



Research Article

The Use of Conceptual Metonymy in Indonesian Football News: A Cognitive Semantic Approach

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Article Information	Abstract
Received : 23 October 2025 Revised : 28 October 2025 Accepted : 4 November 2025 Published: 23 November 2025	Metonymy is a form of language use in the world that is commonly used in sports discourse, especially football, to present information more concisely and expressively. This research aims to analyze the use of types of metonymy in football news and identify the dominant pattern in its use. This research uses qualitative research methods with data sources from several football websites. The data analysis used is data reduction, data presentation, and conclusion drawing. The results showed that there are seven types of metonymy found in football news, namely part for whole, producer for product, object for user, controller for controlled, institution for people responsible, place for institution, and place for event. The most dominant type of metonymy is Controller for Controlled with a percentage of 26.67%, followed by Institution for People Responsible with 20% occurrence. Furthermore, object for user is in the third position with 15% occurrence. The use of metonymy in football news is to make the delivery of information more concise, expressive, and interesting for readers. In addition, metonymy is also used to clarify the relationship between an entity and the role or action it represents, so that the news is easier to understand and has its own appeal in its writing style.
Keywords conceptual metonymy; cognitive semantics; football news; media language; sport journalism	
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INTRODUCTION

Language serves as a communicative system and also as a reflection of how humans conceptualize experience and construct meaning. In the context of journalistic language, this function becomes even more evident, as journalists use language to convey information accurately and effectively and also to shape public perception and construct social reality through specific linguistic choices (Busri & Badrih, 2022; McCombs, 2013). A compelling illustration of this can be found in sports journalism, especially football reporting in Indonesia, where the use of language reflects and reinforces cultural identity.

In Indonesia, football is not merely a sport but a cultural and linguistic phenomenon. Football news circulates widely across mainstream and online media, shaping collective identity, social discourse, and even national pride. The way journalists frame matches, teams, and players often reflects broader social values such as competition, unity, and heroism. Expressions like “*Garuda secures victory*,” “*Jakarta celebrates the win*,” or “*Shin Tae-yong reshapes the team’s spirit*” illustrate how linguistic choices in football news embody collective emotions and shared social meanings. This makes football discourse a rich site for exploring how language both reflects and constructs sociocultural reality in Indonesia.

Among the various cognitive mechanisms that shape linguistic expression, metonymy occupies an important role as it enables speakers to represent complex realities through associative and contiguous relations between concepts. Concepts that are not separate from life, but connected in a network of relationships that represent each other and symbolize deeper meanings. Metonymy is common for concepts that relate to each other. It allows humans to express and understand reality in a richer and more layered way, linking different experiences and perceptions into a unified meaning. Metonymy is generally important in practical language use, language principles, mental processes (Barcelona, [2003b](#); Jakobson, [2009](#); Suzuki, [2017](#)).

Words often acquire new cognitive meanings as their context of use changes (Roque et al., [2018](#)). Metonymy is a form of symbolic expression, which is often used by language speakers in their daily language. According to Knowles & Moon ([2006](#)), metonymy describes the relation of an entity between part and whole or a relation based on association. Metonymy is based on contiguity and associative relationships (Saric, [2016](#)). It is the relationship between the source domain, and the meaning of the target domain. Metonymic expressions can be found not only in literary texts, but also in other texts such as journalism, politics, and even scripture (Jiang et al., [2022](#); Sato, [2018](#)). However, understanding the intended meaning of metonymic expressions is not always easy because what is meant is different from what is literally said.

Cognitive semantics sees metaphor and metonymy as related to the way individuals speak and think about the world around them. In this context, the process of metonymy involves the relationship between linguistic qualities and cognition that are intertwined in understanding the study of language. The linguistic paradigm acts to interpret language units can be studied with a cognitive semantic approach (Gambarova, [2021](#)). According to Pérez-Sobrinho ([2016](#)) said cognitive semantics of metonymy serves as a way of thinking that shapes a person's perception in understanding the relationship between existing objects. Metonymy play an important role in the process of understanding cognitive semantics, both serve as connecting concepts that facilitate understanding and accessibility of language (Koowuttayakorn, [2018](#); Tseng & Zhang, [2022](#)). From cognitive semantics, conceptual metonymies are available that direct the human mind towards conceptual entities.

