AN ANALYSIS OF METAPHOR IN THE COMMENCEMENT ADDRESS DELIVERED BY STEVE JOBS IN THE STANFORD UNIVERSITY GRADUATION CEREMONY

A GRADUATING PAPER

Submitted to the Board Examiners as a Partial Fulfillment of the Requirement for the Degree of Sarjana Pendidikan (S.Pd.) in English Education Department of Teacher Training and Education Faculty State Institute for Islamic Studies (IAIN) Salatiga

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2018
DECLARATION

“In the name of Allah the Most Gracious and the Most Merciful”

Hereby, the researcher declares that this graduating paper is written by the researcher himself. This graduating paper does not contain any materials which have been published by other people, and it does not cite any other people’s ideas except the information from the references.

The researcher is capable to account her graduating paper if in the future it can be proved of containing others’ idea or in fact that the researcher imitates the others’ graduating paper. Likewise, this declaration is written by the researcher, and he hopes that this declaration can be understood.

Salatiga, 31\textsuperscript{th} May 2018

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ATTENTIVE COUNSELOR’S NOTE

Case: Dhanang Tino Ardhianto’s Graduating Paper

Dear,

Dean of Teacher Training and
Educational Faculty

Assalamu’alaikum Wr. Wb.

After reading and correcting Dhanang Tino Ardhianto’s graduating paper entitled “AN ANALYSIS OF METAPHOR IN THE COMMENCEMENT ADDRESS DELIVERED BY STEVE JOBS IN THE STANFORD UNIVERSITY GRADUATION CEREMONY”; I have decided and would like to propose that this paper can be accepted by Teacher Training and Education Faculty. I hope this paper will be examined as soon as possible.

Wassalamu’alaikum Wr. Wb.

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A GRADUATING PAPER

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Has been brought to the board examiners of English Education Department of Teacher Training and Education Faculty at State Institute for Islamic Studies (IAIN) Salatiga on May 31st 2018 and hereby considered to complete the requirements for the degree of Sarjana Pendidikan (S.Pd) in English Education Department.

Board of Examiners,

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Motto

“Stay hungry. Stay foolish”.

(Steve Jobs)

“Who break the rules called filth, but those who leave about their companion, are even lower than filth”.

(Anonymous)
DEDICATION

This graduating paper is heartedly dedicated for:

1. Allah Almighty and Prophet Muhammad SAW (peace be upon Him).

2. My parents (Gunarno and Siti Latifah) who have been supporting me. May God take care of you as you both took care of me since the rise till the end, thanks for give me a chance to prove that I can do.

3. My younger sister (Rahmanita). Thanks for your kindness, thanks for remind me every day that everything must be a way.

4. My big family who supported for my education and finishing this graduating paper.

5. My fabulous counselor, Faizal Risdianto, S.S. M. Hum, for giving me lots of suggestions and motivations.

6. My beloved, crazy, but lovely friends (Bima, Rifqi, Andri, Doni, Laila, and Aisyah),

7. The last scout of TBI 2011, that always conquer in the red line till the end of this war
   (Faza, Dian, Misbah, Fariq, Andri, Puji, Bima, Rifqi, Doni, and Reni)
ACKNOWLEDGMENT

In the name of Allah, The Most Gracious and The Most Merciful, The Lord of Universe. Because of Him, the researcher could finish this graduating paper as one of the requirement for Sarjana Pendidikan in English Education Department of Teacher Training and Education Faculty of State Institute for Islamic Studies (IAIN) Salatiga 2018.

Secondly, peace and salutation always be given to our Prophet Muhammad SAW who has guided us from the darkness into the lightness. However, this success would not be achieved without those supports, guidance, advice, help, and encouragement from individual and institution, and I somehow realize that an appropriate moment for me to deepest gratitude for:

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10. All of my family in Turusan Village, thanks for your support for me. I love you.

11. All of my beloved buddy, thanks for your friendship, kindness, kidding and support.

12. My friends in TBI’ 11, a thousand of thanks who have given me sweet moments.

13. All my friends anywhere, thank you for your support and togetherness.

Finally this graduating paper is expected to be able to provide useful knowledge and information to the readers, and the researcher is pleased to accept more suggestion and contribution from the readers for the improvement of this graduating paper.

Salatiga, May 31th 2018

The researcher

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ABSTRACT


Keywords: Semantic, Metaphor, Stephen UllmannMetaphor

This study mainly describes the semantic roles in the case Stephen Ullmann’s metaphor in the commencement address delivered by Steve Jobs in the Stanford university graduation ceremony. The objectives of the study are (1)To find which kind of metaphor in the commencement address delivered by Steve Jobs in the Stanford university graduation ceremony (2) To explain the dominant metaphor used in the commencement address delivered by Steve Jobs in the Stanford university graduation ceremony. This research followed the methodology of descriptive qualitative approach as finding of this research there are following:
Four type metaphors base on Stephen Ullmann theories; Anthropomorphic, Animal, Abstract to concrete and Synestetic. From 15 totally metaphorical expressions that found, the most dominant metaphor type is concrete to abstract that is 12 data. Moreover, the 15 metaphorical expression have their own meaning according the contexts draws by Steve Jobs in the commencement address delivered by Steve Jobs (CEO of Apple computer and of Pixar animation studios) in the Stanford graduation ceremony on June 12th, 2005.
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CHAPTER I
INTRODUCTION

A. Background of Research

Language is means of communication from human to each other. Its system of sound, which structure and use to communicated. Such as feelings, purpose, etc. in addition, the ability of human to speak language should be developed in social group. (Ramelan, 1992:10) language is an arbitrary speech sounds which is used in interpersonal communication by an aggregation of human being, and which rather exhaustively catalogs things, and events in the human environment.

Speech is the vocalized form of communication used by humans to tell something to the other. That every word is created out of the phonetic combination of a limited set of vowels and consonant speech sounds. Holmes (2013:275) mentions that typically of many everyday interactions serve both an affective (or social) function, and a referential (or informative function) which in this case establishing contact between two participants, for social function like as greetings or comments about weather. Sometimes people often speak in public to convey something; this called public speech. Public speech aims to deliver the message or something to be known directly to the wider community.

Public speech skill is very important used from the speaker in front of a lot of people like: at a seminar, inauguration, a student graduation event,
etc. in telling a material, speaker sometimes use an attractive language, which function not only make the participant interesting. But also to give an true idea from their mind received at the participant. The type of language that used an attractive word, sentence or phrase it called figurative language.

T’rendl (2018) Commencement speech simply is an opportunity to share your experience, values and advice it also affords the speaker a platform to say amazing, unlimited things.

Figurative language insert with a variety of purposes. Such as, give a more complex meaning, telling deeper meaning that cannot deliver with annual language or just telling the imagination of the speaker. Figurative language consists of several things, like: metonymy, paradox, pleonasm, sarcasm, allegory, simile, metaphor, and personification. And here the researcher wants to uncover metaphors in a public speech. Metaphor is a form of figurative language that aims to change the meaning of a word or sentence with another point of view by comparing two or more words without using conjunction sentences to produce a new meaning. A metaphor thus draws a comparison between two terms, without using the words “as” or “like”, as is done in simile. The things that are compared with one another are from “different classes of experience”, which creates a new understanding through specific use of language. (Burkholder & Henry 2009:98).

In this research the researcher’s purpose is to analyze the meaning metaphor in the commencement address delivered by Steve Jobs, CEO of
Apple Computer and of Pixar Animation Studios in the graduation ceremony. Then he will reveal the means, and dominant metaphor used there.

B. Limitation of Research

Limitation of the research is used to avoid uncontrolled of a research. It is to reveal the metaphor at the commencement address delivered by Steve Jobs, CEO of Apple Computer and of Pixar Animation Studios in the Stanford graduation ceremony on June 12th, 2005.

C. Statement of Research

1. How many kind of metaphor used in the commencement address delivered by Steve Jobs in the Stanford graduation ceremony?
2. What is the most dominant metaphor used in the commencement address delivered by Steve Jobs in the Stanford graduation ceremony?

D. Objectives of Research

1. To describe how many kind of metaphor in the commencement address delivers by Steve Jobs in the Stanford graduation ceremony.
2. To explain the dominant metaphor used in the commencement address delivered by Steve Jobs in the Stanford graduation ceremony.

E. Benefit of Research

1. Theoretical benefits

   As the references to the others researchers who are interested in investigating metaphor in the speech

2. Practical benefit
   a. For Researcher
By doing this project, the project will get some experiences and knowledge about this project and it will be useful in the future.

b. For Reader

This project hoped can give more beneficial information and knowledge to the reader.

c. For the Next Researcher

The next researcher can conduct further project in this field by extending to other levels, other subject, and to different settings.

