The Second and Final Presidential Debate of Donald Trump and Joe Biden: A Conceptual Metaphor Analysis

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How to Cite: APA Style 7th edition

ABSTRACT

This study discusses the conceptual metaphor employed in the second and final presidential debate between Donald Trump and Joe Biden. The debate revolved around each candidate's arguments regarding the advantages and disadvantages of their presidential candidacy. The research focuses on analyzing the meaning and various types of Conceptual Metaphors, namely Ontological Metaphor, Structural Metaphor, and Orientational Metaphor. A qualitative descriptive method was utilized to analyze the data, which was collected from the YouTube Channel featuring the debates. The researcher observed and studied the videos of both Donald Trump and Joe Biden's second and final presidential debates. The data was analyzed using Lakoff and Johnson's theory (2003). The study concludes that three types of conceptual metaphors were present in the debates. A total of 16 instances of conceptual metaphors were identified, including seven ontological metaphors, two structural metaphors, and seven orientational metaphors. While the ontological metaphor was the most prevalent, its meaning was not straightforward to interpret.

***Keywords:** conceptual metaphor, presidential debate, Donald Trump, Joe Biden.*

INTRODUCTION

Language plays a significant role in human existence, particularly in interpersonal communication, encompassing conversations, discussions, inquiries, responses, speeches, and debates on various subjects or topics. During these interactions, individuals employ diverse linguistic styles. One prominent language style in debates, for instance, is the use of metaphors, which holds great influence, particularly when countering arguments presented by the opposing party. Metaphors are a crucial language style employed to grasp the world's complexities, interpret individuals' meanings within the world, and effectively communicate with others (Creed & McIlveen, 2018).

A metaphor is a figurative language in which two concepts are more explicit (source domain) and abstract (target domain). It is a conceptual domain mapping where the projection of the source domain serves as an analogy to the abstract target domain. While the mapping is a single purpose and is almost asymmetrical, it must be mapped from the more concrete to the more abstract (Yu, 2003). Metaphor is also compared to other figurative languages. According to Ortony (1993), studying metaphors is indispensable. Aristotle claimed that metaphors are implicit contrasts with one goal. Metaphor is a central means to establish apolitical credibility since it becomes an intermediary between thought and emotion, through which the recipients' unconsciousness will arise after the emotion is triggered (Ahrens, 2009). Metaphors can also be used in various contexts, including politics. Using Metaphors in politics may lead to attitudes toward the problem under the focus (Landau & Keefer, 2015).

In Metaphor, a conceptual metaphor is significant in its use. Conceptual metaphors are taken from collective culture and parts of a common language that are still known as generative metaphors, conceptual domains that attract metaphor expressions in cognitive linguistics. (Mladenov, 2006), The conceptual domain is needed as a source domain used to describe the target domain. It plays a pivotal role by combining critical analysis, cognitive semantics, and argumentation theory (conceptual metaphor theory) to reconstruct and explain the meaning of political discourse (Neagu, 2003).

In this presidential debate, the researcher identified the types of conceptual metaphors and understood their meaning. Lakoff and Johnson (2003) identified three categories of conceptual metaphors: first structural metaphor refers to the abstract entity that still needs another definition. The second was an ontological metaphor. It was a metaphor in which an idea is projected onto something real. The third orientational metaphor was metaphor which includes relationships in space, such as up/down, in/out, on/off, or front/back.

Both parties clung to their respective arguments during the presidential debate between Donald Trump and Joe Biden. Debate is a discussion of pros and cons, where two separate statements are made to bring out the feelings of two parties. A debate can also be called true belief in oneself, but everyone can express their opinion; all economic, social, and religious topics can be debated. Then after he discussed the coronavirus, Joe tried to fight Donald. Then when he changed the subject in the second and final debate, Donald Trump countered Joe's point about the oil industry, claiming he had to invest "*five or six states*" in the election. The debate that took place in the presidential debate was very political. Classically defined politics as doing something that would not be done traditionally, with power in international relations which can also be formed by constructing an intersubjective authority. Politic is the process of developing and sharing passion in society which, among other things, takes the form of a decision-making process, especially within the state. The political thinking of the American Republic's founding period and its importance to modern American political culture and political thought are evident from the discussion in the presidential debate.

