

# The Concept of “Love” of Bandung Mayor-Ridwan Kamil Observed from Articles Published in Newspapers and Social Media in Indonesia: Semantic Cognitive Approach

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## ABSTRACT

This article, using the semantic cognitive approach, is to analyze the phenomena of language used by Indonesian people observed through articles published in Newspapers and Social Media. The object of this research is Bandung Mayor. He frequently reveals his ideas in an informal way but still acceptable and his ideas more often are quite interesting. One of the interesting ideas is the usage of “love”. His idea of “love” is published in the articles, one is in Indonesian Newspapers and the other one is on his instagram account, entitled “Ridwan Kamil’s Love Car”. The revelation concept of “love” proposed by Ridwan Kamil is considered as the representative of Sundanese people cognition. His language concepts are very interesting to be analyzed and discussed in a research. In analyzing the data, we refer to Conceptual Metaphor as proposed by Lakoff (1983), Lakoff and Johnson (1980), the mapping theory refers to Blending Theory as proposed by Langacker (1987), and Johnson’s (1987) is referred for the image scheme. The research results show that there are two types of metaphor, i.e. conceptual metaphor and ontological metaphor. In conceptual metaphor, the concept of “love” appears as the containment that needs the container; love is the destination in which it needs a car in order to reach the place; love is mental disease; and love is a fragile sewing thread. In ontological metaphor, it shows that love is a movement to go forward.

**Keywords:** *Cognition, representation, conceptual metaphor, ontological metaphor, phenomena.*

## INTRODUCTION

Indonesia is facing the regional election in this year, 2018. This event is going to be the democratic party for Indonesian people. Bandung Mayor, Ridwan Kamil is one of the participants proposes himself to be elected as West Java Governor. The term for West Java Governor is well known as “*Jabar 1*” (Number one person in West Java). The figure of Ridwan Kamil as Bandung Mayor is very phenomenal for he is quite popular and being adored by the young housewives in Bandung. During his period as Mayor, there are lots of progress especially in constructing the environment; urban planning and neighbourhood. Bandung becomes more beautiful, clean, and well-arranged. It is not only the environment that he likes to build to be more humanized and modern, but also the character of the people. The Mayor initiates to build Moslems to be more faithful and ‘*taqwa*’ (Islamic term for being conscious and cognizant to Allah S.W.T as human creators) through his program by attending the *Masjid* (mosque) in order to perform ‘*Subuh pray*’ together with Bandung people who live nearby. Not only the character of Moslems that he would like to build, but also the Christian people. Every Sunday this Mayor reminds them to go to the church to perform their obligation as Christians.

In the year of 2017, Indonesian country was experiencing a complicated political conflict. This conflict was triggered by the election of DKI or Jakarta's Governor. The effect of this election was the falling apart of Jakarta's people between majority and minority; between native and non-native people. Being reflected into Jakarta's problem at that time, Ridwan Kamil as Bandung Mayor tried to embrace West Java people especially Bandung people in order not to fall apart as well. He asked Bandung people for not being influenced by the conflict in Jakarta. He suggested strongly to put the love forward instead of spreading the conflict and hatred. According to Ridwan Kamil, there is no religion which orders their believers to hate each other.

The term "love" in 'Kamus Umum Bahasa Indonesia' or Indonesian Dictionary (Badudu & Zain, 2001) means (1) big love and affection between --parents; --young sisters/brothers to old sisters/brothers and vice versa; (2) big affection and eager so much to have something; (3) big affection and eager so much to reach something; (4) being bound and wanting to possess and make a sacrifice in order to hold what you want; --to the countryland and nation. There are various kinds of love which can semantically be seen from its linguistic form, not limited to only as having in love; in the state of falling in love. '*Percintaan*' (love between man and woman) means (1) love matters; (2) love and affection. '*Bercinta*' means the feeling of love and affection for someone. '*Bepercintaan*' means having a love; being sad and suffered due to falling in love. '*Mencintai*' means to love someone or something. '*Mencintakan*' means longing for someone; eager so much to have someone. '*Tercinta*' means being loved by someone so much. '*Pencinta*' means (1) one that loves someone else; (2) someone that like something so much. '*Kecintaan*' means (1) lover, being loved by --whole families; (2) adore something (such hobbies); (3) the desire. Based on those definitions earlier, it can be concluded that 'love' is the feeling that someone would like to express to, for instance, to the lover, family, or someone else that you love and care so much. We can express our love not only through the verbal but also through the action. The target of 'love' is not only to one person but also to several people.

