

**The Comparison of Metaphor Used by Conor McGregor and Khabib  
Nurmagomedov in UFC Press Conference**

**THESIS**

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**The Comparison of Metaphor Used by Conor McGregor and  
Khabib Nurmagomedov in UFC Press Conference**

**THESIS**

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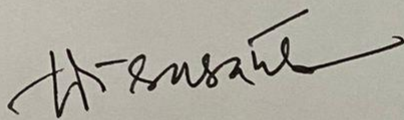
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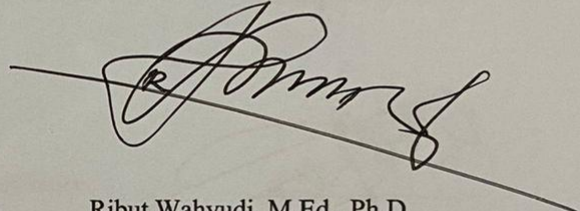
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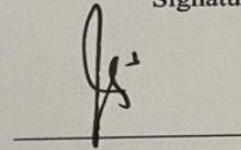
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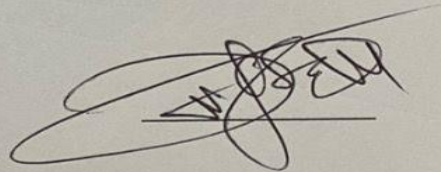
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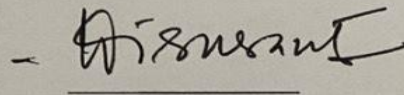
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## **MOTTO**

Be kind to yourself, be kind to others, and be kind to the universe.

(Fauzi Ismail)

## **DEDICATION**

This undergraduate thesis is dedicated to my parents and my sister. Siti Ruchanah, Anwar, and Ais Happy Cahyani.

## ACKNOWLEDGEMENT

The best and highest gratitude is delivered to Allah SWT for the unconditional mercy and blessing. He has guided me through the hard times and teaching me with unsurpassed knowledge and abilities. May *Salawat* and *Salam* always be upon our prophet Muhammad SAW, the most flawless person who exists.

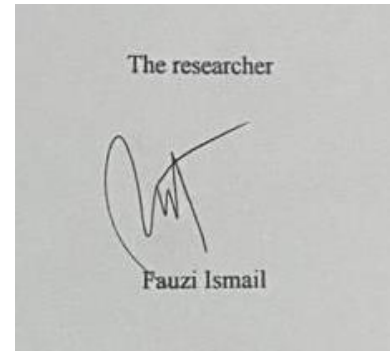
This thesis appears in its current form due to the assistance and guidance from several people. First of all, I would like to express my gratitude to my advisor Drs. H. Djoko Susanto, M.Ed., Ph.D. who has been guided me and provided advice so I am able to finish this thesis completely. Secondly, my gratitude also goes to all the lecturers of English Literature Department for the valuable knowledge and all the great lessons during my study in this university.

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Finally, I do realize that this thesis might lack in some ways. Hence, any critical correction and suggestion would be helpful for the better research in the



future. Hopefully, this research brings significant benefit to other researchers and scholars who read it.



## ABSTRACT

**Ismail, Fauzi** (2021) *Comparison of Metaphors Used by Conor McGregor and Khabib Nurmagomedov in the UFC Press Conference*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, State Islamic University of Maulana Malik Ibrahim Malang. Advisor: Drs. H. Djoko Susanto, M.Ed., Ph.D.

**Keywords:** *Metaphor, Press Conference, Conor McGregor and Khabib*

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*Nurmagomedov*

This study examines the comparison of metaphors used by Conor McGregor and Khabib Nurmagomedov at their press conferences. This study uses the theory of Lakoff and Johnson (1980) on conceptual metaphors which describes several studies of metaphors in it.

This study uses a qualitative approach by using utterances and dialogues at the UFC press conference. The researcher sees press conference releases within certain limits while noting utterances that contain metaphors. After that, the collected data will be sorted based on its design features and analyzed to reveal the meaning, function, and response of each of the existing metaphors.

This study reveals some of the metaphorical findings gleaned from Conor McGregor and Khabib Nurmagomedov's press conference at the UFC. This study finds the meaning of metaphor based on context, the function of metaphor in one's speech, and response when receiving a metaphor.

## ABSTRAK

**Ismail, Fauzi** (2021) *Perbandingan Metafora yang Digunakan Conor McGregor dan Khabib Nurmagomedov dalam Konferensi Pers UFC*. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Drs. H. Djoko Susanto, M.Ed., Ph.D.

**Kata Kunci:** *Metafora, Konferensi Pers, Conor McGregor dan Khabib Nurmagomedov*

Penelitian ini mengkaji perbandingan metafora yang digunakan oleh Conor McGregor dan Khabib Nurmagomedov di konferensi pers mereka. Penelitian ini menggunakan teori Lakoff dan Johnson (1980) tentang conceptual metaphor yang menjabarkan beberapa kajian metafora didalamnya.

Penelitian ini menggunakan pendekatan kualitatif dengan menggunakan ujaran dan dialog yang ada di konferensi pers UFC. Peneliti melihat siaran konferensi pers dalam batas-batas tertentu sambil mencatat ujaran-ujaran yang mengandung metafora. Setelah itu, data yang terkumpul akan disortir berdasarkan fitur desainnya dan dianalisis untuk mengungkap makna, fungsi, dan tanggapan dari masing-masing metafora yang ada.

Penelitian ini mengungkapkan beberapa temuan metafora yang diperoleh dari konferensi pers Conor McGregor dan Khabib Nurmagomedov di UFC. Kajian ini menemukan makna metafora berdasarkan konteks, fungsi metafora dalam ujaran seseorang, dan response saat menerima metafora.

## مستخلص البحث

فوزي إسماعيل، (2021). مقارنة بين الاستعارات التي استخدمها كونور ماكجريجور وخبيب نورماغوميدوف في مؤتمر الصحفي بطولة القتال النهائي. البحث الجامعي. قسم اللغة الإنجليزية وأدبها، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج.

المشرف: الدكتور جوكو سوسانتو الماجستير

الكلمات الرئيسية: استعارة، مؤتمر صحفي، كونور مكجريجور وخبيب نورماغوميدوف

تبحث هذه الدراسة في مقارنة الاستعارات التي استخدمها كونور مكجريجور وخبيب نورماغوميدوف في مؤتمراتهما الصحفية. تستخدم هذه الدراسة نظرية لأكوف وجونسون (1980) حول الاستعارات المفاهيمية التي تصف العديد من دراسات الاستعارات فيها.

تستخدم هذه الدراسة نهجا نوعيا باستخدام الأقوال والحوارات في المؤتمر الصحفي بطولة القتال النهائي. يرى الباحث بيانات المؤتمر الصحفي ضمن حدود معينة مع ملاحظة الأقوال التي تحتوي على استعارات. بعد ذلك، سيتم فرز البيانات التي تم جمعها بناء على ميزات التصميم الخاصة بها وتحليلها للكشف عن المعنى والوظيفة والاستجابة لكل من الاستعارات الموجودة.

تكشف هذه الدراسة عن بعض النتائج المجازية المستقاة من المؤتمر الصحفي لكونور ماكجريجور وخبيب نورماغوميدوف في بطولة القتال النهائي. توصلت هذه الدراسة إلى معنى الاستعارات بناء على السياق، ووظيفة الاستعارات في خطاب المرء، والاستجابة عند تلقي الاستعارة.

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# CHAPTER I

## INTRODUCTION

### **A. Background of the Study**

Language in its function as a medium of communication, has a very important role for human life. This can be seen in its implementation in various aspects of life including social, cultural, legal, political, economic, and so on. Chaer (2004: 1) suggests that language is a means of communication and interaction that is only owned by humans. The same thing is also explained by Sumarsono (2007: 18) which states that language is a symbol system in the form of sounds that are arbitrary (arbitrary) used by community members to relate and interact. Keraff (1997) also stated that Humans are social creatures who are good at creating tools or media and the most powerful tool developed by humans is language: spoken and written.

As a medium of communication, language can have many functions that can be used by humans for various purposes. According to Barker via Mulyana, (2005) language has a function as a naming or nickname which refers to efforts to identify objects, the interaction function emphasizes various ideas and emotions, and through language, information can be conveyed to others, this is what is called the transmission function of language. The purpose of language also follows its function, namely connecting messages or information between human beings.

Language is one of the most important things as a communication tool used by humans around the world, in everyday life humans are never separated from

communication. According to Martinet (1987: 22) the main function of language is to communicate. French, for example, is an important tool that allows every “French linguist” to relate to one another. Language also serves to convey the expression of one's feelings. Through language one can process the ideas that are in the mind and then expressed, expressed, realized into something interesting and beautiful.

In conveying messages, communication is not limited to direct communication, it can also be done through media such as newspapers, radio, television, internet, and others. So that the message will be conveyed and spread widely, not limited by space and time, as well as influencing a wide audience

Martial art that are currently popular and growing in Indonesia, especially among teenagers, are MMA (Mixed Martial Arts) martial arts. MMA is a new sport under the auspices of the Ultimate Fighting Championship (UFC) whose first competition was in 1993. Mixed Martial Arts (MMA) is a new martial art that is related to other martial arts, meaning that Mixed Martial Arts (MMA) is a martial art that combines sports other martial arts. Initially standing alone conventionally then combined into a more modern unit by adjusting to existing needs. Unlike other martial arts that are very conventional and closed, Mixed Martial Arts (MMA) can be enjoyed by various groups and groups. The participants come from various backgrounds. This type of martial arts is different from other competitions, because there are almost no rules like martial arts in general. In MMA combat, fighters usually use two types of martial arts, namely Muay Thai and Brazilian Jiu-Jitsu (BJJ) (American Journal of Sport Science, 2013:1).



Attacking techniques in MMA that must be mastered by Fighter Mixed Martial Arts are hitting / kicking (striking), throwing the opponent's body with throwing techniques (throwing), pressing enemies with Jujitsu (Pinning) techniques, defending themselves by avoiding and blocking attacks (evading), blocking, escaping) are basic techniques that must be mastered by Fighter Mixed Martial Arts (MMA). Fighters have a good MMA fighting base in general. Fighter's practice Muay Thai and Brazilian Jujitsu or what is commonly called Jujitsu. In Muay Thai, there are techniques of hitting, kicking, dodging, and blocking attacks, while in Jujitsu there are techniques of throwing the opponent's body and suppressing the enemy. Attacking technique in a standing position (stand up fighting) Mixed Martial Arts which adopts Muay Thai martial arts using all movements in Muay Thai including knees (knee), and elbows (elbow). Mixed Martial Arts techniques that use Brazilian Jiu-Jitsu in a lower attack position or commonly referred to as ground are also more effective for Submission or paralyzing the opponent.

Mixed Martial Arts (MMA) is one of the martial arts that is always dynamic with the times. Fighters in Mixed Martial Arts (MMA) have different characteristics compared to Fighters in other martial arts, especially in terms of mental and physical, because in Mixed Martial Arts (MMA) when competing only use thin gloves and Groin Protectors only. This condition causes Fighter Mixed Martial Arts (MMA) to be required to have very high mental and physical readiness.

The trash talk among UFC fighters seems to be inevitable since this sport also involve the fighter's emotions. UFC fighters often do trash talk in the pre-fight press conference. They used it to make the fight even more intense and interesting. One of the famous trash talkers in UFC is Conor McGregor. The most iconic trash talk that he did is when he face Khabib Nurmagomedov as his opponent in UFC 229. This fight becomes phenomenally debateable and very famous. McGregor attacks Khabib with rude talk that contain many metaphor expressions. The trash talk itself can be in the form of mocking, accusing, swearing, etc.