The researcher explored and investigated the metaphors used in the second and final presidential debate between Donald Trump and Joe Biden, which contain abstract meanings in Conceptual Metaphors by Lakoff and Johnson (2003). The point of this research was the presidential debate that was currently happening. The researcher studied the types of conceptual metaphors used in the second and final debate between President

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Donald Trump and Joe Biden and understood what the presidential debate metaphor means.

The researcher firmly believed that it could be helpful for readers to explore the conceptual metaphors of President Donald Trump and Joe Biden's debates so that readers could grasp the meaning and message of political language while researching politics. It was not always the individual who understood the message or purpose since the announcement we interpreted differed from what the message's sender meant. Hence, the researcher here preferred a conceptual metaphor used in the debate as a hypothesis. Donald Trump and Joe Biden could understand better the meaning of the phrase or word conveyed in the discussion.

Numerous studies on conceptual metaphors have been conducted, with some focusing on speeches and news. First, Rohman (2020) studied metaphors in Mohamed ElBaradei Nobel Prize Acceptance Speech. Second, Muludyan (2020) analyzed the usage of conceptual Metaphors in Marmaduke Pickthall's English translation of Juz-Amma. Third, the study conducted by Anggi (2019) investigated the Metaphor used in Emily Dickinson's poems. Emily Dickinson uses metaphors in her poetry. Fourth, Prasetyo (2017) studied remarks on the economic crisis conceptual metaphor in his work. From *FourFourTwo*, the study looks at Conceptual Metaphors in the UEFA Champions League 2017. Fifth, the study was conducted by Sholihah (2015) conducted her research on the Metaphors World Cup 2014 from Jakarta Post. Sixth, the study conducted by Rifqi (2015) discussed conceptual Metaphor in "Bring Me the Horizon Band Lyric" in the album entitled The Spirit—the study types of Metaphor found in the English song lyric, poem, and Juz Amma. Last, the study conducted by Putra (2014) discusses the conceptual Metaphor in several of Barack Obama's political speeches.

Based on several previous studies above, the present research has similarities with the research mentioned, covering news and political aspects. Still, the researcher used a different object for the analysis. As a result, this study seeks to help the readers understand the message the presidential debate aims to deliver.

RESEARCH METHOD

The research in this study employed several components, including research design, research instrument, data and data source, data collection, and data analysis. The researcher utilized a descriptive qualitative approach, gathering data in the form of videos and text, focusing on the phenomenon of the second and final Presidential debate between Donald Trump and Joe Biden. Qualitative methods were valuable in promoting understanding and exploration. Particularly in the initial stages of research, qualitative methods assist in identifying and comparing variables and patterns. The researcher adopted a narrative representation and an interpretive orientation, allowing for a comprehensive understanding of the actors' perspectives within the context. The researcher also employed positive and behavioral approaches to the research tasks and observed the situation from the participants' viewpoint, as suggested by Ericson.

The research instrument served as a means to gather data and information, as mentioned by Farkhan (2015). In this study, the instrument employed was the researcher herself, who engaged in reading and analyzing words, phrases, and sentences that contained conceptual metaphors within the scripts of the second and final presidential debates. The data sources for this research were the video and script of the second and

final Presidential debates between Donald Trump and Joe Biden, accessible through the C-SPAN YouTube channel. The specific link for the second debate is provided as https://youtu.be/bPiofmZGb8o. The video of the debates was released on October 23, 2020, and had a duration of 1 hour and 59 minutes.

To collect the data, the researcher followed several steps. Firstly, the researcher watched the video of the second and final Presidential debates featuring Donald Trump and Joe Biden. Secondly, the researcher obtained the video scripts for both debates. Thirdly, the researcher identified the data as utterances made by Donald Trump and Joe Biden, guided by Lakoff and Johnson's (2003) theory of Conceptual Metaphor. After collecting the data, the researcher proceeded with the analysis. Firstly, the data was classified into different types of conceptual metaphors, specifically Structural Metaphor and Oriental Metaphor. Secondly, the researcher analyzed the data using Lakoff and Johnson's (2003) Conceptual Metaphor theory. Finally, the researcher presented and described the findings, along with their conclusions.

