

Abstract

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This thesis discussed the use of metaphor by coaches in *The Voice*. Since, the used of metaphor in many field became developed and created unique way to deliver ideas through word. In case, reality talent *The Voice* used metaphor to help coaches deliver their ideas, critics and complements to the contestant. The purposes of this research were to identify the kinds of metaphors used by six coaches of *The Voice*, secondly, to elaborate the meaning of the metaphors used by six coaches of *The Voice*.

The basic field used in the research was Semantic. The theory that was used in this study is conceptual metaphor theory by Lakoff and Mark Johnson. This theory was appropriate to be applied in this study since it contained the descriptions of metaphor. The design of this study was qualitative design because this study fulfills the characteristic of qualitative research. The data are the metaphorical expressions found in *The Voice* coaches' utterances, and selected by observation and examine techniques. The data were collected by using content analysis. The data were analyzed by using interactive model analysis by Miles and Huberman.

The result of this study showed that there were three types of conceptual metaphor, there were structural metaphor, ontological metaphor and orientational metaphor. From 72 data identified as conceptual metaphor, there were 29 utterances of structural metaphor, 25 utterances of orientational metaphor, 18 utterances of ontological metaphor.

Key Words : Semantics, Metaphor, Conceptual Metaphor