F. Definition of key terms

To avoid the misunderstanding and misinterpretation, the researcher gives some definition of the key terms.

1. Analysis

Analyze is asking something means, how something does, what it does and what it is to it is. When analyze sentence, text, conversation, or anything. It means that we will find what the meaning and what the purpose of it used. Analysis is study of something by examining its part (Bull, 2011:14).

2. Commencement Address

Bull (2011:426) formal talk given to an audience; power; way of speaking. Moreover it also, vocalizes form of communication used by humans and some animals which is based upon the syntactic combination of items drawn from the lexicon. Each spoken word is created out of the phonetic combination of a limited set of vowel and consonant speech
sound units (phonemes). These vocabularies, the syntax that structures them and their sets of speech sound units differ, creating many thousands of different, and mutually unintelligible, human languages. The vocal abilities that enable humans to produce speech also enable them to sing. Trendl (2018) Commencement speech simply is an opportunity to share your experience, values and advice it also affords the speaker a platform to say amazing, unlimited things.

3. Metaphor

Metaphor is a figure of speech in which a word or phrase is applied to an object or action to which it is not literally applicable. A thing regarded as representative or symbolic of something else, especially something abstract, Metaphor is a variety of analogy which compare two things directly, but in short pattern (Keraf, 1994:139).

Richard states that metaphors consist of three elements; tenor, vehicle, and ground (Ullmann, 1972:213). A metaphor thus draws a comparison between two terms, without using the words “as” or “like”, as is done in simile. The things that are compared with one another are from “different classes of experience”, which creates a new understanding through specific use of language. (Burkholder & Henry 2009:98).
G. Organization of the writing

CHAPTER I: INTRODUCTION

This chapter consists of background of the research, which mentions the writer’s reasons for determining the topic of the paper; statement of the problem illustrates the problems of the research; limitation of the research, which describes the limitation of what research is about; purpose of the research, which reveals the purposes of the writer doing the research; Benefit of the research, which mentions several advantages of the research; and organization of writing, which explains the contents of the paper.

CHAPTER II: THEORETICAL FRAMEWORK

This chapter explores the theories applied in the research. The writer divides this chapter into: kind of Figurative Language, what is metaphor, anything about speech, and the previous research review.

CHAPTER III: RESEARCH METHOD

The chapter deals with the research’s type, research subject, research object, data source, the technique for analyzing data, and the trustworthiness.

CHAPTER IV: ANALYSIS

The analyzed data is elaborated in this chapter based on the method of analyzing data the writer has chosen, it consists by qualitative analysis, and the analysis of metaphor

CHAPTER V: CONCLUSION

This last chapter ends the research. The writer states the conclusion of the research in summary.
CHAPTER II
THEORETICAL FRAMEWORK

A. Semantics

Semantics is derived from Greek, semantic from the word semanio (To signify” or “mean”). Semantics is study about meaning in language. Yule (1985:114) said that semantics is the study of the meaning of word, phrase, and sentences. Verhaar (1999:142) says that semantic is theory of meaning. Semantic is study about relationship between the distinction linguistics with relationship of symbol in the activity of talking. In traditional linguistics, language is viewed as the vocabulary which is contained in literary works.

Mwihaki (2004) says associative meaning describe a composite of six modes of language usage, which draw in certain mental connections. Such connections are based on the contiguities of real world experience rather than the linguistic context. The ensuing discussion focuses on four type of associative meaning: connotative, social, affective, and collocative meaning. Connotative meaning of an expression is thought provoked by term when it reference to certain entities. Though these meaning may not be strictly implied by relevant definition, they show up in common on preferred usage regardless. This is not to be confused with what is historically referred to connotation. Which more closely describe rigid definition of word. While collocative meaning describes words that regularly appears together in common use.
Based on definition above, it can be concluded that semantics is the study about meaning or real meaning. The meaning of the thing was come from many thought and many theories. All the theories have same conclusion that every work completely have a meaning. Sometime semantics use associative meaning to make the meaning of the text more beautiful and have deeper meaning.

B. **Figurative Language**

Language is important thing in human live. It is important thing as a tool to communicate with the other. Language is a system of arbitrary vocal symbols use for human communication. There are two types of language, literal language and figurative language. Figurative language is a language which used figure of speech. It is means that a way of saying one thing and meaning another.

The descriptions of the figurative expression are derived from James L Potter (1967), Mc Arthur (1992), and Gorys Keraf (1994), and will present in alphabetical order for some practicality.

1. **Antithesis**

   Antithesis is a construction in which words are opposed but balanced in opposition (McArthur, 1992:72).

   For example:

   This happiness and sadness make us strong passing this life.

   Live and dead are fated by God.
2. Euphemism

It is the use of a mild, comforting, or evasive expression that takes the place of one that is taboo, negative, offensive, or too direct (McArthur, 1992:387).

For example:

Our grandfather was passed away three years ago (dead).

3. Hyperbole

Hyperbole is kind of figurative language that contain exaggeration element about something (Potter 1967:135).

For example:

All the perfumes of Arabia will not sweeten the smell of bloods in these little hands. (Risdianto, 2011:35)

4. Irony

Irony refers to words with an implication opposite to their usual meaning. Ironic comment may be humorous or mildly sarcastic (McArthur, 1996:532).

For example:

Someone says to his friend “you are very genius” whereas the fact is that his friend got bad result in the test.

5. Metaphor

Metaphor is a variety of analogy which compare two things directly, but in short pattern (Keraf, 1994:139).

For example: Library is a science field. (Keraf, 1994:139)
6. Metonymy

A figure of speech which designates something by the name of something associated with it (McArthur 1992:656).

For example:
He just sell a Mercedes Benz (Mercedes Benz is used to mean a car).
I won’t losing you, while I still breathe (breathe is used figuratively to mean live).

7. Paradox

Paradox is variety of figurative language which has a real contrasted with a fact. It can be meant all of things that are interesting because of their truth (Potter, 1967:136).

For example:
I feel so lonely in this crowded party.

8. Personification

Personification is kind of figure of speech that assigning of non-human to human characteristic (Keraf, 1994:140).

For example:
School alarm calls the students to come in their class. (Potter, 1967:64)

9. Pleonasm

Pleonasm is figurative expression that uses words improperly to emphasize meaning of word (Keraf, 1994:145).

For example:
She gives me free gift on my birthday. (Keraf, 1994:145)
The leaves are fall down to the ground. (Keraf, 1994:145)

10. Sarcasm

It is a term in rhetoric and general use for sneeringly ironical remarks (McArthur, 1996:887).

For example:

You are son of bitch! (McArthur, 1996:887)

Look at that giant person! (Giant mean dwarf person)

11. Simile

Simile is comparison which has explicit characteristic, it means that they state something similar with each other directly that use words likes as and like (Potter, 1967:54).

For example:

O my love, is like a red, red rose (Burns)

Her face is like a moon light (Potter, 1967:54)

From explanation above, conclude that a figurative language is the language that used to create a certain effect. A figurative language created to make an imaginative impression to all the reader or listener of the song. One of the figurative languages discussed in this research is metaphor. A metaphor is the expression of an understanding of one concept in terms of another concept, where there is similarity or correlation between the two. It is the understanding itself of one concept in terms of another. To know more about the definition of metaphor, I will explain it in next sub chapter.
C. Metaphor

1. Definition

A metaphor is a figure of speech which is compare two or some phrase and have similar meaning or also just a description of the writer’s imagination. It has function to make them have deeper meaning. A metaphor draws a comparison between two terms, without using the words “as” or “like”, as is done in simile. The things that are compared with one another are from “different classes of experience”, which creates a new understanding through specific use of language (Burkholder & Henry 2009:98). The terms focus and frame are indications for the two concepts that are being compared metaphorically by a writer or speaker. The focus is the most essential term and relates to the topic that is being discussed. The frame refers to the other term that is of a different kind of experience from this focus. By bringing together this focus and frame, the metaphor as a rhetorical figure in fact urges the hearer or reader to understand one concept “in terms of” the other concept (Burkholder & Henry 2009:98).

However, readers or listeners have to be capable of connecting these two different experiences or meanings in order for the metaphor to be understood (Burkholder & Henry 2009:98). To this purpose, rhetoric and audience must share a common knowledge or have experienced similar things. Consequently, this conditional cooperation enables the
metaphor to convey its right effect on the audience (Burkholder & Henry 2009:99).