FINDINGS & DISCUSSION

In this section, the researcher presented the data, which are the types of Conceptual Metaphors used by Donald Trump and Joe Biden in the second and final debate. The presidential debates between Donald Trump and Joe Biden had two sessions, namely the first, second, and final discussions. The researcher presented twenty-six data. By watching and reading the debate, the researcher found Conceptual Metaphors proposed by Lakoff and Johnson (1980) used by the two candidates. Three kinds of Conceptual Metaphors were used: Ontological Metaphor, Structural Metaphor, and Orientational Metaphor.

Ontological Metaphor

An Ontological Metaphor is a metaphor in which an abstraction, such as an activity, emotion, or idea. It is represented as something concrete, such as an object, substance, container, or person. Ontological metaphors provided much less cognitive structuring for target concepts than structural ones. The following data present the Ontological Metaphor used in the debate.

Datum 1
Donald Trump: (09:04)
So as you know, 2.2 million people modeled out were expected to die. We closed up the most excellent economy in the world **to fight this horrible disease** *that came from China.*

The datum was taken from Donald Trump's utterances in the second debate. The researcher found an Ontological Metaphor in this phrase "to fight this horrible disease**."** The word "disease" was an enemy for us because it involves physical and spiritual health. The disease was an idea that was seen as an entity concerned with the material. In this topic, the researcher discusses the increasing number of deaths caused by an infection from China called the Covid-19 pandemic.

The meaning of the phrase "to fight this horrible disease" referred to the Conceptual Metaphor that the disease was an enemy. The conceptual mapping between disease and the enemy was the same as between man and the enemy. The one thing that disease and the adversary have in common is death. In other words, Trump's

metaphorical way of thinking in this context was interesting from disease enemy. People must be braver to face the disease from China, namely the Covid-19 pandemic. The presence of disease could cause damage to the elements of our body. In general, we know that the meaning of "to fight" is a physical action that hurts each other.

> Datum 2
> Donald Trump (09:41)
> We have a vaccine that's coming. It is ready. It is going to be announced within weeks. Moreover, it is going to be delivered. We have Operation Warp Speed, where the military distributes the vaccine.

The sentence *We have Operation Warp Speed* used Ontological Metaphor*.* It was called Ontological Metaphor because there was a keyword *fight*, and a phrase with a particular ontology disease was *the enemy.* The sentence *We have Operation Warp Speed* showed something abstract that had physical properties. Donald said that he wanted to speed up the existence of a vaccine by using *Operation Warp Speed.*

According to the definition of the word operation, the parties involved in this mission were also the highest military Department of Defense. In terms of Trump's view of Covid-19 as an adversary, it was proof of the phrase "operation warp speed," which also involved the Ministry of Defense. It strengthens that Covid-19 is a threat to the enemy. The news of 20 Detik website at https://20.detik.com/e-flash/20210728-210728045/wanti-wanti-cdc-soal-wajib-masker-bagi-yang-sudah-divaksin-penuh, in America on July 28, 2021people who have been vaccinated are still required to use the mask because the Delta variant was more virulent than before. Therefore, Trump said that Covid-19 was the enemy. The general meaning of the word *surgery* was to injure a part of the body so that it could be repaired by the organ that is having problems in the body**.** According to Operation Warp Speed (OWS), US government-led public-private cooperation to facilitate and speed up the discovery, production, and dissemination of COVID-19 vaccines, therapies, and diagnostics. Another meaning of the sentence was that operation is a military domain, so a conceptual domain uses it.

> Datum 3
> Joe Biden: (09:14)
> I would make China play by the international rules, not as he has done.

The datum was taken from Joe Biden's utterances. The phrase "play by the international rules" could identify as a Conceptual Metaphor with the types of Ontological Metaphors. The word *play* showed the activities that require seriousness and international that had a relationship between one country and another, thus causing competition between countries. It could also be referred to as international relations as a game.

In the Oxford Dictionary, the word *play* literary means having a meaning engage in relaxing activities, love, and mutual seriousness. However, the word *play* was metaphoric because it conducted international relations of the game. People generally knew that word *play* had a meaning that showed the activity being done.

