CHAPTER IV

RESULT AND DISCUSSIONS OF RESEARCH

This chapter presents the data analysis based on the conceptual metaphor theory by Lakoff and Johnson and Kovecses. The presented data in this chapter are only the Instagram captions which contain metaphorical expressions and they are written down according the source and target domain and the type of conceptual metaphor used in Instagram caption by @mahasiswa.milenial_ account followers. Whereas, the analysis order is started from the presenting the type of conceptual metaphor commonly used in Instagram caption by @mahasiswa.milenial_ account followers and then the analysis of differences between male and female college students in using conceptual metaphor when write Instagram caption.

A. Research Findings

In response to the research questions which are related to conceptual metaphor theory, the writer found twenty Instagram captions in English written by @mahasiswa.milenial_ account followers. In this part, the writer analyzed the type of conceptual metaphor used in Instagram captions by @mahasiswa.milenial_ account followers, and also the differences between male and female college students in using conceptual metaphor on Instagram captions. The twenty data findings were encoded in order from datum 1. datum 2, datum 3. et cetera.

1. The Type of Conceptual Metaphor Used in Instagram Captions by @Mahasiswa.Milenial_ Account Followers

According to Lakoff and Johnson, the types of conceptual metaphor are: (1) Structural metaphor, which is a concept formed metaphorically by using another concept. Structural metaphors are based on systematic correlations in everyday experience. (2) Orientational metaphor, which is a metaphor that relates to the orientation of space, such as up-down, inside-outside, etc. This orientation space arises from the fact that we have a body and body functioning in the physical environment. This metaphor is based more on human physical experience in regulating direction orientation in everyday life, such as UP-DOWN which is measured by human physical experience. (3) Ontological metaphor is a metaphor that sees events, emotional activities, and ideas as entities and substances. Ontological metaphor is a metaphor that conceptualizes thoughts, experiences and processes (other abstractions) to something that has physical properties.[1]

According to Konvecses, conceptual metaphor is classified according to the cognitive functions that they perform, they are:

(1) Structural conceptual metaphors enable speakers to understand the target domain in terms of the structure of the source domain. This understanding is based on a set of conceptual correspondences between elements of the two domains.

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[1] Lakoff, G. & Johnson, M. *Metaphors We Live By*. (Chicago: The University of Chicago Press, 1980). P.14.

(2) Ontological conceptual metaphors enable speaker to conceive of their experiences in terms of objects, subtances, and containers in general, without specifying further the kind of object, subtance, or container.

(3) Orientational conceptual metaphors enable speakers to make a set of target concepts coherent by means of some basic human spatial orientations, such as up-down, in-out, center-periphery and others.[2]

The data findings present the variations of source domains used in Instagram captions written by @mahasiswa.milenial_ account followers. The source domains used by male college student, such as: story, rain or nature phenomenon, animal, water or nature phenomenon, human, shadows or nature phenomenon, sunrise or nature phenomenon, shadows or nature phenomenon. On the other hand, female college student used variations source domains, such as: animal, plant, flower or plant, human, tree or plant, tool, flowers or plant, milk coffee or beverage, plant, sore. Those are the source domains used by @mahasiswa.milenial_ account followers to understand abstract concepts in the target domain. According to Lakoff and Johnson strengthened by Konvesces target is usually more abstract and source is more concrete.

Based on the data findings, twenty captions of male and female college students used three types of conceptual metaphor. The details of

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[2] Konvecses, Zoltan. Metaphor: *A Practical Introduction*. (Oxford: Oxford University Press. 2010).P.37.

the use of conceptual metaphor type by @mahasiswa milenial's account
followers are as follows:

Table 4.1

The Details of The Use of Conceptual Metaphor Type by

@Mahasiswa.milenial_ Account Followers

THE CONCEPTUAL METAPHOR TYPES	USERS
Structural metaphor	12
Orientational Metaphor	1
Ontological Metaphor	7
AMOUNT	20

The table above shows there are 12 users used stucture metaphor, 7
Instagram captions used ontological metaphor, and 1 user used
orientational metaphor. The Researcher concludes that the type of
conceptual metaphor commonly used by male and female college students
is structural metaphor. It is proven by the source and target domains used
in Instagram captions was written by @mahasiswa.milenial_ account
followers are based on systematic correlations in everyday experiences.

Structural metaphor is a concept formed metaphorically by using
another concept. This structural metaphor is based on two domains,

namely the source and target domains. Structural metaphors are based on systematic correlations in everyday experience.[3]

2. Data Analysis

Data analysis is very important in every observation. The function of data analysis is to know the result of the investigation. After the collecting data, the researcher will be analysis by using descriptive qualitative procedure. According to Bogdan in Sugiono's book "Data analysis is the process of systematically searching and arranging the interview transcript, field-note, and other materials that the researcher accumulates to increase the researcher's understanding of them and to enable the researcher in presenting what the reasearcher has discovered to others.[4]

Datum 1

No traveling today, no history tomorrow

Context:

This Instagram caption is written by instagram account named @akumuchsin at March 31,2020. This account has 683 followers and followed 319 instagram accounts. The user of this account is Ach Muchsin

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[3] Lakoff, G. & Johnson, M. *Metaphors We Live By*. (Chicago: The University of Chicago Press, 1980). P.14.
[4] Sugiono, *Metode Penelitian Kuantitatif Kualitatif and R&B.* (Bandung: Penerbit Alfabeta.2011).page.244

a college students of Universitas Muhammadiyah Surabaya. This caption was written for a selfie taken from the crater of Buthak Mount by a boy.

