEO SEBAGAI UPAYA UNTUK MENGENALKAN BAHASA INDONESIA DI KAMBOJA		
	Luita Aribowo	BAHASA, BUNYI DAN PERSEPSI		
	Mualimin	TINDAK TUTUR DIREKTIF DALAM PUISI LANANG SETIAWAN, SASTRAWAN TEGAL		
	Nurhayati	MIXED GENRE IN <i>DOA POLITIK</i> : A STRATEGY OF SOCIAL CONTROL		
	Sri Puji Astuti & M. Suryadi	DESAIN PEMBENTUKAN LEKSIKON UNIK TUTURAN JAWA PADA MASYARAKAT PINGGIRAN DI KOTA SEMARANG		
	Ulva Fatiya Rosyida	KEBIJAKAN PENDIDIKAN BAHASA DAERAH DI ERA MEA (MASYARAKAT EKONOMI ASEAN)		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
15.00 – 16.00	Lestari Manggong	LANGUAGE AND CULTURE IN THE CASE OF MERRIAM-WEBSTER'S CORRECTION OVER PRESIDENT TRUMP'S TWEETS	MATRIX	COMMITTEE
	Priscilla Esther Siringoringo & Sutiono Mahdi	FIGURE OF SPEECH BASED ON SHORT DRAMA USING SUNDANESE LANGUAGE		
	Rizky Fitri Lestari	<i>UKARA PITAKON</i> (KALIMAT TANYA) DALAM BAHASA JAWA DIALEK JAWA TIMUR, SUB DIALEK MALANG		
	Reiva Irene Seraphina & Sutiono Mahdi	PROSES PEMBENTUKAN KATA PADA JAJANAN SUNDA: SUATU KAJIAN MORFOLOGI		
	Sigit Haryanto	PEMEROLEHAN DAN PEMBELAJARAN BERBAHASA PADA ANAK-ANAK TKIT AL-AUSATH PABELAN KARTASURA		
	Wening Sahayu	<i>PAJERO SPORT</i> FROM A GLOBAL PERSPECTIVE OF LANGUAGE AND CULTURE		
	Erni Rahayu	THE INTEREST AND POETRY WRITING SKILLS IMPROVEMENT BY DISCOVERY BASED LEARNING METHOD		
	M. Suryadi	KEKAYAAN LEKSIKON EMOTIF-KULTURAL MEWARNAI BENTUK KESANTUNAN BETUTUR DAN GRADASI KESOPANAN PADA MASYARAKAT JAWA PESISIR DI KOTA SEMARANG		
15.00 – 16.00	Debyo Saptono & Tri Wahyu Retno Ningsih	PERANCANGAN APLIKASI <i>FLESCH LEVEL</i> UNTUK MENENTUKAN INDIKATOR KETERBACAAN TEKS	KRYPTON 4	COMMITTEE
	Dwi Indarti & Cut Nina Sausina	ANALYSIS OF BETAWI LANGUAGE FROM LINGUISTIC FEATURES PERSPECTIVE: A CASE STUDY OF <i>PORTALBETAWI.COM</i>		
	Islah Maretekawati Amelius	TINDAK ILOKUSI PADA IKLAN TEMPAT MAKAN DI PINGGIR JALAN DI SEMARANG DAN IKLAN PRODUK KECANTIKAN UNILEVER		
	Jujan Fajriyah & Sutiono Mahdi	THE SOUND CHANGE IN SUNDANESE: PHONOLOGICAL STUDY ON JUJUN JUNAEDI'S SPEECH ENTITLED NIKAH		
	Novita Sumarlin Putri	ANALISIS TERJEMAHAN KALIMAT YANG MENGAKOMODASI TINDAK TUTUR KOMISIF PADA NOVEL <i>INSURGENT</i> KARYA VERONICA ROTH		
	Ahmed Fomba	UNTOLD BLACK HISTORY		
	Onin Najmudin	STRUKTUR DAN MAKNA VERBA MAJEMUK BAHASA JEPANG VI+KOMU		
	Taufik Nur Hidayat	TERJEMAHAN JENIS PROSES PADA SISTEM TRANSITIVITAS PIDATO PELANTIKAN PRESIDEN BARACK OBAMA DAN DONALD TRUMP BESERTA KUALITAS TERJEMAHANNYA		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
<b>PARALLEL 3</b>			HOTEL 2ND FLOOR	
16.00 – 17.00	Ropa Wahyuni & Eva Endah Nurwahyuni	COMMISSIVE SPEECH ACTS REALIZATION ON REGULAR TALKS: A STUDY OF EASTERN-JAVANESE DIALECT IN BOJONEGORO AND SURABAYA REGIONS	KRYPTON 1	COMMITTEE
	Silvia Marni	KEHIPONIMAN VERBA BAHASA MINANGKABAU SEBAGAI BENTUK PEMERTAHAN KEKAYAAN KOSAKATA		
	Wahyu Ayuningsih	ETOS KERJA MASYARAKAT MADURA DI DALAM LIRIK LAGU DAERAH MADURA: KAJIAN ETNOLINGUISTIK		
	Mayuni & Sutiono Mahdi	MORPHOPHONOLOGICAL INTERFERENCE IN MINANGKABAU'S LANGUAGE		
16.00 – 17.00	Seprianus A. Nenotek	LANGUAGE FORM USED IN EFL COURSEBOOK "PASSPORT TO THE WORLD"	KRYPTON 2	COMMITTEE
	Sri Andika Putri	CITRA WANITA MINANGKABAU DALAM PETUAH ADAT		
	Yakob Metboki & Norci Beeh	GLOBALIZING LEARNERS' LOCAL LANGUAGES FROM LOCAL CONTEXTS: AN OVERVIEW OF LANGUAGE PLANNING AT THE ENGLISH EDUCATION PROGRAM OF ARTHA WACANA CHRISTIAN UNIVERSITY KUPANG		
	Sri Minda Murni	ORAL PROFICIENCY IN PAKPAK LANGUAGE: AN ISSUE IN MAINTAINING PAKPAK LANGUAGE		
16.00 – 17.00	Syamsurizal	BENTUK DEIKSIS DALAM CERITA RAKYAT REJANG "TELEU BESOK"	KRYPTON 3	COMMITTEE
	Suparto	GEOGRAPHICAL METONYMY IN ENGLISH MASS MEDIA IN INDONESIA		
	Yoga Yolanda	INTRODUCING INDONESIAN CULTURE THROUGH UTILIZING PANTUN AS A TEACHING MATERIAL OF BIPA		
	Norci Beeh	SEMANTICS ANALYSIS ON SPEECH ACT USED IN <i>BEMO (KUPANG'S PUBLIC TRANSPORTATION)</i>		
16.00 – 17.00	Teguh Santoso	KALIMAT PERMOHONAN DIREKTIF BAHASA JEPANG DAN BAHASA JAWA: TINJAUAN SOSIOLINGUISTIK	MATRIX	COMMITTEE
	Ganjar Hwia	KAJIAN DAN PEMETAAN VITALITAS BAHASA UNTUK PENGOPTIMALAN PROGRAM PELINDUNGAN BAHASA-BAHASA DAERAH DI INDONESIA		
	Ypsi Soeria Soemantri, Nany Ismail & Susi Machdalena	INTERCULTURALITY OF MIXED-MARRIED COUPLE: A SUNDANESE MALE AND A FOREIGN FEMALE		
	Siwi Tri Purnani	BAHASA JAWA: PERSPEKTIF TOLOK UKUR BUDAYA SANTUN TATA KRAMA		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
16.00 – 17.00	Ratna Susanti, Tri Wiratno & Sumarlam	KAJIAN PRAGMATIK KESANTUNAN BERBAHASA ANTARA NAJWA SHIHAB DAN PRESIDEN JOKO WIDODO	KRYPTON 4	COMMITTEE