Metonymy is the asymmetrical mapping of a conceptual entity, the source, to another conceptual entity, the target. The source and target are in the same frame and their roles are linked by pragmatic functions, so that the target is mentally activated (Kövecses & Radden, [1998](#); Lakoff & Turner, [1990](#); Panther & Thornburg, [2003](#); Mittelberg, [2019](#)). Understanding the meaning of a metonymic expression requires not only knowledge of the language, but also an awareness of the situation or context of the expression and other information that allows the listener or reader to understand what the speaker meant. Referring to Lakoff (1988), there are several specific characteristics of metonymy. These characteristics are: (1) there is a target concept A to be understood for a specific purpose and in a specific context; (2) there is a conceptual structure that contains both A and another concept B; (3) B is part of A or associated with it in the conceptual structure; and (4) compared to A, B is more easily understood, remembered, recognized, and useful for the intended purpose and context; and the metonymic model is a model of how A and B are related in the conceptual structure.

Communication in metonymy involves speakers who try to convey their message or intention by using a referring expression and speakers whose role is to interpret the meaning of the referring expression (Bowerman, [2019](#); Littlemore & Tagg, [2018](#); Merina & Sevrika, [2018](#); Moritz & Marinić, [2023](#)). The readability of the message of metonymic communication depends, to some extent, on the accuracy of the speaker's metonymic empowerment of a lingual unit and the speaker's understanding of the metonymic lingual unit that acts as a referring

expression. Likewise, metonymy found in football news, the use of words or phrases that replace something with something closely related to it, for example:

- (1) *Madrid defeated Barcelona with a score of 2-1*
- (2) *Anfield was silent after Maguire's late goal.*
- (3) *Guardiola successfully led his team to victory.*

In excerpt (1), metonymy occurs because the word **Madrid** is used to refer to the Real Madrid football team, not the city of Madrid in Spain as a whole. In the context of football news, the name of the club is often used instead of the team playing. This is because the reader already understands that it is not the entire city or institution of the club at large that is being referred to, but rather the players competing on the pitch. In excerpt (2), metonymy occurs in the word **Anfield**. Anfield is actually the name of Liverpool's stadium. However, in the sentence, what is meant is not the stadium building, but the atmosphere inside, including the cheering supporters. In excerpt (3), metonymy occurs because the name **Guardiola** is used to refer to Manchester City (the team he coaches), not just him as an individual. In the world of football, the coach has a very big role in the team's strategy and performance, so his name is often used as a substitute for the team he leads. The reader automatically understands that it is not Guardiola as a person, but the team he coaches and directs.

Previous research was conducted by Younes & Altakhaineh (2022), which discussed metaphors and metonymy in memes about COVID-19 on Jordanian social media. The results of the research found monomodal metonymy, mainly in visual mode; multimodal metonymy was partly visual and partly verbal; showing the role of figures of speech in the socio-cultural discourse of the pandemic. Research by Jennifer et al. (2020) discusses the use of the metonymy "Indonesia" (the name of the country) in the phrase "Bangga Indonesia" (Proud of Indonesia) on social media. Using discourse analysis on Facebook, this research explains how "Indonesia" as an abstract entity is constructed through metonymy in phrases expressing collective pride. Moreover, research by Abdel-Raheem (2023) discusses metaphors and metonymy in cartoons and gender representation during the pandemic in Arab discourse. The analysis focuses on cartoon texts and images that reflect issues of sexism and gender in the context of COVID-19.