Picture 4.1 @mahasiswa.milenial_'s post

(source @akumuchsin's instagram account)

Analysis:

This datum is instagram caption containing metaphor written by male college student of Universitas Muhammadiyah Surabaya. The source domain used in this caption is story and the target domain used is life. Therefore, it can be explained that story is used to understand abstract concept in life. The type of conceptual metaphor used in this caption is structural metaphor. It is proven by the source and target domains used in instagram captions written by him based on systematic correlations in

everyday experiences.[5] Structural conceptual metaphors enable speakers to understand the target domain in terms of the structureof the source domain.[6]

Datum 2

Never insult a person's past, because of the rain that started from the black cloud.

Context:

This Instagram caption is written by an instagram account named @brodot_kw on april 5, 2020. This account has 554 followers and is followed by 354 instagram accounts. The user of this account is Muhammad Kholid Kurniawan a college student of Universitas Trunojoyo Madura. this information was written for a photo of three college students in campus building of Universitas Trunojoyo Madura, two male college students, and one female college student in the middle.

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[5] Lakoff, G. & Johnson, M. *Metaphors We Live By*. (Chicago: The University of Chicago Press, 1980). P.14.

[6] Konvecses, Zoltan. Metaphor: *A Practical Introduction*. (Oxford: Oxford University Press. 2010).P.37.

Picture 4.2 @mahasiswa.milenial_'s post

(source @brodot_kw's instagram account)

Analysis:

This datum is instagram caption containing metaphor written by male college student of Universitas Trunojoyo Madura. The source domain used in this caption is rain or nature phenomenon and the target domain used is human morality. Therefore, it can be explained that rain or nature phenomenon is used to understand abstract concepts in human morality. The type of conceptual metaphor used in this caption is structural metaphor. It is proven by the source and target domains used in instagram captions was written by him are based on systematic correlations in

everyday experiences.[7] Structural conceptual metaphors enable speakers to understand the target domain in terms of the structure of the source domain.[8]

Datum 3

Fly high untill no body can reach you.

Context:

This instagram caption is written by instagram account named @_panapan at February 14,2020. this account has 374 followers and followed 317 instagram accounts. the user of this account is Affan Santana a college student of Universitas Islam Negeri Sunan Ampel Surabaya. This caption written for a photo which is took in front of a bird's wing.

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[7] Lakoff, G. & Johnson, M. *Metaphors We Live By*. (Chicago: The University of Chicago Press, 1980). P.14.

[8] Konvecses, Zoltan. Metaphor: *A Practical Introduction*. (Oxford: Oxford University Press. 2010).P.37.

Picture 4.3 @mahasiswa.milenial_'s post

(source @_panapan's instagram account)

Analysis:

This datum is instagram caption containing metaphor written by male college student Universitas Islam Negeri Sunan Ampel Surabaya. the source domain is more concrete, while the target domain is abstract. The source domain used in this caption is animal and the target domain used is human relationship. Therefore, it can be explained that animal source domain is used to understand abstract concepts in human relationship. The type of conceptual metaphor used in this caption is structural metaphor. It is proven by the source and target domains used in instagram captions was written by him are based on systematic correlations in everyday

experiences.[9] Structural conceptual metaphors enable speakers to understand the target domain in terms of the structure of the source domain.[10]

Datum 4

We don't hide, but we are like a shadows, we are not alone because our friends everywhere.

Context:

This instagram caption written by instagram account named @hamzahcuy at February 7, 2020. This account has 485 followers and followed 794 instagram accounts. The user of this account is Lutfi Sofyan Hamzah a college student of Universitas Muhammadiyah Malang. This caption written for a photo, there is twelve person in the beach.

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[9] Lakoff, G. & Johnson, M. *Metaphors We Live By*. (Chicago: The University of Chicago Press, 1980). P.14.
[10] Konvecses, Zoltan. Metaphor: *A Practical Introduction*. (Oxford: Oxford University Press. 2010).P.37.

Picture 4.4 @mahasiswa.milenial_'s post

(source @hamzahcuy's instagram account)

Analysis:

This datum is instagram caption containing metaphor written by male college student of Universitas Muhammadiyah Malang. The source domain used in this caption is shadows or nature phenomenon and the target domain used is human relationship. Therefore, it can be explained that shadows or nature phenomenon is used to understand abstract concepts in human relationship. The type of conceptual metaphor used in this caption is structural metaphor. It is proven by the source and target domains used in instagram captions was written by him are based on systematic correlations in everyday experiences.[11] Structural conceptual

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[11] Lakoff, G. & Johnson, M. *Metaphors We Live By*. (Chicago: The University of Chicago Press, 1980). P.14.

metaphors enable speakers to understand the target domain in terms of the structure of the source domain.[12]

Datum 5

i'm sure, i will shine like a beautiful sunrise.