Datum 4
Joe Biden: (12:19)
I would ensure everyone is encouraged to wear a mask all the time. I would ensure we
move in the direction of rapid testing, investing in rapid testing.

The datum was taken from Joe Biden's utterances. The sentence above was categorized as an Ontological Metaphor. The word "direction" was a type of Ontological Metaphor that denotes an activity. This topic discussed rapid testing so that it could be implemented immediately. The context of Joe's utterance immediately took action to find a way out of Covid-19.

From the data context, the researcher found a Conceptual Metaphor meaning "direction" is recovery Covid 19. In this presidential debate, the sentence "We move in the direction" by Joe Biden emphasized that rapid testing should be done immediately. Move physically from one point to another. The direction was referred to the different ways. Generally, the *direction* was a path or direction with the same goal. Meanwhile, what Joe meant in the sentence "we move into direction" metaphorically was that the vaccine should be implemented so that the virus from China, known as Covid-19, would end quickly.

Datum 5
Donald Trump (14:56)
We are not going to have a dark winter at all. We are opening up our country. We have
learned, studied, and understand the disease, which we did not initially.

In the sentence above, *dark winter* was categorized as an Ontological Metaphor. Lakoff and Johnson (1980) point to an Ontological Metaphor when abstract concepts such as feelings, actions, emotions, and ideas are separated. In this context, it was about winter being dark and not having any light.

According to the researcher's experience, the phrase *dark winter* denoted a lousy state that aims to free our winter from Covid-19. Therefore, there is the light that regulates the economy. The state was the object in the container (open lid). The negative meaning was dark (full of the threat of Corona). In general, the definition of *dark winter* was that there was no sunlight, and people could not see anything. The meaning of the Metaphor in Donald's words was that the *dark winter* is a threat due to the very dangerous Covid-19. Donald said *dark winter* in this conversation.

Datum 6
Donald Trump: (15:24)
He ran the H1N1 swine flu, and it was a total disaster. Far less lethal, but it was a
complete disaster.

The datum was taken from Donald Trump's utterances in the second debate. "H1N1 swine flu" and "disaster" were classified as Ontological Metaphors. H1N1 swine flu was caused by an influenza virus infection that attacked the nose, throat, and lungs (https://www.halodoc.com/kesehatan/flu-babi). "Disease is a Disaster" that affects the body's health. Various ontological metaphors were based on our experiences with physical objects (especially our bodies).

From the data context, the researcher found a Conceptual Metaphor in Donald Trump's speech, *the H1N1 swine flu was a disaster* deadly natural disaster. Bird flu was not very fatal, but for Americans, bird flu is a big disaster. The sentence had a

metaphor: Disease is a disaster. Donald Trump explained the funds to study several diseases due to the disease that came from China, which was called the Covid-19 pandemic. The word *disaster* also meant disease for everyone because the impact of the disaster was enormous. The disease was a disaster for everyone because it made our bodies abnormal.

> Datum 7
> Donald Trump: (24:40)
> I mean, you are going to sit there in a cubicle wrapped around with plastic. These are businesses that are dying, Joe. You cannot do that to people.

The datum was taken from Donald Trump's utterances. "Businesses that were dying" was a common word often heard. It was categorized as an Ontological Metaphor. A business was an organization related to the economy. The economic system could be in goods that could be exchanged for other goods or money. The word *dying* could be interpreted as the decline in the business being done.

From the data context, the researcher found a Conceptual Metaphor that had meaning in the words of Donald Trump's *businesses that are dying*. The purpose of the word business (economy) was an organization. However, there was a group in the business. New York City was described as a ghost town, with business in the city currently in decline. Plants and humans die and grow in the same way. Economically, New York was no longer viable.

> Datum 8
> Donald Trump: (14:56)
> He was months behind me, many months behind me.

In this datum, Trump said that his debate opponent, Joe, was several months behind him regarding handling or strategies to deal with the coronavirus-19 or covid-19. Trump meant that Joe was slower to move than him and took various steps, some of which were by keeping his country open and banning all export-import activities carried out between America and China because, according to him, China was responsible for the Covid-19 that hit the whole world including a country which took the lives of many people.

