

CHAPTER I

INTRODUCTION

This chapter consists of background of the research, statements of the problem, purposes of the research, significances of the research and definition of key terms. Furthermore, it also provides several previous researches to support this research.

1.1 Background of The Research

Humans as social beings certainly have tools to convey their thoughts to each other. As already known that language is the tool of humans interaction, with language, humans can express themselves, understand and influence each other. According to Korneeva et al (2019), the basic functions of language are cognitive and communication. It means that besides from being a tool of human's interaction, language also has a function as a thinking tool and as a channel for public trust. Departing from one of the functions of language as a tool of channeling public trust, one of the figures closely related to this things is the government, especially the President. The President often conveys his thoughts through an activity called speech, which of course is closely related to language. By giving a speech, the President can influence the community and indirectly can gain the public trust through the message in it, for its one of the characteristics of an effective message is the trust of the listener to what is conveyed by the speaker (Geiger, 2016).

People often do not understand about the meaning of what is conveyed in the speech, for its diction in speech language tend to be not simple. However, humans have semantic memory which can be said as their cognitive ability. Basically, De Houwer et al (2016), said that cognitive is a human ability in a thought process to link two things, assess, analyses and consider anything from experiences or occurrences. Then, Yee at al (2018), stated that humans have two memories namely episodic memory and semantic memory. Episodic memory is a person's unique remembrance of experiences, events and situations which stored with a specific time and place. While semantic memory is a memory that refers to facts, concepts, ideas and more general information of the world that humans gathered throughout the lives. The difference between these two memories can be seen from daily human activities. For example, when someone is about to eat, his episodic memory will remember where he stored the plates and spoons, while his semantic memory remembers how the shape of the plate and spoon and what are their respective uses. Therefore, from the two types of memory above, the most related to the process of understanding speech language is semantic memory. Even though speech language is considered difficult to understand, people can still understand it through the cognitive abilities. This happens because language is evidence of how humans conceptualize what they experience, think and do. All these things are recorded in their semantic memory, and then they are used to be realized in verbal forms used in communication.

In this research, it will be explained how the language in speech can be understood so that it can have an effect on the listeners –the public, through one of

President Soekarno's speeches entitled "*Let a New Asia and Africa be Born*". This speech was given by Indonesia's first president on April 18, 1955, at the opening of the Asia and Africa conference in Bandung, Indonesia. In summary, this speech addresses issue about the things that must be done after colonialism, because even though it is considered over but actually it is still alive in a different form.

This research uses theory in the field of Linguistics that is Semantic Cognitive. In this research, there is something called conceptual metaphor. According to Kövecses (2017), conceptual metaphor is a cognitive mechanism that maps one domain of experience to another, so that the second domain can be understood through the first domain. Then, the focus of the research object to be studied based on this research in this field is about figurative utterances in speech.

The term of figurative utterance comes from the term figurative language or figurative sentence, which according to Giora (2016), means as the utterances that use word or phrase that have non-literal meaning. The reason why the researcher used the term "utterance" instead language or sentence, because the object is in the form of speech, there are two conditions, namely verbal or written. Then, the data analyzed are in the form of expressions that have no real meaning. According to McCarthy and O'Dell (2017), the expressions that have no real meaning are actually classified as idioms, and idioms are also often referred to as utterance. For its utterance is a combination of two or more words that are not enough to be interpreted word for word or have non-literal meaning. Therefore, the term "utterance" here is more relevant to the object analyzed and is also still acceptable from semantics side.

Furthermore, the meaning of figurative utterances can be understood through a study of cognitive semantics which is a study that considers meaning as something that is based on human's experience in general, conceptual, and semantic structures described in language (Evans & Green (2006) in Fatikhudin (2018)). In analyzing, cognitive semantics explains that there are two domains in each utterance, namely source domain and target domain, and it is necessary to use associative strategy to streamline the process of understanding it. In addition, to help activate semantic memory in understanding the concept of metaphor contained in utterances, another theory used is sentence relations theory.

The reason why the researcher chose speech as an object is because speech is something that is very close or common things the public encounter in everyday life. Then the researcher wants to give a little knowledge through explaining, which hopefully can make the listeners realize that behind the sentences of speech which often have the beautiful words but are a little difficult to understand, there are meanings that can have an impact on lives. So, with this research on one form of speech, the public will be move that listening to speech is not enough just by listening, but it is also necessary to understand the meaning of each sentence conveyed in it. Therefore, this research was carried out with the hope of providing additional knowledge for the public in understanding the meaning of speech language more deeply and the message contained in it can be conveyed more optimally.

