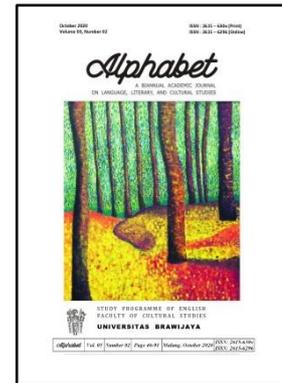


ALPHABET

<http://alphabet.ub.ac.id/index.php/alphabet>



Analysis of Funny Metaphor Used in Instagram's Captions

Muhammad Fitriyanto
Ismara Vernanda
Vita Lutfiah
Yudhistira Taufiqi Mulyana
Husnul Athiya

Alphabet / Volume 03 / Number 02 / October 2020, pp. 87 - 91
doi: 10.21776/ub.alphabet.2020.03.02.06, Published online: October 2020

How to cite this article :

Fitriyanto, M. (et.al). (2020). Analysis of funny metaphor used in instagram's captions. *Alphabet*, 03(02), 87-91. doi: 10.21776/ ub.alphabet .2020.03.02.06.

Analysis of Funny Metaphor Used in Instagram's Captions

Alphabet ©2018, by Study
Program of English, Faculty of
Cultural Studies, Universitas
Brawijaya
ISSN: 2615-630x (print)
2615-6296 (online)
Vol. 03, No. 02

Muhammad Fitriyanto ¹
Ismara Vernanda ²
Vita Lutfiah ³
Yudhistira Taufiqi Mulyana ⁴
Husnul Athiya ⁵

Abstract

This paper aims to examine the metaphors used in "Awrekeh.id" Instagram captions that the researchers considered as funny. Metaphors are often used in everyday life consciously or unconsciously, especially in terms of expressing things to make it funny. Metaphors are not only used in speech but also usually found in many writings in everyday life, such as using metaphors to make captions in Instagram posts. The researchers chose funny metaphors because there are different semantic reasons. Apart from that, other funny metaphors can also be interpreted linguistically for semantic and pragmatic reasons as they depict funny references and would even be funny without the metaphorical medium and a bit of pun. The researchers used a descriptive qualitative method to depict and describe the metaphors contained in the captions of Awrekeh.id's Instagram content from January to March as additional elements used to make the content more entertaining. In collecting data, documentation methods and techniques of screenshots, transcripts, and notes were used. Based on the problem, this study examines the use of Lakoff and Johnson's interpretation of the metaphor in the Instagram caption of the amusing account "Awrekeh.id." Following a classification of the data by Lakoff and Johnson based on the sort of conceptual metaphor used, a description of the metaphor's intended use is provided. The researchers analyzed the types of conceptual metaphors commonly used in Instagram captions by community on millennial awrekeh.id account followers based on Lakoff and Johnson's theory of metaphors. In explaining the research results, formal and informal methods were used. According to the analysis's findings, the Instagram captions for the account "Awrekeh.id" contained structural metaphors, orientational metaphors, and ontological metaphors. It means that the use of conceptual metaphors in constructing the captions is necessary in terms of making it more entertaining.

Keywords: metaphor, conceptual metaphor, social media, Instagram caption

Many Indonesians use Instagram for funny events. People have a high interest in taking pictures whenever and wherever they are. Therefore, they usually upload images and write captions for photos tagged by the public on Instagram. The society will also adapt

the situation and the aim is to allow writers in the written language to choose the variation used, figuratively speaking is one way to create language variations. There are so many funny accounts that are liked by the community that we can find on Instagram, we can

¹ Universitas Brawijaya, Malang, Indonesia. E-mail: riymuf31@student.ub.ac.id

² Universitas Brawijaya, Malang, Indonesia. E-mail: ismarav3@student.ub.ac.id

³ Universitas Brawijaya, Malang, Indonesia. E-mail: vitalutfiah@student.ub.ac.id

⁴ Universitas Brawijaya, Malang, Indonesia. E-mail: yudhist@student.ub.ac.id

⁵ Universitas Islam Negeri Antasari, Banjarmasin, Indonesia. E-mail: athiyahusnul@gmail.com

find them from most of the largest and most popular accounts, for example "*awreceh.id*".