The Ontological Metaphor focuses on comparison, comparing with very little known in the context or discourse. In this case, it is not the physical months following the "me" or, in this case, Trump. However, more precisely, it was about comparing the handling or strategy for dealing with Covid-19 in America on Joe's side, which was considered very slow and far behind the strategy of handling Trump and his team.

> Datum 9
> Donald Trump: (16:01)
> Also, everything that he said about the way every single move.

This datum was still related to the previous datum where in the discussion of the ontological Metaphor, in this case, it emphasized or focused on how good plans or strategies had not been carried out, were being carried out, or had been carried out by both parties regarding the handling of Covid-19 which was spreading in America, and it got worse.

Trump meant this sentence to Joe, who argued that Trump did not have a clear and mature plan. Then Trump responded to Joe's argument that every step and plan that Joe has made regarding this issue is every step that has been taken by him, Trump, including wearing a mask that Joe presented at the beginning of the question regarding this question.

> Datum 10
> Donald Trump: (16:01)
> Nevertheless, he was way behind us.

This datum directly or blatantly once again wanted to say that the strategy and every step proposed by Joe was an outdated, mainstream, innovative plan or strategy that has been carried out by Trump and his staff. "Way behind us" here did not mean that Joe was physically behind Trump, but instead focuses on the strategy presented by Joe. Trump reiterated this by "way," which means "too." In this case, Joe's strategy and planning must catch up to Trump.

> Datum 11
> Joe Biden: (18:23)
> Number one, he says that we are learning to live with it. People are learning to die with it. Your folk's home will have an empty chair at the kitchen table this morning.

The datum was presented by Joe, who represented how the Ontological Metaphor worked as it should. Before discussing what the target domain that Joe wanted to convey to Trump was, Joe responded to how the phrase chosen by Trump could be a weapon for himself. Trump said a few minutes or seconds earlier that we, humans or society, would learn how to live with it; it was here interpreted as Covid-19. However, Joe did not think the phrase was the right reality to describe how society is now and in the future. He further corrected Trump's words, namely how we would die with him.

Joe compared the condition of our family at home sitting with an empty dining table on it, namely how people could do nothing but wait while hunger, poverty, and health also haunted their lives. On the other hand, Joe, at this datum, wanted to emphasize that the current reality is that many people in their homes were currently starving and could not do anything to fight Covid-19.

> Datum 12
> Donald Trump: (17:04)
> He has made money someplace, but he has this thing about living in a basement.

This datum explained what Trump said to the opposition as if they were sitting in their basement, then how the opposition could make money and survive. Trump quipped that the opposition had somewhere else to make big money. However, the researcher wanted to focus more on the target domain Trump intended in his statement.

Staying could be said to be staying safely or unsafely (mostly safely) in a place. Therefore, for Trump, Joe always hid behind his safe place while the American people were not doing well because they were surviving Covid-19. In conclusion, for Trump,

Joe did not take any real action that directly impacted the situation and conditions at that time.

Structural Metaphor

A structural metaphor is a means of putting one concept (typically an abstract one) into context with another (often a more concrete one). The Structural Metaphor is a metaphor that has a structure or system in common. It may be detected because it has a structural and system resemblance. The source domain provides a reasonably rich knowledge structure for the target concept in this type of Metaphor.

> Datum 13
> Joe Biden: (16:12)
> He is transparent. The president of China is fine. We owe him a debt of gratitude. We
> have to thank him.

The datum was taken from Joe Biden's utterances. The sentence "We owe him a debt" showed a structural expression of Metaphor that still requires other concepts to make it more concrete. It was categorized as Structural Metaphor. The word "we" was the target domain, which still had an abstract meaning and was not yet concrete and required other concepts. "debt" was the source domain to concertize an abstract from the target domain. Debt could mean *merit* that must be paid because "merit is money."