Furthermore, the reason this research used Soekarno's speech "*Let a New Asia and Africa be Born*" as the object, because recently the researcher found that

this speech is being highlighted again. This happens because from the content of the speech that was delivered as well as the core and the purposes of this Asian African Conference, it turns out that it is still very relevant and influential for the current situation of Asia and Africa countries, including Indonesian, especially the situation during this COVID-19 pandemic. According to Azmi et al (2014), that the core and the purposes of the Asian African Conference are to build solidarity among Asia and Africa countries through cooperation in the social, economic and cultural fields. Later on, to solve the problems of the Asian and African countries together, and to expand the role of Asia and Africa in seeking world peace. Then, departing from these purposes, what is meant by what is relevant to today's life here is the application of the spirit of Asian African Conference, where Indonesian now needs to play an active role again to build solidarity between Asia Africa countries to promote each other's economy and overcome health problems during the pandemic.

According to Marcelline and Idris (2021), this was also conveyed by observers of International relations such as Yon Machmud as the head of Middle Eastern and Islamic Studies Postgraduate Program, Rifqi Muna as the co-founder of research and operations on technology and society, and Dahlia Kusuma Dewi as the head of the Asia and Africa Museum, which the researcher reported from a press company called "Anadolu Agency". They said that Asia and Africa Countries must help each other during the pandemic in accordance with the principles of the Asian African Conference, such as conducting trade with special tariffs for members in the economic sector, mutually supporting the supply of

vaccines evenly in the health sector and raising support for Palestine's independence in the field of world peace.

It was later became the reason why the researcher chose this speech as the object, because to re-run the spirit of the Asian African Conference during the COVID-19 pandemic, many people of course had to understand more about the content of the speech that was delivered at the time this event occurred. Therefore, the researcher expects that this research can help a little in the realization of the project on the relevance the spirit of the Asian African Conference as presented by the observers of international relations above.

After seeing the explanation above, it is necessary to conduct a research entitled **“Conceptual Metaphor in Soekarno’s Speech Let a New Asia and Africa be Born”**. Because there has been no research carry out this object from the perspective of semantic cognitive and sentence relations theories, this research become increasingly urgent to carry out. Especially, this speech is something that is very familiar to the general public and this one of Soekarno’s speeches is a speech delivered at one of historical events for Asia and Africa.

1.2 Statements of The Problem

Speech is something that is familiar to the public. In the speech there are often figurative utterances as one of the characteristics of speech language which aims to show that the speaker is someone who is educated. Based on these things, as results, most people often ignore what is conveyed in a speech because it is

difficult to understand it or try to digest it, but there are often misunderstandings in interpreting what was conveyed in the speech. Because, as we know that human's perception is different, some people can immediately understand what it means, but some people also need more effort to be able to understand it.

Based on the explanation above, the researcher will conduct a study of the meaning of conceptual metaphor in Soekarno's *Let a New Asia and Africa be Born*. Therefore, this research will discuss it in several aspects by identifying the following problems:

- 1) What are the types of conceptual metaphors found in Soekarno's *Let a New Asia and Africa be Born*?
- 2) What meaning are produced from each figurative utterances contained in Soekarno's speech *Let a New Asia and Africa be Born*?

1.3 Purposes of The Research

Referring to the statement of problems, then the purposes of this research are:

- 1) To find out the types of conceptual metaphor which are found in every figurative utterance in Soekarno's speech "*Let a New Asia and Africa be Born*"
- 2) To find out the meaning of figurative utterances contain in Soekarno's speech "*Let a New Asia and Africa be Born*".

1.4 Significances of The Research

The significance of this research covers the academic and practical scopes as follows:

1) Academic Significance

This research contributes to the study of semantics, particularly in the discussion of figurative utterances through conceptual metaphors in cognitive semantics. Therefore, this research is expected to enrich research in the field of language. In addition, it is hoped that this research can contribute, be valuable, becomes a benchmark and reference for the further research.

2) Practical Significance

This research is expected to be a beneficial tool for the researcher in applying the knowledge that has been obtained by the researcher during the learning process, especially in the materials of linguistics study. On the other hand, it is also expected to be an attempt by researcher to gain more knowledge about the material discussed, because of course in the process of analyzing this research plentiful new things, information and knowledge are found. In addition, this research is able to describe the meaning of figurative utterances which are generally used in speeches of important figure, such as the President. So that, people who listen to speech do not feel disturbed because it is hard for them to understand the meaning of what is conveyed in the speech. In other words, this research can produce a simpler meaning from these figurative utterances so that the influence can reach the public as the

listeners. Later on, the public can gain the valuable things from this speech by comprehending the meaning provided by this analysis, which they can adapt and apply at a time when the country is suffering to recover from the pandemic. Therefore, this research is expected to enrich the public's insight about the use of conceptual metaphors in speeches, particularly in state speeches as an effort to understand the political concepts conveyed in the speech.