Research related to metonymy was also conducted by Negro (2019), who discussed English and Spanish idioms that use the domain of food as a source of metonymy. He used conceptual linguistic analysis on idioms obtained from dictionaries. Metonymy can also be analyzed in political cartoons, as in the research conducted by Guan & Sun (2023). The research discusses metonymy in political cartoons, with a focus on the construction of the image of the state. The analysis focuses on the multimodal aspects of political cartoons, both visual and verbal. The results presented a typology of interactions between metaphors and metonymy (inclusive and interactive) in cartoons and showed how they shape the image of the target country and contrast it with other countries in political discourse.

While previous researches have explored metonymy in various domains, they often differ from the present research in both methodological scope and conceptual orientation. In contrast, the present research diverges by applying a monomodal textual analysis within a cognitive semantic framework, focusing specifically on how conceptual metonymy operates in Indonesian football news. In fact, football news, as part of popular media discourse, often utilizes distinctive metonymic expressions that not only shape readers' perceptions of sporting events but also reflect the way of thinking and conceptual framework of society. Therefore, this research aims to fill this gap by analyzing the forms of conceptual metonymy that appear in football news, as well as explaining how these metonymies represent meaning cognitively

in a semantic context. The results of this research can help the media in using language that is more effective and easily understood by their audience. In addition, this research helps understand how journalists use metonymy to make news more concise, interesting and communicative for readers.

THEORETICAL FRAMEWORK

Conceptual Metonymy

Cognitive semantics is a field in applied linguistics that integrates a cognitive perspective into the study of meaning. According to (Evans & Green, [2006](#)), cognitive semantic analysis involves concept formation, semantic structure, meaning representation, and meaning construction. In this approach, the relationship between experience, conceptual systems, and semantic structures manifested in language becomes the main focus (Alduais et al., [2022](#); Rakhimov, [2020](#); Winter & Perek, [2023](#)). In particular, cognitive semantics experts examine conceptual structures (knowledge representation) and conceptualization (meaning formation).

As part of cognitive semantics, metonymy acts as a conceptual projection that connects one domain of experience (target) with other domains that are still within the same scope of experience (Barcelona, [2003a](#)). Talmy ([2018](#)) explains that cognitive semantics examines the conceptual content and organization of meaning in language, which is basically a combination of conceptual theory (elements outside the language) with grammatical structure. In this case, metonymy can be understood as a cognitive process with a mapping structure in one domain, where an expression that usually refers to one entity is used as a substitute to refer to another entity that has a relationship (Boers & Demecheleer, [1998](#)). This view is in line with Kövecses and Radden's perspective in (Evans & Green, [2006](#)), which states that metonymy is a cognitive process in which one conceptual entity provides mental access to another conceptual entity in the same domain.

Metonymy provides a natural inference schema that guides pragmatic reasoning in the construction of meaning, especially in the determination of explicit and implicit meaning (Panther, [2008](#)). Conceptual metonymy provides an understanding of the meaning of one entity by using another entity that represents it. Metonymy has two functions, namely (i) referential, the reference of one entity using another entity and (ii) conceptual, the understanding or conceptualization of one entity through another entity.

In football news, conceptual metonymy is often used to simplify information delivery and improve communication efficiency. Conceptual metonymy is a cognitive process in which one conceptual entity provides mental access to another entity in the same domain. In the context of football news, this means that a term or name can be used to refer to something closely related to it. The use of club, player, stadium or country names as examples of metonymy to refer to related entities in the world of football reflects how language works in building experiential understanding and conceptual knowledge.

Types of Metonymy

The core of metonymy is closeness and contiguity (Peirsman & Geeraerts, [2006](#)). Metonymy is an integral part of an entity that is used to refer to or relate to it by association. The two actors in metonymy are part of a single entity and belong to the same domain. The two actors are the vehicle entity, the word or phrase used metonymically and the target entity, the intended meaning or referent (Knowles & Moon, [2006](#)).