Referring to the definition above, the meaning of 'love', based on 'Kamus Umum Bahasa Indonesia' (Indonesian Dictionary by Badudu & Zain, 2001) is being understood as the feeling of love not only to the lover (man and woman), but also the feeling of love the parents to their children and vice versa, brother/sister to brother/sister and vice versa. 'Love' does not always refer to the relationship between man woman in which it tends to have sex orientation such as in Western culture. Ridwan Kamil himself uses the term '*Si Cinta*' (my love) as the addressee to his wife. This addressee term is used in order to express his feeling to his wife. Beside using the term of '*Si Cinta*', Ridwan Kamil also launches a program namely '*mobil kekasih*' (the lover car). The aim of this program is focused to the people's mental health. Why does Ridwan Kamil need to launch this program? Probably, it is due to the situation of political conflict in Jakarta as being mentioned earlier. As the matter of fact, the name of 'kekasih' (lover) is a kind of acronym as '*Kendaraan Konseling Silih Asih*' (counseling car which is used as the media for the people who have the problem such and they need the place to reveal their own problems or to express their feelings of hard live's problem). The meaning of '*Silih Asih*' in Sundanese language is being loved and taken care for one another.

Beside using the term of 'love', The Mayor more often uses the word '*mantan*' (ex-boy/girlfriend). This word '*mantan*' is indirectly having a relation to the concept of 'love', since '*mantan*' (ex-boy/girlfriend) refers to someone who had the intimate relationship in the past but their relationship does not last up to the marriage. The word '*mantan*' and 'love' more often are described and mapped on to the road. Those words apparently are in accord with his position as Mayor who manages the city. Those explanations above are the reason why the researchers would like to analyze and describe the concept of 'love' of Ridwan Kamil as Bandung Mayor through Conceptual Metaphor and what image schema appears in Ridwan Kamil cognition of the concept of 'love'.

The data source is taken from two articles in National Newspapers entitled "Bandung Punya Mobil '*Kekasih*' untuk Tempat Curhat Warganya" (Bandung has Car 'Lovers' as a Place for People to Talk to) and "Ridwan Kamil Siapkan Mobil Layanan Curhat Bernama '*Kekasih Juara*'" (Ridwan Kamil Preparing a Serving Car as a Place for People to Talk to with the Name of '*Kekasih Juara*' (Champion Lover)) which were published in *detikNews* and *Kompas.com* respectively.

## LITERATURE REVIEW

### *Media and Language*

It is believed that media has a powerful influence as communication tools. Azarudin and Khadijah (2015) quoted Nielsen (2001) and Musa (1996) in which they explained that media was kind of means that the function was to send the information from the sender to receiver. Aminuddin et al. (2009) as quoted by Awang and Khadijah in Malaysian Journal of Communication the same edition, said that a media had roles to change the attitude, knowledge, and daily practices. According to Najmuddin and Samsuddin (2015) "media is a tool in order to get a fast information and knowledge, as a result the people as the community are going to be well-informed, and they can create networking societies as well" as cited by Azarudin and Khadijah (2015).

They also had analyzed the influence of media before and during the process of maintaining the relationship between religions through the dialogue of life. Their research was about to analyze the background of the social problem which happened in the revert China Muslim community in Terengganu.

Second research was conducted by Kartini and Zulkifley (2015) entitled "*Hambatan Memahami Bahasa: Satu Penelitian ke Atas Teks Berita dalam Talian berbahasa Indonesia, Tempo.co*" in Malaysian Journal of Communication edition 31(2) (2015, p. 493-514). Kartini and Zulkifley (2015) tried to investigate language barriers between Malay of Indonesian and Malay of Malaysian. Their research was based on the understanding that Indonesia and Malaysia had the same Austronesian language family. They used linguistics as the approach of the research.

The third research was conducted by Sa'adiah Ma'alip from University Kebangsaan Malaysia. Her research is entitled "Language Choice of Communication on Social Networking Site" in *Jurnal Komunikasi*, Malaysian Journal of Communication edition 31(2) (2015, p. 231-246). Her research was a kind of quantitative one. She tried to find out the preference of languages used by the social media users.

