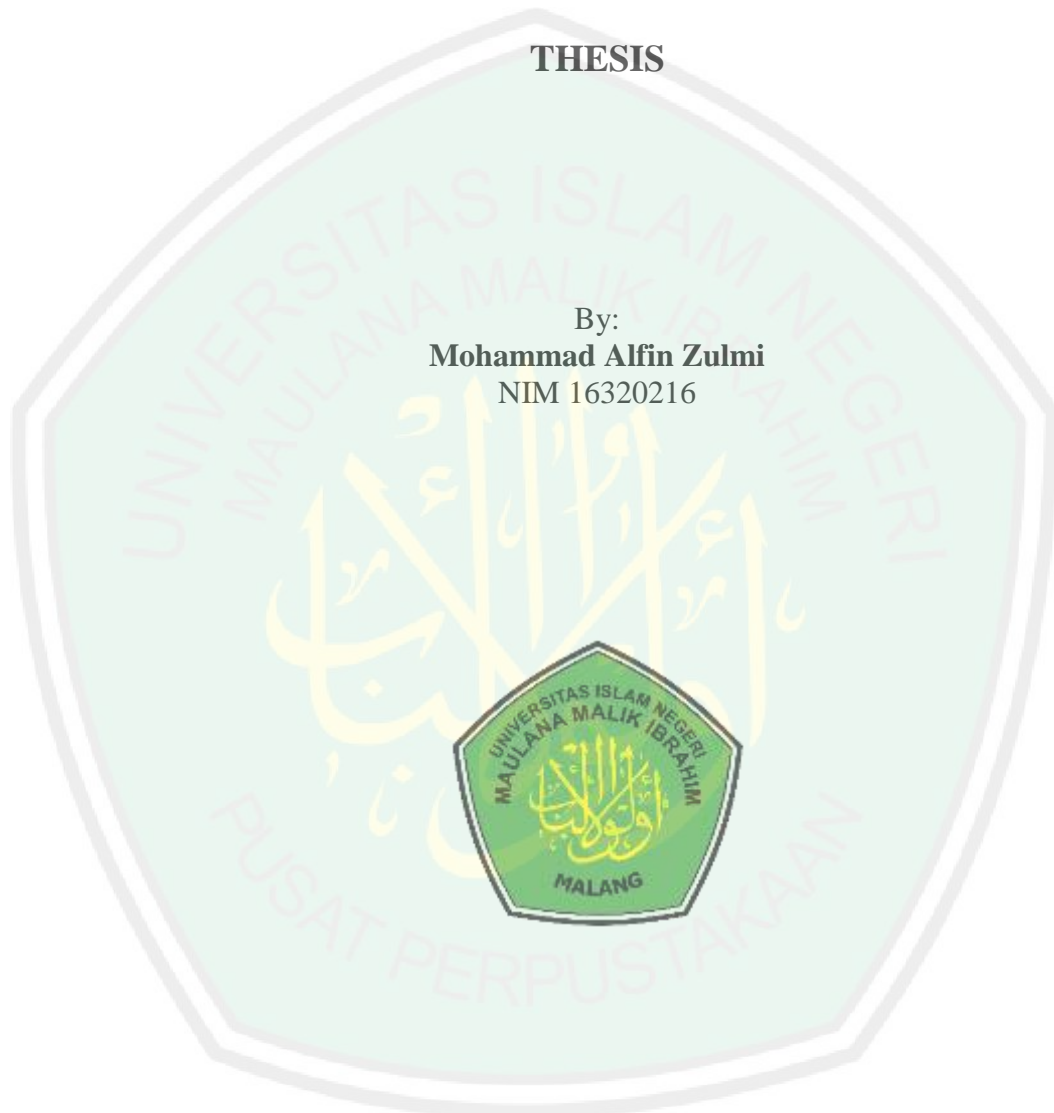# METAPHORS IN THE COMPARISON OF COMPANY PROFILE OF PERTAMINA AND PETRONAS

THESIS

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DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
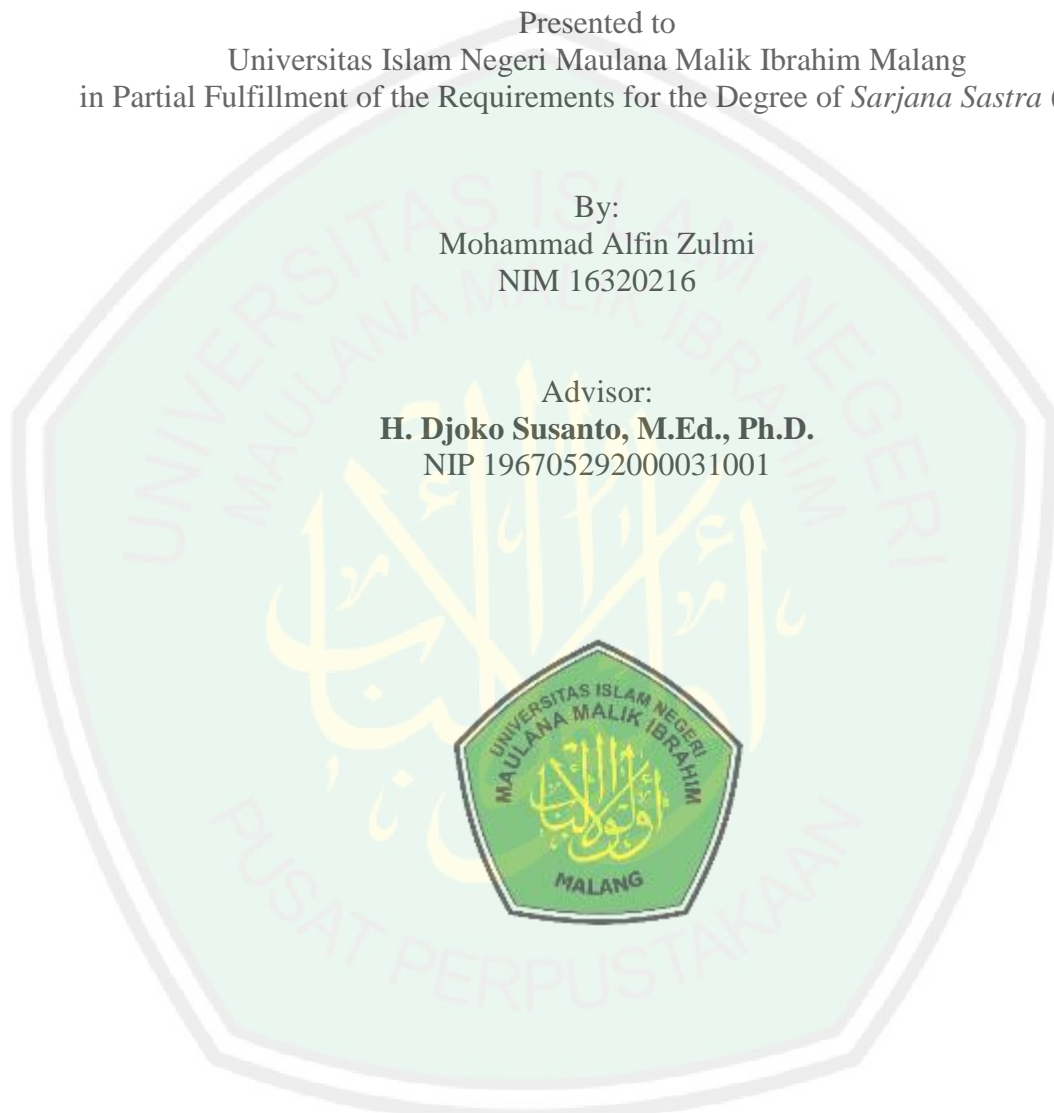**UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM**
MALANG
2020

METAPHORS IN THE COMPARISON OF COMPANY PROFILE OF PERTAMINA AND PETRONAS

THESIS

Presented to
Universitas Islam Negeri Maulana Malik Ibrahim Malang
in Partial Fulfillment of the Requirements for the Degree of *Sarjana Sastra* (S.S.)

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MALANG
2020

STATEMENT OF AUTHORSHIP

I state that the thesis entitled **"Metaphors in the Comparison of Company Profile of Pertamina and Petronas"** is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, 19 June 2020

The researcher

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APPROVAL SHEET

This is to certify that Mohammad Alfin Zulmi's thesis entitled **"Metaphors in the Comparison of Company Profile of Pertamina and Petronas"** has been approved for thesis examination at the Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S.).

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Malang, 19 June 2020

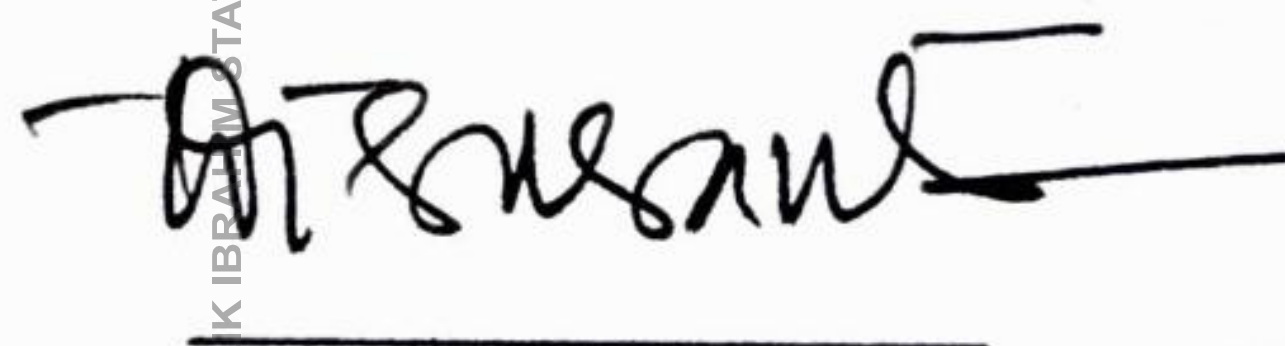The Board of Examiners   Signatures

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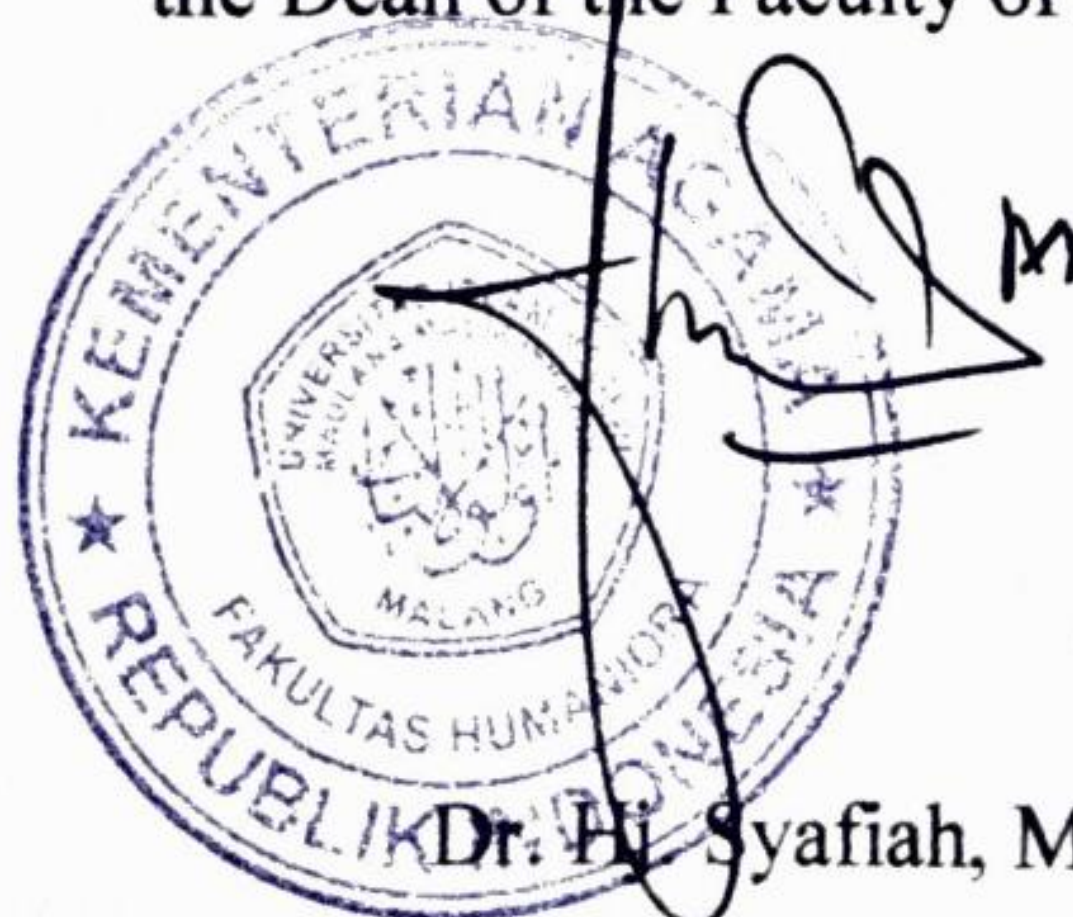NIP 196705031999032000

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v

MOTTO

Cultural differences should not separate us from each other, but rather cultural diversity brings a collective strength that can benefit all of humanity.

-Robert Alan-

DEDICATION

I dedicated this thesis to my beloved father, Mr. Djufri and my beloved mother Mrs. Ulya, as my best motivators who always love, support and empower me. Also, for my brothers and my sisters Ali Mursofi, Afiq, Agil, Sisters, Khorida, Luchi, and Ilqies who always supports and loves me endlessly. I also dedicated to All of my families at my hometown for their endless loves, prays, and supports.