In the field of speech analysis, classifying metaphors is a difficult task. Cognitive linguists hold diverse views on the categorization of metaphorical expressions. Within the research of cognitive linguistics, interest focuses on a limited number of metaphor types, such as conceptual and conventional metaphors (Lesz 2011:29).

According to (Lakoff and Johnson. 2003:4), Metaphor for most people is a device of the poetic imagination and the rhetorical flourish—a matter of extraordinary rather than ordinary language. Moreover, the metaphor is typically viewed as characteristic of language alone, a matter of words rather than thought or action. This may become the reason why metaphor contains connotative meaning rather than denotative.

Richard states that metaphors consist of three elements; tenor, vehicle, and ground (Ullmann, 1972:213):

a. Tenor is the main element of metaphor. It is thing or something being describe by the other component that comes after tenor.

b. Vehicle is the new meaning that the poet is attaching to the tenor.

Vehicle is something new used to describe the tenor, it also called as media.

c. Ground is the similarities between the thing being described and the thing that describes it. On the other hand, it called the similarities between tenor and vehicle.
In this paper the writer used Ullmann theory metaphor to analyze the use of metaphor in the Commencement address delivered by Steve Jobs (CEO of Apple Computer and of Pixar Animation Studios), in the Stanford graduation ceremony on June 12, 2005.

2. The Types of Metaphor

There are four types of metaphor by Ullmann (1972, p.214-217), there is Anthropomorphic Metaphor, Animal Metaphor, From Concrete to Abstract, and Synaesthetic Metaphor.

a. Anthropomorphic Metaphor

It is a kind of metaphor that source form part of human being body, sense, and the passion which then relates to unliving thing such as; brow of a hill, the ribs of a vault, the mouth of the river the lungs of a town, the heart of the matter, the sinews of wars, the hands of a clock and many more., Another example in a sentence will make us more understand to this theory.

“He walks alone to the mouth of cave, when the rain falls from the blue sky.”

Mouth of cave, the phrase the mouth of cave tries to compare part of human body that is mouth with cave, unliving things. It is practically used a way to come inside or outside the area. It also shares the similarity of shape and function of the human’s mouth which is part of the human body part that is used to take food inside.
So it becomes the comparable point of similarity in that phrase. There is word mouth as a vehicle to explain the tenor that is cave.

Another one is. The seed of madness throw him to the past. The word madness compared to human being. Then the word seed categorize to noun. The phrase used as a vehicle to a tenor is madness.

b. Animal Metaphor

That is the source of the metaphor comes from the animal world. Animal vehicle used to resemblance the characteristic in the way of form and function in acquire the humorous, ironical, pejorative or even grotesque connotations. A human being can be likened to animal name like; a dog, a cat, an ass, a mouse, etc example:” you dog”, that is not mean you are dog, but you act like a dog , another characteristic can be, look or behave in a catty, dogged, sheepish, owlish, fishy etc. An example in sentence:

“He has the daughter, brunette, porky, with deep blue eyes.”

The sentences use porky to describe the girl who is fat and has fair pink complexion likes a pig. Porky here as a vehicle to describe the tenor is her body shape that’s like the characteristic of a pig.

We can find the movie applied Animal metaphor. In example: Winnie the Pooh, Tom and Jerry, Penguin Madagascar, etc. It is because they interpret animal with characteristic of human. They can speak, think, have a sympatric to other, etc.
c. From Concrete to Abstract

The third metaphor is metaphor which appeared as the result of the transfer of an abstract experience to an concrete things. For the example of this metaphor in the sentence:

“When the darkness comes, in the silence way, Anne know that George was falling love at the first sight with her…”

In the sentence above, the transfer appeared from abstract word via the darkness ht is absolutely an abstract thing, to a concrete word. The phrase darkness comes, It’s not mean that Darkness come to you. But it may be telling us about another mean like: that moment happen at night, or its part of the writer imagination to tell of his deep feeling about his mind. Then in the word falling love is certainly a verbal phrase was falling which is concrete things then compared to the abstract things via love word. That is actually abstract things. The use of the concrete abstract or abstract to concrete metaphor to this sentence is able to give a language variation so that the resulted sentence becomes more attractive.

d. Synesthetic Metaphor

This is a kind of metaphor that is created based on the transfer of conception or sense. It might be the transfer of human being sense to the other. As the example is the transfer of hearing sense to the feeling sense which resulting metaphor such as.
“It was something odd scary sight in his cold eyes, which connected to his broken childhood”

The word cold is usually connected to the human sense when touch or feel something freeze. But interestingly it compared with eyes which don’t have a specific meaning to the human sense condition, since eyes capacity is as sight sense. So the word cold as the vehicle to explain a tenor that is eyes.

D. Speech

1. Definition of speech

Speech is a way of someone delivers ideas in communication to make the listeners understand the ideas well. Ye (2006:36) in Tarigan states that speech function is an action or performance done by language users such as asking, commanding, and answering in order to fulfill intention of the speakers and listeners. Speech functions are used as the medium exchanging experiences in order to fulfill their needs. People use speech function in their daily interactions.

Holmes (2013:275) mentions that typically of many everyday interactions serve both an affective (or social) function, and a referential (or informative function) which in this case establishing contact between two participants, for social function like as greetings or comments about weather. Each interaction in the society even just greeting others, it has certain function. When people talk about weather, phenomenon, and fact in society it also has certain function. It can be social function, which is
for expressing solidarity and empathy, or referential function, which is for
giving information to others. However, we have to know that speech has
different function especially in different communities. It depends on
where and to whom we speak.

Holmes (2013:275) also says that any utterance may express more
than one function and any function may be expressed by a stretch of
discourse which doesn’t exactly coincide with an utterance.

Holmes (2013:275) says that different speech communities
emphasize different function, and express particular functions differently.
It is due to linguistic politeness is culturally determined and clearly rules
for polite behavior differ from one speech community to another. We
have to consider in what communities we speak. What language will we
use in the community and also we have to pay attention to the politeness
when we talk in the community. Choosing an appropriate language is
important because it is used to perform some kinds of communicative
acts, like making a request or offering advice. It is well-known as
fundamental exponents. Examining the way of using language in social
context provides a wealth of information about the way language works,
as well as social relationships in a community and signal aspect of our
social identity through our language (Holmes, 2013:1).
2. Classifications of Speech

There are a number of ways of categorizing the function of speech which have proved a useful one in sociolinguistic research. The six basic speech functions are as follows:

a. Expressive

The expressive function has to do with emotions. It is claimed that expressive function tends to reflect some emotion in the addresser, which may be real or feigned (Jakobson, 1980:82). So the expressive function is the emotional feeling of the speaker that expresses the speaker’s feeling. Holmes (2013:275) clarifies that expressive utterances express the speaker’s feeling. Therefore, the aim of this function is to express speaker’s feeling. Example:

I’m feeling great today.
I really love this job.
I’m extremely bored of this.

The expressive speech act reflects the psychological statements; it can be happiness, difficulty, joy, hostility, pleasure, or misery.

Example:
I’m really sorry.
Congratulations!
Oh, yes, great, mmm…ssahh!
I’m happy to hear that.
That’s interesting.

While according to Searle (1976) expressive speech act includes acts in which the word state what the speaker feels, such as apologizing, praising, congratulating, deploring, and regretting.

b. Directive

The directive function is oriented towards the addressee and aims at creating a certain response in him. It is connected with the concept of persuasion in rhetoric, which is about influencing the addressee’s interpretation of what is conveyed in discourse (Adel, 2006:164). In this function, the speaker influences the listener to do something as the speaker said. Holmes (2013:275) describes directive functions as utterances attempt to get someone to do something. It concerned with getting people to do things. Essentially, there are many of ways for expressing directives. We can use orders and commands that they are speech acts which are generally expressed in imperative form, interrogatives or declaratives when we attempt to get people to do something in polite way.

Example:

Sit down. Imperative

You sit down. You Imperative

Could you sit down? Interrogative with Modal Verb

Sit down will you? Interrogative with Tag

Won’t you sit down? Interrogative with Negative
Modal

I want you to sit down. Declarative

I’d like you to sit down Declarative

You’d be more comfortable sitting down Declarative

However, we can say that in general interrogatives and declaratives are more polite than imperatives, but it depends on the intonation, tone of voice and context. A gentle sit down may be far more polite than a thundered I want you all sitting down now. There are numbers of social factor which affect a speaker’s choice of the appropriate form of directives. They are social distance between participants, their relative status, and the formality of the context. People who are close friends or intimate use more imperatives. Where status differences are clearly marked and accepted, superiors tend to use imperative to subordinates. Teachers often use imperatives to pupils for instance.

Example:

Open your book at page 32!