From the previous research, we can conclude that language is the most important tools in delivering the message or messages. People are free to choose which media that they want to use. The availability of media is a kind advantage for the researchers to observe people's behaviour through the usage of the language in the media.

### *Cognitive Semantics*

The interesting focus of cognitive semantics is the relation between the structural concept and the external world which is perceived by sensory experiences. Semantic structure does not only refer to words but also refer to linguistic unit as a whole, this is what it calls concept. The concept has something to do with containment, this containment will result the image schema. According to Johnson (1987) in Citraesmana (2011) the image schema is the structural meaning which is derived from one's experiences. These experiences are received from the understanding of abstraction concept and logical reasoned. Talmy (2000, p.4) described cognitive semantics as:

[R]esearch on cognitive semantics is research on conceptual content and its organization in language.

In accordance with Talmy's theory, this research aims to analyze the concept of 'love' using cognitive semantics with the reason that semantic cognitive approach analyzes the concept through language structures.

Based on Croft (2003, p.163) semantic cognitive is the scientific study to analyze meaning which is based on the human logical concept perceived from one's experiences. Structural concepts is the nature of structural mental representation in enriching every different expressions and this concept relates the specific linguistic meanings (Evans & Green, 2006, p.156). One of the main principles of semantic cognitive is that the encyclopedic meaning. By means of encyclopedic is that concept is part of meanings (Haiman, 1980; Langacker, 1987). Based on the expert of semantic cognitive above, this research discusses the concept of 'Love' using semantic cognitive since this concept is part of meaning resulted from the encyclopedic experience.

#### *a. Metaphor Concept*

In semantic cognitive, there are four different perspective views of metaphor concept, such as (1) the perspective view of Conceptual Metaphor Theory (CMT) proposed by Lakoff and Johnson (1980); (2) the theory of Primary Metaphor proposed by O'Grady (1997, 1999); (3) the theory of Mental Space proposed by Fauconnier (1985, 1994); and (4) Blending Metaphor Theory proposed by Fauconnier and Turner (1994). In this research, we use Blending Theory proposed by Fauconnier and Turner (1994).

The understanding of conceptual metaphor is based on Conceptual Metaphor Theory (CMT) proposed by Lakoff and Johnson (1980). The understanding of CMT is used as the basic understanding of metaphor concept, since Lakoff & Johnson are pioneering in the semantic cognitive field and their theory is still influencing into the work of conceptual metaphor. However, there are several scholars who are questioning, even disagree with their concept.

According to them, Lakoff and Johnson's theory has weaknesses which need to be modified. What the other scholars are against the theory proposed by Lakoff & Johnson, among others is Lakoff and Johnson's mapping concept. They believe that the work of mapping concept is only one-way concept, source target into domain target and they cannot do vice versa. Therefore, Fauconnier and Turner (1994) propose Blending Theory in order to modify the theory of Lakoff and Johnson's mapping concept. Fauconnier and Turner (1994) tried to accommodate other scholars of semantic cognitive concerning mapping concept in order to define the source domain to target domain. They come up with the result that mapping can be done in two way concepts.

Metaphor is associated with the image schema which is conceptualized by the structure, the repetition mapping pattern through our daily experience aspects, such as our body movement, the relation of body with the object, the force intention of the object to other objects (Johnson, 1987). Lakoff (1980) stated that language is the important source as the linguistic evidence shows how the function of concept system is working. Lakoff (1980) also asserts that conceptual system in people's cognition is the nature of metaphorical concept.

Lakoff and Johnson (1980) use source domain and target domain concept in order to map the relation between both of source and target domain. Source domain (as literal meaning) is used to describe the concept in the target domain, or in other words the actualization of mapping is in the sentence.

#### *b. Mental Space Theory*

Fauconnier (1994) proposed space builder, connector and counterpart as mental space. He said that linguistic expression has a distinction in building a new space. In that space, there are elements which support to one another. In Fauconnier's perspective view (1994), meaning is resulted from a dynamic building proses and that is what Fauconnier said as conceptualization. Therefore, it can be concluded that a sentence meaning cannot be separated from a background knowledge and that semantics cannot be separated from pragmatics. Fauconnier (1994) himself strongly argues that meaning construction is experiencing the process and cannot be separated from its contexts.