However, even though trash-talk proved successful in selling a match, the athletes also remained responsible for maintaining sportsmanship by means that when the match was over, they had to make peace. And the most important thing is that they must be held accountable for their words, by proving that they can give the best performance in the game.

Moreover, mixed martial arts (MMA) championship has always been interesting to be watched and discussed in every country in the world. Almost every country has their own MMA championship. For example, Indonesia has mixed martial arts championship called One Pride, England has England's Ultimate Challenge MMA (UCMMA), Canada has Maximum Fighting Championship (MFC), and America has the most popular MMA championship called Ultimate Fighting Championship (UFC). It is fair enough to say that UFC becomes extremely popular in America and even in the world. The NFL, American football in United States, has been widely known as the most popular, but lately the UFC has been taking over them in the terms of Instagram followers. In 2019, the UFC has more

than 15 million followers on Instagram, compared to 14.9 million on the NFL (Mazique, 2019). The popularity of UFC is not just because the martial arts shown in the fight but also the trash talk done by the fighters that makes the fight even more attractive.

Metaphor used by some UFC fighters in their trash talk shows that language aspect is also critical in the field of fighting championship. Famous UFC fighters such as Conor McGregor, Khabib Nurmagomedov, Kamaru Usman, Israel Adesanya, and etc know how to attract and persuade the audience to watch and support them. They need to build the attention of the audiences in order to make their pay-per-view (PPV) get higher. With more trash talk they done before the fight people will put their attention more to the fight. Therefore, using something attractive like metaphor will give the fighters more benefits. There are several definitions of metaphor provided by experts. Metaphors are analogies that make it possible for us to map one encounter in the terminology of another experience and therefore an interpretation of those experience complex subjects or new circumstances (Vosniadou & Ortony, 1989 as cited by Karin S. Moser, 2000). In the other hand, Metaphor is also a context-sensitive phenomenon. As Bergmann (1982) seems to correctly note, determining whether an utterance is metaphorical, or deciding on the significance of a metaphor "relies on recognizing, or assuming, something about the intentions of the person who uses the sentence" (Genovesi, 2020). Then, Aristotle introduced the possibility of using a metaphor to create a transferred sense of such phenomena, resulting in a clearer understanding (Cameron 1999:9). In addition, Aristotle provides an interpretation in political

rhetoric of providing a context-situation (Dewanti, 2011). The meaning of the metaphor used here varies from our daily interpretation of the metaphor, which, with examples like 'Hercules is a lion', refers to it as a linguistic ornament. One of the most popular concepts of metaphor is Conceptual Metaphor. Conceptual Metaphor Theory (CMT) is from the book "Metaphors We Live By" (Lakoff and Johnson, 1980). In both verbal and non-verbal forms, the scientific area of metaphor soon grew with the groundbreaking concept that metaphor is central to human cognition. Varieties of metaphors is exposed by the creation and the fact that metaphor uses seems to be more (Kovecses, 2015). There are two primary categories of conceptual domain, according to conceptual metaphor theory (Lakoff, 1993). A root domain corresponds to the conceptual domain from which we derive metaphorical expressions, while the conceptual domain that we are attempting to grasp is denoted by a goal domain. Typically, philosophical metaphors use a real or tangible notion as their inspiration and a more abstract notion as their goal.

Consciously or not, humans often use figurative language or figure of speech to express or describe something indirectly, especially in the use of metaphorical language styles. There are many ways that humans can do to express themselves and express feelings. Usually, they express themselves or express feelings in various ways as a place for them to spill their feelings. They can use poetry, novels and even songs as a medium for expressing feelings. By using a song, a person can pour out his heart, feelings, emotions, or life story. In a song there are important elements which include the background, content, meaning and type of the song. The results of the expression of thoughts or expressions of feelings

that are manifested in the form of words in a song lyric usually use figurative words in this case metaphorical figure of speech.

According to linguists Zanotto, Cameron and Cavalcanti (2008: 1) describe the metaphor “People use metaphor in the ordinary moments of their lives, in family and work situations, they use metaphor to explain their thoughts and ideas to other people, and to express delight, caring, approval, as well as their more negative counterparts.” As a sign of language, metaphor not only functions as a decorator that warms a literary work, but further than that, metaphor plays a role in clarifying and summarizing what is to be conveyed through poetry or other literary works, including in song lyrics. In addition, it is recognized that metaphors can influence the reader's behavior towards something. (Charles Barber 1983:43), Metaphor is the non-literal use of words and phrases where one thing is spoken of as if several other things. Metaphors are almost the same as parables. But metaphors do not use words like or as. Metaphors are often used for writing poetry and song lyrics. Metaphors are widely used in poetry, because poetry has elements in the form of emotions, imagination, thoughts, ideas, tone, rhythm, sensory impressions, word order, figurative words, density, and feelings like a song.

The study of metaphor is an analogy or comparison of something that has similarities with something else. For example, human nature is analogous to or compared with animal nature. Metaphor includes two views of one problem including: first; view of the main object, second; view of the object of comparison. The explanation in Lewandowski's linguistic dictionary in Dilmayoni

(2015:2) states that metaphor is a transfer of meaning based on similarities in form or characteristics, functions, and uses.

Oktavianus (2012:131) argues that metaphor is an implicit comparison without simile markers. Besides that, simile is also a way of speaking that compares two different things but is considered the same. Research based on cognition says that humans, by using their minds, organize the knowledge they gain from life experiences, including through metaphorical processes. Metaphor is the absolute basis of the human mind that is revealed in language. Lakoff and Johnson (1980:3) state that metaphor is pervasive in people's daily lives, not only in language, but also in thought and behavior; The human mind not only contains elements of intelligence, but also functions to regulate human life down to the smallest details.

One of the basic principles of metaphor is that there is a convention in the metaphorical association between two concepts, for example, in English-speaking societies, emotional unresponsiveness is associated with cold in terms of temperature, not with warmth or others from different fields, such as width or innateness. It is not arbitrary. The evidence presented by Grady (in Gibbs 1997:80) is taken from several languages that do not belong to the same family, but share the same metaphorical concept that big is important:

Zulu -khulu “big: important”

Hawaiian nui “big: important”

Turkish büyük “big: important”

big Malay “big: important”

krupnij Russian “big: important”

Because metaphors take part in the human conceptual system and are associated with life experiences, in this case, the conceptual system of metaphors in different languages can be the same. In the example above, in each language, a word that means 'big' refers, literally, to a physical measure and metaphorically, to a degree of importance. Logically, the relationship between the concepts of physical size and degree of importance is innate and ingrained in the structure of the brain. Such metaphors are caused by basic things that are in the minds of people in general, not just a matter of culture or coincidental experiences. According to Knowles (op.cit.,87), languages belonging to the same family do not always display the same metaphorical concept. Therefore, Lakoff, Johnson, Sweetser, Turner, and Gibbs (Grady, op.cit., 81) unanimously agree that the basic principle of the metaphorical concept is experiential motivation. “We feel that no metaphor can ever be comprehended or even adequately represented of its experiential basis ...”. They don't want to argue about random or innate. That is, in the example above, speakers of the five languages have the same experience so that their point of view is the same.

It is more complex than expected. Some metaphorical phenomena have been described as having complexities that are beyond the scope of conceptual mappings between paired realms, especially those closely related to contextual factors. It is becoming increasingly apparent that the study of symbolic metaphors involves contextual considerations. In politics, Lakoff and Johnson's concept is the

tool people normally use when they want to grasp political terms such as 'land,' 'alliance,' 'ties between China and the Soviet Union' etc. Politicians use human events that are common to the electorate to present in order to accomplish political aims, complex or new goal realms (Hidalgo-Downing and Kraljevic-Mujic 2016, Chilton and Lakoff 1999, Cheng 2015, Fu and Yuan 2017 as cited by Wenyu Liu and Yingjie Wang, 2020). These root realms contribute to the stimulation of feelings, one of the processes by which persuasion can be realized by metaphors, thereby affecting the way people understand. Therefore, metaphor needs contextual understanding. John Searle also revealed in his book, *Expression and Sense*, the significance of the interpretation of metaphor (1979:77-105) in pragmatic terms. Searle (1979:103) claimed that the degree of effective transmission of meaning from the speaker to the listener depends on different factors involved, which could be inferred that it is difficult to measure whether it could be more beneficial to use metaphor. Searle (1979:104-105) clarified that people must go through certain complex 'agreements' to grasp the significance of the metaphor, which would be understood if those criteria are fulfilled, such as the meaning. It was expressed by Searle (1979:105) by uttering that the metaphorical statements generated are those intended by the speaker. Language used octagon fighting championship is like the world of politics. Of course, it's separate from the normal routine. In politics, language is the art of explaining how to use language effectively to meet all groups in society. While in fighting championship, the language used is to break the will of the opponent and to get support from the audience, just like in politics. Politics is necessarily tied to power. "Policy concerns the power to make decisions, to control resources, to control the behavior of others and often to control their values"



(Thomas, 2004). The previous statement relates to the value of fighting championship such as to control audience, to control the opponent's mentality, and to break opponent's will.

One of the purposes of fighters is to convince their audiences of their legitimacy. It is almost like politician. There are basic arguments language should be used to manipulate audience's thoughts about the fighter, language has its own benefit, and persuasive expressions would necessarily be innovative in terms of the need to change the persuasive technique in order to contend for publicity. Charteris Black (2005: 13) concluded that philosophy, myth, and metaphor are similar in that they share a shared discourse role of persuasion.

The way to talk used by the fighter which is like politician is known as rhetoric. Rhetoric means that it is convincing to talk of someone that has the goal of getting people to support and agree with his concept. Rhetoric is the practice of persuading others, so rhetoric and persuasion are inseparable, since the concept of rhetoric inevitably involves the notion of persuasion. The key distinction between the two is that rhetoric refers to the process of conversation from the point of view of the hearer, while persuasion refers both to the motives of the speaker and to the effectiveness of the result (Charteris Black, 2005: 8-9). For example, Voresti Sabu (2011), in his thesis, concludes that Obama's metaphor rhetoric function as a way of clarifying meaning, empowering, and motivating the viewer. In the Obama address, the metaphor can be used to express the emotional sense that then attracts the attention of the viewer. The Obama speech will be more motivational in the metaphor because Obama is able to interact with the subject personally and express

the message. However, in Barack Obama's rhetorical address, the function of the metaphor is like rhetorical techniques that persuade to validate the message. From that relevant example, it is very possible that Conor McGregor's speech also has metaphor rhetoric aspects which can be investigated deeper

The study of metaphor seems to be classical in linguistic study. However, the common metaphor study field is politics. It is known that politics uses a formal language to do rhetoric. While in the fighting championship like UFC the language used is known as rude and informal language. Therefore, this study will find out lots of finding.

The author plans to examine UFC press conference to carry out this analysis. The trash talk of McGregor in UFC press conference is selected to be studied. McGregor's rhetorical trash talk has been selected because McGregor, as one of the most successful fighters in the UFC history, is well known as a figure who has the ability and style to give a controversial speech to his opponent and the audience. As fighter, he made his speech in order to reassure the audience to support him and his opponent to give up on him.

As the study attempts to study the metaphor used by McGregor in UFC press conference, this study is distinct from the previous study. It is because the previous studies discuss a lot in the area of politics and this study will investigate in the area that has never been investigated before. Supported with the relevant literature and previous studies, this study will contribute to enrich the findings on the area of metaphor. Especially, it will be very beneficial for those who are interested in studying in the field of fighting championship.