Metonymy is often characterized as a 'stand for' relation represented by the scheme X for Y; X represents the source meaning (vehicle) and Y symbolizes the reference meaning

(target). Lakoff & Johnson (2003) mention seven types of metonymic relations called metonymic concepts, which are as follows:

- 1) Part for whole, the mention of a part to refer to the whole such as the word *strong* in the sentence *we need a couple of strong bodies for our team*. *Strong* is used to indicate the whole persona who has a strong body.
- 2) Producer for product, as in *I'll have a Heineken*. *Heineken* is used to refer to drinks produced by Heineken.
- 3) Object for user, as in the sentence *Indonesia won the badminton match*. *Indonesia* (object: country) actually refers to the badminton team or athletes representing the country (user).
- 4) Controller for controlled, as in the sentence *The White House announced a new policy*. *The White House* as the controller represents the controlled US government.
- 5) Institution for people responsible, as in the sentence *Bank Indonesia raised interest rates*. *Bank Indonesia* (the institution) represents the *officials or economists* (people responsible) of monetary policy.
- 6) Place for institution, as in the sentence *Senayan is discussing a new bill*. *Senayan* (the location of the Indonesian parliament building) refers to the members of parliament who are discussing the bill. Place for event, as in the sentence *Hiroshima changed the way the world viewed war*. *Hiroshima* (a city in Japan) refers to the atomic bombing that took place there in World War II.

The type of metonymy concept used to recognize an utterance must first determine the vehicle entity and target entity (Hasar, 2017). After that, the relationship between the two must be analyzed to understand how the vehicle represents the target in a particular context. This can involve *pars pro toto* (part for whole), *totum pro parte* (whole for part), or other associative relationships depending on the meaning being conveyed in an utterance.

METHOD

This research uses qualitative research methods with a content analysis design. Creswell & Creswell (2018) explains that qualitative research is an approach to exploring and understanding the meaning that individuals give to a social problem by emphasizing the perspectives of participants and the social and cultural context that surrounds them. The goal of this research is to examine the types and cognitive functions of conceptual metonymy in Indonesian football news and to explain how metonymic expressions contribute to meaning construction in sports discourse.

The data were collected from four popular Indonesian football news websites: *goal.com*, *bola.net*, *bolasport.com*, and *detiksport.com*. These sites present football news in an actual, extensive, and diverse manner, so they can provide rich data to analyze the use of metonymy in sports discourse. In addition, the popularity and high readership of these sites ensure that the data collected reflects the tendency of language use in football news that is frequently consumed by Indonesians. Data collection was conducted over a nine-month period, from January to March 2024, July to October 2024 and August to October 2025. A total of 77 football news articles were selected based on relevance and linguistic richness, yielding 60 metonymic expressions that served as the main data corpus. The sampling distribution was as follows: *goal.com* (21 articles), *bola.net* (19 articles), *bolasport.com* (18 articles), and

detiksport.com (19 articles). Each article was screened to ensure that it explicitly reported or commented on football matches, players, or institutions.

The data were collected using the documentation technique. The researcher collected online football news texts that contain metonymy expressions related to football events, players, teams, coaches, or institutions. Each text was read and analyzed carefully to identify sentences or phrases that potentially contain conceptual metonymy. The criteria for data selection were as follows: (1) the news text must be written in Indonesian and belong to the category of football reporting or analysis; (2) the linguistic expressions must display the substitution of one conceptual entity for another; and (3) the expressions should occur in journalistic contexts such as headlines, reports, or commentary. For example: “*Old Trafford erupted after Mbuemo’s last-minute goal.*” In this sentence, *Old Trafford* refers not to the physical stadium but to the supporters and the event within it. Based on Lakoff and Johnson’s classification, this expression was coded as a Place for Event metonymy type.

Data analysis followed the interactive model of Miles et al. (2014), which consists of data condensation, data display, and drawing conclusions and verification. However, these stages were operationalized as follows:

- 1) Data condensation. The researcher extracted sentences containing metonymic expressions and grouped them into preliminary categories. Each expression was coded based on the seven metonymy types proposed by Lakoff and Johnson (2003).
- 2) Display data. The coded data were organized in tables indicating frequency and percentage of each metonymy type. Then, presenting them in narrative form.
- 3) Drawing conclusions and verification, by reviewing the results of the analysis to ensure that the interpretation of the conceptual metonymy type is correct.

