

ANALISA METAFORA PADA PIDATO POLITIK DONALD TRUMP

Metaphorical Analysis on Donald Trump's Political Speeches

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ABSTRACT: This study analysed Metaphor on Donald Trump's political speeches. This study used qualitative research as the design and Content Analysis as the approach. The researcher used interactional metaphor theory proposed by Max Black (1962) combined with cognitive metaphor suggested by Lakoff & Johnson (1980) to reveal the use of metaphorical expressions in Donald Trump's Political speeches as well as to see how it affects audience to vote for him. The researcher selected three speeches such as campaign speech (2015), victory speech (2016) and inauguration speech (2017) as the object of study. These speeches are selected based on some considerations, such as lexical density, political concepts described by Trump, academic scrutiny and also to make this research more manageable. From the result of metaphorical analysis, the researcher found that Donald Trump frequently used ten dead metaphors, fifteen active metaphors, three compound metaphors, seven implicit metaphors and five submerged metaphors. Metaphor has played crucial part in persuading Americans to vote Trump as president. The objective of the metaphor is to show a resemblance between the object and subject. Or to put it in another way, metaphors are used in order to get the hearer to see the subject in "a different light". Based on the analysis, the researcher concludes that metaphor has played crucial parts to evoke audience's emotional state so they tend to believe and vote for Trump.

Keywords: Metaphorical Analysis, Donald Trumps's Political Speeches.

ABSTRAK: Studi ini menganalisis Metafora pada pidato politik Donald Trump. Penelitian ini menggunakan penelitian kualitatif sebagai desain dan Analisis Isi sebagai pendekatan. Peneliti menggunakan teori metafora interaksional yang dikemukakan oleh Max Black (1962) dikombinasikan dengan metafora kognitif yang disarankan oleh Lakoff & Johnson (1980) untuk mengungkapkan penggunaan ekspresi metaforis dalam pidato Politik Donald Trump serta untuk melihat bagaimana pengaruhnya terhadap audiens untuk memilihnya. Peneliti memilih tiga pidato seperti pidato kampanye (2015), pidato kemenangan (2016) dan pidato pengukuhan (2017) sebagai objek penelitian. Pidato ini dipilih berdasarkan beberapa pertimbangan, seperti kepadatan leksikal, konsep politik yang dijelaskan oleh Trump, pengawasan akademis dan juga untuk membuat penelitian ini lebih mudah dikelola. Dari hasil analisis metafora, peneliti menemukan bahwa Donald Trump teridentifikasi menggunakan sepuluh metafora mati, lima belas metafora aktif, tiga

metafora majemuk, tujuh metafora implisit, dan lima metafora terendam. Metafora telah memainkan peran penting dalam membujuk orang Amerika untuk memilih Trump sebagai presiden. Tujuan dari metafora adalah untuk menunjukkan kemiripan antara objek dan subjek. Atau dengan kata lain, metafora digunakan untuk membuat pendengar melihat subjek dalam "cahaya yang berbeda". Berdasarkan analisis, peneliti menyimpulkan bahwa metafora telah memainkan peran penting untuk membangkitkan keadaan emosional audiens sehingga mereka cenderung percaya dan memilih Trump.

Kata Kunci: *Analisa Metafora, Pidato Politik Donald Trump.*

A. INTRODUCTION

Metaphor is defined as "figure of speech in which a term is transferred from the object it ordinarily designates to an object it may designate only by implicit comparison or by analogy" (Webster's online dictionary). Metaphor makes an implicit, implied, or hidden comparison between two things that are unrelated, but which share some common characteristics. In other words, a resemblance of two contradictory or different objects is made based on a single or some common characteristics.

In simple English, when we portray a person, place, thing, or an action as *being* something else, even though it is not *actually* that "something else," we are speaking metaphorically. For example, the phrase, "My brother is the black sheep of the family," is a metaphor because he is not a sheep, nor is he black. However, we can use this comparison to describe an association of a black sheep with that person. A black sheep is an unusual animal, which typically stays away from the herd, and the person being described shares similar characteristics.

Most of us think of a metaphor as a device used in songs or poems only, and that it has nothing to do with our everyday life. In fact, all of us in our routine life speak, write, and think in metaphors. We cannot avoid them. Metaphors are sometimes constructed through our common language, and they are called "conventional metaphors."

For instance, calling a person a "night owl," or an "early bird," or saying "life is a journey," are common examples of metaphors heard and understood by most of us. Using appropriate metaphors appeals directly to the senses of listeners or readers, sharpening their imaginations to comprehend what is being communicated to them. Moreover, it gives a life-like quality to our conversations, and to the characters of the fiction or poetry. Metaphors are also ways of thinking, offering the listeners and the readers fresh ways of examining ideas and viewing the world.