## **B. Research Question**

Based on the background above, several problems related to research can be formulated as follows.

1. What is the meaning of the metaphors used by Conor McGregor and Khabib Nurmagomedov in his rhetorical speech during UFC press conference?
2. What is the function of the metaphors used by Conor McGregor and Khabib Nurmagomedov in his rhetorical speech during UFC press conference?
3. How does each fighter respond when getting a metaphorical expression from one of the fighters?

## **C. Purpose of The Study**

Based on the research questions above, the objectives of study can be formulated as follows.

1. To know the meaning of the metaphors used by Conor McGregor and Khabib Nurmagomedov in Rhetorical speech during UFC press conference?
2. To know the function of the metaphors used by Conor McGregor and Khabib Nurmagomedov in Rhetorical speech during UFC press conference?
3. To know how does each fighter respond when getting a metaphorical expression from one of the fighters?

#### **D. Significance of the Study**

This study will be done to provide more elaborations and new findings towards the study of metaphor which has never been done in the field of rhetoric fighting championship press conference. Furthermore, the study of metaphor needs to be done in interdisciplinary field for the future development. Due to that reason, this study will work to elaborate the study of metaphor analysis towards Rhetorical UFC fighter's speech during press conference. In the other words, this study will give new findings and more elaborations towards the study of metaphor in the field that has never been investigated before. Moreover, practically, this study will also give a useful information about the meaning and function of metaphor used by UFC fighters to people who is interested to fighting championship such as UFC.

#### **E. Scope and Limitation**

This study will focus on investigating the metaphor used by Conor McGregor and Khabib Nurmagomedov his Rhetorical speech during UFC press conference. The study will specifically identify and investigate what is the meaning and the function of metaphor used by Conor McGregor in his Rhetorical speech. The study will only use relevant theories which support the study to be more elaborate and valuable. Hence, the study will ignore the other linguistic aspects which do not relate with metaphor analysis. However, the other researcher can still investigate in the area of metaphor analysis on the other field or different object in the future.

## **F. Definition of Key Term**

1. Metaphor: A figure of speech in which a word or phrase is applied to an object or action to which it is not literally applicable.
2. Rhetoric: The art of effective or persuasive speaking or writing, especially the use of figures of speech and other compositional techniques.
3. Mixed Martial Arts: Hybrid combat sport incorporating techniques from boxing, wrestling, judo, jujitsu, karate, Muay Thai (Thai boxing), and other disciplines.
4. Ultimate Fighting Championship (UFC): The UFC (Ultimate Fighting Championship) is the largest mixed martial arts (MMA) organization in the world. The UFC showcases the best international fighters using a variety of martial arts styles and disciplines.
5. Press Conference: An interview given to journalists by a prominent person to make an announcement or answer questions.

## **G. Previous Studies**

Metaphor belongs to a part of the figurative language. Edi Subroto (1986:45) said that if it can deliver a new pleasure in reading language speech, kicking out monotony and animating inanimate objects, and actualizing something that crippled or paralyzed, a metaphorical expression can be classified as a metaphor (Risdianto, 2016). Several studies have been done by several researchers. However, Faisal Risdianto (2016) suggests that there are many possibilities and facets to conduct lingual research on the study of metaphor, especially a study on metaphorical speech in other fields that have been never investigated before. This

study is conducted in order to investigate how the study of metaphor can be developed to broaden the scopes such as investigating the area that has been never studied before. The present research, assisted by some related studies, sets out the theoretical as well as empirical context to investigate how Metaphor is used in the fighting championship area.

The previous study on metaphor and rhetoric was done in a journal article entitled *Rhetorical Metaphor in Barrack Obama Speech Family* (Gunawan, Muhaimi, & Amrullah, 2019). The article stated that part of the figurative language is the metaphor. Metaphor understanding is an illustration that depicts something based on either the same or the same existence, with a precise and direct comparison. While rhetoric is an art of expression that speakers use to persuade the audience. Rhetoric is a speaker's ability to be more successful. Any speaker who wanted to effectively communicate or to make an impact had to specifically research rhetoric. Rhetoric was used to make thoughts or phrases known of what the speaker says. There are two key objective topics in this study, the first is about the metaphor used by Barrack Obama and the second is the indication of the speech used and based on the result review by Lakoff theory and Johnson, there are 9 kinds of metaphors used by Barrack Obama in *Addressing the people of Berlin* where the speech has different meanings with other meanings.

Then, an undergraduate thesis entitled *Conceptual Metaphor on Kevin Rudd, Australian Prime Minister Speech Text, National Apology in 2008* (Qamarani, 2015) suggests that the future research can be conducted to know the metaphor used in speech in other field and the meaning of the metaphor used. The

result of the analysis in this study shows the function of metaphor. It is widespread in everyday usage and represents ideas or concepts. Nonetheless, the words used by someone are based unconsciously on his or her background and culture. Thus, metaphorical phrases make real expressions manifest, conceptual metaphor. Moreover, the study just covered the metaphor used in the context of political use.

Furthermore, the other relevant journal article entitled *The Use of Metaphor in Barrack Obama's Inauguration Speech* (Risdianto, 2016) indicates that there are many possibilities and facets to conduct a lingual study on this study, especially a study on the metaphorical expression of the popular speech of the world such as the inauguration speech by Barack Obama. This study includes deeper and wider evaluation, perception, and analysis. This study stated that Obama has effectively and creatively used metaphorical expressions to convince people with his future plans. In relation, the study of the use of metaphor in influencing people's speech, like Conor McGregor, still has great possibility to be done since it will give broader findings.

At last, an undergraduate thesis entitled *An Analysis of Metaphor Used by The Main Characters in "Moana" Movie: Semantic Approach* (Chairunnisa, 2017) is also relevant to be taken as reference. The study points out the metaphor used by the main characters and the meaning also in the movie. Using the theory proposed by Lakoff and Johnson (2003), such as structural metaphor, orientation metaphor, and ontology metaphor, the researcher found that the main characters in the movie use some metaphorical expression to show their emotions. This part of the findings that the metaphorical expression can be used to show the emotions is also able to

be used as reference to analyse the fighter's emotion during press conference. Furthermore, this thesis also suggests that in future research the scope of objects in metaphor analysis study should be broadened in the field that has never been investigated before.

Taking into all account, the relevant studies mentioned above have pointed out that the study of metaphor has immense potentials to be developed and investigated again in the field that is new and interesting for many people. It has been noted that rhetorical metaphor used in the field of politics is used to convey the people to believe and support the politicians. Moreover, the related previous studies have not mentioned yet the other potential use of metaphor which is to offence other people which can be potentially found in the field of fighting championship.

## **H. Research Methodology**

The research method of the present study is given in this section. The research method's choice helps decide how the research problems are accomplished. Some portions of the analysis method are formulated as follows:

### **1. Research Design**

The present thesis uses the approach of qualitative analysis. The approach of qualitative analysis is used because the present study involves experimentation in a context-bound situation to interpret the collected data. Qualitative research is characteristically exploratory, fluid, and versatile, data-driven and context-sensitive, as described by Mason (2002). Accordingly, the present study uses qualitative research techniques to support the interpretation of the data obtained and



to explain them in specific context-situated events. Since the present study uses qualitative research techniques to evaluate and interpret the collected data in relation to a specific context, the interpretive approach is significantly used to help the analysis. Mason (2002) claimed that the interpretive approach looks at individuals as the primary data sources and their interpretation, perception, interpretations, and understandings. The goal of the interpretive approach is to examine texts or artifacts to find out what they express and how individual or collective meanings are created.

## **2. Data Source**

The data of this study is taken from YouTube channel named UFC-Ultimate Fighting Championship. This study chooses the videos from the YouTube that provides the records of Conor McGregor and Khabib's press conferences. Conor McGregor and Khabib's press conferences in UFC are divided into two type, pre-fight press conference and post-fight press conference. The link is mentioned bellow. [https://www.youtube.com/watch?v=s8NL-n\\_XgSY](https://www.youtube.com/watch?v=s8NL-n_XgSY)

## **3. Data Collection**

The data of the present study is gathered by browsing the content of videos covering the press conference of Conor McGregor and Khabib Nurmagomedov. Via the UFC-Ultimate Fighting Championship YouTube channel, the content of videos covering Conor McGregor and Khabib Nurmagomedov is available. The speech event found in the videos is then transcribed into text form.

#### **4. Data Analysis**

After collecting the data, the data are analysed in the following steps. The first step is analysing the metaphor used by Conor McGregor and Khabib Nurmagomedov using the metaphor theory suggested by Lakoff and Johnson, conceptual metaphor, which emerge in data. The second step is interpreting the meaning and the function of the metaphor used by Conor McGregor during his UFC press conference.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter contains some theories that are relevant to this study, interpretation approach by involving the context, which involves videos provides the records of Conor McGregor and Khabib's press conferences, analysing the metaphor used by Conor McGregor and Khabib using the metaphor theory suggested by Lakoff and Johnson.

#### **A. Interpretational Approach**

The study is designed under an interpretive paradigm, which took the form of a multiple-case study and the analysis of a considerable qualitative data. Qualitative design is more sensitive to context and flexible to embracing emerging new themes. The richness of data produced through using multiple-case studies helped better to investigate the phenomenon preserves as much as possible the deep meaning of the qualitative data. Furthermore, it enabled the interpretation of all transcribed interviews, documents and notes of observation and relating each one to the whole in order to gain a holistic picture of the phenomenon. The trustworthiness strategies which were used in this research and the related procedures and techniques were found to be interlinked that fostered the coherence and validity of the research.

Interpretive approaches to political studies focus on the meanings that shape actions and institutions, and the ways in which they do so. Interpretive theories constitute one set of answers to that question. Behind the different types of interpretive theory, there lies the shared assumption that we cannot understand human affairs properly unless we grasp the relevant meanings. Different varieties of interpretive theory understand meanings in different ways. They can be expressions of, for example, reason, intentions, beliefs, the unconscious or a system of signs. They also explain meanings in different ways using such notions as logical progression, the dispositions of individuals, the structural links between concepts and power. In short, interpretive approaches study beliefs, ideas, or discourses. As important, they study beliefs as they perform within, and even frame, actions, practices, and institutions. Thus, we can define interpretive theories as ontological and epistemological tools used in research concerned with understanding how individuals and groups create meaning in their everyday practices, communication, and lived experiences.

### **B. Conor McGregor and Khabib's Press Conferences**

The press conference streamed on the UFC's official YouTube. First time McGregor will walk to the Octagon in almost two years since he knocked out Eddie Alvarez to win the 155lb belt. Conor McGregor and Khabib Nurmagomedov finally came face to face in New York as they took part in a press conference ahead of their October 6 title fight. The presser also be open to the public after the previous conference in New York was closed to fight fans.

Here is a highlight transcript shows some trash talk at press conference by McGregor and Khabib, all tone and said was clear proof that the conference dominated by useless talk mad Gregor “I came back for the love of this, to shut this man up, this rat, this weasel. A man who grows in numbers but when confronted on his own cowers away, that's what you saw on the bus. I came back for the love of fighting and the love of war. I am going to enjoy putting a beating on this glass-jaw rat. He was a fan boy, he bought t-shirts to support the cause. Nothing but respect, but then in his neck of the woods, a man involved in something - who's now in prison - started to invest and pump money into his gym. He started to gain false power and think he was a tough man, hit the fan and there's not a bean left. I'm here to put the nail in the coffin.” That Khabib just easily answer “this is everything I expected. I come here to smash this guy”.