To ensure methodological rigor, triangulation was employed by cross-checking data across multiple news sources and verifying the consistency of interpretations. Furthermore, expert validation was conducted with two linguists specializing in cognitive semantics and discourse analysis. Their feedback was used to refine the coding criteria and confirm the categorization of metonymic expressions. This process enhanced the replicability and credibility of the research findings.

RESULT

After analyzing each football news site, it was found that there are seven types of metonymy with different data frequencies. The number of data, the frequency and the percentage is illustrated in the table below:

Table 1. Types of Metonymy in Football News

Types of Metonymy	Frequency	Percentage (%)
Part of whole	6	10
Producer for product	7	11.67
Object for user	9	15
Controller for controlled	16	26.67
Institution for people responsible	12	20
Place for institution	4	6.66
Place for event	6	10
Total	60	100

In **Table 1**, it can be seen that there are seven types of metonymy found in football news. The most dominant type is controller for controlled with 16 out of 60 data found, with a percentage of 26.67 occurrences. Then, followed by institution for people responsible with 12 out of 60 data found, with a percentage of 20% occurrence. In addition, in the third position is object for user with 9 out of 60 data found, with a percentage of 15% occurrence.

Below will be presented a discussion of some data from each type of metonymy found in football news. This data will illustrate each type of metonymy used in the news, as well as its usage patterns in various contexts. Further analysis will also be provided to explain the reasons for certain types of metonymy and how they affect the language style in football news.

Part of Whole

Part for whole often appears in news headlines, match commentary, and football analysis, as it makes the description shorter, stronger, and depicts the action on the pitch in a more vivid way. Below is presented some data that belongs to the part for whole type.

1) *Haljeta's foot brought PSM Makassar ahead at the I Wayan Dipta Stadium in Gianyar*

In the 2024/2025 Indonesian Liga 1 match between PSM Makassar and Persija Jakarta, Nermin Haljeta scored the opening goal that gave PSM a 1-0 lead. In this news, the phrase “Haljeta's foot” is used as a metonymy that represents Haljeta as a whole as a goal scorer. This news includes part for whole because what is used in the sentence is “foot”, but what actually performs the action is Haljeta as an individual. Although scoring goals is done with his feet, PSM's victory is not only thanks to Haljeta's feet alone, but also the result of overall teamwork.

2) *Courtois' hand saved Real Madrid from defeat*

In data (2), Real Madrid goalkeeper Thibaut Courtois makes a crucial save in the penalty shootout against city rivals Atletico Madrid in the UEFA Champions League round of 16. In this example, “Courtois's hands” is used to describe Courtois as a goalkeeper who successfully thwarted the opponent's chances and kept Madrid's goal safe. It is part for whole metonymy because “hands” are only part of Courtois' body, but in reality, Courtois' whole body, technique, reflexes, and experience played a role in the save. This is an expressive way to emphasize his important role in the match by focusing on "Courtois' hand," the sentence highlights the physical action that directly influenced the outcome of the game, making it more vivid and engaging for readers. This metonymic expression effectively captures the essence of his crucial save without explicitly mentioning his entire body or skill set. Such usage is common in sports journalism, as it creates a more dynamic and impactful narrative while maintaining brevity.

Producer for Product

The metonymy of producer for product often appears in football news, especially when discussing sports equipment, sponsorships, and technology in football. Manufacturers' names are used to represent the products they produce, such as football shoes, official balls, jerseys, or even football video games. This type of metonymy is often mentioned because it is more concise, no need to mention the details of the product, just the name of the manufacturer. In addition, it makes the news more interesting and better understood.

3) *Molten became the official ball for the third round of the 2026 World Cup Asia Zone qualifiers*

In the third round of the 2026 world cup qualifiers for the Asian zone, Molten acted as the official manufacturer of the ball used in the tournament. In this sentence, the word “Molten” does not refer directly to the company Molten as an organization, but rather to the ball products

they make. In football news, journalists often use the metonymy “Producer for Product” to simplify the mention of products. Instead of writing “the ball made by Molten”, they simply write “Molten”, because readers already understand that they are referring to a football ball made by Molten.