ACKNOWLEDGEMENT

Alhamdulillahi rabbil Alamin,

All praise and gratitude goes to Allah SWT who created this extraordinary and diverse universe and gave His Grace and guidance to all Beings in all parts of the world, especially to me for completing this thesis entitled "Metaphor in The Comparison of Company Profiles of Pertamina and Petronas ". Our blessings and greetings also remain devoted to our lord, the Great Prophet Muhammad. That has guided us from the dark to the bright and brighter paths and messengers to deliver the good news for human life.

This thesis is intended to fulfill the requirements to achieve a Bachelor of Literature (S.S) in the Department of English Literature, Faculty of Humanities at Maulana Malik Ibrahim State Islamic University of Malang. Through this opportunity, I would like to express my sincere thanks to:

1. Dr. Hj. Syafiyah, MA, dean of the Faculty of Humanities at Maulana Malik Ibrahim State Islamic University of Malang.

2. Rina Sari, M.Pd, as the head of the Department of English Literature at Maulana Malik Ibrahim State Islamic University of Malang.

3. H. Djoko Susanto, M.Ed., Ph.D., as my thesis advisor who has patiently guided and assisted me in doing this thesis.

4. All lecturers of the Department of English Literature.

5. My dear parents, Abi and Mother, M. Djufri Taslim, for their unconditional love and endless support.

6. My sisters, Khoridatun Naziyah, Maslukhi, dan Imroil Qies

7. My brothers, M. Ali Mursofi, M. Syafiqul Mahzumi, Walid Agil Ahmad.

8. My best friends who always support and hear my complaints, Ivan, Hanip, and Ihda Warda (Dana).

9. My best culinary partner, Felinda Mustika Ramadhanti Putri Islamiah.

10. All my friend of SI Heroes especially in 9gag and AHAS Motor grups.

I hope that this thesis can benefit readers, especially students of the Department of English Literature.

Malang, 19 June 2020

Author

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ABSTRACT

Zulmi, M. Alfin. 2020. Metaphor in the Comparison of Company Profile of Pertamina and Petronas. Department of English Literature . Thesis. Faculty of Humanities. Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor   : H. Djoko Susanto, M.Ed., Ph.D.

Keywords   **: Metaphor, Company Profile, Pertamina, Petronas.**

This study examines the application of metaphors in Pertamina and Petronas company profiles. The theory put forward by Geoge Lakoff and Mark Jonhson (1980) that there are three types of metaphors as a key to understanding how metaphors are. This research is proposed to identify the types of metaphors such as Ontological Metaphor, Structural Metaphor, and Orientational Metaphor used in Pertamina and Petronas company profiles. This study also looked for differences in the real impact of using the word metaphor in Pertamina and Petronas company profiles.

This study uses descriptive qualitative methods to provide clear and in-depth data analysis. The data consists of two company profiles, namely Pertamina and Petronas. The data source is the Pertamina and Petronas Company Profile websites for 2019. Data analysis goes through several stages such as searching for words that have the potential to be metaphorical words. Then, analyze the metaphorical words found based on the theory put forward by Geoge Lakoff and Mark Jonhson (1980). Finally, classifying data into three types of metaphors and differentiating the use of the word metaphor in Pertamina and Petronas companies then draw conclusions based on the results of the study.

The Findings of this study are Pertamina and Petronas's company profile using only two types of metaphor, namely Structural and Ontological Metaphors. Petronas is more effective in the use of the word metaphor in its company profile than Pertamina. Based on the analysis results, in the use of the word metaphor, the researcher found several metaphorical words in the Pertamina and Petronas company profiles, which are included in the types of Ontological Metaphors. The metaphorical words are *Grassroot* and *Motor* on Pertamina's company profile. Meanwhile, *Money Field, Roller Coaster, Gold opportunity, Platform, Vehicles, Catalyst, Rendang, and Root* are on Petronas's company profile. Besides, the word metaphor is also found in Pertamina and Petronas company profiles, which are included in the Structural Metaphor type. Some of the metaphorical words from Pertamina are *Megatrend Global* and *Anomaly*, while Petronas's company profile is *Maiden Foray, Social Cohesion, Horizon, The landscape, and Colorful Dynamics.*

The result of research are expected to be able to develop and enrich the semantic field in a company profile, specifically clarifying the word metaphor according to its type. Besides, this research is also a valuable source for readers, especially for students and lecturers. Finally, these results can be compiled for future researchers to discuss the rhetoric instrument in the company profile.

ABSTRAK

Zulmi, M. Alfin. 2020. Metaphors in the Comparison of Company Profile of Pertamina and Petronas. Skripsi. Jurusan Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: H. Djoko Susanto, M.Ed., Ph.D.

Kata kunci: Metafora, Profil Perusahaan, Pertamina, Petronas.

Studi ini mengkaji penerapan metafora di dalam profil perusahaan Pertamina dan Petronas. Teori yang dikemukakan oleh Geoge Lakoff dan Mark Jonhson (1980) bahwa terdapat tiga jenis metafora sebagai kunci untuk memahami bagaimana metafora. Penelitian ini di ajukan untuk mengidentifikasi jenis-jenis metafora seperti Ontological Metaphor, Structural Metaphor, dan Orientational Metaphor yang digunakan di dalam profil perusahaan Pertamina dan Petronas. Penelitian ini juga mencari perbedaan dampak nyata penggunaan kata metafora dalam profil perusahaan Pertamina dan Petronas.

Penelitian ini menggunakan metode deskriptif kualitatif untuk memberikan analisis data yang jelas dan mendalam. Data terdiri dari dua profil perusahaan yaitu Pertamina dan Petronas. Sumber data adalah website Profil Perusahaan Pertamina dan Petronas selama tahun 2019. Data analisis melalui beberapa tahap seperti, mencari kata yang berpotensi sebagai kata metafora. Kemudian, menganalisis kata-kata metafora yang ditemukan berdasarkan teori yang dikemukakan oleh Geoge Lakoff dan Mark Jonhson (1980). Terakhir, mengklasifikasikan data kedalam tiga jenis metafora dan membedakan dalam penggunaan kata metafora pada Perusahaan Pertamina dan Petronas kemudian menarik kesimpulan berdasarkan hasil penelitian.

Hasil penelitian ini adalah profil perusahaan Pertamina dan Petronas hanya menggunakan dua jenis metapora yaitu Metafora Structural dan Ontologikal. Berdasarkan hasil dari analisa, dalam penggunaan kata metafora peneliti menemukan beberapa kata metafora di dalam profil perusahaan Pertamina dan Petronas yang termasuk dalam jenis Metafora Ontologikal. Kata metafora tersebut adalah *GrassRoot* dan *Motor* pada profil perusahaan Pertamina. Sedangkan, Kata metafora *Money Field, Roller Coaster, Gold opportunity, Platform, Vehicles, Catalyst, Rendang, dan Root* terdapat pada profil perusahaan Petronas. Selain itu, kata metaphor juga ditemukan didalam profil perusahaan Pertamina dan Petronas yang termasuk dalam jenis Metafora Structural . Beberapa kata metafora dari perusahaan Pertamina adalah *Megatrend Global* dan *Anomaly* sedangkan pada profil perusahaan Petronas adalah *Maiden Foray, Social Cohesion, Horizon, The landscape, and Colorful Dynamics.*

Hasil temuan ini diharapkan dapat mengembangkan dan memperkaya bidang semantik di dalam profil perusahaan, khususnya mengklarifikasikan kata metafora sesuai dengan jenisnya. Selain itu, penelitian ini juga sumber bernilai bagi para pembaca, terutama bagi siswa dan dosen. Akhirnya, hasil ini dapat dikeromdesikan bagi peneliti selanjutnya untuk membahas perangakat retorika di dalam profil perusahaan.

نبذة مختصرة

زلمي، مُحَمَّد الفين، 2020 م، استعارة في مقارنة ملف الشركة بيرتامينا (Pertamina) و بتروناس (Petronas). بحث الجامعي برنامج الدراسات البكالوريوس. قسم الأدب الإنجليزية. كلية علوم الإنسانية. جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج.المشرف الحج جوكو سوسنطو، Ph.D. M.Ed

الكلمة الأساسية : استعارة، نبذة عن الشركة، بيرتامينا، و بتروناس

تتناول هذه الدراسة تطبيق الاستعارات في ملف تعريف شركة بيرتامينا (pertamina) في قسم البيانات الصحفية و بتروناس (petronas) في قسم الإصدارات الإعلامية التي تحتوي على أخبار عن الشركة. النظرية التي طرحها جورج لكوف (George lakoff) و مرك جونسون (Mark Johnson) في عام 1980 بأن هناك ثلاثة أنواع من الاستعارات كمفتاح لفهم كيفية الاستعارات. تم اقتراح هذا البحث لتحديد أنواع الاستعارات مثل الاستعارة الأنطولوجية، الاستعارة الهيكلية، و الاستعارة الاتجاهية المستخدمة في ملفات تعريف شركة بيرتامينا (pertamina) و بتروناس (petronas). بحثت هذه الدراسة أيضا عن الاختلافات في استخدام كلمة الاستعارة أو عدد المرات التي تستخدم فيها شركات بيرتامينا (pertamina) و بتروناس (petronas) الاستعارة في ملف تعريف الشركة.

تستخدم هذه الدراسة أساليب وصفية نوعية لتوفير تحليل بيانات واضح ومتعمق. تتكون البيانات من ملفين للشركة، وهما بيرتامينا (pertamina) و بتروناس (petronas). مصادر البيانات هي البيانات الصحفية الموجودة في الملف الشخصية لشركة بيرتامينا (pertamina) و الإصدارات الإعلامية التي كانت في شركة بتروناس (petronas) خلال عام 2019. يمر تحليل البيانات عبر عدة مراحل مثل البحث عن الكلمات المحتملة مثل الكلمات المجازية. ثم حلل الكلمات المجازية الموجودة بناء على النظرية التي طرحها جورج لكوف (George lakoff) و مرك جونسون (Mark Johnson) في عام 1980. وأخيرا، تصنيف البيانات إلى ثلاثة أنواع من الاستعارات وتمييز استخدام كلمة الاستعارة في شركة بيرتامينا (pertamina) و بتروناس (petronas)، ثم استخلاص النتائج بناء على نتائج الدراسة.

النتائج في هذه الدراسة هي لمحة عن شركة بيرتامينا (pertamina) و بتروناس (petronas) باستخدام نوعين فقط من الاستعارات هما الاستعارة الهيكلية وعلم الوجود. غالبا ما تستخدم بتروناس (petronas) كلمة الاستعارة في ملف تعريف الشركة من بيرتامينا (pertamina). استنادا إلى نتائج التحليل، وجد الباحث عند استخدام كلمة مجاز كلمتين مجازتين في ملف تعريف شركة بيرتامينا (pertamina) و 8 كلمات مجاز في ملف تعريف شركة بتروناس (petronas) مدرجة في نوع المجاز الوجودي. الاستعارة المذكورة هي GrassRoot و Motor في ملف تعريف شركة بيرتامينا (pertamina) وفي الوقت نفسه، تم العثور على الكلمات استعارة Money Field، و Roller Coaster، و الفرصة الذهبية، والمنصة، والمركبات، و Catalyst، و Rendang، و Root في ملف تعريف شركة بتروناس (petronas)، بالإضافة إلى ذلك، تم العثور على كلمتين مجازتين من ملف تعريف شركة بيرتامينا (pertamina) و 5 كلمات مجاز من ملف تعريف شركة بتروناس (petronas) المضمنة في نوع الاستعارة الهيكلية. الكلمات المجازية لشركة بيرتامينا (pertamina) هي Megatrend Global و Anomaly بينما في ملف تعريف شركة بتروناس (petronas) هي Maiden Foray و Social Cohesion و Horizon و The Landscape و Colour Dynamics.

من المتوقع أن تكون النتائج قادرة على تطوير و إثراء المجال الدلالي في ملف تعريف الشركة، وتوضيح كلمة الاستعارة على وجه التحديد وفقا لنوعها. بالإضافة إلى ذلك، يعد هذا البحث مصدرا قيما للقراء، خاصة للطلاب والمحاضرين. أخيرا، يمكن تجميع هذه النتائج للباحثين المستقبلين لمناقشة أداة البلاغة في ملف الشركة.

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CHAPTER 1

INTRODUCTION

This chapter discusses about the background of this study, the problem of the study, objectives of the study, the scope and limitation, significances of the study, the key terms of the study, and research method.

A. Background of the Study

This research examines the use of metaphor in the company profile in the world. According to Winter (2019), Metaphor is a very versatile strategy to convey the meaning of perception. In addition, metaphors can also be interpreted as words used to describe something or someone with another person. Lakoff and Johnson (2003) metaphor is for most people a device of the poetic imagination and the rhetorical flourish a matter of extraordinary rather than ordinary language. Moreover, metaphor is typically viewed as characteristic of language alone, a matter of words rather than thought or action. For this reason, most people think they can get along perfectly well without metaphor. We have found, on the contrary, that metaphor is pervasive in everyday life, not just in language but in thought and action. Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature. For example "Customer is king," the quality of a king has an image in power to receive good service or have the privilege to be treated well.

This research uses the theory put forward by Lakoff and Johnson. The theory explains the concept of metaphor based on its types. Lakoff

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(2003) divides the metaphor into three parts. They are structural metaphors, orientation metaphors, and ontological metaphors. Besides, there is a metaphor concept put forward by Kovekces about the metaphor of emotion. Kovekces (2002) divides the metaphor of emotion into 2 parts, namely expressive emotion and descriptive emotion. In this study, the metaphor concept was chosen from Lakoff and Johnson (2003), namely the types of metaphors. This is because the concepts proposed by Lakoff are more general and easier for researchers to investigate. Besides, the concept from Lakoff fits perfectly with the data used by researchers, namely company profiles. Meanwhile, the metaphor concept put forward by Kovekces about the metaphor of emotion is more suitable for research objects that come from literary works such as novels, poetry, and others.