Metaphors have an impact on cognitive perception while at the same time even native speakers do not always realize the presence of metaphor in a speech or text. The sum of these two valuable features results in its power to influence people's opinions or thoughts and alter their vision on the world.

As metaphor influences how we think and accordingly act, its cognitive function is of major importance to political speech. Politics deals with complex materials that are sometimes difficult to grasp. That is why metaphor is an indispensable and frequently applied figure of speech in political discourse. It helps people to understand complex concepts and functions as a persuasive tool.

Metaphor can also invigorate a message or make a speech more memorable, as well as arouse emotional response. The way in which a metaphor transmits an emotional feeling can be illustrated by calling a political leader "a Hitler". The emotions aroused or exemplified by this allusion have an influence on how the national leader is perceived. The way in which a political leader can thus influence people's emotions is one of the principal reasons why they use metaphors in their discourses. The higher the metaphor use in political speeches, the more they seem to inspire followers. This is mainly because these speeches arouse emotions that connect with the topic or rhetor while at the same time communicating what measures need to be taken (Mio et al.2005: 288).

A particular speech which is created along with the metaphor inside is not intended only for a beauty of language although it is true that a speech requires set of components which one of them may be the metaphor to draw the attention of the audiences.

In this study, the researcher will use cognitive metaphor theory (CMT) as an approach which is preoccupied with the relationship between metaphors and cognition. CMT claims that metaphors underlie our perception of the world. This has two implications for the analysis of political speeches. Firstly, CMT claims that metaphors identified in language can reveal patterns of thoughts.

This means that by studying the conceptual metaphors we can see how we perceive such abstract phenomena as politics, economy, international affairs. Secondly, and more importantly, by analysing what metaphors a politician uses we can see what images she or he is trying to invoke in his followers, what emotions to evoke in them and what to believe in. CMT can also give answers to why a certain politician is successful in promoting herself or himself or convincing her or his followers to accept an otherwise unpopular decision.

Since there is no single research conducting the task to figure out speeches of Donald Trump from the metaphorical perception, the researcher intends to reveal the use of metaphor in Donald Trump's speeches.

This study, thus, formulates the following questions:

- (1) What are the metaphors used in Donald Trump's political speeches?
- (2) How do Donald Trump's speeches affect audience to believe in his ideas and policies?

Therefore, the current study aims at revealing the use of metaphors and possible effect Donald Trump's speeches can have on audience.

B. METHOD

This study uses content analysis to answer two research questions which have been formulated. Content analysis is conducted to identify Metaphor used in the speeches. The method of content analysis is defined as “systematic, quantitative analysis of communication of message content” (Hacker, 2004). Its focus is on “visible communication content” only. A content analysis study does not answer the question of motive or reason behind the content or of the effect of content on political behaviour. Content analysis researchers analyze texts; a text “is any kind of communication message in which symbols are used” (Baxter & Babbie, 2004). The communication messages may be mediated, nonmediated, private, public, scripted, or spontaneous. The symbols analyzed in the communication may be verbal or nonverbal. Content analysis researchers look for indicators of issue or image, positivity or negativity, partisan appeals, emotional tone, and fear appeals, among many others (Kaid, 2004).

The sample of the study is consisted of three speeches. First is Donald Trump’s campaign speech in June 2015, second is victory speech in November 2016 and third is his inaugural speech, delivered in January 2017. All of these speeches are delivered on three different occasions. The researcher only chooses three speeches to make this research more manageable. Donald trump’s first campaign speech announce his candidacy for US President, his speech are indicated as rich of persuasiveness and metaphor, he mostly talk about the failure of previous government, and his ambitions to be the next America’s president. Second is victory speech, it has been an important ritual in USA Presidential election. Donald Trump’s victory speech considered to have high lexical density and rich in content, based on presidency.ucsb.edu. Third, inauguration speech is important for it presents general goals and issues that president hopes to tackle during his term. Inauguration speech also reflects the styles and values of the president. From all these three speeches, they are similar in nature, in which the themes are all about hatred to ISIS, demonizing previous government, and his ambition to be the next America’s President.

In conducting the study, the researcher is the key instrument who has knowledge all about the study. As the key instrument the researcher is the one who collects the data, then reduces the data in order to make it more focus and simpler to analyze, afterwards the researcher displays the data which are ready to be concluded and verifies as the next step. This is supported by statement from Bogdan and Biklen (1992) who suggest that in conducting qualitative research, the researcher being the key instrument. The researcher is the one who collects the data and conducts the research and also interprets the data.