Object for User

Object for User is a type of metonymy in which the object is used to refer to its user. In the context of football this often happens when certain nicknames or attributes are used to replace team or player names. The following is some data presented descriptively.

4) *The Footballoos managed to secure victory at the Allianz Stadium*

In this sentence, *The Footballoos* is used as an object for user, where the team's nickname is used to represent the players who play it. *The Footballoos* is the official nickname for the Australian national football team, derived from the combination of the words *Football* and *Kangaroo*. In football news, it's more common to use a team nickname like this than a direct mention of the team name. This sentence actually means that the Australian national team won the match played at Allianz Stadium against Indonesia with a score of 5-1. However, instead of mentioning “Australian National Team”, the journalist chose “The Footballoos” to make the news more dynamic and recognizable to readers familiar with international football.

5) *Sevilla are looking at Mudryk, inspired by Betis' success in borrowing Antony*

Betis is a football club (object), but is used to represent its users, but represents the decision-making parties within it, such as the club's management, coach, or sporting director who acted in Antony's loan. In the world of football, the club is not the entity that directly performs actions such as borrowing players or conducting negotiations, but rather the people within the club who have a role in decision-making. However, in journalistic language, using the club name directly is more effective and concise than mentioning Betis management or Betis coaches and staff.

Controller for Controlled

As the type implies, this metonymy is one in which something that controls or governs is used to refer to something that is controlled. In other words, the subject that acts as the controller represents the controlled object. In this research, there are several football news that fall into this type. Look at the data below.

6) *Guardiola won the treble with Manchester City in the 2022/2023 season*

In data (7), the name “Guardiola” (Pep Guardiola) is used to represent Manchester City, the team he coaches. In reality, Guardiola himself does not play on the pitch, but because he is the coach who organizes the strategy, tactics, and philosophy of the game, his name is often used to represent his team's success. In this example, Guardiola is referred to as if he himself won the treble (three major titles in one season), even though it was the Manchester City players who competed and won the titles. Therefore, Guardiola as controller refers to the Manchester City team as controlled.

7) *Arteta held Manchester United to a draw at Old Trafford*

When it is said *Arteta held Manchester United to a draw at Old Trafford*, it is not actually Arteta directly playing and defending on the pitch, but rather the Arsenal team executing the strategy and tactics he devised. In the match, the Arsenal players fought hard not to lose to Manchester United, but since Arteta was the coach who controlled the strategy of the game, his name is used as a representation of the results achieved by his team. Therefore, this sentence refers to Arteta as the controller and Arsenal as controlled.

Institution for People Responsible

This type of metonymy is the use of the name of an institution to refer to the individuals responsible for it. In the context of football news, this metonymy is often used to simplify the mention of those who take certain decisions or actions.

8) *Bayern Munich mourns, Chinese wonderkid dies after training accident*

Bayern Munich in this context is not just the name of the club, but also represents the individuals responsible for it, such as coaches, players, medical staff, and club management. A football club cannot “mourn” literally, but it is the individuals within the club (management, coaches, players) who actually feel the loss. Therefore, Bayern Munich is used to represent everyone within the club who feels grief from this tragedy. The club name is used to represent the people within the club who responded to the event.

9) *San Siro extends dutch star's contract*

In this sentence, “San Siro” is used as a representation of AC Milan's management. San Siro itself is just the name of the stadium and cannot take actions such as extending player contracts. However, in journalistic language, mentioning the name of the stadium to refer to the club based there is a common way to make the news sound more dynamic and interesting. Readers will understand that it is actually the club management based at the stadium that makes decisions regarding player contracts.

Place for Institution

Place for institution is the use of a place name to refer to an institution or organization that operates in that place. In the context of football, this often occurs when the name of a stadium or city is used to represent a football club or associated team.