Context:

This instagram caption written by instagram account named @hilmi.ia at February 28, 2020. This account has 554 followers and followed 337 instagram accounts. The user of this account is Farhan Hilmi Aqil, a college student of Universitas Brawijaya Malang. This caption was written for a silhoutte photo taken at Buthak mountain, in the photo there is a boy in the dark place.

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[12] Konvecses, Zoltan. Metaphor: *A Practical Introduction*. (Oxford: Oxford University Press. 2010).P.37.

Picture 4.5 @mahasiswa.milenial_'s post

(source @hilmi.ia's instagram account)

Analysis :

This datum is instagram caption containing metaphor written by male college student in Universitas Brawijaya Malang. The source domain used in this caption is sunrise or nature phenomenon and the target domain used is human morality. Therefore, it can be explained that sunrise or nature phenomenon is used to understand abstract concepts in human morality. The type of conceptual metaphor used in this caption is structural metaphor. It is proven by the source and target domains used in instagram captions was written by him are based on systematic correlations in

everyday experiences.[13] Structural conceptual metaphors enable speakers to understand the target domain in terms of the structure of the source domain.[14]

Datum 6

Sometimes we need to look in the mirror. Do we still deserve to called humans or just rubbish.

Context :

This instagram caption written by instagram account named @gembelberprinsip, at February 18, 2020. This acount has 2.221 followers and followed 619 instagram accounts. The user of this account is Imam Ghazali a college student of Universitas Islam Negeri Maulana Malik Ibrahim Malang. This caption was written for a photo a boy look at giant statues.

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[13] Lakoff, G. & Johnson, M. *Metaphors We Live By*. (Chicago: The University of Chicago Press, 1980). P.14.

[14] Konvecses, Zoltan. Metaphor: *A Practical Introduction*. (Oxford: Oxford University Press. 2010).P.37.

Picture 4.6 @mahasiswa.milenial_'s post

(source @gembelberprinsip's instagram account)

Analysis:

This datum is instagram caption containing metaphor written by male college student Universitas Islam Negeri Maulana Malik Ibrahim Malang. The source domain used in this caption is shadows or nature phenomenon and the target domain used is human morality. Therefore, it can be explained that shadows or nature phenomenon is used to understand abstract concepts in human morality. The type of conceptual metaphor used in this caption is structural metaphor. It is proven by the source and target domains used in instagram captions was written by him are based on systematic correlations in everyday experiences.[15] Structural

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[15] Lakoff, G. & Johnson, M. *Metaphors We Live By*. (Chicago: The University of Chicago Press, 1980). P.14.

conceptual metaphors enable speakers to understand the target domain in terms of the structure of the source domain.[16]

Datum 7

The world is a book, and those who do not travel read only one page.

#createddifferentworld

Context:

This instagram caption written by instagram account named @zackyfabs at February 11, 2020. This account has 178 followers and followed 187 instagram accounts. The user of this account is Zacky Hasan a college student in Universitas Islam Malang. This caption written for a photo took in the class, there was five male college students and nine female college students.

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[16] Konvecses, Zoltan. Metaphor: *A Practical Introduction*. (Oxford: Oxford University Press. 2010).P.37.

Picture 4.7 @mahasiswa.milenial_'s post

(source @zackyfabs's instagram account)

Analysis:

This datum is instagram caption containing metaphor written by male college student of Universitas Islam Malang. The source domain used in this caption is book and the target domain used is world. Therefore, it can be explained that book is used to understand abstract concepts in world. The type of conceptual metaphor used in this caption is structural metaphor. It is proven by the source and target domains used in instagram captions was written by him are based on systematic correlations in everyday experiences.[17] Structural conceptual metaphors enable speakers

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[17] Lakoff, G. & Johnson, M. *Metaphors We Live By*. (Chicago: The University of Chicago Press, 1980). P.14.

to understand the target domain in terms of the structure of the source domain.[18]

Datum 8

Someone needs to change, like a caterpillar that becames a butterfly.

Context:

This instagram caption written by instagram account account named @anahandini at February 20, 2020. This account has 398 followers and followed 456 instagram accounts. The user of this account is a college student in Politeknik Kesehatan Kartini Bali. This caption written for a photo, there was a girl holding her hair.

Picture 4.8 @mahasiswa.milenial_'s post

(source @anahandini's instagram account)

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[18] Konvecses, Zoltan. Metaphor: *A Practical Introduction*. (Oxford: Oxford University Press. 2010).P.37.

