



ANALYSIS OF METAPHOR FORMS USED IN DISASTER ARTICLE OF MAJALAH ARSIP

Stella Sigrid Juliet, Ifan Iskandar, Endry Boeriswati

Universitas Negeri Jakarta

Email: stella_9906925006@mhs.unj.ac.id, ifaniskandar@unj.ac.id,
endry.boeriswati@unj.ac.id

ABSTRACT

Metaphors play a crucial role in shaping human understanding of complex and abstract phenomena, including disaster-related archival practices. In archival discourse, particularly in articles discussing disasters, metaphors function not merely as linguistic ornaments but as cognitive and discursive mechanisms that frame risk perception, memory preservation, institutional resilience, and post-disaster recovery. Despite growing scholarly interest in the study of conceptual metaphors, limited attention has been paid to metaphor construction in disaster-themed archival discourse. This study aims to investigate the forms of conceptual metaphors used in archival articles discussing disasters and to examine how these metaphors construct meanings related to archives, disaster management, and collective memory. This study adopted a qualitative content analysis design based on Conceptual Metaphor Theory (Lakoff & Johnson, 1980) and enriched by Critical Metaphor Analysis (Charteris-Black, 2004), Critical Discourse Analysis (Fairclough, 1995), multimodal metaphor theory (Forceville & Urios-Aparisi, 2009), and visual metaphor studies. The data consisted of words, phrases, clauses, and sentences containing metaphorical expressions extracted from archival articles focused on disaster issues. The data were analyzed through a systematic coding procedure that included identifying source and target domains, mapping metaphors, semantic interpretation, and categorizing metaphor types. The findings indicate that archival discourse on disaster themes utilizes a variety of conceptual metaphors, including structural, orientational, ontological, personification, linguistic, visual, conventional, creative, implicit, and dense metaphors. Among these metaphors, structural and ontological metaphors emerge as dominant patterns, conceptualizing archives as repositories, guardians, shields, lifelines, and living entities that preserve social memory and support disaster resilience. Organizational metaphors frame vulnerability and recovery through spatial schemas, while personifications assign roles to archives and archival institutions. These metaphorical constructions demonstrate how archival knowledge is cognitively organized and socially communicated to make abstract disaster-related concepts more accessible and meaningful. This study contributes to the fields of applied linguistics, archival studies, and disaster communication by demonstrating that conceptual metaphors function as epistemic tools that mediate understanding, shape institutional narratives, and influence public perceptions of the role of archives in disaster contexts. These findings further highlight the importance of metaphor analysis in uncovering the cognitive and ideological structures underlying professional and academic archival discourse.

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INTRODUCTION

Archives occupy a unique position in disaster management because they preserve institutional accountability, legal evidence, collective memory, and cultural identity. Archives maintain administrative, historical, legal, and cultural functions that persist long after a disaster has ended. Protecting archives during a disaster is not merely a technical preservation activity but also an effort to safeguard national memory and maintain social continuity. Indonesian archival legislation explicitly establishes the responsibility to protect and rescue archives threatened by disasters, emphasizing that archival preservation is an integral component of national disaster management. This institutional perspective is repeatedly articulated in *Majalah Arsip*, where archives are regarded as national assets requiring coordinated protection measures before, during, and after disasters.

Indonesia provides a highly relevant context for examining disaster discourse due to its geographical location in one of the world's most disaster-prone regions. Earthquakes, volcanic eruptions, tsunamis, floods, landslides, and hydrometeorological hazards repeatedly threaten government institutions, communities, and documentary heritage. Texts within *Majalah Arsip* emphasize that disasters not only destroy physical infrastructure but also threaten the documentary evidence that records government accountability, property ownership, historical events, and public rights. Disaster preparedness within archival institutions is consistently viewed as an inseparable component of national resilience, rather than merely an administrative responsibility.