Shut the door!

Stop talking please!

Clean up the blackboard!

Keep silent please!

Teachers can use very direct expressions of their meaning because of their high status relative to the pupils. On the other hand,
the rights and obligations in a role relationship such as teacher-pupil are so clear-cut that teachers can also use minimally explicit forms and be confident they will be interpreted accurately as directives.

Example:
Blackboard! (Clean the blackboard!)
Bus people! (Those who get the school bus should now leave)
I hear talking. (Stop talking)

**c. Referential**

This is the most obvious function of language, when you use words to indicate things or facts. It is oriented toward the context (the dominant function in a message like “water boils at 100 degrees.” Holmes (2013: p.275) defines referential function as utterances provide information. Example:
At the third stroke it will be three o’clock precisely.
The sky is cloudy.
We will have an English final exam next week.
All teachers are in the meeting now.
The sun rises in the east and sets in the west.

**d. Metalinguistics**

Jakobson (1980:86) describes the metalinguistics function as being at hand whenever the addressee need to check up whether they use the same code. The purpose of this function is to make the code more accessible to the addressee.
Examples given are don’t follow you, what do you mean?, asked by the addressee, anticipating questions. A further example of the metalinguistic function is the act of explaining the meaning of a word (An X is a Y), i.e. cases in which one linguistic sign is interpreted through another. We can say that metalinguistic is language in which we make comments on the verbal code itself. According to Jakobson (1980:124) there are three ways of performing metalinguistic operations. It can be by paraphrasing, giving synonyms, or filling in elliptical forms (making them explicit). Metalinguistic operations are particularly important for assuring felicitous communication between speakers. Holmes (2013:275) describes metalinguistic function as utterances comment of language itself. It is used to describe parts of language such as grammar terms or even language itself. The utterances of this kind focus on the code of the language. The principle of this kind to make sure that listener understand the meaning of what the speaker used. Metalinguistic utterances can be found in scientific discussion.

Example:

Hegemony is not a common word.

There are two kinds of noun, countable and uncountable noun.

A lingua franca is a language used for communication between people whose first languages differ.
e. Poetic

This kind is rarely used by people because it focuses on aesthetic features of language. Holmes (2013:275) describes poetic utterances focus on aesthetic features of language. It can be found in a poem, an ear-catching motto, and a rhyme.

Example:

Peter piper picked a peck of picked peppers.

Beat about the bush.

The fancy apple drank a small Snapple.

A baby lion as a cub, that likes the tub.

They always like to eat, a lot of meat.

They like to roar, more and more.

They have big paws, and also big claws.

Poetic function can be found in discourse outside poetry. It can be found in discourses in political slogans, advertisements, newspaper headlines, and so on.

Example:

Share moments, share life.

Live in your world, play in ours.

Grace, space, pace.
f. Phatic

Phatic communication is popularly known as small talk, the non referential use of language to share feelings or establish mood of sociability rather than to communicate information or ideas. Holmes (2013:275) describes phatic utterances express solidarity and empathy with others. The phatic function is equally important from sociolinguistics perspective. Phatic communication conveys an affective or social message rather than a referential one. One of the insights provided by sociolinguistic has been precisely that language is not simply used to convey referential information, but also expresses information about social relationship.

Example:

Hi,
How are you?
Lovely day isn’t it!
Good morning
See you

Those are the types of speech function according to Holmes. But he also states that any utterances may in fact express more than one function, and any function may be expressed by a stretch of discourse which doesn’t exactly coincide with an utterance. Based the explanations above, the researcher conclude that speech function is the function of our speech, it can be to give information, express
feelings, order people to do something, express solidarity, give comment into language itself and focus on aesthetic features of language.

3. Previous Research

In supporting this research, the researcher did previous research review some research papers that had done by other researcher before. Risdianto (2006) with his thesis entitled “Metafora Dalam Kumpulan Cerpen Pilihan Kompas 2005” he revealed the used metaphorical expression he discovered and described the use of metaphorical expressions with several metaphorical theories. in a best collection of short stories selected by KOMPAS 2005. His research result is able to help the researcher as reference in searching information the feature of metaphor in speech.

The second research come from review in graduating paper by Oti (2012) with his graduating paper entitled “President Barack Obama’s speech in Cairo: a metaphor analysis”. He found existential goals, expressed in the form of archetypal and transcendent metaphors like peace and progress, encourages cohesion and rapprochement around the world with using metaphorical expression in that inauguration speech. His research result is able to help the researcher as reference in searching information of metaphorical feature in inauguration speech or another formal speech.
The third research is an analysis “A Metaphor Translation In 300: Rise Of An Empire Movie Subtitle”. This research is written by Maulida (2015). This research is qualitative research. The data were collecting by listing the metaphors from the source text and translated into target language. The data were analyzed by using metaphor translation strategies. She suggested interpreting sentences into the target language, with the aim of facilitating and increasing the effectiveness of the meaning of the metaphor that used.

After observing the three previous researchers above the researcher find that there is a similarity that the previous researcher takes same metaphor as their objects of research. But there are also differences among them that the previous researchers use different theories. The first researcher uses three theories to analyze the metaphor. The second researcher uses conceptual metaphor. The last researcher uses Ullmann’ and Lakoff” theory. Moreover they use target language in order to make the readers more understand about the context of research.
CHAPTER III
RESEARCH METHOD

This chapter describes the research type in detail, with the explanation of an analysis in public speech. The context of the research, the process of data collecting technique and technique for data analysis are explained.

A. Research type

This research followed the methodology of descriptive qualitative approach. Lestari et.al (2010:396) argues that qualitative research aims to describe the data and deals with setting or place where the object of research is focused.

Qualitative research gather data by researching personally on the object need the deep data not only regarding the amount of data. The report of qualitative research is information of written description or narration of the object being studied by the researcher. It may gain the deep interpretation of the narration based on problem that become basic of the research.

Qualitative research does take time, involves ambitious data analysis, result in lengthy reports, and does not have firm guidelines. The process of designing a qualitative research emerges during inquiry, but it follows pattern of scientific research generally. With Bogdan and Biklen’s statement (1982:27) proposing that qualitative research has the natural setting as the direct source of data and the researcher is the key instrument.
B. **Research subject**

The research subject in this research is commencement address or graduating ceremonial speech that presented by Steve Jobs at the graduation ceremony at Stanford university.

C. **Research object**

The object of this research is finding metaphor that used metaphor based Stephen Ullman’s theory.

D. **Data and data source**

This research data source is the transcript and videos of the commencement address delivered by Steve Jobs (CEO of Apple Computer and of Pixar Animation Studios), in the Stanford Graduation Ceremony on June 12, 2005; Stephen Ullman book, literature, journal. Etc.

E. **Technique for analyzing data**

In this research, data gained from the result of document were analyzed through the following step:

1. Re-reading.

   The transcribed data of speech were reread to have the general idea. And find the metaphorical expression in the script by Steve Jobs’s speech.
2. Finding metaphor

In this step, researcher choosing the selected sentence that has metaphorical expression, then take the data in the table 4.1 categorized one by one with the suitable metaphor based Ullman’s theory. In the next step researcher explain specifically one by one with the meaning and decide which is tenor and vehicle in this metaphorical expression. Finally ranked the dominant metaphor used in the speech by Steve Jobs.

3. Drawing conclusion

It is process of developing conclusion. The conclusion was drawn based on the explanation in step 2.

F. Trustworthiness

The data validity in the qualitative research is known as trustworthiness. Bloomberg & Volpe (Adityarini, 2014:72) said that trustworthiness refers to “how well the researcher has provided evidence that her or his descriptions and analysis represent the reality of the situations and person studied”.

Trustworthiness consists of the following components: credibility, transferability, dependability sand confirmability (Lincoln and guba, 1985). In more detail, Shenton (2004:73) gives the explanation about provisions that may be made by a qualitative researcher wishing to address Guba’s four criteria for trustworthiness:
1. Credibility

Credibility contributes to a belief in the trustworthiness of data through the following steps: prolonged engagement, persistent observations, triangulation, referential adequacy, peer debriefing, and member checks. The primary and commonly used methods to address credibility are triangulation and member checks. In this research triangulation was conducted through collecting the data by document analysis.

2. Transferability

The generalization of the research findings to other situations and contexts is known as transferability. In establishing transferability, this research explained the context of the research about the whole figurative word that use in the speech transcript.

3. Dependability

Dependability ensures the research findings are consistent and can be replaces. This measured by the standard of which the research is conducted, analyzed and presented. in this research the process of finding the metaphor was checked by the expert in this material analysis.