This study chooses the object of research that comes from the company profile because in the company profile there is a lot of very accurate information aimed at the reader. The information conveyed is of course using an interesting language, such as a metaphor in the composition of the language. This has a purpose so that readers know everything about the ins and outs of the company from history to how the company promotes products through the language conveyed in the form of reading text. Besides, a company profile can have a big influence on a company in terms of attracting the public to read about the business conveyed by the company through the use of language. A company generally uses a unique language to beautify the sentences they use on their company profile. There are beautiful words that

will not escape the use of metaphors without them knowing it or deliberately. Therefore, metaphors can always stick to sentences in the company profile to loosen important information that the company records. The researcher can see or analyze whether there are metaphorical words contained in the texts in the company profile. The researchers can find a word that is considered a word that has meaning or what is commonly called a metaphor.

Previous studies related to metaphor have been conducted by a number of researchers. Wilson and Elliot (2015) explored brand meanings for HEI using metaphor analysis for deep insights. The findings confirm that the brand meaning is consistent with HEI's mission focus and current brand positioning strategy in line with the deep metaphors found. Delbaere (2018) examined metaphorical words that function as a marketing process. Kharchenkova (2018) analyzed the word metaphor found in a new approach to study the market. The researcher focused on the emic's perceptions and their consequences for action on the periphery market. By conducting a conceptual metaphor analysis guide to the contemporary art market in China by investigating how market participants understand their markets and their global. Isenberg (2016) examined violations and metaphors for "entrepreneurship." This research identified metaphorical errors in the entrepreneurial ecosystem.

Different from the above previous studies, the present research investigates the use of metaphor in company profiles of Pertamina (Indonesian) and Petronas (Malaysian). These two companies are chosen for

this study because these countries have almost the same language, namely Malay language is the basic communication in Indonesia and Malaysia. Besides, the two countries are included in the ASEAN membership. This research focusses on comparing the use of metaphor in Company Profiles from these two companies. In a company profile, companies provide very accurate information that is addressed to the reader. The information conveyed certainly uses an interesting language such as the existence of metaphors in the arrangement of the language, example: grass root.

After reviewing several studies that have been conducted by the recent researchers, the researcher has not found a study that discusses the metaphors that exist in the profile of oil and gas companies. Besides, researcher also has not found any researchers that explains or compares one company with another company in the same field but different countries in the use of metaphor. This research investigates the difference of a metaphorical word that is often used in each company profile. The communication that involve metaphor can be used as data in this research.

B. **Problems of the Study**

1. What types of metaphor are used in the company profiles of Pertamina and Petronas?

2. How are the differents use of the metaphor in the company profiles of Pertamina and Petronas?

C. Objectives of the Study

Based on the problem of the study above, the objectives of the study are as follows:

A. To investigate the types of metaphor use in the company profile of Pertamina and Petronas.

B. To describe the differents use of the metaphor in the company profile of Pertamina and Petronas.

D. Significances of the Study

Theoretically, this research provide new on metaphorical theory. Besides, this research can learn semantic studies, especially metaphors, in the company profile.

Practically, this research is expected to produce a new way to understand metaphors found in company profiles in the world. This research can help anyone who studies linguistics, especially in the field of metaphors, and the results of this research can be one example of metaphor studies. This research is expected to make a reasonable contribution to researchers about future metaphors. This research is also expected to be used as a reference for learning English. The findings in this study are expected to enrich knowledge about figurative language, especially in the metaphors used in the business world.

E. Scope and Limitation

This research only focuses on the use of metaphor in Pertamina and Petronas company profiles. This research was conducted by indirectly coming to the company to look for data. The researcher only looked at all the updated

things in the company profile between Pertamina and Petronas during 2019. The data is taken from news texts about the company that is considered essential to convey information to readers or investors. The researcher looks for data by looking at two companies' websites by investigating the words included in the word metaphor. The researcher only searches for terms of metaphor that is used in companies that are in their company profile. Therefore, all aspects of the comparison of company profiles between Pertamina and Petronas, whose texts are related or included in metaphorical theory, will be the main discussion in this study.

F. **Definition of Key Terms**

1. According to Lakoff (2003: 4) states that metaphors are found in our everyday lives, not only in language but also in thoughts and actions.

2. Company profile is a mass media electronic that is used as a professional introduction to provide information. In a company profile, it is usually easy for prospective buyers, investors, and those who have an interest in the company to look at the products, services, and status of the company. The company profile must be well written for the great opportunities of a company that is special and that distinguishes itself from other companies.

3. Pertamina is an Indonesian state-owned Oil and Gas mining company based in Jakarta. This company was created in August 1968 by a merger which was originally named Pertamin and now is Pertamina. In 2013, Pertamina became the second largest oil and gas mining company under Chevron Pacific Indonesia.

4. Petronas is a Malaysian National Oil Company. Petronas, who is a painter from Petroliam Nasional Berhad, is an oil and gas company from Malaysia and was established on August 17, 1974. The company is wholly owned by the Malaysian Government and owns all oil and gas resources in Malaysia.

G. Previous Studies

There were many previous studies conducted by many researchers related to this research. First, research conducted by Alvi (2012), in his research using a metaphorical approach, states that the institutional context is investigated in his research through metaphorical analysis. Findings made through metaphorical analysis have simplification and strong cognitive from emerging markets. Discussions that still apply in the international business literature are more likely to focus on objective and straightforward steps from the country context. In this study, the use of metaphor analysis sees the importance of considering a subjective element that can be said to be messy or irregular from an institutional context. Discussions carried out in the international business literature often focus on objective and straightforward steps in the institutional framework.

Second, the research conducted by Belhassen, Caton, Vahaba (2019) contained a study examining the vocational discourse of Israeli students participating or participating in internships held at the Eilat hotel. This study used metaphor analysis, and this study focused on positive and negative stereotypical images. The hospitality career was depicted in the discourse under study. The study concluded with a conclusion that addresses the ironic tension between

interpersonal and practical aspects of the profession found in positive metaphors and the values of individualism and competitiveness - which characterize the market-based society in which commercial hospitality operates - were found in negative metaphors.

The third study was by Clarke and Holt (2017) in their study that examined how visual metaphors can secretly express assumptions used by entrepreneurs to understand how their lives are. In this study, linguistic metaphors, in the meantime, were often equated with metaphors. They argued that the metaphor created through modality in drawing can offer a more nuanced insight into how entrepreneurs understand their entrepreneurial identity. From an analysis of pictures taken by entrepreneurs and an interview as one of the stages of research, a much more complex, nuanced, and irregular metaphor emerged from its linguistic perspective.

The Fourth study was a research conducted by Margariti, Boutsouki, Hatzithomas, and Zotos (2019) stated that many studies in food advertising have considered the use of visual metaphors and their impact on consumer responses in various cultures according to him is narrowly investigated. This study examined carefully the direct and indirect effects on visual metaphors that are moderated by cultivation culture as a result of the attitudes generated towards the brand. The researcher had investigated the indirect conditional effects of visual metaphors on moderate cultural attitudes toward advertising and the resulting attitudes towards them. This study used SPPS to analyze the data under study. The results from the study visual metaphors in high context culture (India) seem to have a significantly

more positive influence on attitudes towards advertising and finally on attitudes towards brands compared to low context environments (US).

From the explanation above, there are various ways conducted by researchers to examine metaphors. Especially in the business world, a lot of research has been done on metaphors. The above study discusses and investigates the metaphorical words of various objects, especially in marketing and entrepreneurship. Therefore, this research identify something different from previous studies. This research uses company objects and focuses on the company's profile to investigate the metaphorical words contained in the company's evidence. The object of this research is the Oil and Gas Company, namely Pertamina and Petronas. Besides, this study also compares the word metaphor used by these company profiles.

H. Research Methodology

1. Research Design

This study used descriptive qualitative methods because the data obtained looked for metaphorical words in two different companies but in the same field. Data from this research are words that contain metaphorical meaning and also describe the meaning of the word metaphor contained in the company profile and compared with the metaphor used in other companies which in this case have the same field. Besides, this research is also seen from the comparison in the use of metaphorical types contained in the company profile and this research also looks at how companies use several types of metaphorical words in the company profile, namely Petronas and Pertamina, which are on each company's website.

This research is conducted using a semantic approach because in this study discussed figurative language, especially metaphor, which discusses the meaning of sentences or words in a company profile. The semantic approach in this study is to find out the meaning implicit in the company profile and can compare the meanings in one company with other companies that have been determined.

2. **Research Instrument**

The researcher is the instrument in this research. The researcher selected and analyzed data available in the company profile website of Pertamina and Petronas.

3. **Data Source**

The data source is the company profile of Pertamina and Petronas obtained from the websites. Data source taken for this study was the one published during 2019. The data is words or sentences containing metaphor meaning used in each company profile. It aims to measure how important the word metaphor is used in company profiles in attracting readers or investors. Data is taken from the following official website links:

1. https://www.petronas.com/

2. https://www.pertamina.com/en/home

4. **Data Collection**

Several procedures are carried out by the researcher. First, the researcher would search the websites of the two companies to view their company profiles. After that, the researcher visited the website of each company profile and read the content of the company profile. Then, the researcher looks for words that have the

potential to contain metaphorical meanings. After finding words that contain metaphorical meanings, the researcher collected these words and arranged them according to the profile of each company. After collecting the data, the researchers distinguished from one another from several words in each company. After that, the researcher looked for what kind of metaphor is contained in some words in the company profile. Finally, the researcher looked for differences that appear in the use of the word metaphor in the web of the two company profiles.

5. Data Analysis

From the collection of data compiled in the previous points. The researcher   analyzes the data that has been obtained through several steps. First, the researcher read each word or sentence thoroughly to understand the meaning of the metaphor according to the context. Second, according to The Pragglejaz Group (2007), the researcher determined that several words which are considered as metaphors in the text which have basic meanings tend to be more real, namely, those that are expressed are easier to imagine, see, hear, touch, smell, and feel. Third, the researcher distinguished each metaphor word found in what type of metaphor and classifies them according to types based on the theories put forward by Lakoff and Johnson such as structural metaphors, orientation metaphors, and ontological metaphors. Fourth, arranged data based on categorized types. Finally, the researcher concluded from the analyzed data.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter explains several things related to research. Examples include semantics, figurative language, metaphorical types, and metaphorical meanings. This research was conducted to understand the types of metaphors and their meanings. The researcher needs some description of the theory to facilitate and accelerate the researcher in conducting his research. In achieving research objectives many references or research sources are considered very important. This research consists of several theories, namely:

A. Semantics

Semantics is the study of meaning. In linguistics, semantics is a branch of linguistics that specifically discusses the study of meaning in various words, phrases, or even sentences. Kreidler (1998: 03) says that semantics is one branch of linguistics that discusses systematic studies of meaning. Besides, the semantics of the language are studies that explain how languages organize and express meaning. In other words, semantics is one of the various branches of linguistics that studies the meaning of language. This is consistent with what was said by Yule (2010) that semantics is the study of the meaning of words, phrases, and Sentences. Also, Griffiths (2006: 15) said that semantics is a study that seeks to describe and understand knowledge about meaning in language.

The Meaning is something that cannot be separated from language. Therefore, semantics is a branch of linguistics. Language experts have classified meanings in various ways as Verhaar (1983: 124) said in Patedabook (1990: 16)

that meaning is divided into 2 parts, namely grammatical meaning and lexical meaning. Grammatical meaning is the meaning of a word that depends on the role and its location in the sentence. This can be called a sentence that varies with the form of inflection. Lexical meaning is the meaning of words from a content that depends on linguistic concepts to express a thing.

According to Leech (1974), the meaning is divided into 7 types. They are denotative meanings which mean the literal meaning of a word that shows several ideas or concepts. The connotative meaning is the communicative value of the expression above pure conceptual content. Affective meaning is anything that conveys how a speaker feels and behaves through the use of language. Reflective meaning is when there is a word that has many conceptual meanings or also called multiple conceptual meanings. The meaning of collocative is a meaning obtained from a word in the company of certain words. Thematic meaning is a meaning in which the speaker or writer organizes messages that are focused in terms of ordering and emphasizing which refers to what is communicated. Social meaning is a meaning conveyed by a piece of language whose use is about social context. The decomposition of the text depends on knowledge of the use of language styles. Within the branch of linguistics, especially semantics, there is the study of figurative language. Figurative language is a language in which its use has a different meaning from the literal meaning to achieve a specific meaning in terms of speech or writing.

B. Figurative Language

Figurative language is language that expresses various words or expressions that produce meaning different from literal interpretations. Metaphorical language is rarely used in everyday conversation. Figurative language is also often found in various articles in newspapers, advertisements, company profiles, and others. Figurative language is the use of various words that go beyond ordinary meanings. One must use his imagination to find out what it means. When a writer in his work has used literal language, the writer will only state an existing fact. In this case, custom language is used as a comparison or use word changes to achieve a meaning. Metaphorical language is the language that is usually used to tell things in a way that is unusual for some writers. In addition, the writer explains the meaning indirectly to tell the meaning which usually has an illusory meaning.

Hawkes (1972: 1) said that Figurative language is language that does not mean what it says. Cars do not wear hats. Men are not ships. Time is not a river. Night is not a bowl of water, and Morning does not throw stones into it. Metaphorical language intentionally interferes with the literal use system assuming that terms that are literally connected with one object can be transferred to another object. The disorder takes the form of displacement, or 'carrying', with the aim of achieving a new, broader, 'special' or more appropriate meaning. Inevitably, figurative language is usually descriptive, and the transfers involved produce what appears. In addition, Knickerbocker and Reninger (1963) convey that figurative language is divided into 10 parts. The figurative language is like a

parable, personification, synecdoche, metonymy, hyperbole, irony, paradox, dead metaphor, and figurative. As long as metaphors are the subject of this study, discussion of metaphors will be discussed in more detail.