“You say 'send location', here I am. Did you not see me outside the bus? I showed my hands, no weapons. I went there unarmed, and he did nothing. He hid and cowered behind women and caused what happened to happen. Here's my location, right here in front of you, do something! You'll do nothing. it's been a war zone in my camp, we have been preparing for war. All you have to do is look at the imagery and video we have released, we have shown glimpses of the true hard work we have put in for this camp. Broken orbital bones, broken zygomatic arches, swallowed teeth, broken feet, broken fingers. This fool is saying it's going to be a long night, trust me mate I'm ready for a long night. You hold on to legs for dear life. what kind of fighting is that? What kind of fighting is that? Your fake belt over there, you beat the guy ranked No.11, a real estate agent. You bring that belt up on

stage like it's a real belt? You're a phoney, a fake and I'm going to expose you. You're going to be smoked on October 6 and I am going to love every second of it. I hope it's a long night. I don't give a what he does. He's going to shoot for the legs, he's an amateur 26-0 can you believe it? He's an amateur in the pro game. He's fought nobody, anybody he's half fought has gone to a decision. I'm going to maul him. I came back to shut this man up. The little weasel, I will enjoy putting a beating on this glass jaw rat. This is called prize fighting but thankfully im such a crap person with my other entities. Shut up you backwards I don't have to fight for money anymore, I've made so much. From the boxing I made a hell of a lot of money. Again Khabib just response a little clear sentences “You come for money, I come for legacy.” Conor McGregor mostly used provoke and seek a conflict with his opponent during the press conference.

If a Khabib vs McGregor rematch happened, Javier Mendez (coach) said, “He will be destroyed. Khabib gets better and McGregor is doomed. So, the fight won't happen. I mean, Khabib doesn't need it because he seems satisfied.” Khabib wasted no time in including McGregor in his challenger list. In fact, Khabib has commented on McGregor's defeat to Poirier and criticized the Irish MMA fighter. “This is what happens, when you change your team, leaving the sparring partners who made you champions and competing with the little ones, is far from reality.”

Meanwhile, McGregor finally refused to argue more with Khabib Nurmagomedov. “What does he want to do, does he want to come back or not? If he wants to comment, let's go fight. I'm here for a fight.”

### **C. Metaphor Theory by Lakoff and Johnson.**

Conceptual metaphors are commonplace in language. George Lakoff and Mark Johnson suggest that metaphors may unconsciously shape the way we think and act in their founding work, *Metaphors We Live By* (1980). For example, take the commonly used conceptual metaphor, argument is war. This metaphor shapes our language in the way we view argument as a battle to be won. It is not uncommon to hear someone say, "He won that argument" or "I attacked every weak point in his argument". The very way argument is conceptualized is shaped by this metaphor of arguments being a war. Argument can be seen in other ways than a battle, but we use this concept to shape the way we think of argument and the way we go about arguing. The same applies for the other conceptual metaphors.

Lakoff and Johnson focus on English, and cognitive scholars writing in English have tended not to investigate the discourse of foreign languages in any detail to determine the creative ways in which individuals negotiate, resist, and consolidate conceptual metaphors. Andrew Goatly in his book *Washing the Brain* (2007) considers ideological conceptual metaphors as well as Chinese conceptual metaphors.

James W. Underhill, a modern Humboldtian scholar, attempts to reestablish Wilhelm von Humboldt's concern for the different ways languages frame reality, and the strategies individuals adopt in creatively resisting and modifying existing patterns of thought. Taking on board the Lakoff-Johnson paradigm of conceptual metaphor, he investigates the way in which Czech communists appropriated the concept of the people, the state and struggle, and the way German Communists

harnessed concepts of eternity and purity. He also reminds us that, as Klemperer demonstrates, resisting patterns of thought means engaging in conceptual metaphors and refusing the logic that ideologies impose upon them. In multilingual studies (based on Czech, German, French & English), Underhill considers how different cultures reformulate key concepts such as truth, love, hate and war.

This idea, and a detailed examination of the underlying processes, was first extensively explored by George Lakoff and Mark Johnson in their work *Metaphors We Live By* in 1980. Since then, the field of metaphor studies within the larger discipline of cognitive linguistics has increasingly developed, with several annual academic conferences, scholarly societies, and research labs contributing to the subject area. Some researchers, such as Gerard Steen, have worked to develop empirical investigative tools for metaphor research, including the Metaphor Identification Procedure. In Psychology, Raymond W. Gibbs, Jr., has investigated conceptual metaphor and embodiment through several psychological experiments. Other cognitive scientists, for example Gilles Fauconnier, study subjects like conceptual metaphor under the label's "analogy", "conceptual blending" and "ideasthesia".

Conceptual metaphors are useful for understanding complex ideas in simple terms and therefore are frequently used to give insight to abstract theories and models. For example, the conceptual metaphor of viewing communication as a conduit is one large theory explained with a metaphor. So not only is our everyday communication shaped by the language of conceptual metaphors, but so is the very way we understand scholarly theories. These metaphors are prevalent in



communication, and we do not just use them in language; we perceive and act in accordance with the metaphors.

George Lakoff and Mark Johnson's Conceptual Metaphor Theory is by and large a theory of what (abstract) concepts are, how they are structured, and how this structure is acquired — i.e., by mapping of structure from one more concrete or sensory-motor specific domain to another more abstract domain. Conceptual metaphors therefore rest on “cross-domain mappings.” The claims to the effect that our abstract concepts are metaphorically structured and that cross-domain mappings constitute one of the fundamental cognitive meaning-making processes are empirical and can therefore be put to the test. In this paper, I will critically assess Conceptual Metaphor Theory as a theory of concepts considering recent experimental findings. Many such findings provide evidence for the psychological reality of cross-domain mappings, i.e., that structure activated in one domain can perform cognitive tasks carried out in another domain. They do not, however, support the claim that the structure of our (abstract) concepts is still metaphorical, as Lakoff and Johnson claim — that is to say, that our mind does perform cross-domain mappings when we process conventional conceptual metaphors such as “Death is Rest” or “Love is a Journey.” Two conclusions can be drawn from this: (1) it is necessary to distinguish between cross-domain mappings (which are psychologically real) and the metaphoric structure of our concepts (which is not, in the sense that such concepts do not any longer activate cross-domain mappings when processed); (2) Conceptual Metaphor Theory is not an adequate theory of concepts. I will therefore sketch another more viable theory of concepts where the

structure of our concepts is defined as the full ecology of their situations of use, which includes the kind of situations (objects, agents, interactions) they apply to and the kind of emotional, cognitive, bodily, and behavioral responses they elicit. On this view, the contents of our concepts are to be considered as vague predicates, with vague extensions, which take on a specific form in their situation of use.

In 1987, each of the authors of *Metaphors We Live by* independently made significant proposals that led to the development of the current mapping theory. First, Lakoff (1987) proposes the view of "metaphorical mappings" between two different conceptual domains: the source and the target. Thus, Lakoff characterizes metaphor as a set of correspondences of the source and the target, integrating both "similarity" and "co-occurrence" as factors bridging these two domains. On the other hand, Johnson (1987) introduces an important construct, "image schemas," which correspond to abstractions of recurrent patterns in our bodily experiences and assumes that metaphor projects an image schema from one conceptual domain onto another. Instances of image schemas include in-out orientations of a container and various forcedynamic concepts such as compulsion, barriers of the force, counterforce and so on (cf. Talmy (1985)). As its appellation "embodied schema" indicates, the image schema is essentially rooted in physical and spatial experiences such as locations, movements, and object manipulations. If a pattern repeatedly occurs in such experiences, it will become well-rehearsed and stored in our long-term memory. Such an image schema is also utilized when the same pattern is perceived in another subjective and abstract experience (e.g., emotion, time, states and so on), and the two different kinds of experiences are metaphorically connected

via the image schema. The notion of metaphorical mapping is demonstrated by substantial linguistic analyses such as Sweetser (1988, 1990), and its mechanisms are elaborated by Lakoff (1993), who proposes the "Invariance Principle" as follows: (4) Invariance Principle Metaphorical mappings preserve the cognitive topology (that is, the image-schema structure) of the source domain, in a way consistent with the inherent structure of the target domain. (Lakoff (1993: 215))

The principle above incorporates Johnson's insight that metaphor projects the image schema onto the target domain. Also, the latter half of the statement of the Invariance Principle intends to constrain the mappings occurring between the source and the target and thereby exclude implausible correspondences of the entities in both domains; this constraint is called "target-domain overrides" (Lakoff (1993: 216)), in that the inherent properties of the target domain automatically restrict and determine the actual correspondences to the entities in the source domain.<sup>1</sup> As defined in the Invariance Principle, metaphorical mapping is first triggered by the identical image schema of the source and the target. Then correspondences are subsequently made between the entities in both domains (this is what Lakoff (1993) calls "ontological correspondences"), together with knowledge used to make inferences (or entailments) concerning each entity. The following are the mappings of elements and inferences involved in the LOVE IS A JOURNEY metaphor: (5) a. The lovers correspond to travelers. b. The love relationship corresponds to the vehicle. c. The lover's common goals correspond to their common destinations on the journey. d. Difficulties in the relationship correspond to impediments to travel. (Lakoff (1993: 207)) Although Lakoff

observes that the LOVE IS A JOURNEY metaphor is composed of these ontological correspondences.

#### **D. Metaphor in terms of syntax**

In a book entitled *Metapher, Allegorie, Symbol*, (1982: 21-22) Kurz classifies metaphors in terms of syntax. According to him, a metaphorical statement can be seen from the basic structure of the predicate, which is syntactically divided into four types, namely:

1. Attributive metaphor

Example: Black milk of the morning

2. Composite metaphor

Example: Choice locomotive

3. Apposition metaphor

Example: And your silence, a stone

However, in this study, the above syntactic theory will only be used for data classification purposes because the focus of this research is metaphor in terms of semantic aspects.

#### **E. Metaphor in terms of semantics**

The metaphorical theory used in this study is the theory of George Lakoff and Mark Johnson (2003), and the theory of Gerhard Kurz (1982). Kurz divides metaphor theory into two types, namely substitution theory (including comparison theory) and interaction theory (1982: 7). The difference between the two theories lies in the understanding of metaphor and the effect that a metaphor can have

(Schmitz, Monika. "Metapher." Style Sheet. <http://www.ruhr-uni-bochum.de/komparatistik/basislexikon/texte/metaphers/>).

### **1. Theory of Substitution**

The theory of substitution is the oldest theory developed by Aristotle. Based on this theory, Kurz explains that in a metaphor, the original word is substituted with another word that has an equation or analogy (1982: 7-8), forexample:  
- My poem is a knife.

A knife, in the sentence above, has a metaphorical meaning to explain mein My poetry. The sharp characteristic of a knife is substituted and analogous to that of my poetry.

### **2. Interaction Theory**

According to Kurz, in interaction theory, metaphorical statements cannot be substituted with other words because the meaning will change. So, a statement can be said to be metaphorical or not, depending on the context (1982: 8). For example:

- (1) Peter is a child.
- (2) Peter is an actor
- (3) The flowers laughed
- (4) Are the flowers going to sleep now?

The first sentence of the example above (Peter is a child) can be said to be a metaphor if it is seen from the context that Peter is 30 years old. Peter is analogous to a child (a small child) because he has a childlike nature like a child. However, the sentence (Peter is a child) is not a metaphor if the context is 6 years old

Peter. Likewise with the second sentence, the sentence (Peter is an actor) can be categorized as a metaphor if the context is Peter is not a film actor (actor), but Peter is someone who has an attitude and behavior that is good at acting, resembling the figure of a movie star.