	Husna Imro' Athush Sholihah	ANALISIS TERJEMAHAN SINGKUMSTAN PADA BUKU CERITA ANAK BERJUDUL <i>THE 7 HABBITS OF HAPPY KIDS</i> KARYA SEAN COVEY DAN TERJEMAHANNYA (KAJIAN TERJEMAHAN DENGAN PENDEKATAN <i>SYSTEMIC FUNCTIONAL LINGUISTICS</i> )		
	Putri Adinihaqi Chusnul Chotimah	IDEOLOGIES OF EMMANUEL MACRON'S TRANSLATED INAUGURAL SPEECH: A CRITICAL DISCOURSE ANALYSIS STUDY		
	Nisa Fikria Haqinatul Millah & Sutiono Mahdi	SEMANTIC FIELD ON THE EMOTION DOMAIN IN SUNDANESE LANGUAGE		
17.00 – 17.45	<b>BREAK</b>		HOTEL 2ND FLOOR	COMMITTEE
<b>JULY 20, 2017 (SECOND DAY)</b>				
TIME	NAME	TITLE	ROOM	CHAIR PERSON
07.30 – 08.00	<b>REGISTRATION</b>		LOBBY HALL	COMMITTEE
08.00 – 09.30	<b>PLENARY 2</b>		KRYPTON	Moderator: Dr. Nurhayati, M.Hum.
	Dr. Ruanni Tupas (National Institute of Education, Singapore)	INEQUALITIES OF MULTILINGUALISM: GLOBALIZATION, NATIONALISM AND MOTHER TONGUES		
	Dr. Suharno, M.Ed. (Diponegoro University, Indonesia)	REVITALIZING LOCAL LANGUAGES THROUGH MOTHER TONGUE-BASED MULTILINGUAL EDUCATION (MTB-MLE)		
09.30 – 09.45	<b>BREAK</b>		HOTEL 2ND FLOOR	COMMITTEE
<b>PARALLEL 4</b>			HOTEL 2ND FLOOR	
09.45 – 11.15	Sheila Nanda Parayil & Tenty Maryanthi	STRATEGI KESANTUNAN TIDAK LANGSUNG PADA KRITIK PENUTUR REMAJA	KRYPTON 1	COMMITTEE
	I Wayan Ana	TINDAK TUTUR PERFORMATIF DALAM TERJEMAHAN DOKUMEN HUKUM BAHASA INDONESIA KE DALAM BAHASA INGGRIS		
	Putu Devi Maharani & Komang Dian Puspita Candra	VARIASI FONOLOGIS BAHASA BALI DIALEK KUTA SELATAN		
	Muhammad Ari Kunto Wibowo & Sumarlam	GAYA BAHASA DAN PENCITRAAN DALAM <i>SERAT WULANG REH</i> KARYA PAKUBUWANA IV		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
09.45 – 11.15	Vamelia Aurina Pramandhani	KAJIAN PRAGMATIK PENERAPAN <i>BOOSTER</i> DALAM BAHASA JEPANG	KRYPTON 2	COMMITTEE
	Ifoni Iudji	GRAMMATICAL INTERFERENCE IN TRANSLATING PROCEDURAL TEXT DONE BY THE STUDENTS OF ARTHA WACANA CHRISTIAN UNIVERSITY		
	Sutiono Mahdi	COMPOUNDING OF BASEMAH LANGUAGE: AN EFFORT TO UNDERSTAND THE UNIQUENESS OF LOCAL LANGUAGES		
	Baiq Desi Milandari	REVITALISASI BAHASA DAERAH MELALUI TAYANGAN TELEVISI SEBAGAI UPAYA MENUJU KEBHINEKAAN		
09.45 – 11.15	Yenny Hartanto	CROSS-CULTURAL STUDY ON BARGAINING	KRYPTON 3	COMMITTEE
	Kartika Tarwati	TEKNIK DAN KEAKURATAN TERJEMAHAN ISTILAH MEDIS (STUDI KASUS PADA PENERJEMAH AMATIR, SEMI PROFESIONAL, DAN PROFESIONAL)		
	Zainal Abidin	INOVASI FONOLOGIS RETROPLEKSISASI DAN GLOTALISASI DALAM ISOLEK BONAI ULAKPATIAN		
	Imam Muhtadi, Wiwi Widuri, Frando Yantoni, & Sutiono Mahdi	ASSOCIATIVE MEANINGS IN DOEL SUMBANG SONG LYRIC “BEURIT” SEMANTIC STUDY		
09.45 – 11.15	I Nyoman Suparwa & Ni Luh Gede Liswahyuningsih	INDONESIAN AMBIGUOUS NOUN PHRASES AND ITS TRANSLATION INTO ENGLISH	MATRIX	COMMITTEE
	Ria Aresta	ANALISIS TERJEMAHAN TUTURAN YANG MENGAKOMODASI <i>FLOUTING</i> MAKSIM KUALITAS PRINSIP KERJASAMA DALAM NOVEL <i>ME BEFORE YOU</i> KARYA JOJO MOYES		
	Zurmailis	AKUISISI BAHASA ANAK DI LINGKUNGAN MARJINAL KOTA PADANG		
	Sintya Mutiara W.E.	CODE-SWITCHING AND CODE-MIXING ON PERSUASION IN INDONESIAN TELEVISION ADVERTISEMENTS		
09.45 – 11.15	Jaya	MENGENAL KEMBALI STATUS PREPOSISI /I/ SEBAGAI BENTUK DASAR DALAM BAHASA SUMBAWA DIALEK JERWEH KAJIAN <i>ITEM AND PROCESS</i>	KRYPTON 4	COMMITTEE
	Musfeptial	IDENTITAS LOKAL PADA KARYA E. WIDIANTORO UPAYA PENGUATAN PERAN BAHASA IBU		
	Wiwiek Sundari	SEJARAH PERKEMBANGAN KOSAKATA BAHASA INGGRIS		
	Eni Karlieni	“CERMINAN IDENTITAS KESUNDAAN DALAM AKUN FACEBOOK WALIKOTA BANDUNG RIDWAN KAMIL” SUATU KAJIAN SOSIOLINGUISTIK		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
<b>PARALLEL 5</b>			HOTEL 2ND FLOOR	
11.15 – 12.45	Ayu Ida Savitri	PENGGUNAAN BAHASA TUTUR DALAM STRIP KOMIK SEBAGAI SALAH SATU UPAYA PEMERTAHANAN BAHASA DAERAH	KRYPTON 1	COMMITTEE
	Farda Naila Salsabila	PERGESERAN KATA “ENYONG” PADA MASYARAKAT JAWA DI KABUPATEN BATANG		
	Wa Ode Nisrawati , Ardis Septi E.R., Kartini Rahayu	PROSES ASIMILASI DALAM BAHASA MUNA (MENGUNAKAN PENDEKATAN TEORI OPTIMALITAS)		
	Muhammad Rohmadi	STRATEGI TINDAK TUTUR DAN IMPLEMENTASI PRINSIP KESANTUNAN HUMOR PADA MEDIA SOSIAL SEBAGAI MEDIA UNTUK MENJAGA KEBHINEKAAN MASYARAKAT MULTIKULTURAL DI NKRI		
11.15 – 12.45	Made Ratna Dian Aryani	VERBA BEROBJEK GANDA BAHASA JEPANG	KRYPTON 2	COMMITTEE
	Tri Wahyu Retno Ningsih	KAJIAN FONETIK AKUSTIK PADA TUTURAN ANAK-ANAK ASPERGER SYNDROME		
	Wahyu Damayanti	FENOMENA UNGKAPAN PANTANG LARANG MELAYU SELIMBAU: CAKRAWALA PEMAHAMAN BUDAYA MELALUI BAHASA		