C. Metaphors

Hawkes (1972: 1) explains that the metaphor comes from the Greek word which comes from the word meta which means more, and pherein which means to carry. It refers to certain linguistic processes in which aspects of one object are moved to another object, so that the second object is interpreted as if it were the first. There are various types of metaphors, and the number of objects involved can vary, but the general procedure for the transfer of meaning remains the same. Examples such as:

Wake up! for Mo Ming in the Night Bowl has thrown stones that make the stars fly. (Edward FitzGerald, Ruhaiyat from Omar Khayyam)

On the other hand, metaphors only exist because metaphors do exist. And metaphors only exist when they actually appear in language, in society, and in time. In other words, metaphors have been formed at certain times by linguistic and social pressures. Metaphor if viewed from the side of history does not have a pure form. In view of this, the most useful way to approach the topic seems to be through an examination of the metaphorical process itself through an explanation of the idea of metaphors as social and historical phenomena stemming from attitudes towards language. We might hope that these terms will come, eventually, to illuminate one another; that metaphorical 'displacement' may occur between them.

A beautiful, calm and free night,

The holy time is quiet like a nun

Panting with adoration. (Wordsworth, Sonnet)

Metaphor is the comparison of an implicit meaning between different meanings from one another. Knickerbocker and Reninger (1963) have said that metaphor is a figure of speech where an implicit comparison is made between two different things that actually have in common. Aristotle in Levin (1977: 79) explains that metaphor is the transfer of a basic meaning of words from general meanings to more specific meanings, from specific meanings to more general meanings, or from specific meanings to other more specific meanings by using an analogy. In addition, Lehmann (2000: 79) explains that metaphor is the style of a language based on similarity. Metaphors are different from parables. Metaphors do not use the words like, as, and such as to compare things. For example, success is an achievement, not an illegitimate child. This sentence compares the word achievement with an illegitimate child without using any comparison word that can explain the meaning.

In general, the metaphor is described as a metaphor that one thing is compared to another without providing explicit comparison words like or as called a parable. In addition, before Geoge Lakoff and Mark Jonhson emerged with their new theory in 1980, there was a most general concept about metaphors. The concept is a traditional concept which explains that metaphor is a linguistic phenomenon that is used for several artistic and rhetorical purposes. In addition,

metaphors are the use of various intentional words and must have special talents to use them properly and correctly. Metaphors are used in special effects which are not part of everyday human communication.

Then, George Lakoff and Mark Jonhson in 1980 developed metaphorical theory in a coherent and systematic way. Their theory is known as the "cognitive linguistic metaphorical view." They say that metaphor is a property concept. The function of the metaphor is not just for some artistic purposes where the purpose is not only by special talented people. The function better understands certain concepts that are easily used in everyday life by ordinary people.

Zoltan Kovecsec (2014) has explained that conceptual metaphors consist of two conceptual domains, where one domain can be understood in another. The conceptual domain is a coherent experience organization. The two domains used in conceptual metaphors have special names. The conceptual domain where we draw a metaphorical expression to understand other conceptual domains is known as the source domain, such as war, animals, plants, and food or travel. Whereas what is meant by the target domain is the domain that understands it through the use of the source domain, for example arguments, love, life, theory, and ideas.

The example below is taken from a book called We Live By written by Lakoff and Johnson (1980: 44)

LOVE IS A JOURNEY

Look how far we've come.

We're at a crossroads.

We'll just have to go our separate ways.

We can't turn back now.

I don't think this relationship is going anywhere.

Where are we?

We're stuck.

It's been a long, bumpy road.

This relationship is a dead-end street.

We're just spinning our wheels.

Our marriage is on the rocks.

We've gotten off the track.

This relationship is foundering.

Source: Journey	Target: Love
The travelers	⇒ the lovers
The vehicle	⇒ the love relationship itself
The journey	⇒ events in the relationship
The distance covered	⇒ the progress made
The obstacles encountered	⇒ the difficulties experienced
Decisions about how to go	⇒ choices about what to do
The target of the journey	⇒ the goal (s) of the relationship

The example above is triggered by Zoltan Kovecses (2002: 7). The example shows that the concept of Journey is used as a source domain to understand the target domain of love.

D. Types of Metaphors

According to Lakoff and Johnson (1980) shows that there are various types of metaphors from a cognitive perspective. There are three types of metaphors described below:

1. Ontological metaphor

Ontological is the problem of seeing abstract concepts in terms of physical entities. Lakoff & Johnson (1980: 27) have explained this type of metaphor as a way of describing an object that does not have physicality as an entity or substance. Besides, they also explained that such abstract entities were ideas, feelings, and events. In this type of metaphor, they can use personification as a form. In personification, the quality of a human being is given to entities that are not human. Personification according to Lakoff and Johnson (2003) is also included in the ontological metaphor. In personification, entities in the form of inanimate objects, both abstract and concrete objects are used and treated like humans with all aspects and activities, for example, inflation is eating up his profits, inflation has attacked the foundation of our economy. Based on this example, the inflation entity is considered capable of doing something like humans, that is 'eating' and 'attacking'.

They give an example in a metaphor, THE MIND IS A MACHINE.As in the example below contained in a book called We Live By from Lakoff and Jonhson's Metaphor (1980: 28)

MIND IS A MACHINE

We are still trying to find a solution to this equation.

My mind is not operating today.

Wow, the wheels are spinning now! I'm kind of rusty today.

We have been working on this problem all day and now we are exhausted.

The MACHINE metaphor gives us the conception of the mind as having an inactive state, level of efficiency, productive capacity, internal mechanisms, energy sources, and operating conditions. Besides, ontological metaphors relate to events, activities, emotions, and ideas that are considered as entities. Lakoff (2003) says that once we can identify our experience as an entity or substance, we can refer to it, classify it, and measure it and consider it. Kovecses (2010) has explained that personification can be considered a form of ontological metaphor. For example, my mind does not operate today. In this sentence, the speaker conceptualizes his mind into something that must have physical properties. Kovecses (2010) says if we conceptualize thoughts as objects, we can easily provide more structure for that.

2. Structural Metaphors

Structural metaphors are when one concept is structured metaphorically arranged in another concept. Structural metaphor is also called a concept that was 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. Kovecses (2010) also describes that the cognitive function of a structural metaphor is to enable a speaker to understand the target through the source structure.

Lakoff & Johnson (1980) have explained that structural metaphors are a case in which one concept is structured metaphorically in terms of other concepts. The concept is that the explanation of needs is understood through the appropriate source domain. ARGUMENT IS WAR is a clear example of this type of metaphor. ARGUMENT IS WAR means I defend my argument. They explain that ordinary activities use metaphors when the use of expressions defends connections with arguments. Kovecses (2010) has said that most structural metaphors provide structuring and understanding of the target concepts used.

3. Orientation Metaphors

Lakoff and Johnson (1980: 14) explain that this type of orientation metaphor arises from bodily experience. They clarify that the physical basis is the basis of such a metaphor. When someone says "I FEEL," the fact that an upright position can be said to be a healthy attitude. A low position is a reflection that the person is unhappy or hopeless. Therefore, the metaphorical word "SAD IN DOWN" or "I FELL INDEPRESSION" is a reflection of a special meaning. The upward orientation tends to be concluded as a positive evaluation, while the downward orientation can be

said to be a negative evaluation. But positive and negative evaluations are not limited to ascending and descending spatial orientations.

Meanwhile, orientational metaphors are metaphors related to spatial orientation, such as up and down, inside-outside, front-back, and others. This spatial orientation arises from the fact that we have a body and the body functions in a physical environment. This metaphor is based more on human physical experience in managing direction orientation in daily life, such as UP-DOWN as measured by human physical experience. Orientational metaphors reflect different spatial concepts according to the physical or cultural experience of the community (2003: 14). Therefore orientational metaphors are different in each culture, because what is thought, experienced, done by each culture, is different. Orientational metaphors give the concept of a spatial orientation, for example: HAPPY IS UP, HEALTH IS UP.

Lakoff (2003) explains that orientational metaphors are related to spatial orientation that is influenced by our physical or cultural experiences involved up and down, in and out, high and low, front and back, and others. Kovecses (2010) also said that the name of metaphor orientation is stated that most of the metaphors that serve this function must be done with basic human spatial orientation, such as up and down, center and periphery, and the like. For example, his income fell last year. Fallen words are categorized as orientation metaphors. The word fall denotes a downward concept. In addition, Kovecses (2010) also explains that

downward tends to go with negative evaluations while upward to with positive evaluations.

E. The Meaning of Metaphor

Metaphorical meaning is a conceptual metaphorical mapping that arises from correlations inexperience. Lakoff and Johnson (2003: 247) have explained that conceptual metaphors are a natural part of human thought, and linguistic metaphors are a natural part of human language. Lakoff and Johnson (1980) have used source domains and target domains. The source refers to something that explains the target used to analyze a metaphorical meaning. The characteristics of this source are very clear, familiar, and explicit. In other words, the source is a clear word that states the word clearly. Lakoff and Johnson (2003: 254) have explained that the source domain is used in consideration of the target domain. Target refers to something that is discussed but expressed in different words or something. The characteristics in the target are known as abstract, unknown, and implicit. This is in contrast to source characteristics. Examples of sources and targets that can be known in human life are travel. In this case, life is categorized as a source and journey are categorized as a target.

CHAPTER III

FINDINGS AND DISCUSSIONS

In this chapter, the researcher presents an analysis of all data originating from the profiles of oil and gas companies, namely Pertamina and Petronas. This chapter is the most important part of the whole study as the researcher begins to analyze the data. Data analysis was carried out based on the metaphor theory of Lakoff and Johnson to answer the questions predetermined in the research question. In this section, the researcher found various words that contain metaphorical words. The words found are included in the ontological metaphor and structural metaphor. Meanwhile, the type of orientational metaphor was not found in the company profiles of Pertamina and Petronas. Then, the researcher compiled or identified various words that contain metaphorical meanings in the company profile according to their respective types. Besides, the researcher also described the meanings contained in various metaphorical words in the company profile and then distinguished between Pertamina and Petronas company profiles.

A. Findings

This section analyzed the profiles of oil and gas companies, namely Pertamina and Petronas. The researcher had found many metaphors contained in the profile of the Petronas company from Malaysia which was contained in Media releases during 2019. Besides, the researcher also found several words that are included in the metaphors in the company profile, especially on the News releases in Pertamina from Indonesia. Then, the researcher analyzed using the metaphor theory presented by Lakoff and Johnson (1980). The theory divided metaphors into 3 types of metaphors. The researcher found 17 metaphorical words from various news during 2019 that were in the company profiles of Pertamina and Petronas. The words found were in the news text published by Pertamina and Petronas Companies. The researcher identified and classified metaphorical words contained in the company profile of Pertamina and Petronas according to their respective types which refer to the research question that has been determined.

1. **Types of metaphor use in the company profiles of Pertamina and Petronas.**

This study found 2 types of metaphor used in the company profile of Pertamina and Petronas. This research found metaphors in the company profiles of Pertamina and Petronas. The data in this study are contained in news texts published during 2019 at Pertamina and Petronas companies. The data in this study were taken from a word considered by the researcher as a custom word used to beautify sentences and has a meaning that is following the context that is not commonly used by the general public in news texts. Each of which is presented below.

a) **Ontological Metaphor**

In this type of metaphor, the researcher found some data that had been considered as sentences containing metaphors from Pertamina and Petronas company profile during 2019.

PERTAMINA

1) **Grass Root is Workers**

Bali, 14-15 May 2019

Indonesia strategic challenges to fulfill the energy demand and maintaining the overall sustainability of the oil refinin process business into the future, mandate Pertamina to develop world-class refineries with the most competitive refineries performances in the top quartile. ***The development of New*** ***Grass Root*** ***Refineries (NGRR) and the revamping most of current Pertamina refinery unit through Refineries Development Masterplan Program (RDMP) would prepare to- that challenge.*** *These strategic initiatives strengthen Indonesia commitment to meet the increasing demand of domestic energy consumption.*

In the company profile, Pertamina informed that on 14-15 May 2019 a world conference on refineries and petrochemicals would be held or also called RPW in Bali. This information was obtained from the program and event section of Pertamina's company profile. The conference was held to meet energy demand and maintain overall sustainability in business process oil refining for the future. In addition, the Company also informed that developing world-class refineries with the most competitive refinery performance above was Pertamina's main plan. The most important program of this information is the Development of a New Grass Plant Refinery (NGRR) and revamping most of Pertamina's refinery units through the Refinery Development Master Plan (RDMP). This was done because to prepare for the challenges and take initiatives to strengthen Indonesia's commitment to meet the increasing demand for domestic energy consumption.

In Pertamina's company profile, it is evident that there is a metaphorical word found in the delivery of that information, namely in the first paragraph. The word metaphor is found in the word New Grass Root. The metaphors found in Pertamina's company profile are the data contained in the Pertamina Company Programs and Events section. The word New Grass Root is a metaphor that is included in the type of ontological metaphor. That's because the word is in harmony with what is exemplified by Lakoff and Johnson in theory he describes this type of metaphor that the word is a concept as an entity or substance. Grass roots are a metaphor by describing groups that have full influence in developing refineries in accordance with company plans. Among those mentioned in that word, the Grassroots metaphor is a worker. That is because workers are the group that drives the refinery and full participation in the refinery. The company uses the word grass

root so that the meaning is more beautiful and is worth reading by partners or stakeholders. Therefore the word grassroot is used to describe a worker who serves a company with full dedication.