Although disaster archives are increasingly attracting academic attention, existing studies largely focus on disaster preparedness, preservation technologies, emergency response procedures, restoration techniques, and archival governance. Such investigations have substantially improved practical disaster management but generally conceptualize language as a neutral medium for transmitting information. This perspective overlooks the fact that disaster communication simultaneously constructs specific understandings of archives, disasters, institutional authority, and public responsibility through linguistic representation.

From a cognitive linguistic perspective, language does not merely describe reality but actively structures human conceptualization. Conceptual Metaphor Theory proposes that abstract concepts are understood systematically through mappings from more concrete experiential domains. Metaphors structure reasoning, shape institutional narratives, influence decision-making, and guide social action. Research on conceptual metaphors in disaster-related archival discourse enables researchers to identify the underlying cognitive models through which disaster readiness, archival protection, and institutional legitimacy are communicated.

This perspective is particularly significant in the context of Indonesian archival communication. Across disaster-related articles published in *Majalah Arsip*, archives are repeatedly depicted through expressions that transcend literal description. Archives are portrayed as national assets, collective memory, silent witnesses, and entities that must be



rescued, protected, or preserved from disaster. Similarly, disasters are often depicted as destructive forces threatening the nation's continuity, while institutional cooperation is conceptualized as a coordinated movement toward shared resilience. These recurring expressions reveal systematic metaphorical patterns rather than isolated rhetorical choices. For instance, the corpus repeatedly portrays archives as evidence of national accountability, collective memory for future generations, and "silent witnesses" whose preservation safeguards the nation's dignity.

Conceptual metaphor remains largely unexplored in archival studies. Existing archival research has extensively addressed disaster mitigation, preservation policies, restoration technologies, archival risk management, and the protection of documentary heritage. However, relatively little attention has been paid to investigating how metaphorical conceptualizations influence public understanding of the value of archives during disasters. This gap is increasingly significant because institutional discourse shapes public perceptions regarding why archives merit protection and how disaster preparedness should be implemented.

This study addresses this gap by examining conceptual metaphors within Indonesian discourse on disaster and archives, as published in *Majalah Arsip*. The research conceptualizes these metaphors as cognitive structures that organize institutional communication regarding disaster preparedness and archival preservation. By identifying recurring source and target domains, the study aims to reveal how discourse on disaster and archives constructs relationships among archives, disasters, government institutions, the public, and national identity.

Accordingly, this study addresses the following research questions: (1) What conceptual metaphors characterize the discourse on disaster and archives in Indonesia? (2) How are source and target domains systematically mapped within communication regarding disaster and archives? and (3) How do these conceptual metaphors construct institutional legitimacy, collective memory, and disaster preparedness?

This study contributes to three interconnected fields. First, it extends Conceptual Metaphor Theory into the realm of disaster-related archival communication by demonstrating that discourse surrounding disaster archives is fundamentally organized through systematic metaphorical mappings rather than isolated instances of figurative language. Second, it contributes to disaster linguistics by illustrating how cognitive framing shapes disaster communication beyond the mere transmission of technical information. Third, it contributes to archival studies by explaining how metaphorical constructions reinforce institutional authority, public participation, and the protection of documentary heritage within disaster management. Through these contributions, the study proposes that conceptual metaphors serve as a cognitive mechanism linking archival preservation to broader narratives of resilience, national identity, and collective memory.

METHOD

This study employs a qualitative descriptive design with content analysis to investigate conceptual metaphors within the discourse on disaster archives in Indonesia. The analysis is grounded in Conceptual Metaphor Theory (CMT) as proposed by Lakoff and Johnson (1980, 2003), which views metaphor as a cognitive mechanism through which abstract concepts are systematically understood via more concrete experiential domains. Within this framework, metaphorical expressions are interpreted as manifestations of conceptual mapping between source and target domains, rather than merely as rhetorical devices or stylistic flourishes.