	Felix Brian Hari Ekaristianto	PERGESERAN MAKNA KATA PADA KOMENTAR PENGGUNA MEDIA SOSIAL DALAM BERITA PILKADA DI JAKARTA		
11.15 – 12.45	Made Sri Satyawati	PENOMINAL DALAM BAHASA BIMA	KRYPTON 3	COMMITTEE
	I Ketut Darma Laksana	PERILAKU BERBAHASA DALAM KEJAHATAN SIBER		
	Ririn Sulistyowati	ALKISAH MANGKUS DAN SANGKIL: TERGERUSNYA BAHASA INDONESIA OLEH PENGARUH BAHASA ASING		
	Hidayat Widiyanto	URGENSI BAHASA DAERAH DALAM KERANGKA PEMBELAJARAN BAHASA INDONESIA BAGI PENUTUR ASING		
11.15 – 12.45	Mulia Anggraini	IMAGE SCHEMA PADA PRÄPOSITION NACH, ZU, ÜBER DAN AUF BAGI PENUTUR NON-JERMAN	MATRIX	COMMITTEE
	I Ketut Riana, Ni Putu Evi Wahyu Citrawati & I Gusti Agung Istri Aryani	NGUSABA DODOL DI DESA DUDA TIMUR, SELAT KARANGASEM: KAJIAN SEMIOTIK SOSIAL		
	Lindawati	BAHASA MINANGKABAU DI MASA DEPAN SEBUAH PROYEKSI		
	Erry Prastya Jati	PRESUPOSISI DAN IMPLIKATUR DALAM ACARA TALKSHOW INDONESIA LAWAK KLUB		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
11.15 – 12.45	Naniana N Benu	REDUPLICATION IN UAB METO	KRYPTON 4	COMMITTEE
	Ibrahim Guntur Nuary	THE ACQUISITION OF ENGLISH SLANG BY THE LEARNERS LANGUAGE TEACHING DEPARTMENT IAIN SYEKH NURJATI		
	I Nyoman Udayana	THE EFFECT OF INFORMATION STRUCTURE ON THE INDONESIAN <i>DI-PASSIVE</i>		
	Ahyati Kurniamala Niswariyana	MAKNA SIMBOL DALAM UPACARA ADAT NYATUS, NYIU, NYOYANG DI DESA KARANG RADEN KECAMATAN TANJUNG KABUPATEN LOMBOK UTARA		
12.45 – 13.30	<b>LUNCH BREAK (ISHOMA)</b>		HOTEL 2ND FLOOR	COMMITTEE
<b>PARALLEL 6</b>			HOTEL 2ND FLOOR	
13.30 – 15.00	Ngurah Indra Pradhana	KEDUDUKAN ONOMATOPE DALAM KATA KERJA BAHASA JEPANG DAN BAHASA BALI	KRYPTON 1	COMMITTEE
	Agus Sudono	PILIHAN BAHASA PENUTUR DI LINGKUNGAN PESANTREN (STUDI KASUS DI PESANTREN AL-ITQON, BUGEN, SEMARANG)		
	Lusia Neti Harwati	PENERAPAN METODE PEMBELAJARAN KREATIF BAHASA JAWA DI TINGKAT SEKOLAH DASAR		
	Indriani Nisja	PENGUNAAN MEDIA PEMBELAJARAN CD INTERAKTIF DALAM KETERAMPILAN MENULIS KARANGAN MURID SEKOLAH DASAR NEGERI 20 DAN SD N 09 PADANG		
13.30 – 15.00	Ni Ketut Ratna Erawati	SANDHI DALAM BAHASA JAWA KUNA: SUATU KAJIAN FITUR DISTINGTIF	KRYPTON 2	COMMITTEE
	Kenfitria Diah Wijayanti	FENOMENA KRAMA DESA DAN KEDUDUKANNYA DALAM PERKEMBANGAN BAHASA JAWA		
	Rosaria Mita Amalia	COHESION AND COHERENCE IN ARTICLES ABOUT PTNBH IN UNPAD'S WEBSITE: A DISCOURSE ANALYSIS STUDY		
	Marselina Nugraheni Fitrisari	ANALISIS WACANA KRITIS TERHADAP KASUS PEDOFILIA PADA MEDIA ONLINE TRIBUNNEWS		
13.30 – 15.00	Ni Made Wiriani	NEGASI DALAM BAHASA BALI DIALEK NUSA PENIDA: SEBUAH PENELITIAN AWAL	KRYPTON 3	COMMITTEE
	Majid Ariyoga	RELEVANSI MONOLOG PANDJI PRAGIWAKSONO DALAM KONSER <i>STAND UP COMEDY</i> "MESAKKE BANGSAKU"		
	Suci Khaofia	MOOD PADA TALK SHOW MATA NAJWA ON STAGE "SEMUA KARENA AHOK"		
	Ni Made Dhanawaty	GELIAT REVITALISAI BAHASA DAN BUDAYA DI DESA BALI AGA PEDAWA		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
13.30 – 15.00	Widyatmike Gede Mulawarman	PERILAKU SINTAKSIS KALIMAT MAJEMUK BAHASA KUTAI	MATRIX	COMMITTEE
	Martina	THE VITALITY OF MALAY LANGUAGE IN GLOBAL SOCIETY IN PONTIANAK CITY (SOSIOLINGUISTIC STUDY)		
	Tatang Sopian	TEACHING THEME AND THEMATIC PROGRESSION TO TOURISM STUDENTS AND ITS IMPLICATIONS ON THEIR WRITINGS		
13.30 – 15.00	Muhammad Rayhan Bustam	VULGARISME BAHASA: KREATIFITAS PENARIK MINAT PASAR (STUDI KASUS KAJIAN SOSIOLINGUISTIK DI RESTORAN STEAK RANJANG BANDUNG)	KRYPTON 4	COMMITTEE
	Tatang Suparman	PENGAYAAN KOSAKATA BAHASA INDONESIA MELALUI KORESPONDENSI KATA KEMBAR		
	Nur Faidatun Naimah	A CRITICAL DISCOURSE ANALYSIS OF SUSILO BAMBANG YUDHOYONO'S SPEECH ON ANTASARI AZHAR'S ACCUSATION AS MASTERMINDING THE MURDER OF NASRUDIN ZULKARNAEN		
<b>PARALLEL 7</b>			HOTEL 2ND FLOOR	
15.00 – 16.30	Pramesty Anggororeni	ANALISIS TERJEMAHAN MAKNA INTERPERSONAL DALAM DUBBING FILM “ <i>THOMAS AND FRIENDS: BLUE MOUNTAIN MYSTERY</i> ”	KRYPTON 1	COMMITTEE
	Prayudisti Shinta P	MEDIA FRAMING PADA THE GUARDIAN DAN AL JAZEERA: SEBUAH KAJIAN KORPUS LINGUISTIK DAN IDEOLOGI		
	Prayudha	USING COH-METRIX TO ASSESS THE WRITING SKILL OF EFL STUDENTS		
	Qurratul A'ini	PRINSIP KERJASAMA DALAM KOMENTAR BERITA DI FANSPAGE FACEBOOK MERDEKA.COM		
15.00 – 16.30	Sukron Adzim	IMPLIKATUR DAN DAYA PRAGMATIK TINDAK TUTUR DIREKTIF MASYARAKAT INDONESIA DALAM AKUN <i>TWITTER</i> PRESIDEN JOKO WIDODO	KRYPTON 2	COMMITTEE
	Yumartati	POTRET PENGGUNAAN BAHASA DI LINGKUNGAN PELAJAR SMA DAN SMK DAERAH ISTIMEWA YOGYAKARTA		
	Inayatul Mukarromah	LINGUISTICS COMPETENCE FOR DEVELOPING STUDENTS' OUTCOMES AT A COLLEGE: SURVEY APPROACH		
	Yafed Syufi	KLASIFIKASI VERBA MAKAN BAHASA MIYAH		