From the data context, the researcher found a Conceptual Metaphor with meaning. In this presidential debate, the researcher still discussed the disease from China. In the sentence, the researcher found, "We owe him a debt," which means that Joe ended his debate by thanking the President of China after debating with Donald. The President of China was secretly beneficial. Therefore, Joe felt indebted. The sentence above is related to the Conceptual Metaphor "merit is debt" or "thanking is paying." Relations in politics outside the country paid off debts (positive/negative).

> Datum 14
> Joe Biden: (29:49)
> I clarified that any country interfering in American elections would pay the price, no
> matter who it is.

The datum was taken from Joe Biden's utterances in the final debate. The sentence "No matter who it is, that interferes in American elections will pay a price" means political transaction. Joe emphasized the importance of all countries and individuals to avoid interfering with the US Presidential election. If anyone interfered with the US Presidential election, they will suffer the consequences. The sentence above shows the case of Structural Metaphor.

From the data context, the researcher found a Conceptual Metaphor with meaning. In their speech of Joe, the sentence "No matter who it is, that interferes in American elections would pay the price" means that do not interfere in other people's business. Otherwise, you will suffer the consequences. The meaning of the *transaction* here was Russian/Chinese intervention in the last election won by Trump. America would pay for services that will help America.

> Datum 15
> Donald Trump: (12:59)
> Just a typical politician when I see that. I am not a typical politician.

In this datum, Trump responded to how Joe, a few seconds earlier, conveyed the parable or the ontological metaphor concept of a middle-class family who had nothing on their dinner table with the state of American society in the current situation. Trump conveyed that Joe's opinion or view is a commonplace opinion by politicians who are immigrants or opponents of politicians who are currently in power, which tend to act on behalf of the community as a top priority but pay less attention to the reality of what is happening. Trump emphasized that he was not a newcomer politician like Joe, but he was a politician who was more daring to take firm and realistic steps against his people. Because of what he had done, Trump was elected president of America in the previous period. Structural metaphors like this description in the previous chapter, namely, the argument was war.

Orientational Metaphor

The Orientational Metaphor is a type of Metaphor that can be found in everyday life and is also referred to as a spatial Metaphor. The Metaphor is oriented in an *up-down* dichotomy. *Up* is better regarding health, logic, control, happiness, and virtue. *Down*, on the other side, means less illness, unconsciousness, control, sadness, lack, and irrationality. The kinds of bodies people have as human beings and the kinds of environments they dwell in give rise to the Orientational Metaphor.

> Datum 16
> Donald Trump (18:03)
> 99% of people recover. We have to recover. We cannot close up our nation. We have to
> open our schools, and we cannot close up our nation, or you will not have a nation.

In this datum, the researcher found an Orientational Metaphor. This context showed the desire to *close* the country so that our country was no longer attacked by disease. The disease was a significant threat to our country. Disease, the metaphoric of disease, was an enemy. The word *close* means that the purpose of the sentence was to hope that this pandemic would end quickly so that our nation remained healthy and carried out activities as usual. The spatial metaphoric was "good is up." By closing our country, we could prevent diseases that come from outside. Up was one conceptual Metaphor.

> Datum 17
> Donald Trump: (17:40)
> They ran it. Premiums are down.

The datum was taken from Donald Trump's utterances. The sentence "Premiums are down" showed that it could be categorized as an Orientational Metaphor. Donald said something that was experiencing a downturn. From the data context, the researcher found the meaning of *premium* in this statement was to make them dissatisfied and lower the premium. This term means "sad is down" in a spatial

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metaphoric sense. The word "down" refers to something that causes displeasure. Therefore, it showed the spatial orientation "down."

> Datum 18
> Donald Trump: (09:04)
> You see the spikes in Europe and many other places right now. If you notice, the mortality rate is down 85%.

The datum was taken from Donald Trump's utterances. The sentence "The mortality rate is down 85%" showed an Orientational Metaphor. It referred to the progress in reducing European mortality during the COVID-19 pandemic. The spatial orientational conceptual Metaphor was "less is down" because fewer people die. The researcher found a conceptual metaphor from the data context that had meaning. The meaning in the sentence "The mortality rate is down 85%" showed the progress in overcoming the covid-19 pandemic in Europe with fewer deaths. Therefore, the death rate decreased, so there was progress in Europe.