1.5 Previous Research

Previously, many researchers used the same theory in investigating the object of research. Accordingly, to conduct this research the researcher takes some information from several researches to use as references. Then, there are three previous researches related to this research. The first is a research entitled “*Conceptual Metaphors Used in Instagram Captions by Indonesian Teenagers: Gender Perspectives*” by Alif Rus Hardiyanti (State Islamic University of Maulana Malik Ibrahim Malang, 2019). The direction of the previous research are to find out several points including about what the commonly type of conceptual metaphor used by Indonesian Teenagers and the difference between male and female caption using conceptual metaphor. Then, the comparison between previous research and this research can be seen in terms of the selection of the object. The previous research used the captions of Indonesian teenagers in Instagram, while the object used in this research is the speech delivered by

Indonesia's first president, Soekarno, at the opening of the Asia and Africa Conference.

The second is a research entitled "*Conceptual Meaning of Event Structure Metaphor in Radiohead's The Amnesiac Album Song Lyric*" by Yuga Anugrah (State Islamic University of Sunan Gunung Djati Bandung, 2011). In this previous research, the author directs the research to determine the paraphrasing of the entire content of Radiohead's song lyric from The Amnesiac Album, the event structure metaphor voiced in the lyric and the conceptual meaning of each event structure metaphor used in the lyric's sentences and clauses. Then, the comparison between previous research and this research can be seen from the use of object, where previous research used songs as its object, while this research used speech.

The last is a research entitled "*Conceptual Metaphor Analysis in George W. Bush and Barack Obama Inaugural Address*" by Yuliana Kuslambangningrum (State Islamic University of Syarif Hidayatullah Jakarta, 2015). In this previous research, the author directs the research to determine the definition of conceptual metaphors, the meaning of metaphors, and the functions of metaphors that occur in George W. Bush and Barack Obama inaugural address. Then, the comparison between previous research and this research can be seen in terms of the selection of the object used, where in the previous research the object used was inaugural of two figures in America –Bush and Obama, while the object used in this research is one of speeches conveyed by Soekarno.

The previous research had classified the data to be analyzed using conceptual metaphor theory through mapping technique. It makes the data appeared more concise and simple. The data are categorized based on the thought or ideas on each utterance that has the same subject matter. However, during the data mapping process, the author of the previous research did not mention or explain how the classification process occurred. In the other words, there is no evidence as to why an expression might fit under a particular group and causing readers to be confused. As a result, in addition to employing conceptual metaphor theory to analyze the data in research, sentence relations theory is also used with the aim of providing more clarity during the process of describing meaning from the source domain to the target domain.

Furthermore, in analysis of conceptual metaphor, there are several things that are different between the previous research and this research. First, previous research directly used cognitive semantics as the only theory that analysis figurative utterances in speeches, while in this research one of the theories of structural semantics, namely sentence relations, is also used to help find the meeting point between the source and target domains in conceptual metaphors. Second, the previous research did not use an associative strategy in determining which figurative utterances would belong to which type of conceptual metaphor, while in my research this associative strategy is used. Third, the speeches analyzed in the previous research were speeches delivered by westerners, while the speech analyzed in this research is a speech delivered by easterner. As already known that one of the characteristics of language is arbitrary depending on the

culture of who uses it, so that there are differences in the style of language used, such as the choice of diction and the resulting meaning.

1.6 Definition of the Key Terms

There are several key terms used in this research, the researcher elaborates the significance terms as follow:

1. Speech

Basically, speech is a formal statement or discourse addressed to a bunch of participant. In the other hand, speech is an act of speak in front of public to effectively deliver ideas, thoughts, directions or advices (Prawiro, 2019).

2. Utterance

According to Haye and Larrain (2011), utterance is defined as every amount of conversation that denotes a specific requirement of a language entity. In addition, utterance is a group of words with unified meaning.

3. Meaning

In semantics, it is said that the relation between sign of sound and its reference is considered as meaning. According to Zielinska (2013), meaning is what humans comprehend using the device of language in awarded context.

4. Conceptual Metaphor

Conceptual Metaphor is a theory pioneered by George Lakoff and Mark Johnson that involves human cognitive in the process of discovering meaning. According to Kövecses (2017), conceptual metaphor is a cognitive mechanism that maps one domain of experience to another. As a result, the second domain can be understood through the first domain.

5. Figurative Utterance

Figurative utterance is an utterance that cannot be understood directly. According to Giora (2016), figurative utterance is an utterance that use word or phrase that have non-literal meaning.

