

## Conceptualization of Drug Metaphors in YouTube News

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### ARTICLE INFO

*Keywords:* Metaphorical Expressions, Drug, News

*Received :* 14, June

*Revised :* 28, June

*Accepted:* 29, July

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### ABSTRACT

This research aims to reveal the conceptualisation of drug metaphors in YouTube news. This type of research includes qualitative research which is descriptive analysis. This research method uses the methods of listening, engaging, and discoursing. The advanced technique uses the comparative equating technique to determine the correspondence between metaphorical expressions and the cognitive function of metaphors. The results of this study reveal that ontological metaphors are more dominant in YouTube news compared to structural metaphors and orientational metaphors. The narrator conceptualises more physical things for abstract things. The metaphors contained in the drug news were found to be 2 structural metaphors, 3 orientational metaphors, and 12 ontological metaphors.

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## **INTRODUCTION**

Language is the result of what is in the human mind which is instrumentalist (Pateda, 2015, p. 6). Language has a very important role in the human thinking process (Haula & Nur, 2019). Language and mind are interrelated, the relationship between language and mind lies in the assumption that language influences the way humans view the world and affects the individuals who use the language (Sasti, Poetri Mardiana; Asropah; Umay, 2023). So that humans use their minds to conceptualize, organize, and create language as an instrument to convey information.

The conceptual metaphor originated from Lakoff & Johnson with their work *Metaphors We Live By* which is a logical construction of language based on the principle of analogy with a conceptualization of an element with another element (Lakoff & Johnson, 2003). Metaphors are formed in language, be it spoken or written language. The use of metaphorical expressions is the result of the human thinking process (Kovecses, 2010). Metaphor is a conceptualization of imagination in the form of figurative language that is useful as a conceptual term of the intended language. Metaphor in the view of cognitive linguistics is defined as understanding one conceptual domain in relation to another domain (Kovecses, 2015, p. 14). In the use of language every day, humans tend to have difficulty speaking without using metaphors because metaphors can describe abstract things to be concrete.

Metaphors are important tools in language that allow us to understand and communicate abstract concepts through more concrete and familiar imagery. In mass communication, journalists and content creators often use metaphors to explain complex issues in a way that is more easily understood by the general public. One area where metaphors are widely used is in drug reporting. Drug-related metaphors not only help to illustrate their nature and impact, but also shape the public perception of the issue.

Social media platforms like YouTube have become a major source of news for many people around the world. News on YouTube often combines visual, audio and text elements, creating a rich and multidimensional experience for its audience. In this context, the use of metaphors becomes particularly interesting to study as they have the potential to influence the way viewers process and understand information.

Research on the conceptualisation of drug metaphors on YouTube News is important to understand how drug-related issues are conveyed and received by audiences. Given the popularity and influence of YouTube as a news source, it is important to analyse how metaphors are used to frame drug issues and their impact on public perception. This helps identify patterns of language use and provides insights into how drug-related messages can be redesigned to reduce stigma and promote more positive and constructive awareness.

By 2024, with the continued development of technology and increased internet access, the amount of news content on YouTube is expected to continue to grow. Therefore, this study aims to explore and conceptualise the metaphors used in drug reporting on YouTube News. In doing so, it is expected to make a

significant contribution to the fields of linguistics, mass communication, and public policy studies related to drug issues.

## **THEORETICAL REVIEW**

### *Theory of Metaphors*

Lakoff & Johnson (2003) divide metaphors into three types, namely structural metaphors, orientational metaphors, and ontological metaphors. To understand structural metaphors, it is necessary to analyze the source and target domains of the metaphor. For example, an argument is war. War, which is a metaphorical conceptualization of argument, is a metaphor that comes from human behavior, namely fighting. From the source domain, the target domain of war is argument. This metaphor means that an argument is considered to resemble a war. The metaphor of orientation is related to human experience (Filipczuk, 2015). Orientation will arise based on human physical experience in determining the direction of human orientation. The mind makes concepts from abstract to concrete (Haula & Nur, 2019). Ontological metaphors are metaphors that conceptualize other abstract things into things that have physical properties. In the sense of turning abstract nouns into concrete nouns (Aliurridha, 2021).