4. Confirmability

Miles &Huberman (Adityarini, 2014:73) said that to establish confirmability, an audit trail providing detailed explanation about the process of data collection and data analysis is presented to the reader and the qualitative are back up by direct quotation from the participants so
that the readers can follow the logic of the conclusions arrived at. In this research, to achieve to confirmability, the techniques for collecting data and analyzing the data were explained in the details to the reader. The data were backed and transcribed as well. They will be “available for re-analyses by others”.
CHAPTER IV
ANALYSIS

A. Data display

After reading carefully the researchers found several sentences or phrases in the commencement address delivered by Steve Jobs in the graduation ceremony on June 12th, 2005. This is the data as follow:

Table 4.1: data of metaphor based on Stephen Ullmann theories.

<table>
<thead>
<tr>
<th>No</th>
<th>Type of metaphor</th>
<th>Sentence</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Anthropomorphic</td>
<td>NeXT is at the heart of Apple’s current renaissance</td>
<td>AI</td>
</tr>
<tr>
<td></td>
<td>Metaphor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>Animal metaphor</td>
<td>The trap of thinking</td>
<td>B1</td>
</tr>
<tr>
<td>C</td>
<td>Abstract to</td>
<td>Connecting the dots.</td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td>concrete Metaphor</td>
<td>eventally we had a falling out</td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>my entire adult life was gone</td>
<td>C3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The heaviness of being successful was replaced by the lightness of being</td>
<td>C4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>a beginner again,</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>C5</td>
<td>fell in love</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C6</td>
<td>Sometimes life hits you in the head with a brick. Don’t lose faith.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C7</td>
<td>Keep looking. Don’t settle</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C8</td>
<td>Your time is limited</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C9</td>
<td>so don’t waste it living someone else’s life</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C10</td>
<td>You are already naked</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C11</td>
<td>and I even thought about running away from the valley</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C12</td>
<td>Stay Hungry. Stay Foolish.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>D1</td>
<td>It was awful tasting medicine</td>
<td></td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>Synesthetic Metaphor</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
B. Data Analysis

1. Anthropomorphic metaphor

In this speech there was 1 anthropomorphic metaphors found.

That is:

“Apple bought NeXT, I returned to Apple, and the technology we developed at NeXT is at the heart of Apple’s current renaissance. And Laurene and I have a wonderful family together”.

NeXT is at the heart of Apple’s current renaissance as a vehicle and the tenor is circulation which here explains the comparison of the heart as the center or the core of the driving of human blood circulation, as a tenor namely the regulator of financial circulation in the progress of Apple. NeXT in this sentence is an inanimate object symbolized as having a heart like a human.

2. Animal metaphor

In this speech there is just one animal metaphor found, there is:

“Remembering that you are going to die is the best way I know to avoid the trap of thinking (B1) you have something to lose”.

The trap of thinking (B1) Metaphorical expression in (B1) The trap of thinking. As vehicle is word trap and the tenor is thinking. The word
trap here refers to something done in animals. Bull (2011:473) trap: device for catching animal. So here compared to how this mind can trap someone in thinking about something.

3. Abstract to concrete

In this speech there are 12 Abstract to concrete metaphor

Found, there are:

a. Connecting the dots. (C1)

b. eventually we had a falling out (C2)

c. my entire adult life was gone (C3)

d. The heaviness of being successful was replaced by the lightness of being a beginner again, (C4)

e. fell in love (C5)

f. Sometimes life hits you in the head with a brick. Don’t lose faith. (C6)

g. Keep looking. Don’t settle (C7)

h. Your time is limited (C8)

i. so don’t waste it living someone else’s life (C9)

j. You are already naked (C10)

k. Stay Hungry. Stay Foolish. (C12)
“The first story is about *connecting the dots*”. (C1)

Metaphorical expression in the (C1) *Connecting the dots.* Connecting the dots is the vehicle of the tenor is everything is connected each other. Dots itself is something that is abstract and used to convey something that is concrete. And the meaning of this phrase is bringing together the meaning of all that we passed yesterday, which made us today.

“APPLE grew we hired someone who I thought was very talented to run the company with me, and for the first year or so things went well. But then our visions of the future began to diverge and eventually *we had a falling out* (C2). When we did, our Board of Directors sided with him. So at 30 I was out. And very publicly out.

What had been the focus of *my entire adult life was gone* (C3), and it was devastating”.

Metaphorical expression in the (C2)*eventually we had a falling out.* The phrase is become a vehicle of the tenor is failure. In the sentence the word falling means to go down or slide down quickly because of gravity. The word falling here is described as a state when he failed with what he did. And that makes everything destroyed.

Metaphorical expression in the (C3)*my entire adult life was gone.* This phrase is became a vehicle of a tenor is he life’s in ruin. In this case the adult life was gone is something that abstract to explain what he did all messed up and the success he got was lost.
“I didn’t see it then, but it turned out that getting fired from Apple was the best thing that could have ever happened to me. The heaviness of being successful was replaced by the lightness of being a beginner again (C4), less sure about everything. It freed me to enter one of the most creative periods of my life”.

Metaphorical expression in the (C4)the heaviness of being successful was replaced by the lightness of being a beginner again, this phrase is become a vehicle to the something concrete there is freedom as the tenor. So, from the phrase the heaviness of being successful was replaced by the lightness of being a beginner again,explained the feeling how to start new things without being burdened with fear to do what you love.

“During the next five years, I started a company named NeXT, another company named Pixar, and fell in love(C5) with an amazing woman who would become my wife”.

Metaphorical expression in the (C5)fell in love. This phrase made a something abstract love as tenor and make falling as vehicle to explain it. The meaning of this phrase is that it does not fall in its true sense, but will fall which is meant to be feeling deep love.

“I’m pretty sure none of this would have happened if I hadn’t been fired from Apple. It was awful tasting medicine, but I guess the patient needed it. Sometimes life hits you in the head with a brick.”
Don’t lose faith. (C6) I’m convinced that the only thing that kept me going was that I loved what I did. You’ve got to find what you love.”

Metaphorical expression in the (C6) Sometimes life hits you in the head with a brick. Don’t lose faith. This phrase is become a vehicle to explain the tenor, that is belief. Phrase Sometimes life hits you in the head with a brick. That doesn’t mean life throws you with bricks. Life is something abstract he can’t throw like a human. But here is interpreted as a reprimand of God in our life. Here is meant that sometimes there are little trials coming in life don’t lose hope, keep believe in your faith.

“And the only way to do great work is to love what you do. If you haven’t found it yet, keep looking. Don’t settle (C7). As with all matters of the heart, you’ll know when you find it”.

Metaphorical expression in the (C7), keep looking. Don’t settle. This phrase mean don’t settle that is abstract as a vehicle for tenor keep looking, which is means, always being (staying, standing, etc.) in its place. Which is means constant. In life we must not satisfied with what has been know and continues to look for get new knowledge.

“You time is limited (C8). So don’t waste it living someone else’s life (C9). Don’t be trapped by dogma — which is living with the results of other people’s thinking”.
Metaphorical expression in the (C8) *Your time is limited.* In this phrase time is something abstract that is become for tenor. And the word limited is a concrete as a vehicle. The word limited meant that is it already has a limit which will run out longer and cannot be added anymore. Time is an abstract thing and how to limit it. It is means to use the best possible time, because the limited is not time, but human. It will continue to grow older and die someday.

Metaphorical expression in the (C9) so doesn’t waste it *living someone else’s life.* There is become vehicle, in this case living in someone else's life is an abstract thing that acts as a vehicle. how can someone live in someone else's life, while he has his own life. The tenor is be yourself. So this sentence is intended to life according to what is owned and not measure the level of success with the lives of others. This will make us always feel anything wrong. And become a burden.

“Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. *You are already naked* (C10). There is no reason not to follow your heart”.

Metaphorical expression in the (C10) *you are already naked,* means all things are. You are already naked here become a vehicle, to be something that has nothing, or has nothing to cover. Tenor of this phrase is openness. So the meaning here is a situation where you have no
burden of mind, and nothing can be covered because at that time everything was known by everyone.

“...I met with David Packard and Bob Noyce and tried to apologize for screwing up so badly. I was a very public failure, and I even thought about running away from the valley”. (C11)

Metaphorical Expression in the (C11) “and I even thought about running away from the valley”, this phrase means about giving up. Moreover Steve has a lot of problem so it makes him feel depressed. Phrase running away as a vehicle in this matter and the tenor is giving up.

“Stay Hungry. Stay Foolish”. (C12) And I have always wished that for myself. And now, as you graduate to begin anew, I wish that for you”.