The corpus consists of disaster-related articles published in *Majalah Arsip* by the National Archives of the Republic of Indonesia (ANRI). The corpus encompasses discussions regarding disaster mitigation, archive preservation, flood disaster management, archive rescue operations, disaster documentation, and institutional cooperation in safeguarding documentary heritage. These texts were selected because they explicitly establish connections among disasters, archives, government institutions, and the public through recurring metaphorical language.

The unit of analysis comprises all lexical units, phrases, clauses, and sentences potentially containing metaphorical meaning. The identification of metaphors follows specific steps. The Metaphor Identification Procedure (MIP) was developed by the Pragglejaz Group (2007). Each lexical item is examined through four analytical stages: (1) reading the discourse to establish its contextual meaning; (2) identifying the lexical meaning of each candidate expression; (3) comparing its contextual meaning with its basic meaning; and (4) determining whether the contextual interpretation involves a cross-domain mapping.

Expressions meeting these criteria are classified as metaphors. Once identified, the metaphorical expressions are coded using ATLAS.ti. The coding process consists of three sequential stages adapted from empirical data-driven coding procedures. First, open coding by identifying every metaphorical expression appearing in the corpus. Each excerpt is coded according to its immediate conceptual meaning without imposing pre-existing categories. Second, axial coding where similar metaphorical expressions are grouped into broader conceptual categories by identifying semantic relationships between codes. At this stage, recurring source and target domains are systematically compared to reveal high-level conceptual structures. Third, selective coding by integrating these categories into overarching conceptual metaphors that represent the dominant cognitive patterns underlying the discourse on disasters in Indonesia.

To enhance analytical reliability, metaphorical expressions are repeatedly compared across the corpus through constant comparative analysis. Similar expressions appearing in different articles are interpreted collectively to ensure conceptual consistency rather than relying on isolated lexical interpretations. The analytical procedure emphasizes conceptual recurrence over individual linguistic creativity, allowing dominant metaphorical patterns to emerge from the corpus itself. The final stage synthesizes all the identified conceptual metaphors into an integrated cognitive model that explains how disaster-archiving discourse frames archives, disasters, institutional responsibility, public participation, and national identity. Rather than reporting isolated linguistic examples, this study focuses on revealing the conceptual organization that structures the discourse as a whole.



RESULTS AND DISCUSSION

Discourse on Disaster Archives systematically constructed through Conceptual Metaphors. This analysis demonstrates that the discourse on disaster archives in *Majalah Arsip* is not organized solely through literal descriptions. Instead, the discourse consistently employs conceptual metaphors that transform the technical activity of archiving into a socially meaningful narrative. Rather than presenting archives merely as documentary objects, the texts conceptualize them as living entities, national assets, collective memory, and vulnerable objects requiring protection. Similarly, disasters are portrayed as antagonistic forces threatening institutional continuity and cultural heritage. These recurring metaphorical patterns establish a cognitive framework in which readers perceive archive preservation as a national responsibility rather than a mere administrative task. Six dominant conceptual metaphors emerge across the corpus (Table 1).

Table 1. Dominant Conceptual Metaphors in Disaster Archive Discourse

Conceptual Metaphor	Source Domain	Target Domain	Primary Communicative Function
ARCHIVES ARE NATIONAL ASSETS	Valuable property	Archives	Legitimising preservation
ARCHIVES ARE COLLECTIVE MEMORY	Human memory	Documentary heritage	Constructing historical continuity
ARCHIVES ARE LIVING BEINGS	Human body	Archives	Humanising archival preservation
DISASTER IS AN ENEMY	War/conflict	Disaster	Constructing urgency
ARCHIVAL PROTECTION IS RESCUE	Rescue mission	Archival management	Encouraging institutional action
DISASTER MANAGEMENT IS A JOURNEY	Movement	Disaster governance	Organising disaster stages

These metaphors do not appear in isolation; rather, they interact to construct a coherent discourse on disaster resilience.