The data of the study are taken from the videos and transcript of Donald Trump’s political speech which are obtained from the www.CNN.com. The researcher chooses three speeches such as campaign speech, inauguration speech and victory speech. Those

speeches are chosen because they considered to have rich intended meaning and ideologies. First is victory speech, it has been an important ritual in USA Presidential election. Donald Trump's victory speech considered to have high lexical density and rich in content, based on presidency.ucsb.edu. Second, inauguration speech is important for it presents general goals and issues that president hope to tackle during his term. Inauguration speech also reflected the styles and values of the president.

In this study, the researcher steps through several procedures of collecting the data. The procedures are showed in the following items:

1. The researcher defines the sample which will be used for this present study.
2. The researcher reads the speeches and then highlighted the lines which are considered to have Metaphor.
3. Then the researcher will reduce the lines which are considered not having Metaphor
4. After that the researcher puts all texts which contains Metaphor in the table to ease the process of seeking three appeals in the data.
5. The researcher pays attention to each data to figure out metaphors used.

To analyze the data, the researcher takes several steps based on Mayring (2001; 2012), as follows:

Step 1: Prepare the data

Since the researcher intends to analyse Donald Trump's speeches, the researcher browses for the transcript which has been provided in CNN Politic. The researcher downloads the transcript in www.CNN.com. After the data has been in the form of text, the researcher defines the unit of analysis.

Step 2 : Define the Unit of Analysis

The unit of analysis is the major entity that the researcher is analysing in the study. Messages have to be unitized before they can be coded and differences in the unit definition affected coding decisions as well as the comparability of outcomes with other similar studies.

Step 3 : Develop Categories and a coding scheme

Categories and a coding scheme were derived from three sources; the data, previous related studies and theories.

In qualitative research it is possible for the researcher to collect the data while analyzing the data therefore there was an overlapping showed from the data collection process and data analysis one. The researcher codes the speech, the page, and the line in research findings.

1. Speeches selected

Campaign speech = Cs

Victory speech = Vs

Inauguration speech = Is

Coding: Speech, Page, Line

For example: Campaign speech, page 4, line 23

(Cs,4,23)

2. Metaphora

- A. Mixed metaphor (Mm)**
- B. Dead metaphor (Dm)**
- C. Active metaphor (Am)**
- D. Compound metaphor (Cm)**
- E. Implicit metaphor (Im)**
- F. Submerged metaphor (Sm)**
- G. Conceptual metaphor (Cnm)**

Step 4 : Interpreting the Meaning from the Data

At this point, the researcher makes inferences and presents the reconstructions of meaning derived from the data. This is critical step in the analysis process and its success relies almost wholly on the researcher's reasoning abilities.

Step 5 : Report the Findings

The researcher will provide the findings in the form of table and explain them narratively. Therefore, in this step the researcher will present the methods and findings in this thesis.

C. DISCUSSION

Metaphors help a skeptical or apathetic audience better embrace and value a new concept or idea. Metaphors make the connection of that new idea to an object the audience already knows. Metaphor is treated as a connection or a bridge between the

new and the familiar. This connection provides a new perspective and a new meaning that can persuade an audience to reconsider its skeptical or apathetic attitude.

Metaphors are so powerful that Aristotle said: *"The greatest thing by far is to have mastered the metaphor."* And the Spanish philosopher and writer Jose Ortega y Gasset added, *"The metaphor is probably the most fertile power possessed by man."* In short, metaphor is a connection or a bridge between the new and the familiar.

The researcher answers first research question by identifying and analyzing six types of metaphor such as dead metaphor, active metaphor, compound metaphor, implicit metaphor, and submerged metaphor.

I. Dead Metaphor

A dead metaphor is one in which the sense of a transferred image is no longer present. Example: "he grasped the concept" or "I didn't catch your name".

Both of these phrases use a physical action as a metaphor for understanding (itself a metaphor), but in none of these cases do most speakers of English actually visualize the physical action. Dead metaphors, by definition, normally go unnoticed.

Some people make a distinction between a dead metaphor whose origin most speakers are entirely unaware of (such as "to understand" meaning to stand underneath a concept), and a dormant metaphor, whose metaphorical character people are aware of but rarely think about (such as "to break the ice"). Others, however, use the latter as a way of describing metaphorical cliché. So a dead metaphor is a metaphor that through overuse has lost figurative value.

Barbara Lesz's work (2011) has been such a help in terms of understanding and applying metaphor identification in this study. Contrary to what the name indicates, dead metaphors are the most common metaphors in thought and language. They are stereotyped expressions that go unnoticed, but at the same time are very important to our perception of the world (Lesz 2011: 29).

In Donald Trump's campaign speech, he used six metaphorical expressions which are identified as dead metaphor. Further, dead metaphor has appeared seven times in Trump's inauguration speech and one time in his victory speech. Therefore, the researcher provides further explanation of dead metaphors found in Donald Trump's speeches.