The third sentence (The flowers laughed) is not a metaphor if the sentence is contained in a fairy tale. On the other hand, if the sentence is used in everyday language, the sentence has a metaphorical meaning. Likewise with the fourth sentence (Are the flowers going to sleep now?). If the sentence is spoken by a small child to an older person, it can be said that the sentence does not contain a metaphorical meaning. This is because a small child is still learning to understand the context of the word (sleep). In addition, based on interaction theory, the characteristics of a metaphor can be seen from the statement that is spoken and also from the situation when the statement is spoken. We can understand the statement literally or metaphorically, depending on the context and situation. However, other aspects that also play a role in the process of understanding a metaphor are aspects of the speaker, listener, writer, reader, situation, theme, and one's knowledge of the world/insight.

## **F. Types of Metaphors**

Judging from the process of their formation, Kurz divides metaphors into three types, namely creative metaphors, conventional metaphors, and lexical metaphors (1982: 19).

### **1. Creative Metaphors**

Creative or innovative metaphors are metaphors that are new and unique (Kurz, 1982: 19), for example:

**the sun is grinning.**

According to Murray Knowles and Rosamuna Moon, creative metaphors are metaphors used by writers to express their ideas into writing so that the writing becomes easily understood by the reader. Usually, this type of metaphor is often associated with the field of literature.

### **2. Conventional Metaphor**

Metaphor conventional or cliched metaphor is a metaphor that has no longer new, but not yet being lexicalized, for example:

**the sun is laughing.**

In the 1970s, cliché metaphors began to be widely used in various fields, such as politics, economics, and culture (Kurz, 1982: 19).

### **3. Lexical Metaphor**

Lexical metaphor is a type of metaphor that has lost its character as a metaphor because this type of metaphor is often used and then incorporated into everyday vocabulary (Kurz, 1982: 18), for example Engine hood. Engine hood is no longer a metaphor, as is Skyscraper, Table Leg, and Traffic Flow because these words have been incorporated into everyday vocabulary. In addition, lexical metaphors are also often referred to as dead metaphors (Knowles and Moon, 2006: 6).

### **G. Analysis of Metaphors**

Based on the theory of Knowles and Moon (2006: 9-10), there are three things that must be considered in analyzing metaphors, namely: 1. a metaphorical word or phrase, 2. its metaphorical meaning, 3. a link or relationship between two things that compared. In analyzing metaphors, three elements are needed, namely: - vehicle -topic -grounds.

Vehicle is a word or phrase that has a metaphorical meaning. Topic is a metaphorical meaning intended by the author, not a literal meaning. Another name for the topic is tenor, but the term tenor is used more by writers. Grounds is the relationship between literal meaning and metaphorical meaning. Through grounds, it can be known what meaning to convey and what kind of prototype to be transferred to the topic, related to the literal meaning of the vehicle or its metaphor. For example,



Context: be prepared for a mountain of paperwork

Vehicle: mountain

Topic: a large amount

Grounds: ideas of size, being immovable and difficult to deal with Based on the example above, the use of the metaphor of a mountain (mountain) is due to the prototype of a mountain that is high and large so that it cannot move and is difficult to conquer. If Knowles and Moon give the term vehicle for a word or phrase that has a metaphorical meaning, Kurz calls it the term *Bildempfänger* (target realm). The terms topic and grounds, based on Kurz's theory, are also called *Bildspender* (source realm). To simplify the analysis, Kurz's (1982) theory will be used because Kurz only divides metaphorical elements into two parts, namely *Bildempfänger* (target domain) and *Bildspender* (source realm).

## **H. Metaphor and metonymy**

According to Knowles and Moon (2006: 8), metonymy includes part-and-whole relations. That is, "part" of something is used to refer to the "whole" of that thing. For example, the word hand refers to the word a worker (a worker), especially for a manual worker (the word manual comes from the Latin meaning hand). The metonymy describes the body part of the worker, namely the hand that is most relevant to his activities as a worker. Another example is that a football commentator sometimes gives the term a fresh pair of legs to a substitute. Based on the Linguistics dictionary (Kridalaksana, 2001: 136), metaphor is the use of other words or expressions for other objects or concepts based on figures of speech or similarities, for example the foot of a mountain, the leg of a table based on the

figure of a human leg. Metonymy is the use of names for other objects that are associated or become attributes, for example, the glasses are used to describe someone who wears glasses. The difference between metaphor and metonymy can be seen from the presence or absence of transfer of concepts between domains. In the metaphor, it is very clear that there is a transfer of the concept of the realm. However, in metonymy, there is no transfer of the concept of realm. Therefore, in the field of linguistics, metaphor and metonymy are stated differently, although sometimes their functions are complementary.

### **I. Metaphor and Simile**

Simile is almost like metaphor. This is explained by Knowles and Moon (2006: 8) in their book "Introducing Metaphor". But in similes, the comparison is explicit. Similes can be recognized using words such as, like, as, compare, resemble, etc. In addition, similes can also be recognized using phrases as clear as crystal, as white as a sheet, as thin as a rake, as cheap as chip. For example, "someone is a fox" is a metaphor, while "someone like a fox" is a simile. The difference between metaphor and simile can be seen from the difference in the phrases used. If taken literally, simile has a meaning that is possible or true even though sometimes it does not match. Metaphors have meanings that are completely impossible or incorrect. For example, in the metaphor "someone is fox", someone referring to a human is not a fox or an animal, no matter what their habits are.

## **CHAPTER III**

### **FINDINGS AND DISCUSSION**

#### **A. FINDING**

This part presents the findings and analysis of the data. finding is answering of statements that formulated before. The data are presented based on observation and analysis of the document. In finding, the researcher described the process of calculating and presenting result of the data. Whereas in the discussion section the researcher will analyze the finding. To gain the objectives of the research, the researcher had analyzed the data systematically and accurately. The data was analyzed in order to draw conclusion about the objective of the study.

Comparison is the act of evaluating two or more things by determining the relevant, comparable characteristics of each thing, and then determining which characteristics of each are like the other, which are different, and to what degree. Where characteristics are different, the differences may then be evaluated to determine which thing is best suited for a particular purpose. The description of similarities and differences found between the two things is also called a comparison. Comparison can take many distinct forms, varying by field. To compare is to bring two or more things together (physically or in contemplation) and to examine them systematically, identifying similarities and differences among them. Comparison has a different meaning within each framework of study. Any exploration of the similarities or differences of two or more units is a comparison.

In the most limited sense, it consists of comparing two units isolated from each other.

To compare things, they must have characteristics that are similar enough in relevant ways to merit comparison. If two things are too different to compare in a useful way, an attempt to compare them is colloquially referred to in English as "comparing apples and oranges." Comparison is widely used in society, in science and in the arts.'

Academically, comparison is used between things like economic and political systems. Political scientist and historian Benedict Anderson has cautioned against use of comparisons without considering the relevant framework of things being compared. It is important to recognise that comparison is not a method or even an academic technique; rather, it is a discursive strategy. There are a few important points to bear in mind when one wants to make a comparison. First, one must decide, in any given work, whether one is mainly after similarities or differences. It is very difficult, for example, to say, let alone prove, that Japan and China or Korea are basically similar or basically different. Either case could be made, depending on one's angle of vision, one's framework, and the conclusions towards which one intends to move.

McGregor fought his first fight at lightweight at the Mixed Martial Art (MMA) event by defeating Gary Morris via a technical knocked out (TKO) in the second round, March 9, 2008. After that, he decided to move up to featherweight. Throughout 2011 and 2012, McGregor won eight straight wins, including winning the CWFC featherweight and lightweight titles. The two titles

made him the first mixed martial arts athlete from Europe to hold titles from two different classes. A year later, the UFC announced that it had collaborated with McGregor. The career of the man whose full name is Conor Anthony McGregor has accelerated since the collaboration. A convincing win over Dustin Poirier in 2014 paved the way for McGregor to battle it out for the UFC featherweight title. However, he must first beat Danni Siver in order to challenge UFC featherweight title holder, Jose Aldo.

McGregor was very dominant against Siver in UFC 59. He took control of the first round and ended the fight with a TKO victory in the second round. The fight with Aldo that had been delayed finally occurred at UFC 194 in 2015. McGregor ended the fight in 13 seconds to claim the featherweight title. After that, McGregor swallowed his first defeat in the UFC event and ended his 15-game winning streak. Diaz defeated McGregor in a fight at welterweight by lockout in the second round at UFC 196 in March 2016. In 2017, McGregor made a bold decision by accepting Floyd Mayweather Jr's challenge in the boxing ring. McGregor, who reportedly got paid US \$ 30 million or equivalent to Rp. 400 billion, lost in the 10th round to Mayweather by TKO.

McGregor then decided to return to fighting in the octagon after the defeat to Mayweather. He faced Khabib Nurmagomedov in UFC 229 and lost to a neck lock in the fourth round. The heated tension before the fight between the two turned into chaos after the fight. In effect, the Nevada Athletic Commission (NSAC) decided to sentence Khabib to a nine-month ban from fighting in Nevada and a fine

of US\$500,000 for his actions to make a fuss after UFC 229. While McGregor only got a six-month sentence and a US\$50,000 fine.

In 2008, McGregor began his mixed martial arts (MMA) career and in 2012, he won both the Feather Warriors Homeweight and Lightweight Championships, holding both titles simultaneously in the UFC. In 2015, At UFC 194, he defeated Jose Aldo for the UFC Featherweight Championship class via a time of thirteen seconds into the first round. This is the fastest win in the UFC in history. In 2016 after defeating Eddie Alvarez for UFC Lightweight at the UFC 205 Championship, McGregor became the first fighter in UFC history to hold titles in two different divisions simultaneously. In 2018 he was beaten badly by defending champion Khabib Nurmagomedov for the UFC Light Weight belt at the UFC 229 championship, via Rear Naked Choked.

Nurmagomedov made his professional MMA debut in September 2008 and compiled four wins in under a month. On 11 October, he became the inaugural Atrium Cup tournament champion, having defeated his three opponents at the Moscow event.

In late 2011, Nurmagomedov signed a six-fight agreement to compete in the UFC lightweight division. In his UFC debut, on January 20, 2012, at UFC FX 1, Nurmagomedov defeated Kamal Shalorus by surrendering in the third round. Nurmagomedov next defeated Gleison Tibau on 7 July 2012, at UFC 148 by jury decision. Nurmagomedov's next fight was against Thiago Tavares on 19 January 2013, at UFC in FX 7. He won by KO in the first round. Nurmagomedov defeated Abel Trujillo on May 25, 2013, at UFC 160 by jury decision. At the time

of the weigh-in, Nurmagomedov went over the permissible limit, weighing 158.5 lb. He was given two hours to reduce his weight to 156 pounds, but instead chose to Fight Trujillo at the catchweight. In the course of the fight, Nurmagomedov set a new UFC record for most takedowns in a single fight with 21 successful takedowns from 27 attempts.

In his fifth UFC fight, on September 21, 2013, UFC 165, Nurmagomedov faced Pat Healy. He won the fight by jury decision. In his first post-event press conference, UFC president Dana White praised the newcomer stating, "It was a slam, when he just grabbed it and slammed it, Matt Hughes style. It reminded me of Matt Hughes where he would cross the Octagon and slam him. That kid We're probably going to do great things with this kid." In December, Nurmagomedov challenged Gilbert Melendez on social media, with the two then expected to face off at UFC 170 on February 22, 2014. However, the fight was called off for undisclosed reasons., with Melendez later replaced by Nate Diaz. However, the match was again canceled because Diaz refused the fight. Nurmagomedov expressed his disappointment, appearing on *The MMA Hour*, "If they say they are willing to fight well, they have to fight well. If they want, I will face them both at once in the ring."