#### *c. Blending Theory*

Turner and Fauconnier (2003) proposed 'blending' or 'mental binding' as an integrated concept. As the integrated concept is a kind of mental working concept which has the similar structure and dynamic applied into human thought and action in which they can be applied into metaphor and metonymy. This research is focusing on the metaphor as the discussion and does not discuss the metonymy concept.

This blending concept is formed by human cognition, so that it results the expression. This blending metaphor as the theory's referent is in accordance with Fauconnier (1997). Fauconnier (1997, p. 169-170) said that there were any possibilities that blending as a mapping from a source domain into a target domain experiences the vice versa's mapping such as target domain in the source domain. This Fauconnier's understanding is considered as the most suitable one in analyzing the concept of 'love' Bandung Mayor, Ridwan Kamil.

*d. Image Schema*

The concept of metaphor proposed by Lakoff and Johnson (1980) depends on what is called experiential hypothesis. They mentioned that human has a certain preconceptual experience, such as body's movement, the ability to move the object, and this object is the entity, human also has his own image schema such as 'containers', 'paths', 'up and down', 'part and whole', 'front and back' (Lakoff and Johnson, 1980, p.226). The abstract concept emerges from the physical preconceptual experiences using metaphor projection.

In general, the experiential observer believes that the truth is relative in which it is based on the system of the concept and this concept system is not universal; nevertheless, the principle of the truth is considered as universal. The image schema is derived from the basic experience, such as how the body interacts to the world, and this understanding is in accordance with the experiential hypothesis approach.

#### METHODOLOGY

This research uses the qualitative method. According to Denzin and Lincoln (2000) the qualitative research emphasizes the quality of the entities and refers to the process of meaning's acquisition in which this acquisition is not analyzed or measured by using experiment. The qualitative research emphasizes the nature of reality construction, the social distance between the researcher and the object of the research, and the researchers try to recognize or observe the barriers and then try to analyze them. The researchers try to find out the answers of the research questions in which the researchers try to emphasize the result of how social experiences are formed and how those experiences reveal to the meanings.

Anderson and Poole (2001) said that the qualitative researchers usually initiate their researches with the general concept, then that the general concept is analyzed along with the modifying data. By using modifying data, the result of the recent research will come up with the modification result from the previous one, or the recent research result might change from the previous one. In the meantime, the qualitative research method based on Wray & Bloomer (2006) is a kind of research which refers to how the data is collected qualitatively.

The technique of data collecting uses the Antconc software. Through this software, the researchers observe the frequent words appear in the article containing the word '*cinta*' (love) and the collocates which come along with the words '*cinta*'. The function of this software is to observe the frequent words that appear in the data source through the 'concordance hits'. Through the frequency of words, *dipasifkan*. In order to search more the contexts, we use 'file view' tools. The column of 'cluster/N-grams' also can be used to observe the frequent words which come along with the 'collocates'. 'Word list' is used to see the number of words '*cinta*' appeared in the two articles containing Ridwan Kamil's articles.

The total amount of words appeared in Ridwan Kamil's articles are 594 words. Through those amounts, there are 266 types of words. The most frequent collocates appeared with the word '*cinta*' is the word '*Bandung*'; which is appearing as much as 26 times. On the second rank, appeared the conjunction word '*yang*' ('which is'—English translation). Through this appearance, then we start to sort the data, which means that not all the collocates are related to our data. The data used is the open class words and not the closed class words (not the grammatical category). After reducing the data, there comes up the words '*Bandung*', '*kota*'

(city), 'kekasih' (lover), 'mobil' (car), 'juara' (champion), and 'kendaraan' (vehicle) which are frequently appearing with the word 'cinta' (love).

## RESULTS AND DISCUSSION

### Conceptual Metaphor

#### CINTA ADALAH ISI YANG MEMBUTUHKAN WADAH 'Love is containment which needs a container'

##### Data (1) :

*Warga Kota Bandung yang punya masalah pribadi, kini bisa curhat di Kendaraan Kasehling Silih Asih (Kekasih) Juara.*

Bandung citizens who have personal matters, now they can talk to [someone] in the Counseling Car for care and love namely *Kekasih Juara*

##### Data (2) :

*Dari pantauan detikcom di lokasi terlihat ada dua unit kendaraan Kekasih Juara yang didominasi oleh warna merah muda. Di setiap mobil terdapat tulisan Kekasih Juara dengan sejumlah tagline seperti 'Putus Ama Pacar? Bete Sama Temen? Berantem Sama Ortu? **Curhat aja di sini**'.*

'From the observation of *Detik.com*, in the location there are two units of *Kekasih Juara* cars which are dominated by pink colors. On each of the cars, there is '*Kekasih Juara*' (Champion's lovers) written in the body of the cars along with the bundle of tagline such as '*Putus Ama Pacar?*' (broken up with your boy/girl-friend?) '*Bete Sama Temen?*' (having bored with your friends?) '*Berantem Sama Ortu?*' (arguing with your parents?) '*Curhat aja di sini*' (let's have a talk in here)'.