Metaphorical expression in the (C12) “Stay Hungry. Stay Foolish.”

This phrase as abstract thing as a vehicle in which the tenor is not satisfied. Why someone is demanded to be hungry, even though to maintain his health he must eat, then remain stupid, what is his function to learn if he is required to be stupid. Do not these two words feel so ambiguous and contrary to what must happen, therefore. Stay hungry means to keep looking for other knowledge as long as we can do it, then stay foolish means to not be arrogant with the success that we have now.
4. Synestetic

In this speech there are 1 synestetic metaphor found:

“I’m pretty sure none of this would have happened if I hadn’t been fired from Apple. It was awful tasting medicine(D1), but I guess the patient needed it”

Metaphorical expression in the (D1)It was awful tasting medicine. This phrase become a vehicle to a tenor is about experience. Awful word means terrible, as a depiction of taste, which there is no taste that is associated with terrible. There are sweet, salty, and delicious. So the use of awful tasting medicine here is used as a description of the bitter experienced by someone in the past, but it gives a good thing.

Table 4.2: Percentage of metaphor used.

<table>
<thead>
<tr>
<th>No</th>
<th>Type of metaphor</th>
<th>Data</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Anthropomorphic metaphor</td>
<td>1</td>
<td>6.6 %</td>
</tr>
<tr>
<td>2</td>
<td>Animal metaphor</td>
<td>1</td>
<td>6.6 %</td>
</tr>
<tr>
<td>3</td>
<td>Abstract to concrete metaphor</td>
<td>12</td>
<td>85.7%</td>
</tr>
<tr>
<td>4</td>
<td>Synestetic metaphor</td>
<td>1</td>
<td>6.6 %</td>
</tr>
<tr>
<td></td>
<td>Data totally</td>
<td>15</td>
<td>100 %</td>
</tr>
</tbody>
</table>

Based on the table 4.2, the types of metaphorical expressions in the text ranging from the largest to the smallest data category starting from
the concrete category to the abstract or vice versa as many as 12 data (85.7%), and the same score is found in the anthropomorphic metaphor, animal metaphor, and synestetic metaphor. that is as much as 1 data (6.6%).

From the description above taken from the type of metaphor used can be concluded. The use of change from concrete to abstract or otherwise is the most dominant type of other types of metaphor in this text
CHAPTER V

CONCLUSION AND SUGGESTIONS

A. CONCLUSION

After analyzing the data, the researcher could describe the conclusion about metaphorical expression and the value built by the meaning of metaphor in the commencement address delivered by Steve Jobs, CEO of Apple computer and of Pixar animation studios, on June 12, 2005. For additional, the researcher presents the explanation below:

1. Metaphors found in the commencement address delivered by Steve Jobs (CEO of Apple Computer and of Pixar animation studios), in the Stanford university graduation ceremony.

In the commencement address delivered by Steve Jobs, CEO of Apple computer and of Pixar animation studios, on June 12, 2005 there are metaphorical expressions analyzed by the researcher. There are 4 type metaphor based on Ullmann theories, and one most dominant type of metaphor used there is concrete to abstract. There are about 15 sentences or metaphorical expression analyzed by the researcher. The detail can be seen in the table at the next page:
2. The meaning of metaphorical expression found in the commencement address delivered by Steve Jobs (CEO of Apple Computer and of Pixar animation studios), in the Stanford university graduation ceremony.

After analyzing the data the researcher concludes that the metaphorical expressions which the Steve Jobs used in the commencement address delivered by Steve Jobs, CEO of Apple computer and of Pixar animation studios, on June 12, 2005 have the different meaning in factual. The words, sentences, or phrase which the research analyzed as metaphor in the speech figure something different.

The interesting thing used metaphor in this text shows that the metaphor categorization in Steve Jobs speech cannot be directly determined. It required the reader to analyze deeper interpretation to analyze the meaning, of the sentence. It can only be determined which one is the vehicle and which one becomes the tenor metaphor after that.
B. SUGGESTION

Based on the conclusion above, the researcher proposes the suggestion to those might be benefit to the result of this research.

1. For the reader

The researcher hopes that this research can be improving the reader’s knowledge about metaphorical roles especially about Ullmann metaphor. This research shows about outstanding figurative language which offers deeper interpretation about linguistic feature. This research also can be the reference for the reader when they make a research about metaphor in other literary.

2. For other researcher

The researcher hopes that its research useful for the next researcher. The researcher suggests to the next researcher to explore this theory. It is very necessary to examine more deeply the various forms of metaphor, because metaphor has a complex meaning. It needs accuracy and imagination to interpreting it, especially at metaphor by Stephen Ullmann. This theory does not describe a specific metaphor and it is still not so detailed. So the next researcher is expected to understand several other figurative languages as references in determining Ullmann's metaphor type.
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Declares that this graduating paper was written by the researcher himself and the researcher didn’t copy from other researchers. Theories and citations were used base on code ethics of writing graduating paper. I give permission to publish this graduating paper on IAIN Salatiga’s e-repository.

Salatiga. May 29th 2018
The Researcher

Dhanang Tino A.
APPENDICES
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Lamp. : Proposal Skripsi
Hal : Pembimbing Skripsi

Salatiga, 7 Maret 2018

Kepada

Yth. Faizal Risdianto, S.S, M.Hum
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Program Studi : TBI
Fakultas : Tarbiyah dan Ilmu Keguruan
Judul Skripsi : AN ANALYSIS OF METAPHOR IN DONALD TRUMP ADDRESSED CONGRESS TUESDAY NIGHT FOR HIS FIRST STATE OF UNION ADDRESS SPEECH

Apabila dipandang perlu Saudara diminta mengoreksi tema skripsi di atas.
Demikian untuk diketahui dan dilaksanakan.

Wassalamualaikum Wr. Wb.

A.n. Dekan,
Walikampus Bidang Akademik

Tembusan:
1. Yth. Dosen Pembimbing
2. Mahasiswa yang bersangkutan
3. Arsip Akademik
Steve Jobs Biography

Inventor (1955–2011)

Steve Jobs co-founded Apple Computers with Steve Wozniak. Under Jobs' guidance, the company pioneered a series of revolutionary technologies, including the iPhone and iPad.

Who Was Steve Jobs?

Steven Paul Jobs was an American inventor, designer and entrepreneur who were the co-founder, chief executive and chairman of Apple Computer. Apple's revolutionary products, which include the iPod, iPhone and iPad, are now seen as dictating the evolution of modern technology. Born in 1955 to two University of Wisconsin graduate students who gave him up for adoption, Jobs was smart but directionless, dropping out of college and experimenting with
different pursuits before co-founding Apple with Steve Wozniak in 1976. Jobs left the company in 1985, launching Pixar Animation Studios, then returned to Apple more than a decade later. Jobs died in 2011 following a long battle with pancreatic cancer.

**Net Worth**

In 2011, *Forbes* estimated the majority of Steve Jobs’ net worth at around $6.5 billion to $7 billion from his sale of Pixar to the Walt Disney Company in 2006. However if Jobs had not sold his Apple shares in 1985, when he left the company he founded for over a decade, his net worth would have been a staggering $36 billion.

**Movies and Books on Steve Jobs**

Several movies inspired by the computer icon's life have been released as well — namely the critically panned *Jobs* (2013), starring Ashton Kutcher, and *Steve Jobs* (2015), starring Michael Fassbender and directed by Danny Boyle.

A number of books have also been written on Jobs' life and career, including an authorized 2011 general biography by Walter Isaacson. The book was critiqued for the depiction of its main subject by Apple's chief executive Tim Cook, who succeeded Jobs. Karen Blumenthal also wrote a 2012 young adult biography, and Brent Schlender and Rick Tetzeli wrote 2015's *Becoming Steve Jobs*. 
Steve Jobs’ Death and Last Words

Steve Jobs died in Palo Alto on October 5, 2011, after battling pancreatic cancer for nearly a decade. He was 56 years old.

In Mona Simpson’s eulogy for Steve Jobs, his sister said Steve Jobs looked at his sister Patty, kids and wife, then said his last words: “OH WOW. OH WOW. OH WOW.”

Wife and Children

Steve Jobs and Laurene Powell married on March 18, 1991. The pair met in the early 1990s at Stanford business school, where Powell was an MBA student. They lived together in Palo Alto, California, with their three children.

Although he remained a private man who rarely disclosed information about his family, it is known that Jobs fathered a daughter, Lisa, with girlfriend Chrisann Brennan when he was 23. He denied paternity of his daughter in court documents, claiming he was sterile. Chrisann struggled financially for much of her life, and Jobs did not initiate a relationship with his daughter until she was seven years old. When she was a teenager, Lisa came to live with her father.