Extract 1

*"They're bringing those problems with us. They're **bringing crime**."* (Cs,1,20)

The statement above is indicated of having dead metaphor. Trump used the word **'bring'** to state that Mexican people carry negative things from their countries such as problem and crime. Actually problems and crimes are two abstract noun which can't be carried physically, otherwise Trump used it very often that it loses its figurative value.

Extract 2

"Iran is taking over Iraq, and they're taking it over big league" (Cs,2,2-3)

This statement indicates that Iran expropriate Iraq, as if it a vehicle that can't be replaced. It is classified as dead metaphor because Trump uses the word 'take over' in many of his statements to explain something which have been expropriated in several aspects. At this point, **'Iran is taking over big league'** means Iran's reach now extends even deeper throughout Iraq in the aspect of security police and political forces.

Extract 3

*"They don't know how to bring it about. They come up to my office. I'm meeting with three of them in the next week. And they don't know – **"are you running? are you not running?"** (Cs,2,34-36)*

Trump describes the word 'running' to explain his candidacy as America's 45th President. It doesn't mean literally 'run' but it means his action to step forward as American 45th president.

Extract 4

*"Because we need money. **We're dying. We're dying.** We need money" (Cs,7,2)*

Literally, 'dying' means stop living or death in the matters of health or illness. At this point, trump uses the word 'dying' to state the financial crisis which has been undergone by American government, and that financial crisis can only be solved if the government earn or get some money. It is classified as death metaphor because it is commonly used and the speaker doesn't even notice the metaphorical value in using it.

Extract 5

*"Everybody thought **the deal was dead**" (Cs,8,8)*

'Dead' is a word literally used to describe living creature who stops living. It is associated with the process of passing from life or ceasing to be. On the other hand, 'deal' is an abstract noun, it's not a living thing. In this statement **'the deal was dead'** means the deal was not successful or the final result is not as expected.

Extract 6

*"Save Medicare, Medicaid and Social Security without cuts. Have to do it. **Get rid of the fraud.** Get rid of the waste and abuse, but save it. People have been paying it for years. And now many of these candidates **want to cut it.**" (Cs,10,15)*

'Fraud' is an abbreviation of fraudulent. It means unjustifiably claimed or being credited with particular quality, specifically corruption or criminal deception. Trump labelled Medicare during Obama period which is also known as 'Obamacare' is full of deception or dishonest. He stated that it costed a lot of budget, and many candidates 'want to cut it' means reduce the budget spends for Medicare.

Extract 7

*"You know, they kept saying we have a **small staff. Not so small.** Look at all of the people that we have. Look at all of these people" (Vs,3,2)*

In this statement, 'small' is not meant to describe the size of body but rather to describe the amount of people.

Extract 8

*"And spent trillions and trillions of dollars overseas while **America's infrastructure has fallen into disrepair and decay.** We've made other countries rich, **while the wealth, strength and confidence of our country has dissipated over the horizon.** (Is,3,15-17)*

'Has fallen' is classified as dead metaphor, because in this case, it is used to describe the declines of financial condition and infrastructure in the United States.

Extract 9

*"**The wealth of our middle class has been ripped from their homes and then redistributed all across the world.**" (Is, 3,20-21)*

'Has been ripped' used to describe how some middle class lose their wealth, because government redistributed it all across the world. Literally, 'has been ripped' means tear something forcibly away from someone.

Extract 10

*"**It's time to remember that old wisdom our soldiers will never forget, that whether we are black or brown or white, we all bleed the same red blood of patriots.**" (Is,5,20-21)*

'Black or brown or white' are considered as dead metaphor because it refers to complexion or skin color. In this case, it is very common for American to label skin complexion based on its color only.

Contrary to what the name indicates, dead metaphors are the most common metaphors in thought and language. They are stereotyped expressions that go unnoticed, but at the same time are very important to our perception of the world (Lesz, 2011). It is not very cognitively demanding to perceive a dead metaphor because they are cliché-ridden and have become conventionalised language. Hence the term "dead", which also refer to their obsolete characters. However, they do have a big impact on the concepts we form in our head. It is especially because of this conventionalised character that we are unaware of their power to influence our minds subconsciously (Goatly, 2005). Donald Trump frequently used dead metaphor in Campaign Speech. He used it six times. In Victory speech, dead metaphor has appeared one time and three times in inauguration speech. Max Black argue that 'dead metaphor should be classified as other separate vocabulary item rather than metaphor since it has been part of daily language and has lost its figurative value.