> Datum 19
> Donald Trump: (17:04)
> I waited to say over. We are learning to live with it. We have no choice. Like Joe, we must find a way to lock ourselves up in a basement. He can lock himself up.

The researcher found two cases of Orientational Metaphor. The first phrase was *ourselves up*, and the second was *himself up*, which had a spatial orientation from the "more is up's" Conceptual Metaphor. The phrases *ourselves up* and *lock "himself up"* mean that Donald invited the reader to learn to live with him so that his life improves and does not keep the readers locked up all the time. He was made better by the combination of his athletic background and his education.

> Datum 20
> Joe Biden: (09:41)
> They are sucking up money.

Sucking up referred to the economic situation, which was greatly improved. The phrase "more is up" was the spatial orientation in Conceptual Metaphor, categorized as an Orientational Metaphor. The meaning of Joe's words here was that the people lost because China's deficit had increased, not decreased. Therefore, people must have a great opportunity in China. In the Oxford Dictionary, the meaning of *sucking up* was obsequious individual, typically for their gain, in North America.

> Datum 21
> Joe Biden: (15:39)
> He would agree that he would be drawing down his nuclear capacity. The Korean Peninsula should be a nuclear-free zone.

The phrase *drawing down* showed the spatial Orientation Metaphor of the Conceptual Metaphor "less is down." The phrase needed to be investigated for decreased nuclear capacity. From the context, the words *drawn down* in Joe's conversation showed Joe asked for the nuclear capacity to be lower than Korea's

nuclear-free. The Conceptual Metaphor was *down*. The spatial metaphoric was "sad is down."

> Datum 22
> Joe Biden: (30:24)
> You got one in six of them going under.

The word *under* was categorized as an Orientational Metaphor because it had a spatial orientation that included down/up, front/back, inside/outside, and on/off. From the context, there was the word *under*. Joe discussed business. They were saving a small business because their condition was not leveling up.

> Datum 23
> Joe Biden: (21:25)
> Oh, well, no. I am not shutting down today, but there are, Look, you need standards. The standard is that if you have a reproduction rate in a community above a certain level, everybody says, "Slow up.

As explained by the researcher in the previous chapter regarding Orientational Metaphor, the scales "up" usually mean excellent or positive, while "down" mean decrease or negative. However, this datum showed that "up" and "down" do not always work like this construction. Readers should understand the context in depth about what they want to convey in a full discourse context. The meaning of "up" here was interpreted more as caution. In full context, Joe was explaining that what he wanted was not a shutdown of society and the environment due to a virus but a shutdown of the virus. Because after all, by closing a school as an example, when they want to reopen it, the party requires significant, not small, funds. Funds to meet the needs of accommodation, facilities, infrastructure, and other matters related to the opening.

> Datum 24
> Donald Trump: (01:15)
> they never lived that down. 1994, your crime bill, the super predators.

This datum also showed how up and down are not as simple as good and evil. Trump responded to a question that was also asked of Joe earlier about the fear of parents for their children, specifically about black communities. In his explanation, Trump explained and described what his opponent had done to black communities and how the actual contribution made by his opposition to this for more than 40 years. Then he stated "they"; the researcher suspected they were meant for various parties other than himself, such as Obama, who was previously mentioned for his contribution to black communities.

Seeing how the actual conditions are, what the actual situation is, is something that is represented by the word down here. According to Trump, "they" never directly and intensely saw the suffering and injustice that happened to him. They only hear and know indirectly from their subordinates about the condition of the black communities.

Datum 25
Joe Biden: (39:14)
I ended up working on the East Side of Wilmington, Delaware, which is 90% African-American, to learn more about what was going on.

This datum explained how the views from Joe Biden's side regarding the same question were also posed to Trump in the last datum, namely regarding race, skin, and black or brown communities. Joe confidently explained that he was also concerned about their current condition, as his daughter also wrote much about this. The "up" in the above datum means that with Joe's passion and effort, he worked in a location where the population was almost entirely African-American.

Joe wanted to convey here that he has had experience and been directly involved in empathizing or feeling what minorities feel, even though he was not included in it. It was tricky to empathize when we were not a part of it. However, on this occasion, the researcher would only focus on discussing how the word "up" in Joe's response did not mean ending meaningless but with high enthusiasm and effort. To be able to end up and work in that area.