Media coverage is very thick with the use of figurative language which is used as language that has an appeal to its readers. One of the language users who often use metaphors is journalists (Sasti, Poetri Mardiana; Asropah; Umayra, 2023). The use of metaphors makes the news more interesting. The characteristics of journalists' language varieties are usually different from language varieties in general (Sumandiria, 2016). The characteristics of the journalist language variety consist of the use of projection, objective language, contactation and metaphor (Sulissusiawan et al., 2022). Metaphor in journalism is a form of language creativity. This has become a linguistic phenomenon, that a journalist often uses his creativity by making conceptual metaphors in delivering his news, this is because the use of metaphors can sweeten the news (Kozlova, 2021).

Previous research by Poetri Mardiana Sasti (2023) explained how the source domain of Covid-19 metaphors contained in Kompas Daily news. This study found that there are 7 domains of Covid-19 metaphor sources in Kompas daily news, namely the realm of human sources, animals, natural events, wars, diseases, colors, and the realm of travel sources. Research related to the conceptualization of metaphors has also been researched by Baiq Haula and Tajudin Nur (2019) who examined the conceptualization of metaphors in the Kompas opinion rubric with cognitive semantic studies. In this study, the results showed that the most ontological metaphors were found. The image scheme found in the metaphor is 5 image schemes, namely identify, container, space, existence, and force image scheme. Besides ontological metaphors, there are also structural and orientational metaphors in the conceptualization of metaphors in the Kompas opinion rubric.

Metaphor is a phenomenon that is widely researched around the world. Such as the "wave" metaphor research in the Covid-19 news (Rekenthaler,

2023), in addition to "wave" also research on AIDS metaphors during the Covid-19 period (Craig, 2020). In addition, there is also research on "love" metaphors in non-academic learning in the classroom (Usman & Yusuf, 2020) and also research on metaphors that tend to dehumanize people in Aceh (Alnajjar & Rahman Mitib Altakhaineh, 2023). In addition to using Lakoff & Johnson's (2003) metaphors, many also combine with various other theories such as in research (Craig, 2020; ElShami et al., 2023; Younes & Altakhaineh, 2022) which examines metaphors combined with monomodal, multimodal, and Sontag's theory as the theory of study.

Based on previous research, this research has a difference by analyzing the types of conceptual metaphors contained in the news of drug cases on YouTube social media. This research focuses on the topic of metaphors raised. The topic taken from this research is a video of drug case news sourced from news channels on YouTube media. The problem limitation in this research is related to the types of metaphors contained in the narcotics news.

This research on the conceptualization of drug metaphors comes from news videos about drug cases on YouTube media. Data collection through news on YouTube is because this media is one of the largest social media in Indonesia and is in great demand by most people in Indonesia. Based on a report from We Are Social and Hootsuite reported by databoks.katadata.co.id, in January 2023 Indonesia became the fourth largest YouTube user in the world, amounting to 139 million users out of 213 million internet users in Indonesia. Based on these reasons, researchers took the news contained in the YouTube media as the object of research.

### *Metaphors in Language and Communication*

Metaphor is a way of moving meaning from one domain to another, more familiar domains to explain more complex concepts. In cognitive theory, Lakoff and Johnson (1980) state that metaphors are the main tools in the structure of our thinking, helping us understand and process the world through language. Metaphors are not only a tool of rhetoric, but also a foundation in the way we think and act.

### *Conceptualization of Metaphors*

Metaphor conceptualization refers to how metaphors are formed and used to build an understanding of a concept. In the context of news, metaphors help frame complex issues such as drugs, making them more accessible and understandable to a wide audience. Drug metaphors are often used to describe the impacts, dangers, and other aspects associated with drug use and abuse.

### *Metaphors in Mass Media*

In mass media, metaphors are used to explain and simplify complex information. According to Fairclough (1995), the use of metaphors in the media also serves to shape public opinion and social perception. Metaphors used in news about drugs can affect the way people perceive the issue, both positively and negatively.