Based on data (1) and (2) above, it can be concluded that '*cinta*' is a kind of containment. This containment needs a container to hold the content. This understanding is observed from Ridwan Kamil's statement "*Warga Kota Bandung yang punya masalah pribadi, kini bisa curhat...*" (Bandung citizen who has personal matters, now they can talk to....). It is quite common understanding in the Bandung citizen of the word '*curhat*' (revealing the problem to someone who cares about someone else). So, the word '*curhat*' is a kind of place that anyone can go to and talk to. We can conclude that the '*cinta*' is the containment. In other words, '*curhat*' is a container for containment '*cinta*'.

The word '*curhat*' is a kind of youth's language or considered as casual one, abbreviated from '*curahan hati*' (revealing the problem to someone who cares about someone else, as mentioned before). Through this program, Ridwan Kamil tries to manage a communication with the youth. Based on our observation through other articles and also through the social media, we assume that Ridwan Kamil launches this program based on his observation and his

experiences as he was young. As young people, we had ever fallen in love. When we fell in love we needed someone to talk to. This description is in accordance with the theory of semantic cognitive, i.e. Fauconnier's theory (1994) of Mental Space. In the mental space theory, it is said that mental space is built by space builder, this space builder needs connector and counterpart. The space builder, in this case is the word '*cinta*' with the connector the people who are assigned to deal with Bandung citizen, and the counterpart is the counseling car.

*CINTA ADALAH TEMPAT TUJUAN YANG MEMBUTUHKAN KENDARAAN*  
'Love is the destination which needs a vehicle to go to'

Data (3) :

BANDUNG, *KOMPAS.com* - Wali Kota Bandung Ridwan Kamil akan meluncurkan program baru bernama "*Kekasih Juara*". *Kekasih* merupakan akronim dari ***Kendaraan Konseling Silih Asih***.

'Bandung Mayor, Ridwan Kamil is about to launch his new program "*Kekasih Juara*" (champion lover). This '*kekasih*' (lover) is the acronym of '*Kendaraan Konseling Silih Asih*' (the counseling car for the care and love)'

Data (3) apparently has the similar concept with data (1) and (2); however the concept of '*cinta*' in data (3) refers to the destination, in which it needs car to reach this destination. This understanding is based on statement 'Bandung Mayor is about to launch the program of "*Kekasih juara...*". From the statement, it is understood that '*kekasih juara*' (champions lover) is a goal, meanwhile the source is 'love' (*cinta*), and the car is understood as a vehicle. The term of '*kekasih juara*' represents the word '*cinta*'. In this term, the word '*cinta*' is described as a competition, usually in the competition there will be the ending of the event. The end of the competition is marked by resulting the winner who beat the other participants. Through this data, it can be described that '*cinta*' is a space builder (in accord with Fauconnier, 1994) connected to the vehicle '*Kendaraan Konseling Silih Asih*' (the counseling car for the care and love) which is resulting the counterpart '*Kekasih Juara*' (Champions lover).

*CINTA ADALAH MASALAH KEJIWAAN*  
'Love is mental health problem'

Data (4) :

Adapun *Kekasih Juara* merupakan **program konseling gratis** dengan menggunakan kendaraan yang nantinya akan berkeliling Kota Bandung. Ridwan sempat memposting program tersebut lewat akun Instagram pribadinya @ridwankamil pada Jumat (25/8/2017) sore.



'Meanwhile 'Kekasih Juara' (Champions lover) is a free counseling program using the vehicle which is traveling around the Bandung city. Ridwan once posted this program into his personal instagram account @ridwankamil on Friday afternoon (25/8/2017).'

Data (5) :

"Minggu depan kita akan **melaunching program kesehatan jiwa**. Kekasih itu singkatan Kendaraan Konseling Silih Asih," ucap Ridwan, saat ditemui di Hotel Best Western, Jumat (25/8/2017) malam.