Analysis:

This datum is instagram caption caontaining metaphor written by female college student of Politeknik Kesehatan Kartini Bali. the source domain used in this caption is animal and the target domain used is human. Therefore, it can be explained that animal is used to understand abstract concepts in human. The type of conceptual metaphor used in this caption is structural metaphor. It is proven by the source and target domains used in instagram captions was written by her are based on systematic correlations in everyday experiences.[19] Structural conceptual metaphors enable speakers to understand the target domain in terms of the structure of the source domain.[20]

Datum 9

Be usefull like a tree.

Context:

This instagram caption written by instagram account named @sindyalfisyah at Febrauary 25, 2020. This account has 1.005 followers amd followed 271 instagram accounts. The user of this account is a college student of Universitas Airlangga Surabaya this caption is written for a picture of a tree by the river.

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[19] Lakoff, G. & Johnson, M. *Metaphors We Live By*. (Chicago: The University of Chicago Press, 1980). P.14.

[20] Konvecses, Zoltan. Metaphor: *A Practical Introduction*. (Oxford: Oxford University Press. 2010).P.37.

Picture 4.9 @mahasiswa.milenial_'s post

(source @sindyalfisyah's instagram account)

Analysis:

This datum is Instagram caption containing metaphor written by female college student of Universitas Airlangga Surabaya The source domain used in this caption is tree or plant and the target domain used is human relationship. Therefore, it can be explained that tree or plant is used to understand abstract concepts in human relationship. The type of conceptual metaphor used in this caption is structural metaphor. It is proven by the metaphor used are conceptualizes thoughts, experiences and processes (other abstractions) to something that has physical properties.[21] Structural conceptual metaphors enable speakers to understand the target domain in terms of the structure of the source domain.[22]

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[21] Lakoff, G. & Johnson, M. *Metaphors We Live By*. (Chicago: The University of Chicago Press, 1980). P.14.

[22] Konvecses, Zoltan. Metaphor: *A Practical Introduction*. (Oxford: Oxford University Press. 2010).P.37.

Datum 10

morning light

Context:

This Instagram caption written by Instagram account named @ranyfebrinaaa at Febuary 19,2020. This account has 2.517 followers and followed 738 Instagram accounts. The user of this account is a college student of Stikes Ngudia Husada Madura. This caption was written for photos of landscapes in a place with bright sunlight and made the atmosphere of the photo very bright.

Picture 4.10 @mahasiswa.milenial_'s post

(source @ranyfebrinaaa's instagram account)

Analysis:

This datum is Instagram caption containing metaphor written by female college student of Stikes Ngudia Husada Madura. The source

domain used in this caption is tool and the target domain used is sun. Therefore, it can be explained that tool is used to understand abstract concepts in sun. The type of conceptual metaphor used in this caption is structural metaphor. It is proven by the source and target domains used in Instagram captions was written by her are based on systematic correlations in everyday metaphors enable speakers to experiences.[23] Structural conceptual understand the target domain in terms of the structure of the source domain.[24]

Datum 11

My life it's like a milk coffee. Sometimes bitter, sometime sweet. But every moment is important to me. Cuz I can't repeat the time walk.

Context:

This Instagram caption written by Instagram account named @rima_desta at February 13, 2020. This account has 909 followers and followed 518 Instagram accounts. The user of this account is Rima Desta Pratiwi, a college student of Universitas Negeri Medan. This caption is written for a photo of a glass of milk coffee Starbucks.

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[23] Lakoff, G. & Johnson, M. *Metaphors We Live By*. (Chicago: The University of Chicago Press, 1980). P.14.

[24] Konvecses, Zoltan. Metaphor: *A Practical Introduction*. (Oxford: Oxford University Press. 2010).P.37.

Picture 4.11 @mahasiswa.milenial_'s post

(source @risma_desta's instagram account)

Analysis:

This datum is Instagram caption containing metaphor written by female college student of Universitas Negeri Medan. The source domain used in this caption is milk coffee or beverage and the target domain used is life Therefore, it can be explained that milk coffee or beverage is used to understand abstract concepts in life. The type of conceptual metaphor used in this caption is structural metaphor. It is proven by the source and target domains used in Instagram captions was written by her are based on systematic correlations in everyday experiences.[25] Structural conceptual metaphors enable speakers to understand the targer domain in terms of the

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[25] Lakoff, G. & Johnson, M. *Metaphors We Live By*. (Chicago: The University of Chicago Press, 1980). P.14.

structure of the source domain. This understanding is based on a set of conceptual correspondences between elements of the two domains.[26]

Datum 12

A plaster can cover up a sore, but it can't treat it fastly, all of the incident need a time to be done.

Context:

This Instagram caption was written by an Instagram account named @silviae.ka on February 17, 2020. This account has 1.011 followers and follows 695 Instagram accounts. the user of this account is Silvia Ekatama Wardani, a college student of Politeknik Kesehatan Surabaya. This caption was written for a smile five female college student from other Campus.

Picture 4.12 @mahasiswa.milenial_'s post

(source @silviae.ka's instagram account)

[26] Konvecses, Zoltan. Metaphor: *A Practical Introduction*. (Oxford: Oxford University Press. 2010).P.37.