II. Active Metaphor

To ensure the active metaphor is understood, further contextual information may be used to hint at its meaning. An *active* metaphor is one which, by contrast, is not part of daily language and is noticeable as a metaphor. In these three speeches, it has been found out that Donald Trump has used twelve active metaphors in campaign speech and one statement indicated of having active metaphor in victory speech. Below, there will be provided further explanations of active metaphor found in Donald Trump's speeches.

Extract 11

"The U.S. has become a dumping ground for everybody else's problems." (Cs,1,16)

Dumping ground refers to a place where garbage or unwanted materials are left. In this statement, Donald trump equated the United State as a trash can and everybody else's problem as garbages. It is classified as active metaphor because it compares two different thing to form new concept or perception which can easily grasp by audience. This statement brings crucial influence for audience, audience tends to think that the United States under Barrack Obama government is a 'dumping ground', that's the image Trump tries to describe.

Extract 12

*"I watch the speeches of these people, and they say **the sun will rise, the moon will set** "*
(Cs,3,2)

'The sun will rise, the moon will set' is a poetic language. It indicates that after all the problems which have been suffered by the United States, new president will fix everything and bring new chapter for the United States. As audience can easily notice its figurative value, this statement contained active metaphor.

Extract 13

*"They will not bring us- believe me – to the **promised land.**"* (Cs,3,2)

In this case, Trump uses the word 'promised land' to present the united states' future which he promised will be wealthy, prosperous, and better than before.

Extract 14

*"We ought to send some real **junk**, because, frankly, it would be- we ought to send our surplus "* (Cs,6,25)

To really understand what Trump means with **real junk**, verbal surroundings are highly required. In this statement **real junk** means used equipment which doesn't function well.

Extract 15

*"Reduce our \$18trillion in debt, because, believe me, **we're in a bubble.**"*(Cs,10,19)

'We're in a bubble' described the situation which is faced by the United States. The bubble is fragile, it can be suddenly broken and everyone in the bubble was in dangerous situation. That's what Trump tries to persuade audience, America is not in good condition, economically and politically. Trump assumed the country is about to broke.

Extract 16

*"**Be careful of a bubble** because what you've seen in the past might be a **small potatoes compared to what happens.**"* (Cs,10,22-23)

Once again, Trump explained that they're facing really difficult situation, he talked about financial aspect. This 'bubble' thing is bigger than many problems that America has faced during previous periods. Trump implies that Obama's period was so bad that it causes economical problem which is worse than previous era.

Extract 17

*"We have a **disaster** called the big lie: Obamacare. Obamacare" (Cs,2,24)*

Obamacare is a healthcare program during Obama's government. Trump compares it as disaster. He tries to create negative image about Obama's program. It is classified as active metaphor because it's not part of daily language.

Extract 18

*"He makes that deal, Israel maybe won't exist very long. It's a **disaster** and we have to protect Israel." (Cs, 3,37)*

'Disaster' is used to describe something terrible and destructive. In this case, Trump assumed how importance the existence of Israel for him. He believes that bad things will happen if Israel doesn't exist.

Extract 19

*"We have people that are selling this country **down the drain**." (Cs, 8,29)*

'Down the drain' means being wasted and destroyed. Seeing the context of this statement, trump emphasized that the country has failed financially.

Extract 20

*"I would do various things very quickly. I would **repeal and replace the big lie, Obamacare**." (Cs, 8,38)*

'**Repeal and replace**' stressed how big trump's hatred toward Obama's healthcare program. Once again he called Obamacare as a 'big lie' which is one of his strategies to create bad image of previous government. This statement contains active metaphor because active metaphors can be a sign of arrogance or someone who thinks they are more intelligent than perhaps they actually are.

Extract 21

*"End-end Common Core. Common core should – **it is a disaster**." (Cs, 9,26-27)*

'Common core' is an education program during Obama's government. Trump always compared it as disaster or something terrible. By creating this negative impression, he tries to persuade voter that he will do much better or replace it with better educational curriculum.

Extract 22

*"We ought to send **some real junk**, because, frankly, it would be- we ought to send our surplus."* (Cs,6,25-26)

This statement requires context to be fully understood. The previous sentences stated 'They always keep our **equipment**. We ought to send **used equipment**, right? They always keep **our equipment**'. The word 'they' refer to Saudi Arabia. Trump equates equipment they send to Saudi as junks. It indicated that Donald Trump only perceived relationship between Saudi and united states as a way to gain benefits for the united states. 'we bought to send some real junks' means Trump suggested the government to send used equipment so that he got more surplus.

Extract 23

*"At the **bedrock** of our politics will be a total allegiance to the United States of America, and through our loyalty to our country."* (Is,5,1)

According to Cambridge dictionary, 'Bedrock' means basic or fundamental principle of which something is based. In this statement, 'bedrock' refers to core ideology of politics.