Khabib Nurmagomedov is the talk of the world again. This undefeated champion man decided to get out of the world of free fighting forever. He decided to retire early after beating Justin Gaethje. The MMA superstar nicknamed 'The Eagle' decided to retire in the midst of the peak of his career as a fighter. Launching Wealthygorilla, Khabib's net worth this year is estimated at US \$ 30 million or

equivalent to Rp 438 billion. His career as a free fighter athlete is indeed quite flashy. He is a two-time Combat Sambo World Champion and the undefeated champion of the UFC Lightweight Champion. Khabib also holds the unbeaten record in MMA. Khabib made his MMA debut in 2008. Within a month he got four wins, three of them in a day. The following month, he won the inaugural Atrium Cup tournament championship in Moscow. In the following three years, Khabib won 12 matches, including his win on his M-1 Global debut in 2009. However in September 2014 and 2015, he had to cancel several matches due to injury and poor health. In 2016, Khabib returned to play and managed to win against newcomer Darrell Horcher at the UFC. In 2017, he was scheduled to fight Tony Ferguson for the Interim Lightweight Championship, however, he fell ill due to some complications arising from the weight loss process and the round had to be cancelled. At that time Khabib Nurmagomedov and Edson Barboza also faced each other at UFC 219 on 30 December 2017. Nurmagomedov dominated his opponent in all three rounds of the fight and then won by unanimous decision. On October 6, 2018, Nurmagomedov defended his UFC lightweight title against Conor McGregor at UFC 229 by defeating McGregor in the fourth round via lockdown. The match between the two at that time attracted the attention of the world. Now Khabib has decided to retire after beating Justin Gaethje. The victory is a perfect winning record never lost with a record of 29-0. Since defeating Conor McGregor via submission in the fourth round in the UFC lightweight world title fight in Las Vegas, United States, Sunday (7/10/2018) afternoon WIB, Khabib's name has become a global conversation as well as the pride of Muslims worldwide. As said by Imam Shamsi Ali, an Indonesian cleric from New York City, Muslim public



figures, such as athletes, artists, officials, politicians, businessmen, and others, are very strong as preachers or preachers for Islamic symbols. The issue of King of Pop Michael Jackson and boxer Mike Tyson converting to Islam is very influential on the syiar of Islam, especially if they become religiously well-behaved. Yes, apply Islam rahmatan lil alamin. But not many Muslims do that. They don't even dare to show their Islamic identity.

Likewise, with Khabib, the man from Dagestan, Russia, is a polite person and a devout Muslim. His daily activities, even in the ring he does not want to be separated from Islamic values. Khabib is always proud of his religion and does not hesitate to show his Islamic identity. So, it's no wonder that every time he wins the title from his opponent, the first sentence that comes out of Khabib's mouth is the word Alhamdulillah. "The first thing I have to say is Alhamdulillah. Without God, we are nothing. Without God we can't get anything," said Khabib, as quoted from the official UFC Youtube channel. Not only that, the da'wah carried out by the fighter nicknamed the Eagle is admired by the world community. One of them is a video clip on Instagram that shows Khabib asking a teenager to read a verse from the holy Quran. In the video Khabib is in the car, while the small child is outside. The boy also read surah Al-Waqiah and Khabib seemed to enjoy the child's good reading. Another upload on Youtube shows Khabib listening to his cousin's Koran, who is still young and has only been learning the Koran for four months. In addition, on his Instagram account, Khabib often uploads snippets of lectures and quotes from the holy Quran. Then also pictures when he performed Umrah worship

to the holy land. The last time he uploaded a photo of himself in front of the Muslim holy building the Kaaba was last August. "I miss Makkah so much," wrote Khabib.

Nurmagomedov next faced Rafael dos Anjos on April 19, 2014, at UFC Fox 11. He won the fight by jury decision. Nurmagomedov was briefly linked with a fight with Donald Cerrone on 27 September 2014, at UFC 178. However, this match was canceled due to Nurmagomedov suffering a knee injury. He will then face Donald Cerrone on May 23, 2015, at UFC 187. However, Nurmagomedov withdrew from the fight on April 30 due to a recurring knee injury. He was replaced by John Makdessi. Nurmagomedov is expected to face Tony Ferguson on December 11, 2015, in The Ultimate Fighter 22 Finale. However, Nurmagomedov withdrew from the fight at the end of October, citing another injury, and was replaced by Edson Barboza. The match with Ferguson was rescheduled for April 16, 2016, at UFC on Fox 19. However, on April 5, Ferguson withdrew because of a problem lungs - lungs. Ferguson was replaced by newly promoted Darrell Horcher at 160 lb. Nurmagomedov won the fight by TKO in the second round.

In September, Nurmagomedov signed two contracts against reigning UFC lightweight Champion, Eddie Alvarez, at UFC 205 or UFC 206, Dana White confirmed the fight between the two for UFC 205. However, on September 26, the UFC announced that Alvarez would defend the title against Conor McGregor. Nurmagomedov expressed his displeasure on social media, calling Alvarez a "liar" for refusing the fight and choosing to fight McGregor instead, accusing the UFC of a "weird show". As a substitute match, Nurmagomedov next faced Michael Johnson on 12 November 2016, at UFC

205. After faltering in the first half, Nurmagomedov regained his composure and dominated the remainder of the fight, winning by giving up in the third round. The match with Ferguson was scheduled for the third time at UFC 209 on March 4, 2017, for the provisional Lightweight Championship. However, Nurmagomedov fell ill due to unsuccessful weight loss, and the fight was called off. Nurmagomedov faced Edson Barboza on 30 December 2017, at UFC 219. Nurmagomedov dominated all three rounds of the fight, beating Barboza time and time again and dominating the bottom and pound fight. He won the fight by jury decision. This win also earned him his first Performance of the Night bonus.

The fight with Ferguson has been scheduled for the fourth time and is expected to take place on April 7, 2018, at UFC 223. However, on 1 April 2018, it was reported that Ferguson had a knee injury and had to be replaced by Max Holloway. On April 6, Holloway was pulled from the fight after the New York State Athletic Commission (NYSAC) declared him unfit to compete due to extreme weight cuts and was replaced by Al Iaquinta. Only Nurmagomedov qualifies to win the championship, as Iaquinta weighs 0.2 pounds over the championship weight limit. Nurmagomedov dominated the fight, controlling Iaquinta from start to finish, and won through the unanimous decision of the Jury to become the UFC Lightweight Champion. UFC 254 was Nurmagomedov's last match in the octagon. In the fight held at "Fight Island" Abu Dhabi, Nurmagomedov stopped Justin Gaethje with a triangle choke in the second round. After the fight ended, Nurmagomedov took off his boxing gloves and prostrated himself on the

canvas. He then announced that he would be retiring from the UFC at that very moment Touted as the Muhammad Ali of the MMA world

Who does not know the eccentric figure full of sensation from the world of MMA free-fight martial arts, named Conor McGregor? I think the public already knows him. Yes, the man from Northern Ireland is a well-known MMA athlete who wrestles in the UFC arena. He has won a number of prestigious achievements, including in two divisions at the UFC. This makes Conor McGregor considered to have the ability to resemble the United States boxing legend, Muhammad Ali. This was revealed by the Irish boxing legend, as well as Conor McGregor's coach Phil Sutcliffe. "Conor McGregor is Muhammad Ali of the UFC," Phil Sutcliffe was quoted as saying on the Marca website. "This can be seen from the way Conor McGregor avoids and reads the opponent's attack. He can avoid attacks by moving his body and head," said Phil Sutcliffe. "Conor McGregor's work ethic is extraordinary. He's like a machine in a cartoon. McGregor's body is a machine," he said. The Notorius seemed proud of that nickname and let the netize debate the comparison in the comments column of TheMacLife Youtube Channel. Conor McGregor is a magnet in the UFC arena, with many positive and negative highlights often following him inside and outside the octagon. His actions in fighting often become news headlines for the world's media, including when trying out another sport, namely boxing against Floyd Mayweather in 2017. But unfortunately, he lost in the 10th round. Even so, McGregor in the UFC is quite tough. He is a champion in two different classes at the UFC. He won the featherweight title in July 2015 at UFC 189 after defeating Chad Mendes. Five

months later, McGregor won the lightweight title at UFC 189 after overthrowing Jose Aldo via a knockout victory, December 2015. McGregor became the first fighter in the UFC to be able to win in two classes simultaneously. McGregor's achievements in the UFC arena seem to bring his own blessings to him in other aspects. Quoted from Give Me Sport, he is the highest paid fighter in the UFC, US \$ 9.5 million or equivalent to Rp. 133.5 billion per one match excluding bonuses and sponsors. Seeing these factors, there is nothing wrong with pinning Conor McGregor as the Muhammad Ali of the UFC world. Because both of them are strong in their respective fields. However, McGregor's popularity began to erode with the presence of Khabib Nurmagomedov, who also received the same nickname. He just prefers to be humble. "I think comparing Ali and I might be wrong. I like people comparing us, but I don't think it's appropriate," he said. "Only if we talk about the fact that we are both champions and we are both Muslim. But all the things he does outside the ring can't be compared," said Khabib. The glow that Khabib has in the UFC today is none other than the victory that McGregor gave him, two years ago. Khabib, with his religious life, immediately attracted the attention of many parties. The Eagle remained calm despite being provoked by McGregor's attacks ahead of UFC 229. McGregor's arrogance resulted in a defeat to Khabib via submission. Since then, Khabib's prestige began to soar. Before winning against McGregor, Khabib's name as the UFC lightweight champion after defeating Al Iaquinta at UFC 223, April 2018 was not as bright as it is today. The situation reversed after Khabib defeated McGregor. Khabib is uphill, while McGregor is getting left behind, though not completely forgotten.

Over the next three years, he went undefeated, finishing 11 out of 12 opponents. These included a first-round armbar finish of future Bellator title challenger Shahbulat Shamhalaev, which marked his M-1 Global debut. In 2011, he competed in seven fights for the ProFC promotion, all of which he won by TKO or submission. A 16–0 record in the regional circuits of Russia and Ukraine generated interest from the Ultimate Fighting Championship (UFC) in signing Nurmagomedov. Later, Nurmagomedov's father revealed in an interview that due to a contract dispute with ProFC they had 11 court cases contesting the legitimacy of Nurmagomedov's UFC contract. After losing six and winning five cases, they reached an agreement and Khabib was able to continue his career.

On the battle Conor McGregor just showed up very late for the final press conference for what's being billed as 'the fight of the century', but Khabib Nurmagomedov had already left. What ensued was the usual back-and-forth between the two fighters, but to a raucous crowd, instead of to each other. Nurmagomedov called his opponent an "alcoholic," before McGregor referred to the Russian as a "mad backwards "Nurmagomedov, the undefeated UFC Lightweight Champion, didn't have the desire to wait for his UFC 229 opponent, so he landed some soft blows before leaving The Park Theater at Park MGM.