Analysis:

This datum is Instagram caption containing metaphor written by female college student of Politeknik Kesehatan Surabaya. The source domain used in this caption is sore and the target domain used is problem. Therefore, it can be explained that sore is used to understand abstract concepts in problem. The type of conceptual metaphor used in this caption is structural metaphor it is proven by the source and target domains used in Instagram captions was written by her are based on systematic correlations in every day experiences.[27] Structural conceptual metaphors enable speakers to understand the target domain in terms of the structure of the source domain[28]

2. Orientational Metaphor

Orientational metaphor is a metaphor that relates to the orientation of space, such as up-down, inside-outside, ete. This onentation space arises from the fact that we have a body and body functioning in the physical environment. This metaphor is based more on human physical experience in regulating direction orientation in everyday life, such as up-down which is measured by human physical experience. Orientational metaphors reflect special concepts that vary according to the physical or cultural experience

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[27] Lakoff, G. & Johnson, M. *Metaphors We Live By*. (Chicago: The University of Chicago Press, 1980). P.14.

[28] Konvecses, Zoltan. Metaphor: *A Practical Introduction*. (Oxford: Oxford University Press. 2010).P.37.

of the people. Therefore, onentation metaphors differ in each culture, for example is happy is up, sad is down.[29]

Datum 13

Two type person in the world... the one who looking up for future, and the one who looking down for past.

Context:

This Instagram caption written by Instagram account named @bujang_90 at February 18, 2020. This account has 210 followers and followed 569 Instagram accounts. The user of this account is I Putu Sukma Hernanda, a college student of Institut Hindu Dharma Negeri Denpasar, Bali. This caption written for a photo took in tourist place, this photo focus on two people. One person wearing jacket and stand while smile in the middle of trees.

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[29] Lakoff, G. & Johnson, M. *Metaphors We Live By*. (Chicago: The University of Chicago Press, 1980). P.14.

Picture 4.13 @mahasiswa.milenial_'s post

(source @bujang_90's instagram account)

Analysis:

This datum is Instagram caption containing metaphor written by male college student of Institut Hindu Dharma Negeri Denpasar, Bali. The source domain used in this caption is space and the target domain used is human thought. Therefore, it can be explained that space up and down are used to understand abstract concepts in human thought. The type of conceptual metaphor used in this caption is orientational metaphor. This metaphor is based more on human physical experience in regulating direction orientation in everyday life such as up-down which is measured by human physical experience.[30] Orientational conceptual metaphors enable speakers to make a set of target concepts coherent by means of some basic

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[30] Lakoff, G. & Johnson, M. *Metaphors We Live By*. (Chicago: The University of Chicago Press, 1980). P.14.

human spatial orientations, such as up-down, in-out, center-periphery and others.[31]

3. Ontological Metaphor

Ontological metaphor is a metaphor that sees events, emotional activities, and ideas as entities and substances. For example in metaphor "the mind is machine" in the phrase "my mind just isn't an operating day" (today my brain doesn't work or today I don't want to think). Ontological metaphor is a metaphor that conceptualizes thoughts, experiences and processes (other abstractions) to something that has physical properties.[32]

Datum 14

In one drop of water I found all the secrets about you from all the seas.

Context:

This Instagram caption written by Instagram account named @amfaraby19 at February 22, 2020. This account has 730 followers and followed 687 Instagram accounts. The user of this account is Achmad Maulana Farabi, a college student in Intitut Teknologi Negeri Malang. This caption written for a photo which focus on boy enjoy with coffee in a beach.

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[31] Konvecses, Zoltan. Metaphor: *A Practical Introduction*. (Oxford: Oxford University Press. 2010).P.37.

Picture 4.14 @mahasiswa.milenial_'s post

(source @amfaraby19's instagram account)

Analysis:

This datum is Instagram caption containing metaphor written by male college student of Intitut Teknologi Negeri Malang. The source domain used in this caption is water or nature phenomenon and the target domain used is human relationship. Therefore, it can be explained that water or nature phenomenon is used to understand abstract concepts in human relationship. The type of conceptual metaphor used in this caption is Ontological metaphor. It is proven by the source and target domains used in Instagram captions was written by him are metaphors that conceptualizes thoughts, experiences and processes (other abstractions) to something that has physical properties.[33] Ontological conceptual metaphors enable speaker to conceive of their experiences in terms of objects, subtances, and

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[33] Lakoff, G. & Johnson, M. *Metaphors We Live By*. (Chicago: The University of Chicago Press, 1980). P.14.

containers in general, without specifying further the kind of object, subtance, or container.[34]

Datum 15

The sun's drawing above our heads.

Context:

This Instagram caption written by Instagram account named @ferdiansyahromadhon_23 at February 27, 2020. This account has 586 followers and followed 371 Instagram accounts. The user of this account is Ferdiansyah Romadhon a college student of Universitas Islam Negeri Sunan Ampel Surabaya. This caption written for a photo, there was a boy wearing white t-shirt and hold a jacket.