2) Motor is Institution

Tuban, 18 August 2019

According to Fajriyah, through the Pertamina Merdeka Festival, it is hoped that people will increasingly feel Pertamina's presence as one of the BUMNs that are the <u>driving motor</u> of the national economy and community development agents that can be directly felt by the community through various activities carried out at the Pertamina Merdeka Festival.

In the company profile, Pertamina had reported that activity was held in Tuban, East Java on 18 August 2019. The news was found in the News Release section in Pertamina's company profile. The purpose of the news was to inform the public and business partners who see Pertamina's company profile. The news was titled "The title of the People's Party and the Cheap Market, Thousands of Tuban Residents Liven Pertamina's Freedom Festival". Pertamina Merdeka Festival was a form of presence or concern of Pertamina together with other SOEs joining into a series of synergies between BUMN Present for the Country (BHUN). Many activities carried out in the Festival such as competitions, bazaars, free culinary, health checks, and others. The activity was a form of a contribution of SOEs, especially Pertamina, to participate in providing care for the community. Besides, efforts to strengthen nationalism and unity throughout the country had been carried out since the BHUN program was formed.

Pertamina in its company profile in the News Release section used a word metaphor to beautify the word and convey an implicit meaning. The word 'Motor' was conveyed by the President of Corporate Communication Mrs. Fajriyah. The word

metaphor was a type of metaphor from Ontological Metaphor. That was because the word motor has a meaning as an object or a way that can be used to drive an economic activity that has been built. Another meaning Motor was known as a means of transportation or a machine to facilitate someone in doing something. In this context, Motor could be interpreted as a tool or media to accelerate and simplify the economic process intended by Mrs. Fajriyah as President of Corporate Communication.

PETRONAS

1) *Money Field is Source of Profit*
SOUTH KOREA, 27 November 2019

> ***Tan Sri Wan Zulkiflee** in his speech said that PF**LNG** DUA is a key solution by PETRONAS to <u>monetise stranded deepwater gas fields</u> in a safe, economical and sustainable manner. "The development of PFLNG DUA is a step forward in providing a new supply source of clean energy and in realising our shared aspiration for a low carbon future. As an integrated energy player, PETRONAS is fully…*

Petronas released a story in its company profile specifically in the Media Releases section. The news was titled "PETRONAS Names Its Second Floating LNG Facility" released on November 27, 2019. The news informed that PETRONAS has marked a milestone as a progressive energy and solution partner by naming the second floating natural gas (LNG) facility, the PFLNG TWO officially. The facility has opened up new sources of supply for cleaner energy. That was because the facility is designed to extract gas from deep-sea gas reservoirs to a depth of up to 1,500 meters. Petronas named the Facility together with their business partners, namely JGC Corporation and Samsung Heavy Industries, and the consortium responsible for the engineering, procurement,

installation, construction, and commissioning of the facility. The process of naming the facility was held at the Samsung Heavy Industry Shipyard on Geoje Island, South Korea, which was attended by company officials and partners.

Oil and gas company Petronas in its company profile especially in the Media Releases section has used the word metaphor. The word metaphor in the field of money contained in Pertamina's president and CEO's statement in his speech in the news. The word Field Money was included in one type of metaphor namely Ontological Metaphor. That's because Farm Money was having an implicit meaning which means a place that will continue to produce profits. In this context, profits refer to the Petronas Company which was building facilities with its business partners. Also, the field of money can be interpreted as a broad place that is used to plant business to produce maximum profits with a process that is not easy and must be patient to be able to harvest the results. So, the Petronas Leader in his speech used the word Farm Money as a source of profits for Petronas companies and also business partners who collaborated to build the facility.

2) **Roller Coaster is Twists and turns life**

Mumbai, 18 November 2019,

The webfilm series is divided into three, 20-minute episodes and brings viewers on a <u>*roller coaster*</u> *journey of friendship and obstacles. The story centres on Aman, an organ donor, who grapples with impending death and makes an effort to give meaning to his remaining days by travelling across India to meet the child recipient of his gift of sight.*

Petronas had created a Web film which is reported in its company profile in the media releases section. News in the company profile was published on November 18, 2019. News titled PETRONAS Launched Webfilm That Pays Tribute to India's Spirit

of Ingenuity was released in Mumbai, India. The news explained that Petronas has launched a three-part webfilm titled Land of Light Bulbs which tells of the spirit of Indian ingenuity as part of a branding campaign in India. The webfilm was presented by Petronas for its business partners and customers held in New Delhi, India. The webfilm was produced by Rajesh Mapuskar and Rajay Singh who are both well-known directors and directors in their respective countries namely India and Malaysia. Besides, Rizal Ismail, as chairman of Petronas Energy Private Limited, argued that the webfilm titled Land of Light Bulbs is a reflection of a partnership that has many benefits that Petronas has sought in India for several years based on the essence of mutual trust.

Petronas in the reporting of the making of a webfilm published in the company profile especially in the Media Releases section had used the word metaphor in it. The word is Roller Coaster where it was the name of a game compared to the journey of life on a webfilm made by Petronas. Roller Coaster was included in the metaphor type ontological metaphor because the roller coaster was an inanimate object that can be realized into human life, especially in the film that explains the meaning of life. Roller Coaster was a game that travels very fast and there are also many challenges during the journey. The journey was sometimes smooth and sometimes some challenges make the adrenaline of those who ride it increase. So the meaning of the word Roller Coaster in the webfilm showed that life would not always run smoothly. A journey of life there must be challenged that will be passed or called the twists and turns of life.

3) Golden Opportunity is Valuable opportunity

Abu Dhabi, 13 December 2019,

"I am excited, and it is unexpected. As ADIPEC is a prestigious international award, winning this is a major accomplishment in life

*for me. **The award is a <u>golden opportunity</u> for organisations and individuals from around the world to gain recognition as being among the best in class across the oil and gas industry," Lock said.***

Petronas, through its company profile, reported on an achievement obtained by one of its Engineers in winning the International Oil Exhibition and Conference Award (ADIPEC). The news was published by Petronas through Media Releases on December 16, 2019, under the title "PETRONAS Engineer Wins Prestigious Adipec Award". The news explained that on December 13, 2019. Abu Dhabi UAE, one of the Petronas Technicians won an award and gained worldwide recognition as ADIPEC Young Technical Professionals. The young technician named Irene Lock Sow May and 29 years old. The Award event was attended by around 800 leaders from the oil and gas industry from 50 countries. As a winner, Lock was someone who survived leukemia whose achievement was extraordinary. His abilities were not only in the fields of engineering and innovation but also in the quality of his leadership that is exemplary wherever good in the workplace or his capacity as a speaker and motivational writer.

Petronas in reporting an award obtained by one of its technicians had used the word metaphor in its wording. Metaphor was found in the words of the award winner, Lock Sow May. In his words, there is a golden opportunity where it is a metaphor. Golden Opportunities were included in the metaphor type of Ontological metaphor. That was because gold is an inanimate object that has a deep meaning in interpreting it. Gold was known as a very valuable item for human life and has benefits for humans. These benefits were to change people to become better or increase quality in their lives. In the context of the news above, golden opportunity had meaning as a very valuable opportunity to achieve the goal of

gaining trust and recognition from other oil and gas industries. In this case, acknowledgment and trust were very important in business to hold many partners to be able to collaborate with the company.

4) **Platform is theatrical**

KUALA LUMPUR, 2 October 2019,

PETRONAS Vice President, Group Procurement, Samsudin Miskon, who is also the organising Chairman of GLC Business Opportunity Day, said the event should be used by the GLC vendors as a platform to build partnerships, widen their offerings and increase their market base.

Petronas has released a news story titled PETRONAS, 6 GLC Organizing Business Opportunities Day in its company profile through media releases. The news was published on October 2, 2019, informing that Petronas and 6 Government-Related companies had organized GLC Business Opportunity Day. GLC Business Opportunity Day was one of the initiatives in increasing Bumiputra vendors launched by PETRONAS and the Ministry of Entrepreneur Development. The event was an effort to provide benefits to local entrepreneurs in expanding capabilities in the business world. Besides, the event was intended for entrepreneurs in Small and Medium Industries. GLC can also be used as a forum to share insights on the licensing and registration process. Business and Procurement opportunities in various presentation sessions did not escape the guidance of GLC. Meanwhile, Petronas also provided seven financial institutions namely Access to Financing (A2F) under its program to offer solutions to financial problems.

Petronas released a piece of news contained in his company profile about Business Opportunities Day held in Kuala Lumpur. In the reporting process, Petronas has used the word metaphor in the

wording formed to inform the news. The word was a platform that is included in the type of metaphor Ontological metaphor. This is because the platform has the meaning of a play or plan to attract partners and build trust in partners by holding the event. The platform can also be interpreted as a stage for a business game created by Petronas Corporation. Therefore, Petronas used the word platform as a metaphor used to preach an event he made so that the language used is more interesting. In the context of the news above, the program created by Petronas must be maximized properly because the platform has other meanings as a stage to improve performance to be even better.

5) **Vehicle is Media**

Seri Iskandar, Perak, 20 July 2019,

*...educated and skilled talents. **We believe in education as <u>the vehicle</u> to empower our communities to improve their living standards and capabilities, with the aim to enrich lives and progress the nation forward.***"

Petronas released news through its company profile, especially through its media releases, entitled Petronas Committed to Fostering Talent to Support the Needs of the Indonesian People & Human Resources. The news was published on July 29, 2019, ago in Seri Iskandar, Perak, Malaysia. The contents of the news were that Petronas, known as the Oil and Gas company, has informed that the company provides sponsorship to 291 Sijil Pelajaran Malaysia with achievements. Those who excel in continuing tertiary education locally and abroad in any discipline under the auspices of Petronas with the Petronas Educational Sponsorship Program (PESP). PESP has invested around RM156 million in 2019 for 400 recipient sponsors, namely students who excel. It was a part of Petronas's corporate social responsibility efforts to care about education.

Petronas used the word metaphor in its presentation which is released in its company profile through media releases. The word metaphor was a vehicle known as a means of transportation for humans in general. The word vehicle is included in the metaphor type Ontological metaphor. That is because the vehicle has the meaning that the tool to facilitate someone to do something. Besides that, the word could also be interpreted as a medium to speed up the course of an activity carried out. In the context of the news above the vehicle can be interpreted as a medium that is used to improve the ability and standard of living for recipient sponsors who have achievements. By providing a media in the form of education they will be easier to achieve a target to meet Petronas's goals as a trustworthy company business partner. That was because education is one way to turn on talent in building pipelines to advance the nation.

6) Catalyst is Acceleration

Kuala Lumpur, 10 July 2019,

Meanwhile, Datuk Fazlur Rahman Zainuddin, Chief Strategy and Regulatory Officer of Tenaga Nasional Berhad, spoke about the utility's future direction as electrification & digitalisation are expected to serve as <u>*catalysts*</u> *for future economic growth and development of the country. At the same time, there are also challenges on existing infrastructure, fuel mix, and human capital development.*

Petronas has published a story about the company's cooperation with the World Economic Forum (WEF). The news was published on 10 July 2019 in Kuala Lumpur through Media Releases. The news described the holding of the Energy Malaysia meeting. The meeting aims to facilitate public and private discussion about the future scope of Malaysian energy. This was done to encourage an effective energy transition in balancing

priorities about energy. Many programs were discussed in discussions such as the Roundtable program, one of which. The program was part of the WEF Program in ASEAN and also as a media for stakeholders in the entire energy ecosystem in Malaysia. Things discussed in the program were visions and steps to achieve an energy transition. Meanwhile, the news also explained that the event was an event where policymakers, industry players, academics, and also partners owned by WEF in the energy sector were brought together. They all have a goal to explore the acceleration of the energy transition in Malaysia. Besides, they also discussed challenges that would hit them to be faced by several stakeholders. The event also identified a lever needed to build an environment that has the potential for an effective energy transition both regionally and globally.

The news in releasing news about WEF has used the word metaphor in its composition. The word metaphor is a catalyst word and is included in the type of metaphor that is Ontological metaphor. That was because the word catalyst was a word that has the meaning of a substance that can be interpreted using other words. the catalyst itself was a substance to accelerate and slow down a reaction in chemistry. In this case, the catalyst could be interpreted as an acceleration that influences the economic system. That was because the word catalyst is considered as something that serves as future economic growth for the country's development. The word acceleration fits perfectly with the word catalyst which was considered as the word used by companies in beautifying the words used in publishing news. This was done with the aim of the news to look more interesting with a slightly different language style.

7) **Rendang is Trust**

KUALA LUMPUR, 24 May 2019

"The Webfilm is more than just about the special Raya dish. It is about what the <u>rendang symbolises</u> – a mother's love and also the connections she made along the way that have now passed on to her daughter."

Petronas has reported on information in its company profile in a webfilm through its media release. The news had the title Petronas Launching the Latest Webfilm Kingdom "Rendang SoRaya". The webfilm was launched on May 24, 2019, in Kuala Lumpur by Petronas. Petronas released the film along with the celebration of Eid al-Fitr. The webfilm was a lively film from the oil and gas company, Petronas, intending to invite the public to appreciate one of the awards. The theme chosen for the film is to signify abundant blessings for Malaysians. A multiracial relationship in Malaysia could be said to be united by celebrating a festive celebration on the Eid al-Fitr. All of them could enjoy food from various cultures together in Malaysia. Meanwhile, the Webfilm could be watched streaming on that same day. The film was available on various media such as social media channels, television, and cinema. Besides, Viewers can also watch on PETRONAS official YouTube channel to view Webfilm. The four-minute TV commercial version will be aired from May 25 to June 23, 2019.