TIME	NAME	TITLE	ROOM	CHAIR PERSON
15.00 – 16.30	Teddi Muhtadin	POTRET PENGAJARAN BAHASA SUNDA DI SEKOLAH DASAR DAN DAMPAKNYA TERHADAP PEMERTAHAN BAHASA SUNDA DI JAWA BARAT	KRYPTON 3	COMMITTEE
	Ariya Jati	A DISCOURSE ANALYSIS OF AEROSMITH'S "I DON'T WANT TO MISS A THING"		
	Valentino Pamolango & Irvan Gading	VERBS AND VERBAL MORPHOLOGY OF BALANTAK LANGUAGE		
	Sugeng Riyanto	PENERUSAN ANTARGENERASI DAN PEMERTAHANAN BAHASA SUNDA DI DALAM KELUARGA		
15.00 – 16.30	Elvi Citraesmana, Fatimah Djajasudarma, Hera Meganova Lyra	THE ROLE OF LOCAL LANGUAGE IN NATION'S CHARACTER BUILDING	MATRIX	COMMITTEE
	Johanna Rimbing	TINDAK TUTUR ILOKUSI DALAM PERCAKAPAN JUAL-BELI DI PASAR TRADISIONAL MINAHASA (SEBUAH KAJIAN SOSIOPRAGMATIK)		
	Rosaria Mita Amalia	CULTURAL TRANSLATION OF TRADITIONAL FOOD FROM WEST-JAVA: A MEDIA TO PROMOTE THE TRADITIONAL CUISINE TO THE WORLD		
	Putri Yuni Utami	MAKING MEANING USING SYSTEMIC FUNCTIONAL LINGUISTICS AND VISUAL GRAMMAR ANALYSIS: COMPARISON OF SOURCE TEXT AND TARGET TEXT REFLECTED IN THE MAIN CHARACTER OF GRAPHIC NOVEL <i>V FOR VENDETTA</i>		
15.00 – 16.30	Elvi Citraesmana	CONCEPTUAL METONYMY IN PRESENT-DAY BANDUNG YOUTH TALKS: A COGNITIVE SEMANTIC ANALYSIS	KRYPTON 4	COMMITTEE
	Jujan Fajriah & Nisa Fikria Haqinatul Millah	VARIATIONS IN DIPHTHONG'S PRONUNCIATION PRODUCED BY NATIVE SPEAKERS OF MINANGKABAUNESE		
	Sutiono Mahdi	SUNDANESE'S CHILDREN NAMING TRADITION: A CASE STUDY OF LANGUAGE MAINTENANCE AND SHIFT IN BANDUNG.		
	Wahya	DISTRIBUSI FONOLOGIS BAHASA SUNDA DI KABUPATEN BREBES: SEBAGAI IDENTITAS BAHASA		
16.30 – 16.45	<b>CLOSING SPEECH</b>		KRYPTON	Head of Master Program in Linguistics Diponegoro University
16.45 – 17.00	<b>BREAK (CERTIFICATE HANDLING)</b>		LOBBY HALL	COMMITTEE