ARCHIVES AS NATIONAL ASSETS

One of the most powerful metaphorical patterns conceptualizes archives as valuable national assets that must be protected. Throughout the corpus, archives are repeatedly linked to national wealth, identity, and state accountability, rather than being viewed merely as ordinary administrative records. Expressions describing archives as evidence of government

responsibility and historical heritage encourage readers to view archival preservation as an effort to protect the nation's collective assets, rather than simply preserving paper documents.

Conceptually, this metaphor establishes the following mapping: Archives as Valuable Assets whereby attributes typically associated with valuable assets (ownership, protection, investment, security, and long-term preservation) are projected onto archival collections. This mapping reinforces institutional legitimacy, as the protection of archives becomes cognitively equated with the protection of national resources. Consequently, the rescue of archives during disasters is viewed as a strategic national obligation rather than an optional administrative activity. From the perspective of Conceptual Metaphor Theory, this metaphor reduces the abstract concept of document preservation to the everyday experience of protecting valuable items. Such simplification facilitates broader public understanding while simultaneously legitimizing government intervention.

ARCHIVES AS COLLECTIVE MEMORY

Another dominant metaphor constructs the archive as a collective memory that transcends individual experience. This body of texts repeatedly emphasizes that archives preserve evidence for future generations, document national history, and maintain historical continuity. Historical records concerning floods, wars, and government responses are presented as resources enabling society to learn from past disasters. The conceptual mapping can be represented as follows: Human memory as Archive. Human memory stores experiences. Archives store collective experiences. Human memory prevents forgetting. Archives prevent the loss of history. Thus, this metaphor shifts the cognitive function of remembering from the individual mind to documentary institutions.

These findings support the proposition that archival discourse extends beyond information management to the construction of memory. Rather than merely storing documents, archives serve as institutional mechanisms through which society remembers disasters, reconstructs experiences, and transmits historical knowledge across generations. Consequently, the preservation of archives is cognitively linked to the preservation of civilization itself.

ARCHIVES ARE LIVING BEINGS

One particularly interesting pattern relates to the anthropomorphising of archives. The corpus repeatedly employs expressions such as storing archives, protecting archives, restoring archives, handling damaged archives, and recovering archives. These lexical choices associate the archives with characteristics typically attributed to living organisms rather than inanimate objects. For instance, damaged archives are depicted as requiring rescue, rehabilitation, and recovery following a flood. Thus, the conceptual mapping is: Living Organism as Archive. This metaphor serves several discursive functions. First, it fosters emotional engagement. Second, it frames the preservation of archives as an ethical responsibility. Third, it encourages empathy toward documentary heritage. From a discourse perspective, the anthropomorphic metaphor reduces the psychological distance between the institution and the reader. Instead of merely protecting documents, the reader is invited to envision protecting a vulnerable entity.

DISASTER AS THE ENEMY



Disaster itself is consistently conceptualized as an external enemy that threatens archives and society. Floods, fires, earthquakes, and wars are described using vocabulary associated with attacks, destruction, threats, impacts, damage, emergency response, and rescue. Consequently, disaster functions cognitively as an adversary requiring coordinated institutional action. The mapping becomes: War / Enemy as Disaster. This metaphor activates a conflict schema. Conflict requires preparation. Preparation requires coordination. Coordination requires leadership. Leadership requires institutional authority.

ARCHIVE PROTECTION AS RESCUE

Perhaps the most dominant institutional metaphor relates to the protection of archives. Throughout the corpus, archive management is repeatedly described using readily understood vocabulary: rescue, evacuation, emergency response, rehabilitation, reconstruction, and recovery.

These terms originate from disaster responses involving human casualties but are systematically transferred to archival collections. The conceptual mapping is: Rescuing People as Protecting Archives. This metaphor fundamentally alters public perception. Archives are no longer merely passive administrative records. Instead, archives become vulnerable entities requiring immediate intervention. Consequently, institutional activity appears more as a moral imperative than a mere bureaucratic procedure.