10) *Camp Nou is in danger of losing ten academy talents for free in the summer*

Literally, Camp Nou is the stadium where Barcelona play, but in this news, Camp Nou is not really “losing” players. The real threat of losing academy players is Barcelona as a club, not the stadium itself. Therefore, the use of *Camp Nou* in this context replaces the direct mention of *FC Barcelona*, thus forming the metonymy of place for institution.

In the world of football, the stadium is often a symbol of the club that oversees it. Using *Camp Nou* makes the sentence sound more dramatic and interesting to the reader, compared to just mentioning *Barcelona*. It also creates a more emotional feel, as if the stadium as a home for the club and its young players has truly suffered a loss.

11) *Bahrain is determined to steal points in Jakarta*

Bahrain in this context does not refer to the country geographically, but to the Bahrain national football team that will compete against the Indonesian national team in the third round of the 2026 world cup qualifiers. This is an example of metonymy where the name of the country is used to represent the competing football institution. *Jakarta* in this sentence is not just the name of the city, but symbolizes the venue of the match, which is at Gelora Bung Karno Stadium.

Place for Event

A metonymic place for an event is when a location is used as a stand-in (metonym) for a significant event that occurred there. This type of metonymy relies on a strong association between the place and the event.

12) *Metropolitano is hosting the 2027 UCL final after San Siro appointment was canceled*

In this news, *Metropolitano* not only refers to the physical Wanda Metropolitano stadium, but also symbolizes the entire 2027 Champions League final event that will take place there. The mention of the stadium serves to abbreviate the information and make the news more concise without having to mention Champions League Final explicitly each time. In addition, *San Siro* is also used in the same way. In this context, it's not just the stadium that was canceled, but the event that was supposed to be held there. That is, it is not the San Siro stadium that is canceled, but its decision to host the UCL Final that is annulled.

13) *Qatar is hosting the 2025 and 2029 editions of the Under-17 World Cup*

This type of metonymy occurs when a place is used to replace or represent an event that takes place there. In this sentence, *Qatar* not only refers to the country geographically, but also represents the overall event of the 2025 and 2029 editions of the U-17 World Cup to be held in the country. Direct mention of place names such as stadiums or countries makes the news more effective and interesting. It is often used in the world of football journalism to emphasize the importance of place in an event, while simplifying the delivery of information.

DISCUSSION

The results of this research reveal seven types of conceptual metonymy present in Indonesian football news, with *Controller for Controlled* emerging as the most dominant pattern, followed by *Institution for People Responsible* and *Object for User*. This finding aligns with Kövecses & Radden's (1998) view that metonymy functions as a cognitive process enabling mental access from one entity to another within the same conceptual domain. In football discourse, names of coaches, clubs, or stadiums are not mere linguistic shorthand but cognitive triggers that activate broader conceptual frames related to control, agency, and identity.

The prevalence of *Controller for Controlled* metonymy reflects the cognitive and social structure of football as a collective activity organized under leadership and authority. In Indonesian football news, journalists often use the coach's name, such as *Guardiola* or *Arteta* to represent the entire team's performance. This linguistic habit mirrors the conceptual bias of Indonesian cognition toward hierarchical and agent-centered representations. In a culture where leadership and guidance are socially emphasized, attributing outcomes to the figure of a coach resonates with broader cultural schemas that associate success with direction and control. Hence, *Controller for Controlled* expressions in sports reporting are not just linguistic economy, but also cognitive reflections of Indonesian social cognition, where actions are often conceptualized as extensions of authority.

Similarly, *Institution for People Responsible* metonymy, such as *Bayern Munich mourns* or *San Siro extend* illustrates the tendency to personify institutions as active social agents. This pattern may derive from journalistic conventions that favor brevity and personification but also aligns with the cognitive semantic principle that abstract entities (e.g., institutions) gain conceptual salience through human-like agency. In Indonesian media language, this reflects the broader cultural preference for collectivized representation, where organizations and groups are conceptualized as single entities capable of emotion or decision-making.