'Next week we are going to launch our mental health program. 'Kekasih' (lover) is the abbreviation of 'Kendaraan Konseling Silih Asih' (the counseling car for the care and love), said Ridwan when he was at the meeting in the Best Western Hotel, on Friday night (25/8/2017)'

Data (4) and (5) have the same contexts, in which the topic was the launching program of 'mobil kekasih' (car's lover), both topics were discussed in different places, in the different physical context. The statement was derived from two different sources, the first one the statement was quoted from Ridwan Kamil's personal instagram and the second one was quoted by the journalist when he was having the interview with Ridwan Kamil in the Best Western Hotel in Bandung. In Ridwan Kamil's cognition, love 'cinta' is a kind of mental health, so that it needs a counseling. Ridwan Kamil tries to make it easier for the people who are having mental health by giving them a free counseling service. This free counseling was conducted by the people who were assigned as the counselor in which the therapy was held in the counseling car. The people assigned in this program were obliged to come and go forward to pick up the patient who needed a therapy.

MERAH MUDA ADALAH CINTA  
'Pink color is love'

Data (6) :

Dalam unggahannya, Ridwan memasang gambar **dua unit mobil berwarna merah muda** bergambar hati dan seorang dokter. Di bagian samping mobil tertulis 'Kekasih Juara'.

'In his uploaded article, Ridwan put up the picture of two units of the pinkish car with the symbol of a heart and a figure of the medical profession. On the side of the car it is written 'Kekasih Juara' (Champion Lover)'

**CINTA MEMBUTUHKAN SEORANG TENAGA MEDIS**  
'Love needs a medical profession'

Data (7) :

*... Ridwan memasang gambar dua unit mobil berwarna merah muda bergambar hati dan seorang dokter. Di bagian samping mobil tertulis 'Kekasih Juara'*

'...Ridwan put up the picture of two units of pinkish cars with the symbol of heart and a figure of doctor. At the side car it is written 'Kekasih Juara' (Champions Lover)'.

Love is not only mental health matters, but in Ridwan Kamil's cognition, love is also symbolized into pink color and the picture of the heart (see data 6). Those pink and heart are the symbol of love. Love is considered as a mental health problem, this is understood from the icon of the medical profession figure shown on the side car of counseling car (see data 7). This pink color is a kind of symbol of love and the icon of the medical profession figure is understood as referring to someone with the medical profession, as a doctor's main duty is treating the patient. Through those symbol and icon, we can conclude that the concept of love in Ridwan Kamil's cognition is that love is a mental health problem which needs a medical profession to treat them.

**CINTA ADALAH BENANG YANG RAPUH**  
'Love is fragile sewing thread'

Data (8) :

*"Jadi jika Anda stres, putus cinta, ditikung teman, banyak utang, jarang dibelai, apa lagi suami jarang pulang, mantan ngajak balikan, apapun masalah duniawi yang sifatnya bisa dikonsultasikan, psikolog, psikiater, dan konselor akan hadir di mobil tersebut," kata Emil, sapaan akrabnya.*

"So, if you feel distressed, broken heart, being betrayed by a friend, having too much debt, rarely having a caressed by your spouse, moreover your husband rarely comes home, your ex asks you to reunite, or whatever your problems are, in which they can be consulted, the psychologist, psychiatrist, and counselor will be there for you in the counseling car," said Emil, as his nickname.

Data (8) the word 'love' (*cinta*) is described as the sewing thread yarn which has the fragile parts, it will fall apart and be broken. Still in data (8) the concept of 'love' refers to the competitive action. In this competition, Ridwan Kamil described the betrayal with the word '*ditikung teman*' conducted by a friend. The word '*ditikung*' in The Bahasa refers to the action which is done by a driver of a car or a rider of motorcycle on the road, in this action the driver/rider tries to overtake another vehicle (car or motorcycle) in front of him. By doing this overtaking, this driver or rider feels that he has more power to conquer other driver or rider.

This word of '*ditikung*' cannot be found in Indonesian dictionary, since this word is very casual one; however, it is understood in Indonesian society.