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## METAPHOR MAPPING IN INDONESIAN POLITICAL INTERNET MEMES

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### Abstract

In this global social media era, it is very easy for people to share their ideas through internet. One of them is by making internet meme. Internet meme becomes new culture of sharing opinions easily in the worldwide networking. When people find it hard to convey their ideas and meaning through lexical words, they will use metaphor to help them explain their intention. Metaphor has set of mapping between the source domain and target domain in the process of making. This article will reveal the common issue talked by Indonesian netizens especially about their political matters from two Facebook accounts: *Meme Politik Indonesia* and *Humor Politik Indonesia*. It has been found that in these two accounts, people make memes mostly about the most recent issue around them: in this case it is about Jakarta Governor's election and general politic issues. The use of metaphors mapping as vehicle to share ideas shows that netizens of these two Facebook accounts mostly see POLITICAL AS MOVEMENT and POLITICAL AS BUSINESS.

**Keywords:** *internet meme, metaphor, mapping, source domain, target domain, politic*

### 1. INTRODUCTION

The rapid information technology nowadays enables people to communicate and share their ideas in more creative ways. One of them is by making meme. An internet meme is an action, idea, catchword, or piece of media spread and copied by internet users, often with slight variations. Since meme is naturally published in internet, this kind of message is easily spread and changed in many languages. It becomes an internet art culture that does not only function to deliver message but also to joke, criticize, and ridicule popular issues in the world and among the netizens, users of internet.

As the tool to send messages, internet meme is basically divided into two groups : text meme and multimedia meme. Text meme is a meme that only provides text as the tool to share the creators' ideas. While multimedia meme is a meme that combines any kind of media such as text, picture, video or sound to deliver messages. As the social phenomenon, meme is often used as a discourse that has a specific social purpose when it is created. Meme usually comes out from people in order to speak up their opinion about issues happen around them. The language form can be literal or figurative. These two are often used by internet meme as strategies of showing what they are thinking about. This article will focus in the use of metaphor in internet meme. The notion about metaphor was first suggested by George Lakoff and Mark Johnson in their book *Metaphors We Live By* (1980 : 4). They states :

Primarily on the basis of linguistics evidence, we have found that most of our ordinary conceptual system is metaphorical in nature. And we have found a way to begin to identify in detail just what the metaphors are that structure how we perceive, how we think, and what we do.