When and Where Was Steve Jobs Born?

Steve Jobs was born on February 24, 1955, in San Francisco, California.
**Family and Early Life**

Joanne Schieble (later Joanne Simpson) and Abdulfattah "John" Jandali, two University of Wisconsin graduate students, gave up their unnamed son, Steve Jobs, for adoption. Jobs’ father, Jandali, is a Syrian political science professor, and his mother, Schieble, worked as a speech therapist. Shortly after Steve was placed for adoption, his biological parents married and had another child, Mona Simpson. It was not until Jobs was 27 that he was able to uncover information on his biological parents.

As an infant, Jobs was adopted by Clara and Paul Jobs and named Steven Paul Jobs. Clara worked as an accountant and Paul was a Coast Guard veteran and machinist. The family lived in Mountain View, California, within the area that would later become known as Silicon Valley. As a boy, Jobs and his father worked on electronics in the family garage. Paul showed his son how to take apart and reconstruct electronics, a hobby that instilled confidence, tenacity and mechanical prowess in young Jobs.

**Education**

While Jobs was always an intelligent and innovative thinker, his youth was riddled with frustrations over formal schooling. Jobs was a prankster in elementary school due to boredom, and his fourth-grade teacher needed to bribe him to study. Jobs tested so well, however, that administrators wanted to skip him ahead to high school — a proposal that his parents declined.
After high school, Jobs enrolled at Reed College in Portland, Oregon. Lacking direction, he dropped out of college after six months and spent the next 18 months dropping in on creative classes at the school. Jobs later recounted how one course in calligraphy developed his love of typography.

In 1974, Jobs took a position as a video game designer with Atari. Several months later he left the company to find spiritual enlightenment in India, traveling further and experimenting with psychedelic drugs.

**Steve Wozniak**

Back when Jobs was enrolled at Homestead High School, he was introduced to his future partner and co-founder of Apple Computer, Steve Wozniak, who was attending the University of California, Berkeley.

In a 2007 interview with *PC World*, Wozniak spoke about why he and Jobs clicked so well: "We both loved electronics and the way we used to hook up digital chips," Wozniak said. "Very few people, especially back then, had any idea what chips were, how they worked and what they could do. I had designed many computers, so I was way ahead of him in electronics and computer design, but we still had common interests. We both had pretty much sort of an independent attitude about things in the world.”
**Apple Computer**

In 1976, when Jobs was just 21, he and Steve Wozniak started Apple Computer in the Jobs’ family garage. They funded their entrepreneurial venture by Jobs selling his Volkswagen bus and Wozniak selling his beloved scientific calculator. Jobs and Wozniak are credited with revolutionizing the computer industry with Apple by democratizing the technology and making machines smaller, cheaper, intuitive and accessible to everyday consumers.

Wozniak conceived of a series of user-friendly personal computers, and — with Jobs in charge of marketing — Apple initially marketed the computers for $666.66 each. The Apple I earned the corporation around $774,000. Three years after the release of Apple's second model, the Apple II, the company's sales increased by 700 percent to $139 million.

In 1980, Apple Computer became a publicly traded company, with a market value of $1.2 billion by the end of its very first day of trading. Jobs looked to marketing expert John Sculley of Pepsi-Cola to take over the role of CEO for Apple.

The next several products from Apple suffered significant design flaws, however, resulting in recalls and consumer disappointment. IBM suddenly surpassed Apple in sales, and Apple had to compete with an IBM/PC-dominated business world.
In 1984, Apple released the Macintosh, marketing the computer as a piece of a counterculture lifestyle: romantic, youthful, creative. But despite positive sales and performance superior to IBM's PCs, the Macintosh was still not IBM-compatible. Sculley believed Jobs was hurting Apple, and the company's executives began to phase him out. Not actually having had an official title with the company he co-founded, Jobs was pushed into a more marginalized position and thus left Apple in 1985.

Pixar

In 1986, Jobs purchased an animation company from George Lucas, which later became Pixar Animation Studios. Believing in Pixar's potential, Jobs initially invested $50 million of his own money in the company. The studio went on to produce wildly popular movies such as Toy Story, Finding Nemo and The Incredibles; Pixar's films have collectively netted $4 billion. The studio merged with Walt Disney in 2006, making Steve Jobs Disney's largest shareholder.

Reinventing Apple

After leaving Apple in 1985, Jobs began a new hardware and software enterprise called NeXT, Inc. The company floundered in its attempts to sell its specialized operating system to mainstream America, and Apple eventually bought the company in 1996 for $429 million. In 1997, Jobs returned to his post as Apple's CEO. Just as Jobs instigated Apple's success in the 1970s, he is credited with revitalizing the company in the 1990s.
With a new management team, altered stock options and a self-imposed annual salary of $1 a year, Jobs put Apple back on track. Jobs’ ingenious products (like the iMac), effective branding campaigns and stylish designs caught the attention of consumers once again. In the ensuing years, Apple introduced such revolutionary products as the Macbook Air, iPod and iPhone, all of which dictated the evolution of technology. Almost immediately after Apple released a new product, competitors scrambled to produce comparable technologies.

Apple's quarterly reports improved significantly in 2007: Stocks were worth $199.99 a share—a record-breaking number at that time — and the company boasted a staggering $1.58 billion profit, an $18 billion surplus in the bank and zero debt. In 2008, Apple became the second-biggest music retailer in America — second only to Walmart, fueled by iTunes and iPod sales. Apple has also been ranked No. 1 on Fortune magazine's list of "America's Most Admired Companies," as well as No. 1 among Fortune 500 companies for returns to shareholders.

**Battle with Cancer**

In 2003, Jobs discovered that he had a neuroendocrine tumor, a rare but operable form of pancreatic cancer. Instead of immediately opting for surgery, Jobs chose to alter his pesco-vegetarian diet while weighing Eastern treatment options. For nine months, Jobs postponed surgery, making Apple's board of directors nervous. Executives feared that shareholders would pull their stock if word got out that their CEO was ill. But in the end, Jobs' confidentiality took
precedence over shareholder disclosure. In 2004, he had a successful surgery to remove the pancreatic tumor. True to form, in subsequent years Jobs disclosed little about his health.

Early in 2009, reports circulated about Jobs' weight loss, some predicting his health issues had returned, which included a liver transplant. Jobs responded to these concerns by stating he was dealing with a hormone imbalance. Days later, he went on a six-month leave of absence. In an e-mail message to employees, Jobs said his "health-related issues are more complex" than he thought, then named Tim Cook, Apple's chief operating officer, as “responsible for Apple's day-today operations.”

After nearly a year out of the spotlight, Steve Jobs delivered a keynote address at an invite-only Apple event on September 9, 2009. He continued to serve as master of ceremonies, which included the unveiling of the iPad, throughout much of 2010. However in January 2011, Jobs announced he was going on medical leave. In August, he resigned as CEO of Apple, handing the reigns to Cook, and in October he passed away.
"You've got to find what you love," Jobs says

The Commencement address delivered by Steve Jobs (CEO of Apple Computer and of Pixar Animation Studios) the Stanford university graduation ceremony. June 12th 2005

I am honored to be with you today at your commencement from one of the finest universities in the world. I never graduated from college. Truth be told, this is the closest I've ever gotten to a college graduation. Today I want to tell you three stories from my life. That's it. No big deal. Just three stories.

The first story is about connecting the dots.

I dropped out of Reed College after the first 6 months, but then stayed around as a drop-in for another 18 months or so before I really quit. So why did I drop out?

It started before I was born. My biological mother was a young, unwed college graduate student, and she decided to put me up for adoption. She felt very strongly that I should be adopted by college graduates, so everything was all set
for me to be adopted at birth by a lawyer and his wife. Except that when I popped out they decided at the last minute that they really wanted a girl. So my parents, who were on a waiting list, got a call in the middle of the night asking: “We have an unexpected baby boy; do you want him?” They said: “Of course.” My biological mother later found out that my mother had never graduated from college and that my father had never graduated from high school. She refused to sign the final adoption papers. She only relented a few months later when my parents promised that I would someday go to college.

And 17 years later I did go to college. But I naively chose a college that was almost as expensive as Stanford, and all of my working-class parents’ savings were being spent on my college tuition. After six months, I couldn’t see the value in it. I had no idea what I wanted to do with my life and no idea how college was going to help me figure it out. And here I was spending all of the money my parents had saved their entire life. So I decided to drop out and trust that it would all work out OK. It was pretty scary at the time, but looking back it was one of the best decisions I ever made. The minute I dropped out I could stop taking the required classes that didn’t interest me, and begin dropping in on the ones that looked interesting.