The frequent use of *Object for User* and *Place for Institution* types also indicates how Indonesian football discourse relies on spatial and symbolic associations to construct meaning. Names of cities, stadiums, or teams such as *Camp Nou* and *Betis* function as mental access points to larger socio-cultural concepts: community identity, pride, and belonging. These patterns show that metonymy in football news operates not only as a linguistic shortcut but

also as a cultural semiotic mechanism that encodes national and local identities into sports language.

Beyond their descriptive occurrences, these patterns suggest that metonymy dominance in Indonesian football journalism is shaped by the interaction between cognitive universals and cultural particularities. Universally, metonymy offers efficiency and emotional engagement; culturally, its expression is filtered through shared conceptualizations of power, hierarchy, and collectivism. In Indonesian discourse, where group cohesion and respect for authority are highly valued, linguistic forms that highlight leadership (*controller for controlled*) and institutional agency (*institution for people responsible*) are naturally more prominent.

From a broader cognitive semantic perspective, this finding reinforces the idea that language both reflects and shapes thought. The dominance of certain metonymic types reveals how Indonesian speakers conceptualize social relationships by foregrounding agents and collectives rather than individual acts. This tendency corresponds with studies in cognitive linguistics suggesting that conceptual metonymy mirrors embodied and socio-cultural cognition (Lakoff & Johnson, [2003](#); Panther & Thornburg, [2003](#)).

The results of this research contribute differently from previous researches. This research places metonymy in the context of football news, which is a monomodal domain that is closely related to everyday public communication. The main contribution of this research is to show that metonymy is not limited to literary or visual discourse, but is also productively present in popular journalistic discourse. Thus, this research broadens the scope of metonymy studies in cognitive semantics.

The use of metonymy in football news reflects how the human mind processes information through conceptual associations. Thus, the results of this research confirm that metonymy is one of the most efficient cognitive mechanisms in communication. As such, metonymy can simplify complex realities into a more understandable form without losing their conceptual meaning. In football news, this plays an important role in creating an emotional connection between readers and the news being conveyed.

Overall, these findings confirm that metonymy in football journalism can be stylistic as well as cognitively and culturally profound. It demonstrates how Indonesian journalists and audiences conceptualize football events through patterns of control, collectivity, and identity, thereby providing insight into the interplay between cognition, culture, and communication in contemporary sports media.

CONCLUSION

This research shows that the use of conceptual metonymy in Indonesian football news is an important cognitive and communicative strategy in journalism. The results show that the controller for controlled type emerged as the most dominant type, reflecting a broader cognitive tendency in sports journalism, where language expressions are shaped by the human tendency to highlight authority, action, and identity through associative relationships.

Conceptual metonymy in Indonesian football news serves as an efficient linguistic mechanism for simplifying complex social and sporting realities into concise, expressive, and easily understandable forms. Through metonymic mapping, journalists construct meaning by activating conceptual relationships between entities within the same cognitive domain. These findings reinforce the proposition in cognitive semantics that language reflects mental processes and cultural frameworks.

The implications of this research are twofold. Theoretically, this research reinforces the position of cognitive semantics as an effective framework for explaining the relationship between linguistic form and conceptual structure in public discourse. Practically, the results of this research emphasize the importance for sports journalists to understand how metonymic expressions can shape readers' perceptions, influence narrative emphasis, and construct identities in football. Awareness of metonymic patterns can encourage more reflective and responsible language use in sports news writing.

However, this research has several limitations. The analysis focused solely on textual data, without considering visual or auditory modes that often accompany football news. Future researches could expand this work by adopting a multimodal approach, examining how textual metonymy interacts with images, headlines, and live commentary to shape meaning. In addition, comparative research across languages or cultures for instance, between Indonesian or English sports journalism could reveal whether the dominance of certain metonymic types reflects universal cognitive tendencies or culture-specific discourse practices. Such future investigations would deepen our understanding of how cognition, culture, and media language intertwine across communicative contexts.

Overall, this research confirms that metonymy reflects the workings of human cognition, which connects language, thought, and experience. Through the analysis of metonymy in football news, this research shows how language dynamically reflects conceptual thinking patterns and social meaning constructions in everyday life.

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