Picture 4.15 @mahasiswa.milenial_'s post

(source @ferdiansyahromadhon_23's instagram account)

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[34] Konvecses, Zoltan. Metaphor: *A Practical Introduction*. (Oxford: Oxford University Press. 2010).P.37.

Analysis:

This datum is Instagram caption containing metaphor written by male college student of Universitas Islam Negeri Sunan Ampel Surabaya. The source domain used in this caption is human and the target domain used is human morality. Therefore, it can be explained that human source domain is used to understand abstract concepts in human morality. The type of conceptual metaphor used in this caption is ontological metaphor. It is proven by both abstract and concrete objects are used and treated as human beings with all aspects and activities in another name is personification. Personification according to Lakoff and Johnson is also included in the ontological metaphor.[35] Ontological conceptual metaphors enable speaker to conceive of their experiences in terms of objects, subtances, and containers in general, without specifying further the kind of object, subtance, or container.[36]

Datum 16

Blooming heart

Context:

This Instagram caption written by Instagram account named @lidya_rahmani at February 5, 2020. This account has 306 followers and followed 224 Instagram accounts. The user of this account is Lidya

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[35] Lakoff, G. & Johnson, M. *Metaphors We Live By*. (Chicago: The University of Chicago Press, 1980). P.14.

[36] Konvecses, Zoltan. Metaphor: *A Practical Introduction*. (Oxford: Oxford University Press. 2010).P.37.

Rahmani, acollege student of Universitas Prima Indonesia. This caption written for a flower photo resembles a love shape with pink color and green in its leaf.

Picture 4.16 @mahasiswa.milenial_'s post

(source @lidya_rahmani's instagram account)

Analysis:

This datum is Instagram caption containing metaphor written by female college student of Universitas Prima Indonesia. The source domain used in this caption is plant and the target domain used is love emotion. Therefore, it can be explained that plant is used to understand abstract concepts in love emotion. The type of conceptual metaphor used in this caption is ontological metaphor. It is proven by the metaphor used are conceptualizes thoughts, experiences and processes (other abstractions) to

something that has physical properties.[37] Ontological conceptual metaphors enable speaker to conceive of their experiences in terms of objects, subtances, and containers in general, without specifying further the kind of object, subtance, or container.[38]

Datum 17

My love is like a red rose. It may be beautiful now, but my sharp thorns will hurt   you.

Context:

This Instagram caption written by Instagram account named @intan_sabara21 at February 9, 2020. This account has 967 followers and followed 481 Instagram accounts. The user of this account is Prafita Dwi Intan Sabara, a college student of Stikes Rs Anwar Medika Sidoarjo. This caption was written for a photo of a girl was wearing a white t-shirt like a doctor.

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[37] Lakoff, G. & Johnson, M. *Metaphors We Live By*. (Chicago: The University of Chicago Press, 1980). P.14.

[38] Konvecses, Zoltan. Metaphor: *A Practical Introduction*. (Oxford: Oxford University Press. 2010).P.37.

Picture 4.17 @mahasiswa.milenial_'s post

(source @intan_sabara21's instagram account)

Analysis:

This datum is Instagram caption containing metaphor written by female college student of Stikes Rs Anwar Medika Sidoarjo. The source domain used in this caption is flower or plant and the target domain used is love emotion. Therefore, it can be explained that flower or plant is used to understand abstract concepts in love emotion. The type of conceptual metaphor used in this caption is ontological metaphor. It is proven by the metaphor used are conceptualizes thoughts, experiences and processes (other abstractions) to something that has physical properties.[39] Ontological

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[39] Lakoff, G. & Johnson, M. *Metaphors We Live By*. (Chicago: The University of Chicago Press, 1980). P.14.

conceptual metaphors enable speaker to conceive of their experiences in terms of objects, subtances, and containers in general, without specifying further the kind of object, subtance, or container.[40]

Datum 18

Nature teardrops.

Context:

This Instagram caption written by Instagram account named @I_kholiediya at February 23, 2020. This account has 2.292 followers and followed 547. Instagram accounts. The user of this account is Lailatul Khomisah Yuli Maulidiyah, a female college student of Institut Pertanian Bogor. This caption is written for a photo that focuses to the girl on green leaves. The photo looks very natural and beautiful.

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[40] Konvecses, Zoltan. Metaphor: *A Practical Introduction*. (Oxford: Oxford University Press. 2010).P.37.

Picture 4.18 @mahasiswa.milenial_'s post

(source @I_kholiediya's instagram account)

Analysis:

This datum is Instagram caption containing metaphor written by female college student of Institut Pertanian Bogor. The source domain used in this caption is human and the target domain used is nature. Therefore, it can be explained that human is used to understand abstract concepts in nature. The type of conceptual metaphor used in this caption is ontological metaphor. It is proven by the metaphor used are conceptualizes thoughts, experiences and processes (other abstractions) to something that has physical properties.[41] Ontological conceptual metaphors enable speaker to conceive of their experiences in terms of objects, subtances, and containers

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[41] Lakoff, G. & Johnson, M. *Metaphors We Live By*. (Chicago: The University of Chicago Press, 1980). P.14.

in general, without specifying further the kind of object, subtance, or container.[42]

Datum 19

Rose girls in glass vases

Perfect bodeis, perfect faces

But I'm a sunflower, a little funny

If I were a rose, maybe you'd want me

Context:

This Instagram caption written by Instagram account named @lailatulfadilah586 at February 24, 2020. This account has 2.112 followers and followed 2.738 Instagram accounts. The user of this account is Lailatul Fadilah, a college student of Stikes Ngudia Husada Madura. This caption written for a photo of a yellow bouquet of sunflowers and other small red flowers with green leaves held by hand.