It wasn’t all romantic. I didn’t have a dorm room, so I slept on the floor in friends’ rooms, I returned Coke bottles for the 5¢ deposits to buy food with, and I would walk the 7 miles across town every Sunday night to get one good meal a week at the Hare Krishna temple. I loved it. And much of what I stumbled into by
following my curiosity and intuition turned out to be priceless later on. Let me
give you one example:

Reed College at that time offered perhaps the best calligraphy instruction
in the country. Throughout the campus every poster, every label on every drawer,
was beautifully hand calligraphed. Because I had dropped out and didn’t have to
take the normal classes, I decided to take a calligraphy class to learn how to do
this. I learned about serif and sans serif typefaces, about varying the amount of
space between different letter combinations, about what makes great typography
great. It was beautiful, historical, artistically subtle in a way that science can’t
capture, and I found it fascinating.

None of this had even a hope of any practical application in my life. But
10 years later, when we were designing the first Macintosh computer, it all came
back to me. And we designed it all into the Mac. It was the first computer with
beautiful typography. If I had never dropped in on that single course in college,
the Mac would have never had multiple typefaces or proportionally spaced fonts.
And since Windows just copied the Mac, it’s likely that no personal computer
would have them. If I had never dropped out, I would have never dropped in on
this calligraphy class, and personal computers might not have the wonderful
typography that they do. Of course it was impossible to connect the dots looking
forward when I was in college. But it was very, very clear looking backward 10
years later.
Again, you can’t connect the dots looking forward; you can only connect them looking backward. So you have to trust that the dots will somehow connect in your future. You have to trust in something — your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life.

**My second story is about love and loss.**

I was lucky — I found what I loved to do early in life. Woz and I started Apple in my parents’ garage when I was 20. We worked hard, and in 10 years Apple had grown from just the two of us in a garage into a $2 billion company with over 4,000 employees. We had just released our finest creation — the Macintosh — a year earlier, and I had just turned 30. And then I got fired. How can you get fired from a company you started? Well, as Apple grew we hired someone who I thought was very talented to run the company with me, and for the first year or so things went well. But then our visions of the future began to diverge and eventually we had a falling out. When we did, our Board of Directors sided with him. So at 30 I was out. And very publicly out. What had been the focus of my entire adult life was gone, and it was devastating.

I really didn’t know what to do for a few months. I felt that I had let the previous generation of entrepreneurs down — that I had dropped the baton as it was being passed to me. I met with David Packard and Bob Noyce and tried to apologize for screwing up so badly. I was a very public failure, and I even thought about running away from the valley. But something slowly began to dawn on me
— I still loved what I did. The turn of events at Apple had not changed that one bit. I had been rejected, but I was still in love. And so I decided to start over.

I didn’t see it then, but it turned out that getting fired from Apple was the best thing that could have ever happened to me. The heaviness of being successful was replaced by the lightness of being a beginner again, less sure about everything. It freed me to enter one of the most creative periods of my life.

During the next five years, I started a company named NeXT, another company named Pixar, and fell in love with an amazing woman who would become my wife. Pixar went on to create the world’s first computer animated feature film, Toy Story, and is now the most successful animation studio in the world. In a remarkable turn of events, Apple bought NeXT, I returned to Apple, and the technology we developed at NeXT is at the heart of Apple’s current renaissance. And Laurene and I have a wonderful family together.

I’m pretty sure none of this would have happened if I hadn’t been fired from Apple. It was awful tasting medicine, but I guess the patient needed it. Sometimes life hits you in the head with a brick. Don’t lose faith. I’m convinced that the only thing that kept me going was that I loved what I did. You’ve got to find what you love. And that is as true for your work as it is for your lovers. Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven’t found it yet, keep looking. Don’t settle. As with all matters of the heart, you’ll know when you find it. And, like any great
relationship, it just gets better and better as the years roll on. So keep looking until you find it. Don’t settle.

**My third story is about death.**

When I was 17, I read a quote that went something like: “If you live each day as if it was your last, someday you’ll most certainly be right.” It made an impression on me, and since then, for the past 33 years, I have looked in the mirror every morning and asked myself: “If today were the last day of my life, would I want to do what I am about to do today?” And whenever the answer has been “No” for too many days in a row, I know I need to change something.

Remembering that I’ll be dead soon is the most important tool I’ve ever encountered to help me make the big choices in life. Because almost everything — all external expectations, all pride, all fear of embarrassment or failure — these things just fall away in the face of death, leaving only what is truly important. Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart.

About a year ago I was diagnosed with cancer. I had a scan at 7:30 in the morning, and it clearly showed a tumor on my pancreas. I didn’t even know what a pancreas was. The doctors told me this was almost certainly a type of cancer that is incurable, and that I should expect to live no longer than three to six months. My doctor advised me to go home and get my affairs in order, which is doctor’s code for prepare to die. It means to try to tell your kids everything you thought
you’d have the next 10 years to tell them in just a few months. It means to make sure everything is buttoned up so that it will be as easy as possible for your family. It means to say your goodbyes.

I lived with that diagnosis all day. Later that evening I had a biopsy, where they stuck an endoscope down my throat, through my stomach and into my intestines, put a needle into my pancreas and got a few cells from the tumor. I was sedated, but my wife, who was there, told me that when they viewed the cells under a microscope the doctors started crying because it turned out to be a very rare form of pancreatic cancer that is curable with surgery. I had the surgery and I’m fine now.

This was the closest I’ve been to facing death, and I hope it’s the closest I get for a few more decades. Having lived through it, I can now say this to you with a bit more certainty than when death was a useful but purely intellectual concept:

No one wants to die. Even people who want to go to heaven don’t want to die to get there. And yet death is the destination we all share. No one has ever escaped it. And that is as it should be, because Death is very likely the single best invention of Life. It is Life’s change agent. It clears out the old to make way for the new. Right now the new is you, but someday not too long from now, you will gradually become the old and be cleared away. Sorry to be so dramatic, but it is quite true.
Your time is limited, so don’t waste it living someone else’s life. Don’t be trapped by dogma — which is living with the results of other people’s thinking. Don’t let the noise of others’ opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.

When I was young, there was an amazing publication called The Whole Earth Catalog, which was one of the bibles of my generation. It was created by a fellow named Stewart Brand not far from here in Menlo Park, and he brought it to life with his poetic touch. This was in the late 1960s, before personal computers and desktop publishing, so it was all made with typewriters, scissors and Polaroid cameras. It was sort of like Google in paperback form, 35 years before Google came along: It was idealistic, and overflowing with neat tools and great notions.

Stewart and his team put out several issues of The Whole Earth Catalog, and then when it had run its course, they put out a final issue. It was the mid-1970s, and I was your age. On the back cover of their final issue was a photograph of an early morning country road, the kind you might find yourself hitchhiking on if you were so adventurous. Beneath it were the words: “Stay Hungry. Stay Foolish.” It was their farewell message as they signed off. Stay Hungry. Stay Foolish. And I have always wished that for myself. And now, as you graduate to begin anew, I wish that for you.

Stay Hungry. Stay Foolish.

Thank you all very much
SATUAN KETERANGAN KEGIATAN

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Dosen Pembimbing Akademik : Dr. H. Sa’adi, M.Ag.

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**Jumlah**

|        | 101     |

Salatiga, 24 Mei 2018

Mengetahui,

Wakil Dekan Bidang Administrasi Umum, Perencanaan dan Keuangan

[Signature]

Dr. Fatmahrohman, S.Ag., M.Pd.
NIP. 19710309 200003 1 001
## LEMBAR KONSULTASI SKRIPSI

Nama Mahasiswa : Dhanang Tino Ardhianto  
NIM : 113 11 018  
Dosen Pembimbing : Faizal Risdianto, S.S., M.Hum  
Judul Skripsi pada surat penunjukan pembimbing skripsi :  
"AN ANALYSIS OF METAPHOR IN DONALD TRUMP ADDRESSED CONGRESS TUESDAY NIGHT FOR HIS FIRST STATE OF UNION ADDRESS SPEECH"

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<th>No.</th>
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<th>Catatan Pembimbing</th>
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Dosen Pembimbing,  
Faizal Risdianto, S.S., M.Hum  
NIP. 19750917200801 1010

Catatan:  
Jika ada perubahan judul skripsi, harap dicantumkan dalam lembar konsultasi, tidak ada penggantian Surat Penunjukan Pembimbing Skripsi kecuali ada Surat dari Ketua Program Studi tentang Penggantian Dosen Pembimbing Skripsi.