Undeniably, we find metaphor in our everyday life. In order to identify the metaphors, Evans and Green (2006 : 287) suggests that people should be able to differentiate between literal language and figurative language. They continue to recall that the metaphor itself is said to be one of a rhetorical devices-of which they have been studied since the period of ancient Greece (2006 : 293). The notions lead us to recognize the common use of metaphor. This study, specifically, will reveal how metaphor is used in internet meme.

One of the previous studies about meme discusses it from the sociopragmatics approach (Widiana, 2016). The writer sees meme comic as a social phenomenon. It may contain satire in its presentation for a reason. Another study discusses meme from paralinguistics approach that observes meme not only from its verbal messages but also observes its image that is usually included in it (Eychaner, 2016). The other research is working on the rhetorical criticism of online discourse (Jones, 2015). The study about

metaphor in media has been done by some of the researcher. One of them is metaphor studies from the perspective of CDA : a case study of business acquisition (Guo, 2013). Another study is done by Ezeifeika (2013) about a strategic use of metaphor in Nigerian newspaper reports that uses Critical Metaphor Analysis by Charteris-Black in observation. The previous researches over memes do not specifically talk about metaphor strategy that according to the author are often used as a meme generator. This would be the basic theory to examine the meme generator, especially among Indonesian netizens.

According to Charteris-Black (in Ezeifeika, 2013 : 177), a conceptual metaphor is a form of speech of any idea behind the figurative language. He defines metaphor as “any word or phrase that cause semantic tension at the linguistic, cognitive and pragmatic levels resulting in a shift domain use and having persuasive potential of influencing opinion and judgement”.

After considering metaphor in relation to the meaning of words and phrases, sometimes it is adopted in a text in order to put forward a particular point of view (Knowles and Moon, 2006, p. 73). This statement is in harmony with what Fairclough (in Guo, 2013:475) says that metaphor may belong to one of critical discourse analysis as a representation of ideology of a particular point of view of the world.

The first part of this study will present about the topic background. The second chapter is about the literature review and research question. The third chapter will provide the information about the method used to do the research. The fourth chapter will talk about the metaphoric strategy used in meme comic Indonesia. And the last chapter will conclude all the discussion of this research.

## 2. REVIEW OF LITERATURE

### 2.1 Internet Meme in the Semiotics View

The study of memes and memetics began in 1976 with Richard Dawkin’s *The Selfish Gene*. Dawkins proposed that “cultural transmission is analogous to genetic transmission in that, although basically conservative, it can give rise to a form of evolution” (Dawkin in Cannizaro, 2016). An ‘idea-meme’ was defined as an entity that can be transmitted from one’s mind to another through imitation. Urban Dictionary defines an “Internet Meme” as a word, phrase, expression, iconic imagery, or recognizable reference popularized amongst online community<sup>2</sup>.

According to Deacon (1999), internet memes are suggested to be considered as signs, or more precisely, sign vehicles. Semiotics itself is often called the study of signs. Semiotics emphasizes on the ways people make signs and how others understand those signs. Charles Saunders Peirce defined semiotics as relationship among a sign, an object and meaning (Eco, 2005) Eco then underlines that semiotics is concerned with everything that can be taken as a sign. A sign is everything that can be used as considerably substituting for other thing. For example, the word head is referred to the upper part of human body where the eyes, ears, nose, mouth and brain are. But head is also considered as the highest position of leadership, authority or honor.

In order to transmit the idea from one’s mind to others, people need signs. Sign, undeniably, is playing important role in this digital media era. The current internet and media technology make it possible to generate any form of signs to share what’s on their mind. It can be the picture, or text, or poster, or photography and the integration of all forms. Then they can spread it easily through internet system : one thing that we can refer as internet meme. The internet meme as unit of sign can be analyzed by the study of semiotics, to see the relationship among the meme, the objects used in the meme and what is the meaning behind the memetics object. This is in harmony with Deacon’s argument (1999, 7) that a meme as a sign can be employed by an interpretative process within a larger system as representing other thing, transferring information into that system and remaking it due that other thing.

### 2.2 Conceptual Metaphor Theory

From the example of head before, we have learned that sign is everything that is taken as significant substitution for other thing. Or in other word, the use of sign as a reference to one specific thing by the maker is an application of metaphor. The Oxford Dictionary defines metaphor as the “application of a name or descriptive term of phrase to an object or action where it is not literally applicable”. One of

<sup>2</sup> Urban Dictionary 2017. Internet memes. Available at <http://www.urbandictionary.com/define.php?term=Internet%20Memes>; was accessed on 23 May 2017

the first studies belong to cognitive linguistics is Conceptual Metaphor Theory by Lakoff and Johnson (1983). Conceptual Metaphor theory states that conceptual metaphors are modality-independent cognitive structures that may be shown in all kinds of form (Muller 2008:63) “it is also important to stress that not all conceptual metaphors are manifested in the words of a language. Some are manifested in grammar, other in gesture, art, or ritual. These nonlinguistic metaphors may however be secondarily express through language and other symbolic means” (Lakoff and Johnson in Muller 2008 : 63).

The use of metaphor has a clear purpose. Knowles and Moon (2006, 9) questions why does a road sign have a slanting Z or why should the movie ends with characters riding off into sunset? And they give an answer that by using metaphors, the things can be much more expressed. Sometimes literal and straightforward language is not enough to express the idea. That is why the metaphor plays important role in conveying meaning through implication and connotation. This is the factual function of using metaphor in any kind of situation.