Therefore, disaster management is cognitively organized as a collective defence rather than routine administration. The repeated use of rescue-oriented vocabulary also reinforces institutional legitimacy, as archival institutions appear as frontline actors responsible for protecting the national documentary heritage.

DISASTER MANAGEMENT IS A JOURNEY

Finally, disaster management itself is organized through the metaphor of a journey. The dataset consistently structures the disaster response into sequential stages: mitigation; preparedness; emergency response; rehabilitation; reconstruction. These stages represent a progression toward recovery. The conceptual mapping is Journey as Disaster Management. The journey metaphor implies: departure; direction; progress; obstacles; and destination.

By adopting this cognitive structure, disaster management is easily understood as a continuous process rather than merely a series of disjointed emergency actions. This sequential organization also reinforces the systems thinking advocated within the corpus—particularly through the discussion of the "Iceberg Theory," which posits that flood damage should not be viewed merely as an isolated event, but rather as the consequence of deeper structural and mental models.

The conceptual metaphors identified in Indonesian disaster-related archival discourse are not isolated linguistic phenomena; rather, they constitute an integrated cognitive architecture through which archival institutions communicate disaster preparedness, institutional responsibility, and collective resilience. These metaphors shape how disasters, archives, and institutional actions are conceptualized by readers as follows:

1. Metaphor as Institutional Legitimation

One of the most significant findings relates to the legitimizing function of metaphor. The corpus repeatedly employs terms such as protecting, safeguarding, rescuing, recovering, and securing when referring to archives; this lexical choice elevates archival activity beyond routine administrative procedures by framing it as a morally justified institutional responsibility. For instance, the repeated emphasis that archives "must be rescued in the event of a disaster" transforms preservation into an ethical imperative rather than merely a technical recommendation. This finding extends Conceptual Metaphor Theory by demonstrating that conceptual metaphors also serve as mechanisms for institutional legitimation. The metaphor Archival Protection is Rescue transfers the urgency typically associated with saving human lives to documentary heritage, thereby reinforcing the authority of archival institutions in disaster management.

2. Anthropocentric Framing of Archives

Another key finding is the anthropomorphic representation of archives. The text collection consistently attributes human-like qualities to archives by depicting them as entities that are threatened, rescued, protected, or recovered. Such representations encourage readers to view archives as vulnerable entities rather than inert objects. Expressions indicating that archives are "threatened with destruction" and "must be rescued" exemplify this anthropocentric framework. From a cognitive perspective, anthropomorphic metaphors reduce the conceptual distance between the reader and documentary heritage. Humans naturally empathize with vulnerable life forms. Consequently, framing archives through human characteristics enhances emotional engagement and the public's willingness to support archival preservation.

3. Disasters Socially Constructed Through Conflict

The "*Disaster is an Enemy*" metaphor reveals another significant discursive strategy. Rather than portraying disasters merely as natural events, the discourse repeatedly employs lexical choices associated with conflict, threats, destruction, and defence. For instance, floods are described as phenomena that "haunt Jakarta," while war is depicted as a cause of massive loss that threatens documentary heritage. The use of such metaphors activates conflict schemas familiar to readers. When disaster is conceptualized as an enemy, preparedness naturally becomes defence, mitigation becomes strategic planning, and coordination becomes collective resistance. Those findings align with previous cognitive linguistic studies demonstrating that metaphors influence not only language but also policy preferences and institutional behaviour.

4. Archives as National Memory

Perhaps the most profound conceptual metaphor identified relates to the representation of archives as collective memory. The corpus repeatedly emphasizes that preserving archives ensures historical events are not forgotten, culminating in references to President Sukarno's message: "Never Forget History". In Conceptual Metaphor Theory, memory is typically understood as an individual cognitive function. The discourse surrounding disaster archiving systematically transfers this function from human cognition to archival institutions. Consequently, archives become an external memory system that preserves national identity across generations. This conceptualization expands upon traditional archival principles



regarding evidence by positioning archives simultaneously as repositories of legal accountability, historical continuity, and collective consciousness.