Extract 24

"We will shine for everyone to follow." (Is,4,15)

At this point, trump defines himself as someone who will cast a light, or someone who will bring the country to a better phase. He emphasized himself as a **leader**, because of the statement 'for everyone to follow'. Once again he tried to convince the audience that he is the good leader that will bring the country to better condition.

Extract 25

*"For too long, a small group in our nation's capital **has reaped the rewards of government** while the people have borne the cost. **Washington flourished, but the people did not share in its wealth.**"* (IS,2,2)

This statement explains trump's opinion toward Obama's government. He thought for this long, the policies were only beneficial for governments not the citizens of America. It is his strategy to convince the audience to vote for him, because he emphasized bad sides of Obama's government, and promised better condition if he has been chose as America's president.

Extract 26

*"This was tough. **This political stuff is nasty**, and it is tough."* (Vs, 2,31)

Trump assumes political stuff is nasty because it contains a lot of intrigue. He stated it because he has undergone the whole campaign process. By choosing the diction 'nasty' he emphasized his bad impression toward political stuffs.

Based on the findings above, the researcher concerned exclusively with what have been called 'active metaphors' (Goatly (1997), 'live metaphors' or 'deliberate metaphors' (cf. Black 1993; Levin 1993; Cameron in press). As a first pass at characterizing the phenomenon, a survey of the literature turns up the following four main criteria, which have been used either separately or together.

- (a) Dissonance or deviance between sentence meaning (literal meaning, etc.) and the speaker's intended or inferred meaning
- (b) An implied statement of likeness (similarity, analogy, or comparison)
- (c) Recognisability by the listener, linked with a 'colourful effect', 'freshness' or novelty

From the above discussion it can be seen that active metaphor is often used in Donald Trump's speeches. Edelman argues that metaphors are employed in order to provide the motivation or justification to think or behave in a particular manner. (Edelman, 1977: 36) Therefore, in order to encourage people to behave in a right way, politicians will provide motivation. For example, in the statement '**we will shine for everyone to follow**' Trump points out that the final destinations will be perfect, and similarly they confidently tell people that the final victory belongs to America, all of which provide motivation for people to act and behave. To sum up, the above functions enable politicians to make the most use of metaphors to achieve their goals, and at the same time, people cannot only easily understand various political views, but also get greatly motivated and encouraged, all of which are essential for a country to succeed.

A compound metaphor is one where there are multiple elements in the metaphor that are used to snag the listener. These elements may be enhancement words such as adverbs, adjectives, etc. Each element in the compound metaphor may be used to signify an additional item of meaning. Below, the researcher provides findings of compound metaphor in Donald Trump's speeches:

Extract 27

*"Every four years, we gather on these steps to carry out the orderly and **peaceful transfer of power**" (Is,1,7-8)*

This statement has been classified as compound metaphor because it contains multiple elements. Specifically, the element is enhancement word such as adjective. The word 'peaceful' enhance the word 'transfer'. By adding the word peaceful, trump tries to

explain that the process of transferring power from Obama to him has been done without involving violence or force.

Extract 28

"We stand at the birth of a new millennium, ready to unlock the mysteries of space, to free the earth from the miseries of disease, and to harness the energies, industries and technologies of tomorrow." (Is,5,16-18)

This statement contains many elements to enhance the feeling of audience. '**stand at the birth of new millennium**' means that American people has arrived in modern era, they could do many beneficial things in the future such as space exploration, developing new medical treatments, improving natural sources, human sources, industries and technologies.

Extract 29

"And whether a child is born in the urban sprawl of Detroit or the wind-swept plains of Nebraska, they look up at the same night sky, they fill their heart with the same dreams, and they are infused with the breath of life by the same almighty creator." (Is, 6,2-4)

There is a dominant used of adjective in this statement which catches audience's mind by the use of adjective such as '**urban sprawl**' and '**wind-swept plains**'. Based on that, this statement is considered as having compound metaphor.

A compound metaphor is one that catches the mind with several points of similarity

III. Implicit Metaphor

An *implicit* metaphor is one in which the tenor is not specified but implied. In an implicit metaphor, the full subject is not explained, but is implied from the context of the sentence.

In this section the researcher explains the findings of implicit metaphor in Donald Trump's speeches.

Extract 30

"When Mexico sends its people, they're not sending their best. They're not sending you. They're not sending you." (Cs,1,16)

Implicit metaphor is also known as unmentioned comparison. The **implied metaphor** is a metaphor that doesn't explicitly state the comparison. Instead, an implied metaphor does just what its name indicates: it implies, hints, or alludes to the comparison. This statement implies that Mexico is not sending good people. Indirectly,

Trump compares American and Mexican, he implies that American is good people with best quality, otherwise Mexican is not good people. It is supported by trump's statement 'they're bringing crime, they're rapist.' It shows that trump has negative perception towards Mexican.