Lakoff and Johnson (2003) stated that metaphor is often not only figurative or only in the work literature, but also in our daily life. Furthermore, Lakoff and Johnson (2003) see that the use of the term "A" to convey term B is an expression metaphorical one. Metaphors like that's what is called a metaphor conceptual, as in argumentation is war. He strikes at the weakest point of the argument. The criticism is right on target. Your claim cannot be defended.

Metaphor is a figure of speech comparing the position of two things being the same or comparable because both of them have almost the same meaning. Keraf said that the metaphor is a kind of analogy that compares things directly (Gorys, 1994). According to Knowles and Moon, metaphor is the use of language to refer to something other than what it was originally applied to, or what it literally means. Based on the above understanding, it means. Metaphors are often used in everyday life consciously or unconsciously. Metaphors are not only used in speech, but many writings in everyday life. One of the metaphorical theories that supports this statement is the theory of conceptual metaphor. The present researcher examines the phenomenon of the use of conceptual metaphors in Instagram captions by the public on the '*awreceh.id*' account. The researchers analyzed the types of conceptual metaphors commonly used in Instagram captions by community on millennial *awreceh.id* account followers based on Lakoff and Johnson's theory of metaphors. Therefore, the researchers chose funny metaphors because there are different semantic reasons (comparison of types A and B and also the other types). Apart from that, other funny metaphors can also be interpreted linguistically for semantic and pragmatic reasons as they depict funny references and would even be funny without the metaphorical medium and a bit of pun.

METHOD

This research uses a descriptive qualitative research method. The descriptive qualitative method in this study was used to depict and describe the metaphors contained in the captions of *Awreceh.id*'s Instagram content from January to March as additional elements used to make the content more entertaining. We found a total of 6 sentences that contain funny metaphors and decided to analyze them. The data type of this research is captions and sentences that we saw had funny metaphors in them. We analyze the data based on the previous conducted studies about this topic. The metaphor theory used is the conceptual metaphor of Lakoff and Johnson, then the classification of figures of speech from Moeliono's opinion. Descriptive method is used to describe the findings in the form of a description of the types of metaphors used by *Awreceh.id* account owners in completing and adding a funny impression to their posts.

RESULTS AND DISCUSSION

According to Lakoff and Johnson (2003), metaphor is one thing in terms of another, and its primary function is understanding. Furthermore, Lakoff and Johnson divided conceptual metaphors into three, namely: a) structural metaphor; b) orientational metaphor; c) ontological metaphor.

The researchers found 6 data containing funny metaphors from *Awreceh.id*'s Instagram captions from January until March. We found 3 data consisting of a structural metaphor, 1 data consisting of orientational metaphor and 1 data consisting of ontological metaphor.

Structural Metaphor

Structural Metaphor is a sentence that contains 'A is B,' where A is the target domain and B is the source domain, are structural metaphors (Rahmawati, 2021 as cited in Sutendi, 2016: 50).

Data 1



"Belum bisa mengendalikan elemen air pada dirinya"

Elemen air = darah, air mata,
 keringat, air seni
Elemen air = source domain
Air seni = target domain

In data 1, the 'elemen air' found in the human body takes many forms, including blood, tears, sweat, and urine. However, in this metaphor, 'elemen air', which serves as the source domain, is supported by an image depicting a child who urinates. As a result, it is obvious that the water element in data 1 has something to do with urine.