As the dust continues to settle, fans have noticed there seems to be a complete contrast in how Khabib Nurmagomedov dealt with leg kicks in comparison to The Notorious One. Following the fight, fans turned to social media and pointed out the specific difference between the two lightweights, and how Khabib would cope with them in the Octagon. After taking a vicious leg kick,

Khabib then grabbed the American's leg, and completed a takedown sequence, before submitting him with a triangle chokehold. This is just one example of why Khabib is argued as one of the greatest UFC fighters ever, remaining undefeated for his career – a stat set-in stone as he is now retired (whether he stays that way, who knows). Fast forward to Abu Dhabi last weekend, Poirier shocked the UFC world as he stunned McGregor in the second round of the fight, delivering a great knockout sequence to finish the Irishman. After McGregor went ahead on the cards at the end of the first round, who went on to come out victorious in the following round.

Mostly, though, McGregor doused more marinade onto his ongoing beef with Nurmagomedov. Some background: Earlier this year, Nurmagomedov confronted one of McGregor's closest UFC mates, Artem Lobov, over some pointed comments about Nurmagomedov's injury history. This led to McGregor—still on MMA sabbatical from the Mayweather bonanza—crashing the UFC 223 press conference at Brooklyn's Barclays Center and emerging with a felony criminal mischief charge after he chucked a metal dolly through a bus window. At the time, White told reporters that McGregor's actions were “the most disgusting thing that's happened in the history of the company.” Four months later, McGregor vs. Nurmagomedov was officially announced.

The bad blood has only thickened since then. Another interview session was closed to the public for security purposes, though that hardly stopped McGregor from taunting Nurmagomedov's strict Muslim faith, ripping his Russian political ties and describing him as “a mad, backwards c---.” That same insult was repeated

several times Thursday—mercifully after Nurmagomedov had left—along with a battery of other barbs. To wit:

“I plan on knocking that man’s nose straight into the nosebleeds.”

“I am coming to put a hole in this man’s skull, dent my knuckle into his orbital bone.”

“You just cook yourself in that sauna, you smelly Dagestani rat.”

“I am starving for this man’s head. I am going to eat him alive in here and I don’t give a bollocks.”

“F--- peace. There will never be peace here. I always say you should aim for peace, but if you can’t aim for peace, aim between the eyes.”

It all makes for a stark contrast between competitors. The methodical, stoic wrestler against the punch-drunk, verbose brawler. The undefeated champion against the crowd-favorite comeback story. The pious product of the North Caucasus region against the Dublin-bred whiskey producer. Nurmagomedov wore jeans and a long-sleeve polo to his media session. McGregor rocked a tweed flat cap, a tank top tucked into sweatpants, flip-flop sandals and a golden tiger pendant dangling from his neck. “You will never beat the fookin’ Irish,” McGregor screamed, basked in the din before leaning back and clasping his hands. “It’s good to be back.”

It is reasonable to wonder how McGregor will fare in his return to the cage. Surely sparring 10 rounds with Mayweather marked an impressive feat of endurance—the \$100 million payday wasn't too shabby either—but now McGregor



must worry about wearing down on the ground in his first MMA fight since TKO'ing Eddie Alvarez in Nov. 2016.

"This is what makes fighting so incredible," White told SI.com in a phone interview this week. "If Khabib beats Conor, he'll be looked at as one of the pound-for-pound best in the world. It's a weird thing with Conor. He doesn't get the credit he deserves. This guy keeps knocking out people everyone thinks he won't. And if he does it again to Khabib, even the biggest McGregor haters have to concede that this guy is one of the greatest of all-time."

When the final question was finished, he grabbed the lightweight and featherweight title belts that he previously held—before both were stripped due to inactivity—and held them aloft. More phones flashed. More cameras clicked. Strutting away stage right, he waved, flexed, shadow-boxed and waved again. Then he hopped in a blue Rolls Royce, swung the rear window curtain shut and rode into the Las Vegas sunshine, not giving one damn bollocks about what he left behind.

From the comparison above, we could know that Connor McGregor and Khabib have a very good career. We also know that they have sensitive conflicts because of their competition in UFC. The analysis of their metaphor becomes more interesting to be discussed. Especially for people who interested in UFC fights.

The data taken in this study comes from Conor McGregor and Khabib Nurmagomedov speak during their UFC press conference. There are several metaphors that is spoken by Conor and Khabib in their press conference and it will be analyzed using the theory that has been written in chapter 2.

**Datum 1** (07:38-08:11)

Reporter : What was the process to get you back in the octagon and why was it this fight?

Conor : I came back for the love of this, to come and shut this man up **a little rat**, a little weasel, a little hard man in groups. I've met many of them through my years.

**Context:**

This question was addressed to Connor because he had not fought for 2 years and the reporter wanted to know why Connor picked the fight with Khabib. It can also be inferred from the question that the reporter wanted to know how special and intense to fight with Khabib Nurmagomedov.

**Data Analysis:**

There is a metaphor spoken by Conor when a reporter asked him about the reason of Conor's return. He said that he wants to come back to the sport because he wants to beat Khabib. Conor calls Khabis "a litte rat". The phrase "a little rat" is a metaphor because Conor call Khabib who is a human with the word "a little rat", theory of substitution. In the metaphor "A little rat" that Conor mentioned, Conor tries to potray that Khabib is a fighter that hides behind his colony. That refers to the accident that Conor attacked Khabib in the bus and Khabib did not fight back and stay behind his teammates. The fuction of this metaphor is that Conor wants to be more superior than Khabib. Because Conor always called himself as a

lion of this sport. So, he uses the metaphor “a little rat” to show the superiority of lion to a rat.

**Datum 2 (07:38-08:11)**

Reporter : What was the process to get you back in the octagon and why was it this fight?

Conor : I came back for the love of this, to come and shut this man up a little rat, **a little weasel**, a hard man in groups. I’ve met many of them through my years.

**Data Analysis:**

Again, Conor calls Khabis with the word of animal “a little weasel”. The phrase “a little weasel” is a metaphor because Conor call Khabib who is a human with the word “a little weasel” which is the word of an animal, theory of substitution. In the metaphor “a little weasel” that Conor mentioned, Conor tries to potray that Khabib is a fighter that afraid to fight directly. A weasel is a ground mamal that mostly hide in the hole that becomes their home and their place to hide and lunge their food. Conor call khabib “a little weasel” because Conor thinks that Khabib’s style refers to a weasel that mostly uses ground fight and afraid to do stand up fight with Conor. Then, the function of this metaphor is to mock Khabis’s style.

**Datum 3 (09:19-09:33)**

Conor : I'm trully, trully love putting a bad bad beating on this **little glass jaw**

Khabib : Let's see in the octagon

### **Context:**

Connor is a very dangerous fighter who often knocks his opponent. He is so confident that he can do the same thing to Khabib this time. He wants to knock out Khabib by punching Khabib's jaw.

### **Data Analysis:**

In this sentence, Conor said that Khabib has a little glass jaw. The phrase "little glass jaw" is a metaphor because Khabib will impossibly have a jaw that is from glass, interaction theory. The meaning of this metaphor is that Conor claims that Khabib's jaw is fragile and easy to be broken. According to the theory of conceptual metaphor, Conor uses Khabib's jaw that he claims as a fragile one as the source of the metaphor and Conor uses a glass as a target of the metaphor to replace and give the meaning he wants to tell. The function of this metaphor is to indicate that Khabib has a fragile jaw and easy to be knocked out by Conor. Khabib, then, responds to Connor's utterance that contains metaphor by saying "let's see in the octagon"

### **Datum 4 (13:05-13:21)**

Khabib : I think it's gonna be **long night for him.**

Conor : ohhh yeahhh! Make it a long night for me

**Context:**

In this context, Khabib said the phrase to Connor that the fight between them would be long in time. MMA fight itself took 5 minutes long for each round and the fight between them would be 5 rounds so it would take 25 minutes for them. Here, Khabib wanted to show that he would give Connor a long fight.

**Data Analysis:**

In the conversation above, Khabib says that it's gonna be long night for Conor McGregor to be fighting with Khabib. The phrase "long night for him" is a metaphor because the duration of a night is simply the same for everyone. It becomes a metaphor because Khabib refers to a concept that Conor will suffer fighting him and the time of fighting which is 25 minutes will be felt by Conor as a whole night, interaction theory. The function of this metaphor is that Khabib wants to intimidate Conor with the danger of him and tries to tell Conor that Khabib is a fighter that can fight in a long duration of fight. Then, Conor responds Khabib's metaphor by challenging Khabib to prove his talk in the fight.

**Datum 5 (15:01-15:55)**

Reporter : How that preparation changed your feeling about this fight?

Conor : It's been a **war zone** in my camp

**Context:**

The reporter here wanted to know how Connor's preparation was. Then, Connor said that he had prepared for the fight so well. In MMA, the preparation is very important and also very hard. It includes physical and mental preparation. It often makes the fighters injure themselves.

**Data Analysis:**

A reporter asked Conor how about his preparation for the fight against Khabib and Conor answer that his preparation in the training camp is a war zone. The phrase "a war zone" is a metaphor according to interaction theory because there is not an actual war in his training camp. Conor uses the metaphor "a war zone" to show that his training is very hard, and he levels his training like a war. The meaning of this metaphor is that Conor tries to tell that the preparation of this fight is systematically planned like a war and the exercise is very hard as military do. The function of this metaphor is to show that Conor has prepared well to fight Khabib.

**Datum 6 (16:33-17:08)**

Conor : You got that belt from fighting a number 11<sup>th</sup> rank guy.  
You're with the **real lion**, brother.

Khabib : You're nothing for me

**Context:**

In this case, Connor tried to mock Khabib by saying that Khabib got his tittle belt just because he fought a weak fighter in the 11<sup>th</sup> rank in the division.

**Data Analysis:**

In the conversation above, Connor talk about how Khabib got his belt and became UFC lightweight champion. Connor said that he could become a champion because he just fought a guy who is in the 11<sup>th</sup> rank of the division. And Connor said that now Khabib deals with the real lion of the division. The phrase “real lion” is a metaphor. It’s because Connor is not a real lion but a human, interaction theory. Connor uses this metaphor to tell another meaning by using “a real lion”. The meaning of this metaphor is that Connor tries to show that he is tough, and he is the king of the combat sport. He uses his mentality and body strenght as the source of the metaphor and put it into the term of a lion as the target of the metaphor. The function of this metaphor is to show that Connor has a great mentality as a fighter, and he has also a very good phisycal strength. Then, Khabib responds Connor’s utterance by saying Connor is nothing to him because he thinks Connor is not good fighter.

**Datum 7 (20:40-21:07)**

Connor : you’re **a fake lying rat**

Khabib : and what are you? Tell me!

**Context:**

Connor tried to accuse Khabib that he just made up the whole story about the conflict between them.

### **Data Analysis:**

Repeatedly, Conor McGregor uses a phrase “a fake lying rat” which is a metaphor to mock Khabib in the press conference. Khabib is referred to by Conor as "a fake lying rat." The phrase "a fake lying rat" is a metaphor since Conor uses the term "a fake lying rat" to refer to Khabib, who is a human, according to the theory of substitution. Conor attempts to portray Khabib as a fighter who hides behind his colony in the metaphor "A fake lying rat" that he said. That relates to the incident in which Conor assaulted Khabib on the bus, and Khabib chose not to fight back and instead stayed with his teammates. Conor accuses Khabib as a liar because Khabib made a story about what really happened in the bus. The metaphor's function is that Conor aspires to be superior to Khabib. Conor has always referred to himself as a lion in this sport. As a result, he employs the metaphor "a small rat" to demonstrate the lion's supremacy over the rat.

### **Datum 8 (22:16-23:14)**

Conor : I'm here to **put the nail in the coffin.**

Khabib : You think you can do that? Nobody can.