The news released by Petronas on his company profile contained the word metaphor which supported the writing. The word metaphor was found in the words of the General Manager of the Communication section which is the word rendang symbolized. The word was included in the metaphor type Ontological metaphor. That's because rendang was a typical food that is loved by many people. After all, the quality of the taste was very good. Rendang could also be interpreted as food that can unite all forms of differences that exist. In the context of the news above, Rendang

was compared not because of a celebration that can unite the community. But someone's love could also be likened to someone who likes rendang as a special food. That person would be willing to do anything for the person he loves. Besides, the delicious taste of rendang that could make people addicted can also be interpreted by someone who trusts the person he loves as bequeathed a valuable thing to his child. That fits the story told in the webfilm of Petronas.

8) **Root is Nostalgic**

KUALA LUMPUR, 17 May 2019

The Kaamatan Webfilm titled "Kinoulian", which means homecoming in Dusun language, showcases the rich Sabahan culture, featuring rituals and traditions that celebrate togetherness. **It tells the story of a young Sabahan and her family's journey back to their <u>roots</u>, to celebrate Hari Kaamatan. The story highlights that tradition and forgiveness binds families together and keeps cultures alive.**

Petronas posted news in his company profile entitled PETRONAS Celebrating a Harvest Festival with the Kaamat Webfilm and Media Broadcast Gawai. The news was published on 17 May 2019 in Kuala Lumpur through Petronas Media Releases. The news tells us that Petronas has released the District Day and Webfilm Gawai Day. It was a much-awaited television commercial to celebrate celebrations held in Sabah and Sarawak. Both films were more inclined to tell about the gift of life. That was because after all the conditions that must be faced to appreciate precious moments in the life process that reflects a gift. The two commercial versions of the 4-minute TV show were aired from May 18 to June 23, 2019. Viewers who want to watch both films could enter

PETRONAS's official YouTube channel to view Webfilm from that day onwards.

Petronas in the news described above has used the word Metaphor in its sentence structure. The word metaphor was found in a paragraph describing a Webfilm entitled "Kinoulin" at the celebration of Kaariah Day. The word was Root which is a metaphor in the type of Ontological metaphor. That was because Root is an object that has the meaning of starting or beginning of all things done. From the word Root, we could understand that everything that happens must have a cause. From that reason, we could find out what made the problem happen. In the context of the story above, the word Root used by Petronas in its language structure means having a return to a time where families can be together and can maintain the culture of life possessed by Sabahan. Besides, Root also wanted to give meaning to go back to the way he used to do rituals to celebrate togetherness with family.

2. **Structural Metaphor**

In this type of metaphor, the researcher found some data that had been considered as sentences containing metaphors from each of the two companies' profiles during 2019.

PERTAMINA

a) **Global Megatrend is Global Challenge**

Jakarta, 26 November 2019

The result of the discussion and the more detailed analysis produced by the Pertamina Energy Forum is expected to be able to serve as a strong basis for regulators and energy business players in Indonesia in devising their best strategy to face the <u>global megatrends</u>.

Pertamina informed a news story entitled Biggest Energy Forum, PEF 2019 Takes On Energy Revolution Challenges in its

company profile through News releases. The news explained about Pertamina holding the 2019 Pertamina Energy Forum (PEF). The news was released on November 26, 2019, in Jakarta. In the news explained that the Forum was attended by hundreds of participants from various sectors and countries. Besides, senior government officials from the Ministry of Energy and Mineral Resources also did not forget to attend the forum. PEF is held for two consecutive days on Tuesday and Wednesday, November 26-27 2019 with the theme "Driving Factors: What Will Shape the Future of the Energy Business". PDF aims to increase public awareness in discussing cross-sectoral energy locally or globally. At the event, Pertamina ensured that they had prepared many ticks to anticipate changes in the energy sector. Pertamina also took an initiative in contributing to efforts to minimize imports included in the mega project refinery development plan (RDMP) and others. Besides, Pertamina also operates biorefineries that can produce biodiesel. In this case, Pertamina has started providing B30 fuel in two terminals in November 2019 and will continue to expand to other distribution points until December 2019.

Pertamina in releasing news about the Forum through the company profile that has been explained above has used the word metaphor in its language structure. The word is a megatrend which is considered a metaphor word. Megatrend is included in the type of metaphor called Structural Metaphor. This is because Megatrend has an implicit meaning to explain something that is happening. Megatrend is a word concept that can be arranged into other concepts. In this case, Megatrend has meaning as something very famous at this time. The word is combined in 2 words, mega, which means very large and a trend that means well-known. So, megatrends could be interpreted as a challenge that currently dominates in terms of interests. In the context of the news, the

megatrend could be interpreted as a very fierce global challenge at the moment so they prepare a strategy so that it did not fail in running the energy business run by Pertamina in Indonesia. The news also explained in terms of metaphors, the global challenges have swept through the world of energy so that the results of the Forum were used as a basic function.

b) **Anomaly is Oddity**

Karawang, 27 July 2019,

Until now, Pertamina and related parties are still investigating the cause of the incident. **However, temporary indications indicate the presence of pressure** <u>**anomalies**</u> **on the platform which cause gas bubbles to appear and are followed by oil spills.**

Pertamina released news titled Serve the Community, Pertamina Prepared Health Posts in 4 Affected Villages in its company profile. The news was published through Pertamina's News Release on July 27, 2019, in Karawang. The news explained that Pertamina was moving to anticipate the disruption of public health around the oil spill event. Oil Spill occurs around the YY Offshore Platform which is still within the Pertamina Offshore North West Java (ONWJ) Area Karawang, West Java. Anticipation made by Pertamina was the company directly lowered equipment and medical personnel to serve the needs of affected communities. The service was carried out by Pertamina through its subsidiary, PT Pertamedika. As a result of the incident, Pertamina established 4 health posts in Karawang, namely Cemara Jaya Post, Sungai Buntu Post, Sedari Post, and Pantai Mutiara Post. These posts provide scheduled doctor services within the post and each post had a doctor on duty. Meanwhile, Pertamina and the parties related to the issue were investigating the cause of the incident. This gives rose to an assumption or an indication of anomalous pressure on the

platform which caused a gas bubble to be followed by an oil spill. The estimate to stop the problem is about eight weeks.

Pertamina used the word metaphor in publishing the news that occurs above. The word was an anomaly that we known had meaning as an event that does not usually occur and cannot be predicted in advance. The word was included in structural metaphors from 3 other types of metaphors. That was because the word Anomaly was a word that had a concept that could be formed using other concepts. The anomaly could also be interpreted as a deviation from something that is not as usual or events that could have changed without being known. Besides that, things which according to someone were odd could also be called the word Anomaly. In the context of the news above, the word Anomaly was interpreted as an oddity that occurred in the upstream oil spill event which resulted in the emergence of gas bubbles. It was also considered anomaly as a word that had a strange meaning because it was followed by the word pressure. If the word anomaly was interpreted as one pressure, it would produce a meaning that there is an oddity in the pressure of the platform which was not usually the case before and indeed the problems that arise could occur arbitrarily.

PETRONAS

1) **Maiden Foray is voyage**

New Delhi, 21 November 2019

Following the setup of a New Energy business unit, PETRONAS made its <u>maiden foray</u> into the renewable energy business in April 2019, with the acquisition of Amplus Energy Solutions Pte Ltd (Amplus) – a leading distributed energy solutions provider and developer that serves major customers across India, with a

cumulative capacity of 600MW in operation and under development.

Petronas had released a story in its company profile titled PETRONAS Increasing Efforts to Strengthen Footprints in India. The news was published on November 21, 2019, through Media Releases. The news discussed Petronas as a Malaysian national oil company making efforts to accelerate and strengthen its business footprint in India. The work done was to provide more innovative solutions to add value to the State's energy aspirations and made specifically. Petronas in the news explained that more than 20 years there had been 6 business segments in India as a strategic partner for Petronas. Petronas strongly supported the aspirations of the State to grow sustainably and push the boundaries of expertise and technological progress. It was well known that India was a rapidly developing country caused by the rapid and increasing impetus of urbanization in the middle class. In this regard, Petronas was in the right position to build an effective business ecosystem in India at the time. This was done to better serve customers and stakeholders in the market.

Petronas used the word metaphor in an explanation released through media releases on its company profile. The word is the word maiden foray which is included in the word metaphor. The word is included in the type of metaphor, namely Structural metaphor. That is because Maiden Foray is an idiom word concept that can have other concepts. Maiden can be interpreted as a girl and foray can be interpreted as robbery or coercion and can also be interpreted as desperation. these two words when combined will have the meaning of a prime voyage. That is because the word maiden can be interpreted as beginning or prime. Meanwhile, the word foray which means robbery can be interpreted as a voyage. That is because in the voyage requires very high courage to face

the ferocity of the ocean. As we know, Sailing is an activity to travel to reach a destination by jumping into the field. Meanwhile, plunging is an action taken for a particular purpose by accepting the risk of what will be accepted later. These risks can fail or succeed. Likewise with the cruise can run smoothly and there must also be obstacles. In the context of the news above the Maiden Foray is interpreted as the first voyage or plunge directly into the new business that Petronas is involved in by name in the renewable energy business. So, Petronas in the said metaphor conveyed the meaning of the initial journey as an interesting language arrangement.

2) Cohesion is Relation

Kuala Lumpur, 27 December 2019,

The theme of Anugerah Kita that promotes messages on social <u>cohesion</u>, continues on the latest Webfilm which features a story of love, unity and appreciation of the abundance of blessings that we as Malaysians experience.

Petronas announced news titled Petronas Wraps Up 2019. The news was published on 27 December 2019 Kuala Lumpur Malaysia. The news explained that Petronas had launched its last Webfilm in 2019 under the title 'The Perfect Wedding' as the narration of Our Grace 2019. The film featured all the main characters from the previous Webfilm to reminisce and develop emotions from themes that evoke a thought. Our Grace theme in the news had promoted messages about social cohesion. The film tells about how a bond that is so deep can be separated from a difference that would bring the audience to the wedding reception preparation. At the wedding reception, there was chaos because there were unexpected events alternately. But the persistence of multiracial guests and families was seen in building togetherness.

A gift and blessing that could overcome these problems so that the marriage was perfect. Petronas also explained that the award referred to was their togetherness as Malaysians and the Webfilm in celebrating love and unity that they had as family, neighbors, and friends.

The news used the word metaphor in the wording contained in his company profile. The word metaphor was a cohesion word found in company profiles through Media Releases. Cohesion was included in the metaphor in the type of structural metaphor. That was because the word cohesion is a concept that can have the meaning of other concepts in the sentence structure above. Cohesion could be said as a relationship of words or a combination of words between one sentence with another. As we know that a relationship was a thing that has a bond with other things. In the context of the news above it was explained that social cohesion could be interpreted as social relations. That was because a relationship was a right word to explain the purpose of the news above which used the word cohesion as a metaphor word that had a related meaning. Relationships are also considered as a concept that was very appropriate to tell about the story of love, unity, and others. So Petronas used the word Kohesi in describing a relationship told in the film above.

3) Horizon is Scope

Kuala Lumpur, 13 December 2019

Liza added that industry players need to look beyond cost savings, as managing costs has its limit. ***"Industry players need to embrace innovation, technology and digitalisation, which can bring bigger benefits over a longer*** <u>***horizon***</u> ***to enhance competitiveness, speed, accuracy, agility and ultimately resiliency.*** *The industry also needs to forge stronger partnerships that would ultimately enrich lives for a sustainable future."*

Petronas released interesting news in its company profile entitled PETRONAS Launched the Outlook for Industrial Activities 2020-2021. The news was published on December 13, 2019, in Kuala Lumpur Malaysia through Media releases. The news explained that the Petronas Activity Outlook (PAO) was launched to share the Company's insights on an upstream, downstream, and also new Energy Gas industry and business trends. In this case, Petronas has a very wise view of dealing with landscapes that cannot be carefully predicted. This was done to encourage corporate partners to be aware of managing costs in implementing smoothing activities in offshore activities. Besides, the news also explained that PAO had predicted a stable prospect in offshore activities such as drilling, production support, ships, and deactivation activities. A healthy prospect was illustrated by the many investment opportunities that exist in Malaysian waters. All that was done by looking at the portfolio of projects that begin to flow in the future with a positive outlook in turnaround and maintenance activities.

The news used the word metaphor in its language structure to inform interesting things on Petronas's company profile. The word metaphor found in the word Horizon. Horizon included in the type of metaphor in the structural metaphor. That was because the Horizon was a word concept that can have meaning by using other concepts such as an explanation of the meaning of this type of metaphor. The horizon could be interpreted as the breadth of a room and several ornaments decorate it. Besides, the horizon could also mean a fairly large place as a means to develop a benefit that can be obtained. Other than that. In the context of the news above, Horizon had a meaning as a scope in which there are benefits to improve the quality of what is explained from the news. In this

case, the intended scope was an industry that can add quality to be endured longer to compete in sustainable business in the future.

4) Landscape is Spatial

Kuala Lumpur, 4 December 2019

PETRONAS President and Group CEO Tan Sri Wan Zulkiflee Wan Ariffin said that the need to innovate has never been more pivotal for an industry to remain competitive and resilient amidst the changing energy landscape.

Petronas has published a story on its company profile titled 'Petronas FutureTech Showcase Home-Grown Techpreneurs. The news was published on 4 December 2019 in Kuala Lumpur Malaysia. The news explains about an accelerator program conducted by Petronas FitureTech which had the aim to encourage local innovation. Besides, the program was also used to support Malaysian startups to hold Demo days. If Demo Day was implemented, it would be the first Demo Day that will be followed by 19 startups in the industrial, energy, and digital innovation sectors. Besides, the news also explained that Petronas FutureTech was a program under the auspices of Petronas Corporate Venture Capital (CVC). CVC was an institution of Petronas that is used to find and maintain technology entrepreneurs. CVC also contributes to the technology-based startup ecosystem. One of the programs is to offer solutions to the audience of investors. Meanwhile, the news also showed the role of Demo Day, which was to showcase many diverse solutions based on technology such as renewable energy and EV chargers that cover the market.