Data 2

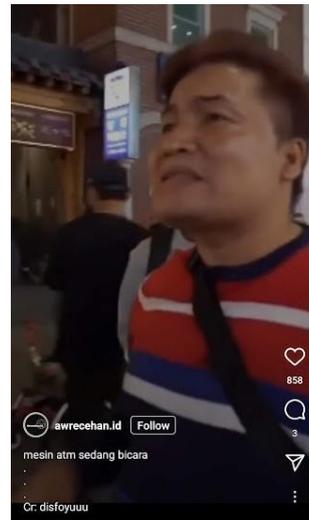


"Cumi darat nih boss"

Cumi cumi = Source Domain
Mobil/kendaraan = Target Domain

Researchers discovered conceptual similarities between the target domain and the source domain in data 2. The similarity can be explained by the word 'cumi-cumi' that can emit black ink, is the same with a vehicle that can emit black smoke.

Data 3



"Mesin ATM sedang berbicara"

Mesin ATM = Source Domain
Manusia = Target Domain

The person in the picture is known as an artist's personal assistant who is in charge of the artist's finances. In (Data 3) mentioned that 'Mesin ATM sedang berbicara' is a metaphor of the personal assistant which is likened to 'Mesin ATM'. The word is used as a term to replace personal assistant because it has similarities as an entity that dispenses money.

Oriental Metaphor

Oriental metaphor composes the whole system on the concept of the metaphor. This metaphor is closely related to spatial relationships such as, up or down, in or out, front or back, on or off, etc. (Lakoff and Johnson, 2003)

Data 4



“Tinggi banget kaya harapan orang tua”

Harapan orang tua = Source Domain
 Minimarket = Target Domain

In this data (4), the captions explain how high the minimarket pamphlet in the picture is, like the high expectations of parents for their children. Data (4) states that “*Tinggi banget kaya harapan orang tua*”. The metaphorical expression in the data is *harapan orang tua* as the source domain and the *minimarket* in the image as the target domain. The sentence of *harapan orang tua* is explained as high as the *minimarket* in the picture so that it has a close relationship with the spatial direction in the form of up-down.

Ontological Metaphor

According to Rahmawati (2021) cited in Sutendi (2016), Ontological metaphor is a type of metaphor that is used to describe something physically meaningful for something abstract. So, if A is B, A is an abstract and B is concrete.

Data 5



“Spionnya bisa melihat masa lalu”

Masa lalu = jalan
 Jalan = target domain
 Masa lalu = source domain
 Because they are both seen, or have both been through.spion = ingatan /memory
 masa lalu = the road that has been traversed

In Data 5, the sentence *masa lalu* in the metaphor below is a type of parable of the road that has been traveled, as seen in the rear mirror (*spion*). The word *masa lalu* is abstract, whereas *jalan* is concrete in the target domain. *Masa lalu* and *Jalan* is a form of relationship that can be interpreted as an ontological metaphor.

CONCLUSION

Based on our research, there are many metaphors that sometimes could be meaningful or sometimes could also be funny, our research mainly focuses on the funny side of metaphor and many ways on how to conduct it. For example, some findings in this research might be too complicated to analyze which means someone or a large group of people might not think of it as funny captions. There are many more examples that we found as funny but one might think of it as funny, it comes back to the reader’s perspective, background, and their sense of humor. The researchers analyzed the types of conceptual metaphors commonly used in Instagram captions by community on millennial awrecek.id account followers based on Lakoff and Johnson's theory of metaphors. Therefore, the researchers chose funny metaphors because there are different semantic reasons (comparison of types A and B and also the other types). Apart from that, other funny metaphors can also be interpreted linguistically for semantic and pragmatic reasons as they depict funny references and would even be funny without the metaphorical medium and a bit of pun.

REFERENCES

- Lakoff, G. & Johnson, M. (2003). *Metaphors we Live By*. London: The University of Chicago press.
- Rahmawati, I. & Zakiyah, M. (2021). Metafora konseptual dalam lirik lagu bertema pandemicorona karya musisi Indonesia: Kajian semantik kognitif. *Sintesis*, 15(2), 130-138. <https://doi.org/10.24071/sin.v15i2.3487>.