### **Context:**



In the fight, sometimes serious injury or even death can occur. Here Connor wanted to show how dangerous he is so he can kill Khabib and put him in the coffin. However, Khabib denied that.

### **Data Analysis**

Conor McGregor always uses a phrase to threaten the opponent. Here, He uses the phrase “put the nail in the coffin”. That phrase is a metaphor. The meaning of that metaphor is that Conor attempt to say that he is going to give Khabib his first loss or his first failure in UFC. Conor uses the nail to portray the failure that he confidently will give to Khabib, theory of substitution. The function of that metaphor can be interpreted that is to threaten Khabib that Conor is going to be the first fighter to beat Khabib in UFC. Then Khabib responds to the metaphor used by Conor by saying “you think you can do that? Nobody can”. It indicates that Khabib has an understanding about the metaphor, and he responds to it.

### **Datum 9 (29:01-31:57)**

Conor : It's like in **the jungle**. One king gets old. He starts getting sloppy. He starts stagnating. Then gorilla comes up and kills him and takes everything he owns. That is what is happening here.

Khabib : You will take nothing from me. And you think your whisky will help you?

### **Context:**

Connor wanted to show Khabib that his time would end when Khabib faced Connor. And then Connor would take the crown of the lightweight division. However, Khabib would not easily give the tittle belt to Connor.

### **Data Analysis**

McGregor employs metaphor to depict the UFC as a jungle in which Khabib is the current lightweight champion, making him the king. McGregor then claims that not only has Aldo aged, but he has also become sloppy and stagnant. He then compares himself to a young gorilla who assassinates the king and seizes all of his possessions. McGregor employs metaphor to not only convey his image of how the future battle will unfold, but also to simplify the fight's narrative for the spectator. McGregor is pushing his own narrative of the triumphant emergence of the new and young rival, rather than the narrative of an ancient king protecting his place, by employing this type of metaphor. McGregor wants the audience to believe that his story is the only one that makes sense. When McGregor compares the UFC to a jungle, he does so. He shows the audience a typical scene in nature, in which the old alliance leader is frequently replaced by a younger one who eventually balances out the old one. This scene is frequently unavoidable in nature; it is part of the cycle. McGregor makes his story appear to be the only logical conclusion. Then, Khabib responds the metaphor with a calm talk. It also indicates that Khabib understands what Conon tries to say using the metaphor.

**Datum 10** (37:43-39:07)

Khabib : I think he is just **a scared little boy** that runs away from a bigger man.

Conor : hahaha the one that runs away is you. You are afraid of me outside the bus.

### **Context:**

In this case, Khabib tried to show that he had bigger body than Connor did. But Connor denied that by saying that the one who ran away was Khabib.

### **Data Analysis**

Here Khabib uses a metaphor. He uses the phrase “a scared little boy”. The phrase is a metaphor because Conor McGregor is no longer a boy, he is an adult already, theory of interaction. However, Khabib uses that metaphor to make an analogy of Conor that retired after he got his lightweight belt. It is because Khabib would fight Conor directly after he got the belt, but Conor immediately retired after he won his belt. So, it can be interpreted that the meaning of the metaphor is that Khabib tries to portray Conor as a fighter that is afraid of another skillful fighter like him. Then, the function of the metaphor is to mock and demean Conor for his attitude as a former champion on the division. Then, Conor also responds the metaphor by accusing the one that is scared actually is Khabib himself. It is because Conor thought Khabib was afraid to fight him outside the bus in the bus accident. It indicates that Conor understands the meaning of the metaphor used by Khabib.

## **B. DISCUSSION**

Conceptual metaphors are useful for understanding complex ideas in simple terms and therefore are frequently used to give insight to abstract theories and models. For example, the conceptual metaphor of viewing communication as a conduit is one large theory explained with a metaphor. So not only is our everyday communication shaped by the language of conceptual metaphors, but so is the very way we understand scholarly theories. These metaphors are prevalent in communication, and we do not just use them in language; we perceive and act in accordance with the metaphors.

George Lakoff and Mark Johnson's Conceptual Metaphor Theory is by and large a theory of what (abstract) concepts are, how they are structured, and how this structure is acquired — i.e., by mapping of structure from one more concrete or sensory-motor specific domain to another more abstract domain. Conceptual metaphors therefore rest on “cross-domain mappings.” The claims to the effect that our abstract concepts are metaphorically structured and that cross-domain mappings constitute one of the fundamental cognitive meaning-making processes are empirical and can therefore be put to the test. In this paper, I will critically assess Conceptual Metaphor Theory as a theory of concepts considering recent experimental findings. Many such findings provide evidence for the psychological reality of cross-domain mappings, i.e., that structure activated in one domain can perform cognitive tasks carried out in another domain. They do not, however, support the claim that the structure of our (abstract) concepts is still metaphorical,

as Lakoff and Johnson claim — that is to say, that our mind does perform cross-domain mappings when we process conventional conceptual metaphors.

A highlight transcript shows some trash talk at press conference by McGregor and Khabib, all tone and said was clear proof that the conference dominated by useless talk mad Gregor “I came back for the love of this, to shut this man up, this rat, this weasel. A man who grows in numbers but when confronted on his own cowers away, that's what you saw on the bus. I came back for the love of fighting and the love of war. I am going to enjoy putting a beating on this glass-jawed rat. He was a fan boy, he bought t-shirts to support the cause. Nothing but respect, but then in his neck of the woods, a man involved in something - who's now in prison - started to invest and pump money into his gym. He started to gain false power and think he was a tough man, hit the fan and there's not a bean left. I'm here to put the nail in the coffin.” That Khabib just easily answer “this is everything I expected. I come here to smash this guy”. Work under review can be supplemented with the notions of relational similarity in analogy, image schema and embodiment, and shown some alternatives to his analysis. Although there are several matters that call for deeper explanation and argument, they can be dealt with elsewhere by the author himself or others, considering the introductory nature of this monograph.

It is fascinating to see these two engage in a war of words ahead of their fight because it all ties together on some meta level. Beyond being one of the most intriguing fights in UFC history, the men involved tie to one another with just as much intrigue. It's not hard to imagine there only being a fight-week presser and

the weigh-ins to get this thing over the promotional finish line—there is honestly no telling what might happen when the cage door closes. Does McGregor land that vaunted left hand and lay Nurmagomedov flat on his back, toes curled, and belt swiftly removed from his waist? Or does Nurmagomedov take McGregor down repeatedly, beating on him until he breaks and loses his grip on consciousness or surrenders his neck or a limb in hopes of finding a way out though, is that these two men contrast more strongly than any two opponents in the history of the UFC.

McGregor, in this context, denigrates Khabib by performing impoliteness strategies. The above verse also explains that those who ridicule others are not better. This was proven that the UFC 229 match between Conor McGregor and Khabib Nurmagomedov was won by Khabib. The verse also teaches that humans must not call others with inappropriate titles. This is also included in positive impoliteness which is "use inappropriate identity markers. The message in verse is that we must guard our words. As happened to Conor McGregor, that the impoliteness he uttered on Khabib was a defeat for himself.

Using also interpretive approaches all focus on ideas and meanings, they often take different views of their nature. Many of the key debates following the rise of poststructuralism and post-modernism concern the nature of the subject and the limits of reason. Many traditional varieties of interpretation came dangerously close to embodying an analysis of the subject as autonomous and an analysis of reason as pure and universal. Varieties of interpretation teeter on denying any scope to the subject and to reason. The future for interpretive theory lies in a course

between the two, evoke a subject who is an agent but not an autonomous one, and local reasoning that never becomes universal.

By using insight that trash talk connect with conceptual metaphors are useful for understanding complex ideas in simple terms and therefore are frequently used to give insight to abstract theories and models. The conceptual metaphor of viewing communication as a conduit is one large theory explained with a metaphor. So not only is our everyday communication shaped by the language of conceptual metaphors, but so is the very way we understand scholarly theories. These metaphors are prevalent in communication, and we do not just use them in language; we perceive and act in accordance with the metaphors.

Afterwards, this study finds some metaphor used by Conor McGregor and Khabib Nurmagomedov in their UFC press conference. The metaphor used by the fighters contains theory of substitutions and theory of interaction. This study focuses on the meaning, the function, and the response of the metaphors used by each fighter. The meaning of the metaphor used by each fighter has been explained in the findings. Then, this study interprets that the function of the metaphor used by the fighters is mostly to humiliate and to show the superiority of each fighter. Moreover, this study interprets that the response of each fighter to the metaphor said by their opponent depends on the understanding of each fighter to the metaphor itself. It is because each fighter conceptualizes their metaphor based on different background knowledge.





## **CHAPTER IV**

### **CONCLUSION AND SUGGESTION**

This chapter is the final part of this research. This chapter provides a brief explanation of the result and findings of the present study. Also, it provides suggestions for future research.

#### **A. CONCLUSION**

Based on the data analysis and discussion in this study, the author concludes that there are metaphorical expressions that occur when McGregor and Khabib conducts a press conference. These utterances have been tested by Lakoff and Johnson Theory to make sure they are included in the metaphor. Also, the expression has been analyzed with several steps which are in accordance with Lakoff's theory of metaphor. This study itself uses conceptual metaphorical analysis and interprets the meaning of the metaphor used by Conor McGregor, for its own approach it uses interpretation with Conor McGregor Press Conference video media. Phrases that smell like metaphors include expressions of demeaning opponents fighting, including the phrases "I came back for the love of this, to come and shut this man up a little rat, a little weasel, a little hard man in groups. I've met many of them through my years.", "I'm trully, trully love putting a bad bad beating on this little glass jaw", "I think it's gonna be long night for him", "It's been a war zone in my camp", "You got that belt from fighting a number 11th rank guy. You're with the real lion, brother", "A fake lying rat".

## **B. SUGGESTION**

Based on the results of this study, the comparison of metaphors used by Conor McGregor and Khabib Nurmagomedov in the UFC Press Conference, specifically for the Indonesian people not to imitate the metaphorical expressions uttered by McGregor, which does not prioritize sportsmanship and tends to intimidate personal problems, while for Khabib Nurmagomedov a decent figure we imitate for the sportsmanship he shows because indirectly Khabib Nurmagomedov reflects the habits of Indonesians who prioritize a culture of decency and ethics.

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## CURRICULUM VITAE



**Fauzi Ismail** was born in Kediri on November 08, 1997. He graduated from SMKN 1 Kediri in 2016. He started his higher education on 2017 at the Department of English Literature of UIN Maulana Malik Ibrahim Malang and finished his study on 2021.

During his study, he joined BPH Sasing '17 and had served as the design division in BPH Sasing '17.

## APPENDIX

Design features of the Comparison of Metaphor Used by Conor McGregor and Khabib

Nurmagomedov in UFC Press Conference:

No.	Utterances	Analysis		Speaker
		Design features of metaphor		
		Inter	Subs	
1.	to come and shut this man up a little rat		✓	Connor McGregor
2.	to come and shut this man up a little rat, a little weasel		✓	Connor McGregor
3.	a bad bad beating on this little glass jaw	✓		Connor McGregor
4.	long night for him	✓		Khabib Nurmagomedov
5.	It's been a war zone in my camp	✓		Khabib Nurmagomedov

<b>6.</b>	You're with the real lion, brother	✓		Connor McGregor
<b>7.</b>	you're a fake lying rat		✓	Connor McGregor
<b>8.</b>	put the nail in the coffin		✓	Connor McGregor
<b>9.</b>	It's like in the jungle	✓		Connor McGregor
<b>10.</b>	a scared little boy	✓		Khabib Nurmagomedov