[42] Konvecses, Zoltan. Metaphor: *A Practical Introduction*. (Oxford: Oxford University Press. 2010).P.37.

Picture 4.19 @mahasiswa.milenial_'s post

(source @lailatulfadilah586's instagram account)

Analysis:

This datum is Instagram caption containing metaphor written by female college student of Stikes Ngudia Husada Madura. The source domain used in this caption is flowers or plant and the target domain used is girls. Therefore, it can be explained that flowers or plant is used to understand abstract concepts in girls. The type of conceptual metaphor used in this caption is antalogical metaphor. It is proven by the metaphor used are conceptualize thoughts, experiences and processes (other abstractions) to something that has physical properties.[43] Ontological conceptual

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[43] Lakoff, G. & Johnson, M. *Metaphors We Live By*. (Chicago: The University of Chicago Press, 1980). P.14.

metaphors enable speaker to conceive of their experiences in terms of objects, subtances, and containers in general, without specifying further the kind of object, subtance, or container.[44]

Datum 20

I plant roots so deeply in the people I love, that I always lose a piece of myself when they go.

Context:

This Instagram caption written by Instagram account named @inggridvirganitaa at February 23, 2020. This account has 2.990 followers and followed 1.088 Instagram accounts. The user of this account is Inggrid Melinia Virganita W, college a student of Universitas Katolik Widya Mandala Surabaya. This caption is written for a photo of a two person girl and boy who play guitar in platform in the night.

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[44] Konvecses, Zoltan. Metaphor: *A Practical Introduction*. (Oxford: Oxford University Press. 2010).P.37.

Picture 4.20 @mahasiswa.milenial_'s post

(source @inggridvirganitaa's instagram account)

Analysis:

This datum is Instagram caption containing metaphor written by female college student of Universiras Widya Mandala Surabaya. The source domain used in this caption is plant and the target domain used is love emotion. Therefore, it can be explained that plant is used to understand abstract concepts in love emotion. The type of conceptual metaphor used in this caption is ontological metaphor. It is proven by the metaphor used are conceptualizes thoughts, experiences and processes (other abstractions) to something that has physical properties.[45] Ontological conceptual metaphors enable speaker to conceive of their experiences in terms of objects,

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[45] Lakoff, G. & Johnson, M. *Metaphors We Live By*. (Chicago: The University of Chicago Press, 1980). P.14.

subtances, and containers in general, without specifying further the kind of object, substance, or caontainer.[46]

3. The Differences Between Male and Female College Students in Using Conceptual Metaphor on Instagram Captions

In this part, the researcher analyzed the differences between male and female college students in using conceptual metaphor in their Instagram captions. Based on the data findings above, the source domains used by male and female college student on @mahasiswa.milenial_ instagram account followers have not significant differences. They most used natural source domain in write captions in Instagram. The male college student most used natural phenomena source domains, such as: water, rain, shadows and etc. and the female college student in most used plant source domain. In conclusion, male and female college student on @mahasiswa.milenial_ instagram account followers used same source domain.

On the other hand, the target domains used by male and female college students have differences. The target domains used in Instagram captions by male college student mostly is human relationship and morality. It is very different with the target domains used by female college student mostly is emotions, for example in data findings is about love emotion. Although there are some target domains used by college

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[46] Konvecses, Zoltan. Metaphor: *A Practical Introduction*. (Oxford: Oxford University Press. 2010).P.37.

students are same, but the differences in the use of target domains by them can be proven by the target domains most often used among male and female college students on @mahasiswa.milenial_ instagram account followers.

The other differences in using conceptual metaphor in Instagram captions by male and female college students is the types of conceptual metaphor used. There are three types of conceptual metaphor, such as: structural metaphor, orientational metaphor and ontological metaphor. The table below shows the types of conceptual metaphor used by male and female college students.