Extract 31

*"Last quarter, it was just announced our gross domestic product- a sign of strength, right ? But not for us. **It was below zero. Whoever heard of this ? it's never below zero.**" (Cs, 2,10-11)*

In this statement, implicitly Trump is attacking Obama for this bad quarter of growth. Based on *politifact*, "Trump messes up his economic terms; the gross domestic product was not "zero." And the growth in the gross domestic product has been below zero 42 times over 68 years.'

Extract 32

*"And yet that's the kind of mindset that you need **to make this country great again.** So ladies and gentleman.....i am officially running....for president of the united states, and we are going **to make our country great again.**" (Cs,3,14-15)*

'To make this country great again' has become the slogan used by Trump during this campaign. President Ronald Reagan used similar slogan' Let's make America great again' in presidential campaign 1980. It means that Donald Trump is not the first person who invented that slogan. This slogan contains hidden meaning, but it is ultimately a slogan that appeals to the politics of reaction, whether it's a white supremacist longing for the time when the white race dominated without shame or guilt. It is undeniable that Trump often chooses memorable diction. The single most important word in this slogan is 'again'. By saying this trump means 'America is not great now' and selfishly claims that he alone could make this country great again.

Extract 33

"We have all the cards but we don't know how to use them. We don't even know that we have the cards, because our leaders don't understand the game." (Cs,4,37)

Implicitly trump compares governing the country with playing poker. He assumes that as president, Obama has everything he needs to gain benefit for America. By stating 'Our leaders don't understand the game' Trump means Obama is not a good president.

Extract 34

“The forgotten men and women of our country will be forgotten no longer”
(Vs,1,26)

In this case, ‘The forgotten men and women’ are low income voter, rural voter, and older veteran voter. Trump vowed them better life during his government since he promised will create economy policy and health care program that will be beneficial for ‘the forgotten men and women’.

Extract 35

*“Their victories have not been your victories. Their triumphs have not been your triumphs. And while they celebrated in our nation's capital, **there was little to celebrate for struggling families all across our land.**”* (Is, 2,4-6)

Trump assumes only some elite politics who get profits regarding to economy policies during Obama’s leadership. Once again he emphasized that government forgot low income citizens and only concern to their profit. It is indicated by the word ‘struggling families’ which represent low income citizens and ‘triumphs /victories’ which represent government’s profit.

Extract 36

“The time for empty talk is over. Now arrives the hour of action.” (Is,5,13)

‘Empty talk’ means ‘has no meaning’. Implicitly, trump compares Obama’s policy and leadership as ‘Empty talk’. Trump thinks it has no meaning and not enough action. ‘Now arrives the hour of action’ is a form of Trump’s promise that he will give better action than previous government.

One of the best ways to understand the nature of something is to compare it against something else whose attributes are known. Donald Trump frequently uses comparisons in his speech to help to express what he means in terms with which the audience can relate.

An implicit metaphor is a metaphor in which the characteristic being compared between two objects is not stated and left up to the audience to imply the meaning from the context of the sentence. When constructing metaphors it is important to draw on personal experience to create interesting and meaningful comparisons.

IV. Submerged Metaphor

Submerged metaphor is one in which the metaphoric vehicle is indicated by one part of it. Typically, the element selected to be the metaphor has particular significance for the intended meaning. The researcher explains the findings of submerged metaphor in Donald Trump's speeches.

Extract 37

"They have bridges that make the George Washington Bridge look like small potatoes." (Cs,4,36-37)

Submerged metaphor is one in which the metaphoric vehicle is indicated by one part of it. By comparing George Washington bridge to other Countries' bridges, Trump hyperbolized it with the word 'small potatoes'.

Extract 38

"They get good stories, because the newspapers get buffaloed." (Cs,5,19-20)

The statement '**newspapers get buffaloed**' indicates trump's bad attitudes toward media. 'buffalo' represents 'stupidity'. When trump compares newspaper with buffaloed, he means newspaper has been fooled by government.

Extract 39

"I would build a great wall, and nobody builds wall better than me, believe me and I'll build them very inexpensively, I will build a great, great wall on our southern border. And I will have Mexico pay for that wall." (Cs,9,1-3)

'Wall' is a metaphoric vehicle that contains two meanings. First, it literally means a continuous vertical brick or stone structure that encloses or divides an area of land. Second, it means a personal barrier, which seem impossible to cross, penetrate and overcome in general. Unlike a gate or fence, which implies security with controlled accessibility, the thick, ponderous wall neither receives entry nor allows escape. It is both a physical, as well as mental, stronghold. When trump said he will build a wall in southern border, he means both literal and implied meaning. He has personal problem with Mexico, and he's going to build a wall that Mexico should pay for that. '**Mexico should pay for that**' means Mexico will be charged high tax for every stuffs they bring into United States.