### *Ontological Metaphor*

#### CINTA ADALAH GERAKAN MAJU 'Love is moving forward'

Data (9) :

*Emil menjelaskan, Kekasih Juara merupakan program inovasi jemput bola yang digagas Dinas Kesehatan Kota Bandung. Program itu dibuat dengan tujuan memberi solusi terhadap permasalahan psikologis warga Bandung.*

'Emil explained that, Champion Lover is the innovated program conducted by the Public Health Office of Bandung city. This program is aimed at giving the mental health solution for Bandung citizen by coming door to door'

Data (10) :

*"Sementara tiga mobil dulu, sehingga warga Bandung sehat lahir dan batin sehat jiwa dan raga. Jadi saya ingin warga Bandung tidak ada yang bunuh diri, tidak ada yang stres. Temanya psikologis, jadi ini sistem jemput bola pemerintah yang mendatangi warga bukan warga yang mendatangi pemerintah," ujarnya.*

'For the time being, there are only three cars, it is hoped that Bandung citizen is in a good health both mentally and physically. I hope that there won't be any citizen who commit suicide and no more citizens who are suffering from a psychological problem. The theme is psychological, this program is a kind of government effort to come forward to pick up the people who have a psychological problem and not on the other hands, which is the people that should come to go to the government and ask for the medical assistant.'

Data (9) and (10) are understood as the concept of 'love' experiencing the movement. For the meaning of the concept of 'love' described by Ridwan Kamil is in the positive way, the meaning of 'love' is mapped into the entity which is moving forward. This movement refers to the movement of our body to the front. The front forward steps are a good signal based on the bodily experiences of our society.

### *Implication*

Based on the discussion above, it is understood that the concepts of 'love' in the cognition of Bandung Mayor, Ridwan Kamil among others are LOVE IS A KIND OF LIQUID which can be flown into the container. Another concept of 'love' in Ridwan Kamil's cognition that LOVE is not only a liquid but also a destination. In order to reach a destination, this 'love' needs a vehicle as a transportation to reach that place of destination. 'Love' also is a mental health. Ridwan Kamil concerns about the mental health of Bandung citizens. According to him, this mental health

caused by several problems of lives. Ridwan Kamil as Bandung Mayor concerns very much about this. Therefore, he launches the program of free counseling therapy for Bandung people. The place of counseling therapy also is reachable and they come forward to the people's house door to door. Hopefully this program could increase the happiness index number of Bandung people.

Beside 'love' is being mapped into liquid and destination, Ridwan Kamil also describes 'love' as a concrete object, such as sewing thread yarn. This sewing thread yarn has a fragile part, for it can be part away or be broken if we cannot treat them in a proper way. 'Love' also is not only a mental concept, in Ridwan Kamil's cognition, but there is also a movement. Since, Ridwan Kamil has been a public figure, he has a positive vision by describing 'love' as a positive movement by doing moved forward. Those discussions above can be described as the following figure.

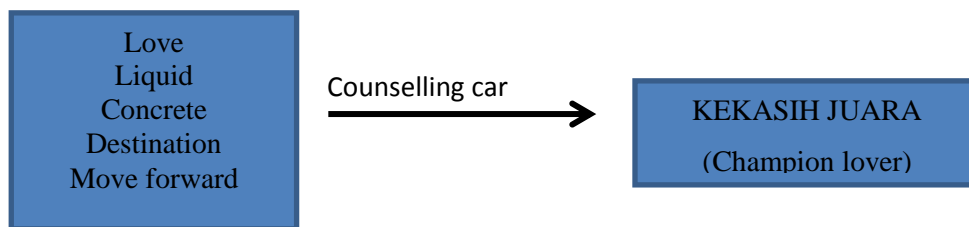


Figure 1: The mapping of 'love' in Ridwan Kamil's cognition.  
SOURCE → VEHICLE → GOAL

#### CONCLUSION

Based on the discussion above, it can be concluded that the concept of 'love' in Ridwan Kamil's cognition is described as containment which needs a container. 'Love' is also described as the destination which should be reached by using the vehicle (counseling car). For Ridwan Kamil, 'love' is not only the feeling, expression, desired, or passion, but it is also a kind of mental health problem. As a mental health problem, it needs a special treatment conducted by the medical profession. 'Love' also is described as a long sewing thread yarn, when we mistreat this sewing thread yarn, it can be part away. So is 'love', if we treat someone that we love in a wrong way, it might cause to the broken heart. 'Love' for Ridwan Kamil is something that should be fought and maintained medically. As a consequence, it needs a proactive action by doing movement to the front and not on the other way around.

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