### *The Influence of Social Media on Public Perception*

YouTube as a social media platform has a significant role in shaping public opinion. Research by Burgess and Green (2009) shows that YouTube is not only a video-sharing platform but also an arena for public discussion and opinion formation. The metaphors used in news videos on YouTube can affect how viewers understand and respond to drug-related issues.

### **METHODOLOGY**

The data in this study are words, phrases, or sentences containing metaphorical expressions in drug news. The data in this research is taken from YouTube media that contains narcotics news. The method of data collection in this study uses the method of listening and reading notes with the main instrument is the researcher through several indicators of metaphorical expressions and expressions. The data were analyzed using the commensurate method, the metaphorical data analyzed were connected with other things outside the language (Sudaryanto, 2015). This method is followed by a basic technique, namely the technique of sorting out the determining elements used to determine the lingual elements in metaphorical expressions. The advanced technique uses the comparative equating technique to determine the correspondence between metaphorical expressions and metaphorical cognitive functions.

### **RESULTS**

The results of the cognitive function form of narcotics metaphors in the news on YouTube media can be seen in table 1 below. that the ontological metaphor form dominates from the other two metaphor functions. Several other related studies such as those conducted by Aliurridha & Anwar Efendi (2021) and Baiq Haula & Tajudin Nur (2019) also found that metaphors with ontological cognitive functions tend to be dominant because in their function to liken something physical to something abstract.

Table 1. Data results of metaphors in drug reporting

<b>types of metaphors</b>	<b>number of metaphorical expressions</b>
Structural	2
Orientasional	3
Ontological	12

### **DISCUSSION**

#### *Structural Metaphor*

In this study, 2 data were found that belong to structural metaphors.

- (1) *Ratu Narkoba.*  
Drug Queen.

Data (1) contains a metaphorical expression, namely the Queen of Drugs. The source domain in the data is Queen and the target domain is Drugs. The data above is included in the structural metaphor because the concept of Queen, who is a female leader of narcotics crime who oversees hundreds of suspects, is similar to the concept of leader. Lexically, Queen means a female king or a woman who is most prominent in her field, in this case the concept of female controllers in drug trafficking is conceptualized as a Queen who is powerful and influential.

(2) Terus *perangi* Narkoba hingga ke *akar-nya*.

Keep fighting drugs to their roots.

In data (2) the metaphor is shown by the data war, and to its roots. The source domain is war and roots, while the target domain is drugs. The word war is used to conceptualize that drugs are an enemy that must be fought, and the word root is a form of metaphor that assumes that drugs are a criminal tree that must be eradicated to its roots.

### ***Orientational Metaphor***

In this research, 3 data were found that are included in the form of orientational metaphors.

(3) Peredaran *gelap* narkoba.

Illegal drug trafficking.

(4) Buron *kelas kakap*.

High profile fugitive.

(5) Keduanya benar-benar *menjatuhkan* martabat Korps Bhayangkara.

Both of them really brought down the dignity of the Bhayangkara Corps.

The three data above found metaphorical expressions in the form of orientational functions. Data (3) has the form of the word dark, data (4) has the phrase snapper class, data (5) has the word dropping. These three data are metaphorical conceptualizations with an orientational function by organizing the concept of the entire system based on the spatial orientation of up-down, in-out, dark-light, forward-backward, and peripheral center (Aliurridha & Anwar Efendi, 2021). In this orientational metaphor, the spatial orientation that emerges is based on human experience (Baiq Haula & Tajudin Nur, 2019). So that the metaphor that arises from the human mind becomes something that concretizes an abstract thing and makes it easier for readers to understand the context of the reading. Data (3) is oriented to the dark-light thing, narcotics in this case is considered a dark thing because in terms of law and religion it is prohibited, while the concept of light is conceptualized with positive activities such as the circulation of vaccines that benefit humans. Data (4) is class-oriented, namely up and down, the high class is lexically understood as a high and advanced or professional class, in this case the main perpetrator is said to be a high class or professional class because in its circulation the illicit goods are distributed across countries in very large quantities. Similarly, data (5) is also included in orientational metaphors oriented to falling and flying, falling in this context is considered as damaging the good name and flying is considered as

making an institution proud so that in this context the perpetrator is considered to damage the institution's good name due to his behavior in the drug crime.