At first, metaphor is learned under the study of literature. Afterwards, some advanced studies are conducted realizing the corporate use of metaphor in daily communication. Guo (2013) restates what Lakoff and Johnson has said that : “metaphor is cross-domain mapping from the source domain to target domain, with the former typically referring to abstract and intangible concepts and the later to concrete and tangible one.”

Some famous examples by Lakoff and Johnson are : ARGUMENT IS WAR. The term source domain is employed for the concept area from which the metaphor is drawn here (in this case : WAR). Target domain is used for the concept to which the metaphor is applied (in this case : ARGUMENT). Conceptual Metaphor Theory observes the relation between the domain in the terms of correspondence or mapping. (Knowles and Moon, 2006). Under the mapping of ARGUMENT IS WAR Lakoff and Johnson (1983) suggest some metaphor representation as flows :

- Your claims are *indefensible*,
- I've never *won* an argument with him

The other example of metaphor mapping is found in this term : LOVE IS A JOURNEY

- Look, *how far we've come*
- We're at the *crossroads*

To reveal the understanding of metaphoric message, conceptual metaphors according to Kovecses (2010,17) contains a source domain and a target domain to draw a set of mapping of metaphor. The source domains are usually more concrete and more clearly defined concepts. On the other hand, the target domains are usually more abstract and less-defined one. Kovecses gives a brief example about this (2010, 9) :

SOCIAL ORGANIZATIONS ARE PLANTS.

<i>Source domain</i>	PLANTS
<i>Target domain</i>	SOCIAL ORGANIZATION

Example :

He works for the local *branch* of the bank.

<i>Source domain</i>	BRANCH (PART OF PLANT)
<i>Target domain</i>	PART OF ORGANIZATION

He also recites some common source and target domains by Alice Deignan (in Kovecses 2010, 18-23). There are 13 categories of source domain according the Deignan : the human body, health and illness, animals, plants, buildings and construction, machines and tools, games and sport, money and economic transaction (business), cooking and food, heat and cold, light and darkness, forces and movement and direction. Meanwhile, there are 3 classification of common target domain. They are psychological and mental states and events (emotion, desire, morality, thought), social groups and processes (society, politics, human relationship, communication), and personal experiences and events (time, life, death, religion).

Knowles and Moon defines (2006:3) defines some function of metaphor. Metaphor may be used for explaining, clarifying, describing, expressing, evaluating, entertaining and some other reasons. The important thing to take note is that people use metaphor because sometimes they cannot find word to

refer to a specific thing, so people use metaphor in order to share what they think or what they feel about something. It is typical that metaphors use concrete images to convey something abstract, helping to communicate what is hard to explain.

Meanwhile, as one of social media tools, internet meme according to Borzel (2010:176) show that people engaging with the information, news and what is happening around them. The generativity of internet memes summons instant reaction and encourage virality so the people can comment on the most current issues, events and people.

### 3. TEXTUAL DATA AND RESEARCH METHOD

Our data were taken from the Facebook accounts of Meme Politik Indonesia and Komedi Politik Indonesia that had been published from on January 2017 – May 2017. The method of data collection used is non-participant observation method and followed by *catat* (taking note) technique. Intuitive technique is also used during the data collection. According to Deignan (in Nirmala 2104, 6), the intuitive technique is often used by the metaphors experts like Lakoff and Johnson or Kovecses. In doing the sampling, the techniques used are random and purposive. By doing so, the writer chose random political memes in both accounts then the memes are purposively selected into the memes that contain metaphoric entities.

To analyze the data, the writer uses the referential method to show and compare the referent and meaning of the source and target domains. The quantitative method is the next step to see what kind of source domain usually used in Indonesian political memes.

The objectives of this research are to evaluate the application of the set of mapping in memes production and to reveal why people use that kind of mapping in internet memes. The practice objective of this research is to give awareness to the readers of this article about the message behind the memes with metaphor, especially for the political memes.

### 4. FINDINGS AND DISCUSSION

The metaphors are mostly identified from the text but it may also be derived from the picture inserted in the meme. The data was taken from the Facebook account of Meme Politik Indonesia and Humor Politik Indonesia from Januari 2017 – April 2017.

#### 4.1 Common Topic of Meme

From the data taken from the Facebook accounts of Meme Politik Indonesia and Humor Politik Indonesia from January 2017 – April 2017, there are 52 memes identified with metaphor. The writer has classified the memes into some source domain as in table 1.

Source Domain	Quantity of Memes
Governor Election	20
Politic	6
Representative	5
Corruption	5
Flood	4
Regime	4
Politician	3
Budget	2
Law	2
Nation	1
<b>Total</b>	<b>52</b>

**Table 1 Data of Indonesian Politic Memes**

#### 4.2 Identifying Meme with Metaphor

In this section, we will find out memes with metaphor in both facebook accounts. As it is explained before, metaphor is the set of mapping between source domain and target domain. In the term of Indonesian political memes, it is found some common source domains and target domains. Some of the example to see the mapping in Indonesian political memes can be seen in the following explanation. (The writer will explain three kinds of source domain: movement, tools and animal.)

**4.2.1 Movement & Direction as Source Domain**

The movement or direction is a very good source domain because every people know it well and it is clearly defined. Movement can involve a location change or motionless too. When it is related to movement, it is associated with direction, like this example:



**Figure 1**

<b>Data</b>	<i>Hanya mereka yang tahu kapan mereka akan belok.</i> Only they (women riding matic motorcycle) know when they will make a turn.
<b>Context</b>	One of Jakarta Governor Candidates who changes his program and opinion about Jakarta bay land reclamation.
<b>Source Domain</b>	<i>Belok</i> Make a turn
<b>Target Domain</b>	Governor candidate's program

In this example the word *belok* (to turn) is associated with the program of governor candidate. By doing so, the writer of meme wants to connect the term of *belok* (to turn) to explain the politician's maneuver. This utterance can belong to the term of : POLITICIAN IS MOVEMENT AND DIRECTION. The picture explains more how this movement associated to the way women in Indonesia who ride matic motorcycle. It is well-known the way women ride the matic motorcycle is unpredictable. It is associated to the candidate's move that according to meme make is unpredictable.