The news above had used the word metaphor in the wording contained in Petronas's company profile. The word was Landscape which is included in one type of metaphor, structural metaphor. That was because the word landscape is a word that has a concept and can have other concept meanings. The landscape

here rarely knew the meaning of the word. Therefore, Landscape had a meaning as an arrangement that was used as a plan. In the context of the news above, Landscape had a meaning as a spatial that is following the next word, namely energy. So that the Kaliamat in the news become formidable amid changes in energy spatial planning. As we know that spatial planning had a meaning as a form of a well-planned plan. So, the news said that the landscape is a spatial plan that explained it as an expression of energy.

5) **Colorful is Various**

KUALA LUMPUR, 17 August 2019,

PETRONAS Senior General Manager of Group Strategic Communications, Zahariah (Liza) Abdul Rahman said: "The web film explores our <u>*colourful dynamics*</u> *as a multicultural society and how at times, it seems like our differences appear to overwhelm us.* Yet, at the end of the day, it is those differences that actually bring us closer together. UNI brings out those uniquely Malaysian traits that unite us – understanding and acceptance.*

Petronas had published a story in its company profile with the title 'PETRONAS Launches the National & Malayasia Day Webfilm Regarding the 45th Anniversary'. The news was published on August 17, 2019, in Kuala Lumpur through Media Releases. The news explained about the Malaysian Oil and gas company Petronas which had launched a renewable Webfilm (UNI) together with the National and Malaysian Day celebrations celebrated by Malaysians. The webfilm was released in conjunction with Petronas' 45th Anniversary Celebration concert. The concert was held at The Plaza, Petronas Twin Towers, KLCC. During the event, Webfilm was broadcast live and told about life on one of the University campuses that represented 'Mini Malaysia'. The film had illustrated the lively theme of Petronas

Anugerah Kita in 2019 with various races, languages , and values. Besides, the film told the story of two young men who had just entered the university world and one of the two young men wanted to adjust to the university. The two young men were paired up as a couple who were assigned to a task but they did not get along.

The news above had used the word metaphor in the wording used. The word was colorful. The word was included in this type of metaphor, Structural Metaphor. That was because colors are a concept that can produce meaning with other concepts. Colors could also be interpreted as something that has many kinds. Likewise with a variety of words also a word that had meaning as there was not only one type but many different types. Therefore, colors were words that have various meanings in terms of metaphors. In the context of the news above, it could be interpreted as a dynamic variety that occurred in the news with multiculturalism owned by Malaysia. Diverse meant that there is a lot of cultures told in the film which is explained by Petronas through news published through his company profile. Diversity could also be interpreted as a variety of different cultures but could be one as a diversity that was owned by the State of Malaysia.

c) **Orientational Metaphor**

In this type of metaphor, the researcher did not find data that had been considered as sentences containing metaphors from each of the two companies' profiles during 2019.

PERTAMINA

Researchers did not find a single word that was considered a metaphor in the type of orientational metaphor in Pertamina's company profile through News Releases during 2019.

PETRONAS

Similar to Pertamina, Petronas also does not use the word metaphor in the type of orientational metaphor in its company profile through Media Releases during 2019. That is because none of the words entered in this type of metaphor.

2. **The differences in the use of Metaphor in Company Profile of PERTAMINA and PETRONAS**

This study found some differences in the real impact of the use of metaphors in Pertamina and Petronas company profiles.

The researcher has found several metaphorical words used by Petronas's company profile in conveying information about the Company. Some of the metaphorical terms found are explained in the first problem statement. The use of the word metaphor used by the Company Petronas in its company profile is diverse, for instance, Roller Coaster, Rendang, Horizon, and others. Metaphorical words found in Petronas's company profile are included in metaphorical types such as Ontological Metaphor and Structural Metaphor. Besides, Petronas's company profile does not use the word metaphor in the type of orientational metaphor because researchers have not found any terms included in that type of metaphor. It is following the understanding of the type of metaphor. The orientational metaphor is a metaphor that tends to use physical traits in humans and is not suitable when used in a company profile.

All metaphorical words in the Petronas Company profile can further enhance the sentence structure in the company profile. It is evidenced by the discovery of many metaphorical words used by Petronas's company profile, as described in the development of metaphorical terms in the first problem formulation. In writing news published on his company profile, Petronas makes the wording used more interesting to read. That is because the reader will use his imagination to interpret the meaning contained in the word metaphor used by Petronas's company profile. The

most obvious impact of the use of metaphors in Petronas's company profile is Petronas's Company's quality to attract excellent investors. That is because the use of the word metaphor in a company profile dramatically affects the interest of readers or investors who want to work with Petronas. From the data found in the first problem formulation, every time Petronas publishes a web film always involves the word metaphor in it. The existence of several metaphorical terms used by the Petronas Company in its company profile dramatically affects the quality as a company under the auspices of the State.

Pertamina uses the word metaphor contained in its Company Profile very different from the Petronas Company. Pertamina is very minimal in the use of metaphors that are in its company profile. Some of the metaphorical words used in Pertamina's company profile are only the words Grassroot, Anomaly, Global Megatrend, and Motor. The word metaphor found in the company profile is included in metaphorical types such as Ontological Metaphor and Structural Metaphor. At least the use of the word metaphor in the company profile dramatically affects the quality of the Company. It is proven that Petronas's Company has a higher rating than Pertamina's. In web marketing, the use of metaphors is constructive to improve the quality of news published in Pertamina's company profile. It can attract the attention of website visitors or readers to find innovations or new imaginations about the meaning used in the word metaphor. When we are on the internet, our senses are more limited than they are in real life, so using language by involving the word metaphor can stimulate a broader range of insights and emotions. That is very important when we try to convey more abstract ideas. It can also upset the rational balance of customers or readers interested in seeing the news that has been informed. The word metaphor emphasizes imagination and emotion, which is much easier to accept new ideas and persuasion.

The real impact on the profile of Pertamina and Petronas is very different. The difference is seen in the quality of the Company in delivering news in the profile of the Company. The attractiveness of readers and investors also tends to be an adequate Petronas Company. That is due to the many uses of the word metaphor in the Pertamina and Petronas companies. The language used by Petronas Company in its company profile is also more colorful because the more metaphorical terms are used, the more implicit meanings to be conveyed. It will make the reader use their reasoning to know the context of the news to be expressed. One of the effects of metaphors on readers is to create connections and empathy. The use of metaphors also gives more than literal significance. It can make the reader understand something at a deeper level than verbal description or application of words as in general.

B. Discussions

This section discusses the analysis of the Metaphorical data found in the profile of Pertamina and Petronas companies using the theory studied by Lakoff and Johnson (1980). This section states and clarifies the types of metaphors and meanings contained in these metaphors. Researchers found the types of metaphors in the Company Profile. The metaphorical words have been used by oil and gas companies, namely Pertamina and Petronas, in their company profile through their News Releases or Media Releases. The two companies found the word metaphor in the news in News Releases or Media Releases during 2019. Researchers analyzed every news published in 2019 in each of these companies. After analyzing the types of metaphors, researchers distinguish concrete impacts in each company to compare how effectively the two companies use metaphors in their own company profiles. After that, researchers found metaphors in the types of ontological metaphors and structural metaphors in Pertamina's company profile. The researcher also found metaphors in

the types of ontological metaphors and Structural metaphors in the Petronas company profile. Meanwhile, metaphors in the metaphor organization type were not found in the two profiles of the oil and gas company. Therefore, the researcher can conclude that Petronas is more effective in using the word metaphor than Pertamina in its company profile. The two companies are very different in using the word metaphor, described in their company profile.

The first type of metaphor is Ontological Metaphor. This type of metaphor has been found in Pertamina's company profile, namely in the news published on May 14 and August 18 through Company News Releases. The first metaphor word found was the word Grass Root, which has the meaning of the metaphor. As a worker, it is from workers that all plans can be realized and developed. The second word is motor, which has the meaning of an institution because of the institution of an institution as an economic driver. The implication is following the context in the news and following Lakoff and Johnson (1990). That is because Johnson has said in his theory that this type of metaphor can use personification. As we know, personification is an inanimate object as if it were alive. It is consistent with what was found in the news in the company profile through its News Releases.

Meanwhile, the Ontological metaphor is also in Petronas's company profile, especially in his Media Releases. The metaphor words found are:

Farm Money   =   Source of Profit,

Roller Coaster   =   Twists and turns of life

Gold opportunity   =   A valuable opportunity

Platform   =   Theatrical

 Vehicle   =   Media

Catalyst	=	Acceleration
Rendang Symbolized	=	Trust
Root	=	Nostalgia

The metaphor words above were found throughout Media Releases during 2019. They searched for the meaning of the metaphor or its target domain by looking at the context and following the theories conveyed by Lakoff and Johnson.

Some metaphor words found in Petronas's company profile have their meaning and depend on the context. First, the money field in the word means a source of profit because it is a source of life for farmers. Therefore, the meaning of the origin of benefit is the right word to interpret field money. Second, the Roller Coaster has a twisted sense because it is the name of the game that triggers adrenaline with the ups and downs. Third, the Platform has a meaning as a play and is appropriate to the context contained in the news. The game was chosen because the Platform can be meaningful as a stage. The stage is usually used by people to act. Fourth, golden opportunity has meaning as a valuable opportunity. That is because gold is a precious item. Fifth, vehicles have the meaning of media because vehicles can make it easier to do activities, and that can also be called media. Sixth, the catalyst has a sense of acceleration because it is a substance that can accelerate a reaction. Then, rendang has a meaning as a belief because rendang has an exquisite taste and makes people believe that it is a food that must be preserved. Finally, Root has a nostalgic meaning because, in the context of the news, it explains to go back to old habits.

Besides, this type of metaphor between Pertamina and Petronas is very different in using the word metaphor. There is one similarity between the two metaphors found in Pertamina's company profile and eight metaphors found in Petronas's company profile. The equation is located in

the word Root. Although the two companies use the word Root in their company profile, the term has a different meaning and depends on the context of the published news. Therefore, it can be seen that the words and metaphor meanings found are very different from each other and have their purposes.

In the second type of metaphor, Structural metaphor, metaphor found in the news published through Pertamina's company profile. The word metaphor found in Pertamina's company profile through its News Releases. The first word is Global Megatrend, which means business challenges because, in the world, there must be challenges with very well-known trends. And Anomaly, which means Oddity because Anomaly is an unintentional oddity, and in this context, the word Oddity is very appropriate. The two words found are following the theory put forward by Lakkof and Jhonson (1980) about the second type of metaphor, Structural Metaphor. In that theory, it is explained that a structural metaphor is a word that has a concept and can have another meaning. Following this understanding in the word megatrend found purpose as a business challenge, and in the name, Anomaly discovered the definition of an oddity that has occurred.

Meanwhile, Petronas also uses the word metaphor of this type in its company profile through Media Releasenya. The second type in question is the type of Structural Metaphor. Metaphor words in company profiles included in this type of metaphor. These words consist of:

Maiden Foray   =   Voyage

Social Cohesion   =   Social Relations

Horizon   =   Scope

Landscape   =   Spatial

Colorful Dynamics   =   Various Dynamics

The above words were found throughout Media Releases during 2019 in Petronas Company Profile. The meaning found above fits the context in the news in the company profile.

Some of the words found in the Petronas Company profile have their meaning and context following the news. First, Voyage is a concept of purpose that has another meaning concept, because Voyage has a sense as going to do something, and it is following the word plunge, which is directly moving at that moment. Second, cohesion has a meaning as a relationship because cohesion has the concept that one thing with another has a bond. It is following the idea of the word relationship. Third, the word horizon, which means scope because the horizon's concept is so broad that it certainly has a boundary and is the same as the concept of scope. Then, the word landscape means spatial because the idea of the word landscape is a place that can be arranged according to the needs and following the word spatial. Finally, the word colorful means various because colorful has the concept of more than one color. It is the same as the concept of diversity, which has many variations, such as culture and others.

Every company has its way of using the meaning and meaning of metaphors. The implications and meanings used are following the context contained in the news in each of their company profiles through their News Releases and Media Releases. In this case, each company chooses the word metaphors to beautify the wording is very different. It's just that Pertamina uses the word metaphors in the news contained in its company profile through News Releases during 2019.

The third type of metaphor is Orientational Metaphor. In this type of metaphor, not found at all the word metaphor in the Company Profile. Pertamina and Petronas both did not display the word metaphor of this type in the News releases and Media Releases in their company profile in 2019. That is because there is not a single word that is included in the

orientation metaphor criteria. The criteria in question are following the theory put forward by scientists Lakoff and Johnson (1980). In this type of metaphor, the theory explains that the orientational metaphor is a metaphor that has meaning as a spatial orientation such as in and out, up and down, inside and outside, and others. From these explanations, not a single word interprets such a statement.

CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

This chapter explains the conclusions and suggestions of research that discuss metaphors. The conclusions are drawn from the presentation of data that has been reviewed by researchers, and the discussion presented or described in the previous chapter. Besides, these suggestions contain several opinions with a supportive goal of researchers aimed at those who are interested or willing to analyze their research or studies related to metaphor theory.

A. CONCLUSION

This research analyzes several metaphorical words found in the profile of Oil and Gas Companies from Indonesia and Malaysia, namely Pertamina and Petronas. The word metaphor analyzed is the word in the News Releases of the Pertamina Company Profile, and the Media Releases of the Petronas Company Profile during 2019. The News and Media Releases that are in each Pertamina and Petronas Company Profile contain various kinds of relevant information about each -company. The company profile in conveying its information stated in News and Media Releases has used the word metaphor in the wording used.