5. Towards a Cognitive Model of Disaster Archive Communication

By integrating all findings, it becomes evident that disaster archiving discourse is structured by a hierarchical conceptual system rather than by isolated metaphorical expressions. At the highest level, disasters are perceived as existential threats. At the intermediate level, archives are viewed as vulnerable national entities requiring protection. At the operational level, archival institutions act as saviours responsible for ensuring the continuity of documentation. Ultimately, successful archive preservation symbolizes national resilience. This hierarchy demonstrates that metaphors function simultaneously at cognitive, institutional, and ideological levels. Therefore, this study proposes the Cognitive Model of Disaster Archive Communication in which conceptual metaphors link four interconnected dimensions: Cognitive Dimension (metaphors simplify the complex concept of disaster); Institutional Dimension (metaphors legitimize archival authority and responsibility); Social Dimension (metaphors encourage collective participation in protecting documentary heritage); and Cultural Dimension (metaphors preserve national memory and historical identity). Thus, rather than merely embellishing language, conceptual metaphors serve as a primary cognitive mechanism through which disaster archive discourse communicates meaning.

CONCLUSION

This study demonstrates that the discourse on disaster archives in *Majalah Arsip* is systematically constructed through conceptual metaphors that transcend mere stylistic language. These metaphors form a cognitive framework through which archival institutions communicate the importance of disaster preparedness, archive protection, and institutional responsibility. Six dominant conceptual metaphors were identified: ARCHIVES ARE NATIONAL ASSETS, ARCHIVES ARE COLLECTIVE MEMORY, ARCHIVES ARE LIVING BEINGS, DISASTER IS AN ENEMY, ARCHIVE PROTECTION IS RESCUE, and DISASTER MANAGEMENT IS A JOURNEY. Collectively, these metaphors reveal that disaster communication within archival discourse is structured as an interconnected cognitive system that transforms technical preservation practices into socially meaningful narratives regarding national resilience, historical continuity, and collective responsibility.

Further findings indicate that these conceptual metaphors perform various discursive functions. They legitimize the authority of archival institutions, humanize documentary heritage, reinforce public awareness of disaster preparedness, and establish archives as vital components of national identity and collective memory. Consequently, disaster-related archival discourse does not merely disseminate procedural information but also shapes public understanding of why archives merit protection before, during, and after disasters. This demonstrates that metaphors function simultaneously as cognitive, institutional, and ideological mechanisms in disaster communication.

From a theoretical perspective, this study extends Conceptual Metaphor Theory by demonstrating its application to archival communication, a domain that has received limited

attention in metaphor studies. Rather than analysing metaphors solely at the lexical level, this study proposes a different approach: the Cognitive Model of Disaster Archive Communication. This model explains how interconnected conceptual metaphors collectively structure disaster archive discourse. It illustrates that metaphorical mapping is not an isolated linguistic phenomenon but rather an integrated cognitive architecture linking disasters, archives, institutional actions, and national resilience. This constitutes a key theoretical contribution of the study.

In practical terms, these findings hold significant implications for archival institutions and disaster communication practitioners. Incorporating conceptual metaphors into disaster communication strategies can enhance public understanding, boost institutional legitimacy, and foster broader participation in safeguarding documentary heritage. Consequently, metaphor-based communication can complement technical disaster management guidelines by making archive preservation more accessible, persuasive, and socially meaningful.

Despite these contributions, the study is limited to disaster-related articles published in *Majalah Arsip*. Therefore, the identified conceptual metaphors reflect the linguistic characteristics of a specific institutional discourse and cannot yet be generalized to other archival, governmental, or media contexts. Future research should examine larger multimodal corpora including photographs, infographics, public campaigns, audiovisual materials, and social media communications to investigate how conceptual metaphors interact with visual and multimodal resources in constructing narratives of disaster resilience. Comparative studies across countries and archival institutions would also enrich our understanding of how cultural contexts influence the metaphorical representation of disasters and documentary heritage.

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