Table 4.2

The Type of Conceptual Metaphor Used by College Students on

@Mahasiswa.Milenial_ Account Followers

TYPES OF CONCEPTUAL METAPHOR	GENDER USERS	
	MALE	FEMALE
Structural Metaphor	7	5
Orientational Metaphor	1	0
Ontological Metaphor	2	5
AMOUNT	**10**	**10**

The table above presented the differences of the use of conceptual metaphor in Instagram captions between male and female college students on @mahasiswa.milenial_ instagram account followers most often used structural metaphor when write captions on Instagram. It causes of male tend to use more reason by comparing target domains with everyday experiences. While female often used structural metaphor also ontological metaphor, that used because female tend to put their feelings. According to Lakoff and Johnson, they said that structural metaphors are based on systematic correlations in everyday experience and ontological metaphor is

a metaphor that sees events, emotional activities, and ideas as entities and substances.[47]

Therefore, there were any significant differences between male and female college students in using conceptual metaphor in Instagram captions. The differences are found in using target domains and the types of conceptual metaphor used by male and female college students on @mahasiswa.milenial_ instagram account followers. Male college student most often used human relationship and morality in target domains, it related to the structural metaphor type they used because based on veryday experiences (not abstract thing). In the contrary, female college student most often used emotions in their target domains. It related to the ontological metaphor type they used, because comparing abstract things with physical properties.

4. Discussions

This part discusses about the result of data analysis based on Conceptual Metaphor Theory proposed by Lakoff and Johnson strengthened by Konvesces. Based on the findings above, there are twenty English Instagram captions contain metaphors written by male and female college students on @mahasiswa.milenial_ instagram account followers. The data findings present the types of conceptual metaphor commonly used by college students in

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[47] Lakoff, G. & Johnson, M. *Metaphors we Live By*. (Chicago: The University of Chicago press, 1980). P.3-5.

Instagram captions and the differences between male and female college students in using conceptual metaphor in Instagram captions.

There are some reserch related to this research using similar theory. But, this research has different discussion from previous study. Based on the metaphor theory of Lakoff and Johnson and Kovecses. the researcher analyzes the type of conceptual metaphor commonly used on Instagram captions by male and female college students on @mahasiswa.milenial_ instagram account followers. The distinction of this study is the researcher describes the differences between male and female college student in using conceptual metaphor on Instagram captions.

However, based on the data findings that have been analyzed, there are the results of the used of conceptual metaphor in Instagram captions by male and female college students on @mahasiswa.milenial_ instagram account followers. as follows: the type of conceptual metaphor commonly used in Instagram captions by college students, and the differences between male and female college students in using conceptual metaphor on instagram captions. According to the data findings above, the source domains often used by female college students is plant, such as: flowers, tree, and root. The example of data using nature source domain is "Be useful like a tree." The Instagram caption written by @sindyalfisyah at February 25, 2020. The source domain used in this caption is tree or plant and the target domain used is human relationship. The tree or plant is used to understand abstract concepts in human relationship.

The source and target domains used are the key in determining the type of conceptual metaphor used

In data findings, there is a table showing the types of conceptual metaphor used by male and female college students on @mahasiswa.milenial_ instagram account followers in writing Instagram captions. There are twenty Instagram captions, 12 users used stucture metaphor type, 7 Instagram captions used ontological metaphor type, and 1 user used orientational metaphor type. From that data, the researcher concludes that the type of conceptual metaphor commonly used by male and female college students on @mahasiswa.milenial_ instagram account followers is structural metaphor. It is proven by the source and target domains used in Instagram captions was written by college students are based on systematic correlations in everyday experiences. For the example, in the Instagram captions by @zackyfabs at February 11th 2020 "The world is a book, and those who do not travel read only one page." In this caption, he related book and world. In other word, he used word "book" to understand the word "world". He said that people who did not travel were like people who only read one page and did not know many things on the next pages of book. Therefore, it can be understood that structural metaphor is compares or connects two things (source and target domains) from everyday experiences.

The distinction of this study from previous studies is the researcher describes whether there are any significant differences between male and female college students in using conceptual metaphor on Instagram captions.

Based on the data findings above, there are differences between male and female college students on @mahasiswa.milenial_ instagram account followers in using conceptual metaphor in Instagram captions. The differences are found in using target domains and the types of conceptual metaphor used by male and female college students on @mahasiswa.milenial_ instagram account followers. Male college students mostly often used human relationship and morality in target domains, it relates to the structural metaphor type they used because based on everyday experiences (not abstract thing). The example is Instagram captions written by male Indonesian teenager, @hilmi.ia at February 28, 2020 "I'm sure, I will shine like a beautiful sunrise." The source domain used in this caption is sunrise or nature phenomenon and the target domain used is human morality. The sunrise or nature phenomenon is used to understand abstract concepts in human morality. The type of conceptual metaphor used in this caption is structural metaphor. Because the source and target domains used in Instagram captions was written by him are based on systematic correlations in everyday experiences.

In the contrary, female college students most often used emotions in their target domains. Target domains relates to the ontological metaphor type they used because it compares abstract things with physical properties. For example the Instagram captions was written by @intan_sabara21 at February 9, 2020 (female college student) "My love is like a red rose. It may be beautiful now, but my sharp thorns will hurt you." The source domain used in this caption is flower or plant and the target domain used is love emotion. The flower or plant

is used to understand abstract concepts in love emotion. The type of conceptual metaphor used in this caption is ontological metaphor, because the metaphor used are conceptualizes thoughts, experiences and processes (other abstractions) to something that has physical properties.