**4.2.2 Animals as Source Domain**

The use of animal words is very effective way to use as source domains. Human being is usually understood in the terms of animals. Other than that, the animal's body part is also commonly used. This is indicated by the next example:



**Figure 2**

<b>Data</b>	<i>Kampret-kampret itu memang busuk.</i> Those bats are sucks.
<b>Context</b>	The corruption case of identity card that had been approved by most representative members except Ahok (Basuki Tjahaja Purnama)
<b>Source Domain</b>	bats
<b>Target Domain</b>	Corrupted House of Representative members

In this example, the word *kampret-kampret* (bats) is associated to the member of representative. The choice of the word 'bat' is purposive as it is mentioned to the corruptive representative. By this example, we can categorize this example as (CORRUPTED) REPRESENTATIVE (MEMBER) IS ANIMAL.

**4.2.3 Tool as Source Domain**

In other case, the abstract term is usually understood in the terms of tools to describe the way the source domain works to target domain, like the following example :



Figure 3

<b>Data</b>	<i>Dalam perlakuan hukum, jangan tumpul ke atas dan tajam ke bawah.</i> The legal treatment cannot be dull to the top and sharp to the lowermost.
<b>Context</b>	The politician once stated that the legal treatment must be fair to all people. However, when his son crashed to people to death, he was free. The politician is assumed to be inconsistent to his own statement.
<b>Source Domain</b>	knife (identified with its character : dull and sharp)
<b>Target Domain</b>	law

In this example, the word tumpul and tajam is associated to the knife. There is the same character between law and knife, that is the previous is used to cut something and the latter is to cut the right and wrong. The choice of the character of knife is purposive as it is mentioned to show the character of law. By this example, we can categorize this example as LAW IS KNIFE (TOOLS).

**4.3 Common Mapping of Indonesian Political Memes**

According to the data, writer finds some common topic and mapping of Indonesian political meme.

Topics of Indonesian Political Memes

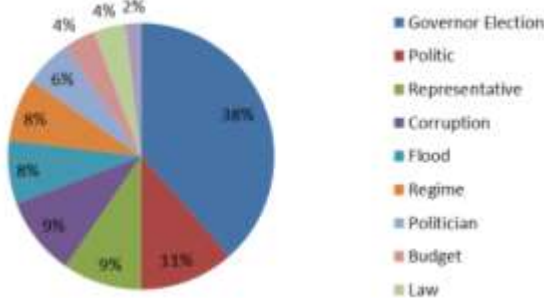


Chart 1 Topics of Indonesian Political Memes

The common topics of Indonesian political memes are Governor Election. The second rank common topic is general politic issue. The Jakarta Governor Election is indeed the hot issue in Indonesia since 2016. Media and people seems to be eager to be part of it and give as many comment as they can to this hot issue. This fact is in harmony with Borzel’s (2010:176) statements that internet meme is public reaction of what’s happening around them. The hot topic that is viral around the people will be the hot topic for the meme producers too.

Next, we will see the common mapping of Indonesian political memes in the first quarter of 2017. It can be drawn in the next pie chart:

Mapping of Indonesian Political Memes

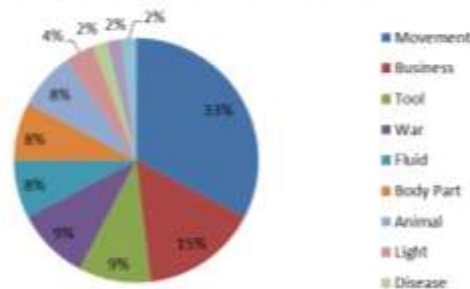


Chart 2 Mapping of Indonesian Political Memes

From the chart above we can see the biggest percentage of metaphor mapping in Indonesian political memes is POLITIC IS MOVEMENT. It is followed by the mapping of POLITIC IS BUSINESS. The mapping of POLITIC IS TOOL and POLITIC IS WAR share the same percentage (9%) in the third



place, followed by the mapping of POLITIC IS FLUID, POLITIC IS BODY PART and POLITIC IS ANIMAL.

The mapping of Indonesian Political memes shows us what people think about their politic issue. Hence, meme is a tool to share personal ideas. The super-easy and simplicity character of memes make it possible for everyone to make it and share their ideas to the public. From the data above we can see that over all, the bigger ideas that people see POLITIC AS MOVEMENT and POLITIC AS BUSINESS.

## 5. CONCLUSION

The internet meme is one of the tools for people to share their idea in this global social media era. People can have so many ways in sharing their idea trough internet meme. They may use text, picture or combining multimedia to make memes. In making the meme, people do not always use lexical words. If they find it is hard to say something in lexical words, the use metaphor as the vehicle to generate their intention and meaning. The metaphor is the mapping between source domain and target domain. In the case of Indonesian political memes, people talks about the latest issue around them. Meme becomes the vehicle for them to comment the hottest issue around them. In this article, we find that Governor Election and general politic issue are the biggest reason of why people make memes. Besides, the use of metaphor shows us what is actually found in most people mind. Indonesian memes producers give most opinions trough their memes that POLITIC IS MOVEMENT and POLITIC IS BUSINNES. In conclusion, the use of metaphor is essential for the meme maker as it reveals people's ideas and helps them to give a better picture of abstract thing by using the metaphor of concrete thing.

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