Datum 26
Donald Trump: (17:32)
They want to knock down buildings and build new buildings with little, tiny, small windows and many other things-

This datum wanted to represent how the word "down," coupled with knock here, could be interpreted as destroying because of the discussion about climate change. For Trump, Joe wanted to destroy buildings that could hurt climate change in America. For him, the opposition knows nothing about this. Trump strengthened his argument by providing numerical data to drop the opposing side's argument.

That was how the Orientational Metaphor works, by opening a new perspective or view of the reader or listener to a context or discourse. So that it could interpret and understand an utterance or statement conveyed by a person or party with another.

Discussion

In this section, the researcher discusses the finding by explaining the important things and then correlates the research with the theories and previous studies. The researcher identified the types of Conceptual Metaphors used by Donald Trump and Joe Biden in the second and final debate of the US Presidential election using the theory proposed by Lakoff and Johnson (1980).

Types of Conceptual Metaphors in Donald Trump and Joe Biden's Second and Final debate

Three kinds of Conceptual Metaphors are found in the second and final debate. They are Ontological Metaphor, Structural Metaphor, and Orientational Metaphor.

<u>*Ontological Metaphor*</u>

An Ontological Metaphor is one in which events, vigorous activity, and ideas are viewed as entities and substances (Lakoff and Johnson, 2003). Understand from our

experience that an object can deduce mere orientation. Forty-three data of Ontological Metaphor are found in this research (datum 1 - 12).

Structural Metaphor

Structural Metaphor is a concept that still requires other ideas to understand (Johnson, 2003). It was found in data 13-15. In this Metaphor, researchers discovered a pervasive language that is challenging to comprehend and requires the listener to truly comprehend the speaker's intent during the dispute between Joe and Donald.

Orientational Metaphor

Orientational Metaphors still need another framework related to each other to be metaphorical (Lakoff & Johnson, 2003). It was found forty-three data on Orientational Metaphor which are datums 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, and 27.

The Meaning of Conceptual Metaphor in Donald Trump and Joe Biden's Second and Final Debate

Since Metaphor figuratively describes anything through another item, conceptual Metaphor is a great way to examine Metaphor. Furthermore, according to Lakoff and Turner, "metaphor dwells in cognition, not only in words" (1998:2). As a result, Metaphor is more than just words; it is also a knowledge creation. This structure comprises our daily activities, routines, and thought processes.

From the discussion above, it can be concluded that the researcher found three types of cognitive metaphors. The most dominant type used by Donald Trump in the second presidential debate between Donald Trump and Joe Biden by using the Ontological Metaphor type the second type is the Orientational Metaphor which is also quite widely used; the last type is the Structural Metaphor which is slightly used in the second and final debate between Donald Trump and Joe Biden.

CONCLUSION & SUGGESTION

This research concluded that Donald Trump and Joe Biden used three Conceptual Metaphors, namely Ontological Metaphors, Structural Metaphors, and Orientational Metaphors, in the second and final debate. In the Presidential election. There were 18 data on Conceptual Metaphors in the second and final debate between Donald and Joe, consisting of 12 data on Ontological Metaphors, four on Structural Metaphors, and ten on Orientational Metaphors.

The most dominant type of Conceptual Metaphor found in this research was the Ontological Metaphor. It was because Ontology often appears in politics, but it was tough to give meaning to because it used many entities. At the same time, structural was a concept that still requires other concepts and Orientational Metaphors.

The presidential debate was fascinating because it provides broad insight for readers who want to learn how to use metaphors in politics. It was recommended for further researchers who were interested in exploring metaphors not only study metaphors in poetry, rhymes, and others but also in politics. This research only studies the Conceptual Metaphors used in the presidential debate. Many other objects could be overlooked because, without realizing that, people could find many metaphors in daily life. Experience and the transition from abstract to physical are two variables that were frequently

overlooked. Further researchers can explore other Conceptual Metaphors from various perspectives. The researcher hopes for further researchers to provide new ideas, insights, and innovations to the readers, specifically those who study Conceptual Metaphors.

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