From the research conducted, it is known that there are various types of metaphors according to the theory put forward by Lakoff and Johnson. The types of metaphors are Ontological Metaphors, Structural Metaphors, and Orientational Metaphors. The researcher has divided the word metaphor found in company profiles, especially on News and Media Releases owned by each company. Besides, the researcher also distinguishes between words and meanings of each metaphor word that has been found and described according to its type. There are two types of metaphors found in two company profiles in this study, namely the Ontological metaphor and Structural metaphor. Besides, this study also explains the differences between each other between the two companies in their company profile.

The researcher has found various metaphor words that exist in Pertamina and Petronas company profiles in each type. The word metaphor found in Pertamina companies on the type of ontological metaphor is Grassroot and Motor. Meanwhile, the metaphor words contained in Petronas companies are Money Field, Roller Coaster, Gold opportunity, Platform, Vehicles, Catalyst, Rendang, and Root. Besides, said metaphors from Pertamina companies included in the Structural metaphor types are Global Megatrend and Anomaly. In contrast, Petronas's company profile is Maiden Foray, Social Cohesion, Horizon, The landscape, and Colorful Dynamics. Meanwhile, the word metaphor in the Orientational metaphor type was not found in Pertamina and Petronas company profiles.

Pertamina and Petronas have a differences in real impact in the use of the word and the meaning of metaphor in their company profile. Petronas tends to be more effective in using the word metaphor in its wording in the company profile than Pertamina. The Petronas company's quality proves this as a company under the auspices of the State of Malaysia. The language used by the Petronas company is more diverse than the Pertamina company. The implicit meaning obtained from using the word metaphor in Petronas's company profile is more beautiful and attractive than Pertamina's company profile.

B. SUGGESTION

Based on research that has been done, this research contributes to analyzing a work of linguistics in the field of semantic science as we know that semantic science is the study of meaning. This research only focuses on semantic science, precisely metaphor. In this study, researchers are limited by the theory used by researchers to analyze two company profiles so that there are several types of metaphors discussed in this thesis. From the explanation above, the researcher can suggest future researchers or future researchers that the researcher can use this theory or add a theory about metaphors with the same data. The researcher can also use different theories with the same data in the company profile. It was done with the aim that the corresponding data will produce the

same meaning even though with varying theories so that it can be discussed again. Besides, researchers can also use various data with the same theory or also modified so that readers get broader knowledge about metaphor theory. So, readers can understand metaphors through the types of metaphors that have been explained and even understand their meanings from words and sentences that have been found. Not only that, but a similar study can also be done by finding deeper problems to enrich the knowledge of linguistics, especially metaphors.

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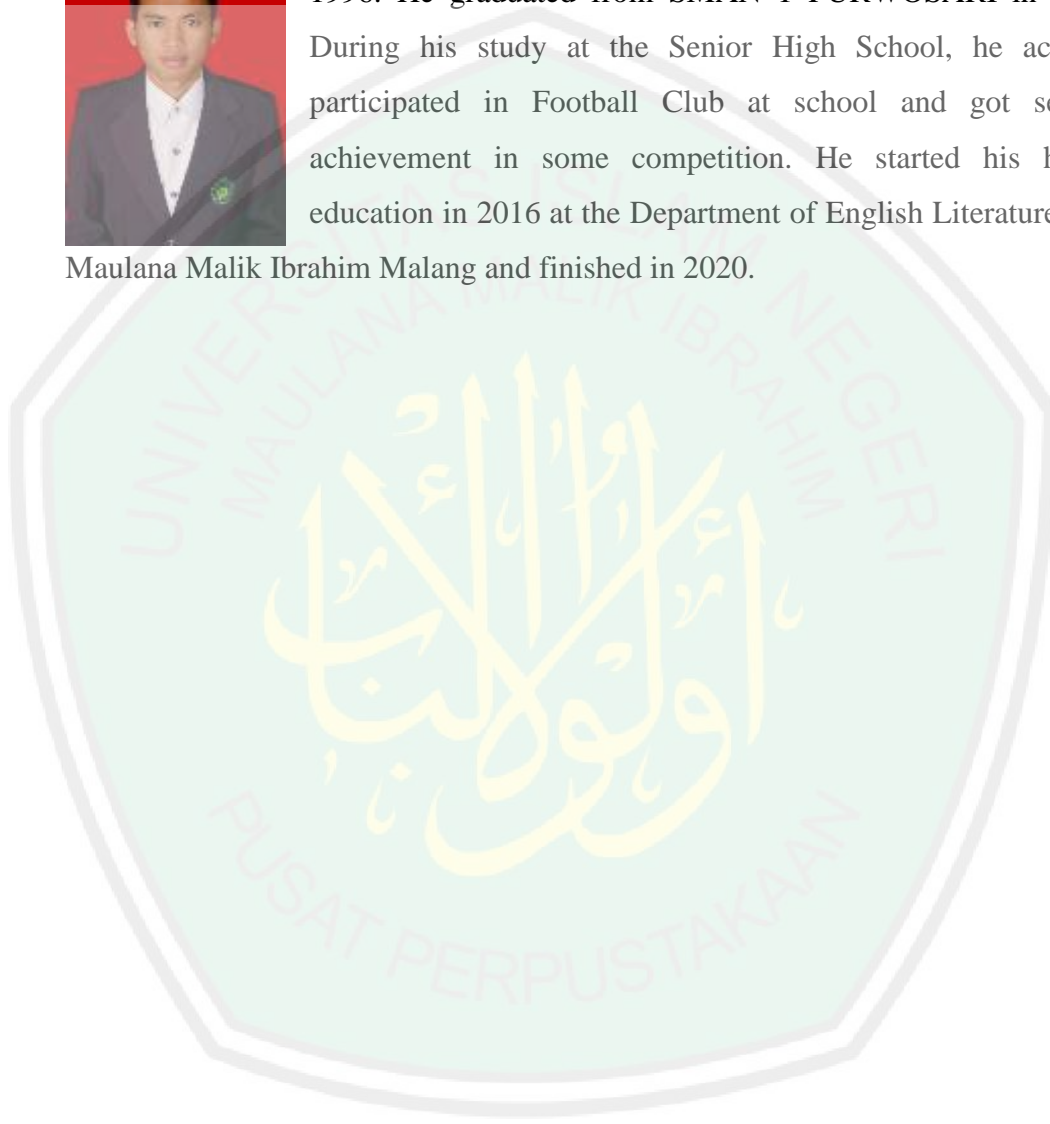# CURRICULUM VITAE

Mohammad Alfin Zulmi was born in Pasuruan on August 22, 1996. He graduated from SMAN 1 PURWOSARI in 2015. During his study at the Senior High School, he actively participated in Football Club at school and got several achievement in some competition. He started his higher education in 2016 at the Department of English Literature UIN Maulana Malik Ibrahim Malang and finished in 2020.

1. Types of Metaphor in the Company Profile

PERTAMINA

NO	DATA	TYPES OF METAPHOR		
		Ontological	Structural	Orientational
1.	Bali, 14-15 May 2019 Indonesia strategic challenges to fulfill the energy demand and maintaining the overall sustainability of the oil refinin process business into the future, mandate Pertamina to develop world-class refineries with the most competitive refineries performances in the top quartile. **The development of New Grass Root Refineries (NGRR) and the revamping most of current Pertamina refinery unit through Refineries Development Masterplan Program (RDMP) would prepare to- that challenge.** These strategic initiatives strengthen Indonesia commitment to meet the increasing demand of domestic energy consumption.	√		
2.	Tuban, 18 August 2019 *According to Fajriyah, through the Pertamina Merdeka Festival, it is hoped that people will increasingly feel Pertamina's presence as one of the BUMNs that are the* *driving motor of the national economy and community development agents that can be*	√		

		Ontological	Structural	Orientational
	directly felt by the community through various activities carried out at the Pertamina Merdeka Festival.			
3.	Jakarta, 26 November 2019 *The result of the discuss.ion and the more detailed analysis produced by the Pertamina Energy Forum is expected to be able to serve as a strong basis for regulators and energy business players in Indonesia in devising their best strategy to face the <u>global megatrends</u>.*		√	
4.	Karawang, 27 July 2019, *Until now, Pertamina and related parties are still investigating the cause of the incident. However, temporary indications indicate the presence of pressure <u>anomalies</u> on the platform which cause gas bubbles to appear and are followed by oil spills.*		√	

PETRONAS

NO.	DATA	TYPES OF METAPHOR		
		Ontological	Structural	Orientational
1.	**Tan Sri Wan Zulkiflee in his speech said that PFLNG DUA is a key solution by PETRONAS to <u>monetise stranded deepwater gas fields</u> in a safe, economical and sustainable manner<u>.</u>** "The development of PFLNG DUA is a step forward in providing a new supply source of	√		

	clean energy and in realising our shared aspiration for a low carbon future. As an integrated energy player, PETRONAS is fully invested to unlock the potential of natural gas through technology and innovative solutions in line with our Statement of Purpose to be 'a progressive energy and solutions partner enriching lives for a sustainable future," added Tan Sri Wan Zulkiflee.			
2.	**The webfilm series is divided into three, 20-minute episodes and brings viewers on a <u>roller coaster</u> journey of friendship and obstacles.** The story centres on Aman, an organ donor, who grapples with impending death and makes an effort to give meaning to his remaining days by travelling across India to meet the child recipient of his gift of sight.	√		
3.	**Following the setup of a New Energy business unit, PETRONAS made its <u>maiden foray</u> into the renewable energy business in April 2019, with the acquisition of Amplus Energy Solutions Pte Ltd (Amplus) – a leading distributed energy solutions provider and developer that serves major customers across India, with a cumulative capacity of 600MW in operation and under development.**		√	
4.	**The theme of Anugerah Kita that**			√

	promotes messages on social <u>cohesion</u>, continues on the latest Webfilm which features a story of love, unity and appreciation of the abundance of blessings that we as Malaysians experience.			
5.	"I am excited, and it is unexpected. As ADIPEC is a prestigious international award, winning this is a major accomplishment in life for me. **The award is a <u>golden opportunity</u> for organisations and individuals from around the world to gain recognition as being among the best in class across the oil and gas industry,"** Lock said.	√		
6.	**PETRONAS President and Group CEO Tan Sri Wan Zulkiflee Wan Ariffin said that the need to innovate has never been more pivotal for an industry to remain competitive and resilient amidst the changing <u>energy landscape</u>.**		√	
7.	Liza added that industry players need to look beyond cost savings, as managing costs has its limit. **"Industry players need to embrace innovation, technology and digitalisation, which can bring bigger benefits over a longer <u>horizon</u> to enhance competitiveness, speed, accuracy, agility and ultimately resiliency.** The industry also needs to forge stronger partnerships that		√	

	would ultimately enrich lives for a sustainable future."			
8.	**PETRONAS Vice President, Group Procurement, Samsudin Miskon, who is also the organising Chairman of GLC Business Opportunity Day, said the event should be used by the GLC vendors as a <u>platform</u> to build partnerships, widen their offerings and increase their market base.**	√		
9.	**PETRONAS Senior General Manager of Group Strategic Communications, Zahariah (Liza) Abdul Rahman said: "The web film explores our <u>colourful dynamics</u> as a multicultural society and how at times, it seems like our differences appear to overwhelm us. Yet, at the end of the day, it is those differences that actually bring us closer together. UNI brings out those uniquely Malaysian traits that unite us – understanding and acceptance.**		√	
10.	**Meanwhile, Datuk Fazlur Rahman Zainuddin, Chief Strategy and Regulatory Officer of Tenaga Nasional Berhad, spoke about the utility's future direction as electrification & digitalisation are expected to serve as <u>catalysts</u> for future economic growth and development of the country. At the same time, there are**	√		

	also challenges on existing infrastructure, fuel mix, and human capital development.			
11.	In his speech at the PESP award presentation ceremony, PETRONAS President and Group CEO, Tan Sri Wan Zulkiflee Wan Ariffin said: "Despite the volatility in the global economy and depressed oil prices, investing in talent continue to remain a priority to PETRONAS. PESP is definitely a testament to PETRONAS' continuous commitment in building a sustainable pipeline of educated and skilled talents. **We believe in education as the <u>vehicle</u> to empower our communities to improve their living standards and capabilities, with the aim to enrich lives and progress the nation forward."**	√		
12.	**"The Webfilm is more than just about the special Raya dish. It is about what the <u>rendang</u> symbolises – a mother's love and also the connections she made along the way that have now passed on to her daughter."**	√		
13.	**The Kaamatan Webfilm titled "Kinoulian", which means homecoming in Dusun language, showcases the rich Sabahan culture, featuring rituals and traditions that celebrate togetherness. It tells the story of a young Sabahan and her family's journey back to their <u>roots,</u> to**	√		

	celebrate **Hari Kaamatan. The story highlights that tradition and forgiveness binds families together and keeps cultures alive.**			

2. Meaning of Metaphor

No.	Words Of Metaphor	Meaning
1.	Grass root	Workers
2.	Motor	Institution
3.	Money Field	Source
4.	Roller Coaster	Twists and Turns Life
5.	Golden Opportunity	Valuable Opportunity
6.	Platform	Theatrical
7.	Vehicle	Media
8.	Catalyst	Acceleration
9.	Rendang	Trust
10.	Root	Nostalgic
11.	Global Megatrend	Global Challenge
12.	Anomaly	Oddity
13.	Maiden Foray	Voyage Prime
14.	Cohesion	Relation
15.	Horizon	Scope
16.	Landscape	Spatial
17.	Colourful	Various