### *Ontological Metaphor*

This research found 12 data included in the form of ontological metaphors.

- (6) *Berbuah* terkuaknya sosok sang gembong yakni Fredy Pratama.  
This resulted in the discovery of the kingpin, Fredy Pratama.
- (7) Pelaku dalam tindak pidana ini sangat *licin*.  
The perpetrators in this criminal offense are very slippery.
- (8) Kegiatan peredaran telah *menggurita* di beberapa negara.  
Circulation activities have spread to several countries.
- (9) *Mencuci* uang suaminya.  
Washing her husband's money.
- (10) *Sang Gembong* Fredy Pratama.  
The kingpin Fredy Pratama.
- (11) *Kaki tangan* yang secara tidak langsung ada hubungannya dengan pelaku.  
An accomplice who is indirectly related to the perpetrator.
- (12) *Barang haram* tersebut diselundupkan untuk mengelabui petugas.  
The illegal goods were smuggled to trick officers.
- (13) *Tempat persinggahan* belasan kilogram sabu.  
The transit point for dozens of kilograms of methamphetamine.
- (14) *Tubuh Polri* tercoreng akibat ulah dari dua Jendral yang terseret kasus narkoba dan pembunuhan berencana.  
The body of the National Police was tarnished due to the actions of two generals who were dragged into narcotics and premeditated murder cases.
- (15) Kini kedua perwira tingginya mendekam *di balik jeruji besi*.  
Now the two high-ranking officers are languishing behind bars.
- (16) Ada yang *mengutil* barang bukti sabu dengan menggantinya dengan barang lain untuk mendapatkan lebih banyak keuntungan.  
Some shoplifted the methamphetamine evidence by replacing it with other items to get more profit.

The metaphorical expressions in the 12 data above illustrate metaphorical expressions in the ontological form. The ontological metaphorical expression personifies inanimate objects as if they were alive (Lakoff, 2003). As in data (8), (10), (11), (12), (13), (14), and (15). Metaphorical expressions in this function use objects such as octopuses in data (8), using the conceptualization of octopuses or the nature of octopuses in this context explaining that octopuses with their grip strength are equated or considered similar to drug trafficking activities that are increasingly circulating in various countries. In data (10) also uses the

metaphorical expression of the kingpin, which lexically kingpin means a tiger whose fur is striped conceptualized with a perpetrator, namely FP, who is considered to be the brain in the circulation of a great narcotics case, the use of abstract objects as concrete objects makes readers feel memorable and easy to understand (Sutedi, 2016). The use of accomplice nouns in data (11), the word for illicit goods (12), a stopover (13), the body of the National Police (14), and iron bars (15) makes a news report like alive by animating the expression of objects that are made as if alive in order to make it easier for readers to fantasize. This is unique in the field of language because with the use of metaphors, the news becomes interesting (Poetri Mardiana Sasti, 2023) and will then become an added value to the newspaper maker.

## CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the study, it can be concluded that the element of metaphor function in narcotics news is dominant in the use of ontological function which in this function describes things that can facilitate readers in understanding a news. The second is by using the orientational function which describes the use of metaphors with dark-light, up-down, and down-flying properties. In the third position, namely by using the structural metaphor function which in this metaphor conceptualizes an abstract form into a concrete form to make it easier for readers and as a figure of speech used by the author in constructing a drug news.

## FURTHER STUDY

This research is only limited to the scope of metaphors in drug news on YouTube media, further research can deepen it with comparisons between existing metaphor theories.

## ACKNOWLEDGMENT

Thanks to Prof. Dr. Drs. Suhardi, M. Pd., who has provided direction in writing this research.

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