Extract 40

*"We will get our people off of welfare and back to work, **rebuilding our country with American hands** and American labor."* (Is,4,10-11)

"Rebuilding our country with American hands" contains submerged metaphor because 'American hands' is the metaphoric vehicle that represent all American people.

Extract 41

*We will follow two simple rules; **buy American and hire American.*** (Is,4,12)

There are two phrases which are indicated of having submerged metaphor. First is "buy American ", Trump urged people for buying American products only since he has expressed his hatred toward other products such as China product. Second is "hire American" Trump urged his voters to employ American in every aspect of government, organization and entrepreneurship.

Based on the findings above, Donald Trump used forty one metaphorical expressions. Specifically, ten dead metaphors, fifteen active metaphors, three compound metaphors, six implicit metaphors and five submerged metaphors. The objective of the metaphor is to show a resemblance between the subject and object. Or to put it in another way, metaphors are used in order to get the hearer to see the subject "in a different light." The researcher thinks this is the main aspect of any theory of metaphor, and it is one that should be accepted.

Metaphor has played crucial part in persuading Americans to vote Trump as president. Donald Trump used forty one metaphorical expressions. Specifically, ten dead metaphors, fifteen active metaphors, three compound metaphors, six implicit metaphors and five submerged metaphors. The objective of the metaphor is to show a resemblance between the subject and object. Or to put it in another way, metaphors are used in order to get the hearer to see the subject "in a different light."

D. CONCLUSION

The researcher conducts this study in order to find out what metaphors used in Donald Trump political speeches and what kind of persuasive strategies he applied in order to convince his audiences to vote him. Furthermore, the researcher also discusses how Donald Trump speeches can affect his audience to believe in his idea and policy. The researcher uses Aristotle's theory and Compliance Gaining theory to analyze persuasive strategies in Donald Trump's political speeches. To analyze the metaphor, the researcher use conceptual metaphor theory which is proposed by Lakoff and Johnson in his book 'Metaphor we live by'. According to metaphor theory, there are five types of metaphor

such as dead metaphor, active metaphor, compound metaphor, implicit metaphor and submerged metaphor.

In previous chapter it has been revealed that Trump has been linguistically successful to convince Americans to vote him in as President. This linguistic power is supported by his frequent use of metaphors and his high tendency used of persuasive strategies.

Donald Trump frequently used dead metaphor in Campaign Speech. He used it six times. In Victory speech, dead metaphor has appeared one time and three times in inauguration speech. However, these metaphorical expressions (dead metaphor) have a big impact on the concepts we form in our head. It is especially because of this conventionalised character that we are unaware of their power to influence our minds subconsciously (Goatly, 2005). In previous study written by Hanne Pennick (2014), he stated that Dead metaphor unconsciously contained emotive effects for audition", so that they tend to believe in Trump's idea.

The second point is about active metaphor. It can be seen that active metaphor is often used in Donald Trump's speeches. Edelman argues that metaphors are employed in order to provide the motivation or justification to think or behave in a particular manner (Edelman, 1977: 36). Metaphors enable politicians to achieve their goals, and at the same time, people cannot only easily understand various political views, but also get greatly motivated and encouraged, all of which are essential for a country to succeed. Trump used active metaphor to motivate his audience to vote for him.

The third point is compound metaphor. Compound metaphor in Trump's speeches, has been used to signify additional meaning. It catches readers' attention since it uses various adjectives to make the speeches more memorable.

The fourth point is implicit metaphor. Trump uses a lot of interesting comparison. One of the best ways to understand the nature of something is to compare it against something else whose attributes are known. Donald Trump frequently uses comparisons in his speech to help to express what he means in terms with which the audience can relate.

The last point is submerged metaphor. Submerged metaphor used one part to indicate the whole part, in other way it's the form of simplification but contains intended meaning. When Trump stated that 'we'll build this country with American hands", the audience can catch the intended meaning that American will be prioritized in the process of developing this country.

Metaphor has played crucial part in persuading Americans to vote Trump as president. Donald Trump used forty one metaphorical expressions. Specifically, ten dead metaphors, fifteen active metaphors, three compound metaphors, six implicit metaphors and five submerged metaphors. The objective of the metaphor is to show a resemblance

between the subject and object. Or to put it in another way, metaphors are used in order to get the hearer to see the subject "in a different light."

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