



## “Deadline” is Metaphorically Bad and Good: A Corpus-assisted Study on Indonesian Twitter Users’ View

(*Deadline* secara Metaforis Buruk dan Baik: Studi Berbantu Korpus pada Pandangan Pengguna Twitter Indonesia)

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**Abstract:** Deadline is an issue related to punctuality that highly seeks publics’ attention in their everyday life, especially for people in Indonesia who are known by their term of *jam karet* ‘always not being on time, describing as the stretches like rubber’. Coming up from the phenomenon, this study aims to reveal the metaphor of deadline expressed by Indonesians in Twitter. The data was collected using the hashtag feature of #deadline and filter feature on the first phase in gathering tweets related to deadline which were generated by Indonesian Twitter users. A group of tweets found through hashtag #deadline was subsequently analyzed using the concordance tool of *AntConc* to obtain the collocates and cluster, and was followed by Metaphor Identification Procedure (MIP) to determine the metaphorical expressions that brought about conceptual metaphor on deadline through domain mappings. The result of the study showed that Indonesian people make use of Twitter as a media to express their hustling days through hashtag metaphorically. The metaphorical expressions found were mapped to the source domain which reached to a conclusion that DEADLINE IS A TERROR. This outcome led to general idea that deadline was portrayed as something awful, threatening, and compulsive. Moreover, deadline is an embodiment of something full of adrenaline, challenging, and all rapid. The later portrayal resulted in a metaphor that DEADLINE IS A SURVIVAL GAME. In general, Indonesian Twitter users view deadline as a thrilling and unpredictable thing, either positively or negatively.

**Keywords** deadline, Indonesia, metaphor, hashtag, Twitter

**Abstrak:** *Deadline* atau tenggat merupakan sebuah permasalahan terkait ketepatan waktu yang menyita banyak perhatian publik dalam kesehariannya, khususnya bagi orang Indonesia yang dikenal memiliki istilah jam karet. Berangkat dari fenomena tersebut, studi ini bertujuan mengungkap metafora tentang *deadline* yang diekspresikan oleh orang Indonesia di dalam Twitter. Data dikumpulkan menggunakan fitur tagar #deadline dan *filter* pada tahap awal untuk memperoleh cuitan pengguna Twitter di Indonesia yang berkenaan dengan *deadline*. Kumpulan cuitan yang telah ditemukan melalui tagar #deadline kemudian dianalisis menggunakan piranti konkordansi *AntConc* untuk mendapatkan *collocates* dan *cluster*, serta dilanjutkan dengan Prosedur Identifikasi Metafora (MIP) untuk menentukan ekspresi-ekspresi metaforis yang diakhiri dengan pemetaan ranah untuk membentuk metafora konseptual *deadline*. Hasil dari studi menunjukkan bahwa orang Indonesia menggunakan Twitter sebagai media untuk mengekspresikan hari-hari sibuk mereka melalui tagar #deadline secara metaforis. Ekspresi-ekspresi metaforis yang ditemukan kemudian dipetakan terhadap ranah sumber dan bermuara pada kesimpulan bahwa DEADLINE ADALAH SEBUAH TEROR. Hasil tersebut mengantarkan pada kesimpulan bahwa *deadline* digambarkan sebagai sesuatu yang menyeramkan, mengancam, dan kompulsif. Selain itu, *deadline* juga digambarkan sebagai sesuatu yang penuh adrenalin, bersifat menantang, dan serba cepat. Gambaran kedua ini menghasilkan pada metafora DEADLINE ADALAH PERMAINAN BERTAHAN HIDUP. Sehingga secara umum, pengguna Twitter Indonesia melihat *deadline* sebagai sesuatu yang mendebarkan dan tak terprediksi, baik secara positif maupun negatif.

**Kata Kunci** Deadline, Indonesia, Metafora, tagar, Twitter

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## INTRODUCTION

The problem of punctuality has impact in several scopes (Adegunju et al., 2019; Khan et al., 2019; Rn et al., 2021). Specifically, punctuality has something to do with organization (Clayman, 1989), political economy Helman (2021), determination of employee Dishon-berkovits & Koslowsky (2002), public transportation and energy Loong et al., (2017), workers' performance Thierry (2018), as well as the way people perceive lateness (Prayogi & Arimi, 2020). Being punctual is even considered as a quality to symbolize honesty, piety, reliability, and good management (Corbett, 2016). A research showed that being late can bring about negative influences such as anxiety and distractibility; unfortunately, lateness is almost unavoidable for individuals despite the events (Guellati-Saceldo, n.d.). On the other hand, a state of being on time – punctual – indicates positive effects on social cohesiveness while simultaneously lessens corruption (Dipietro, 2014). In Indonesia, lateness and punctuality have significant impression that even there is a metaphorical term *jam karet* which literally means 'time like a rubber' to state how tardiness is highly tolerated Moffatt (2012), and it simultaneously indicates that there are possibly much more metaphors regarding particular issues. Thus, those rationales show how crucial it is to understand how people in Indonesia metaphorically think of their time problems, such as deadline, which is closely related to punctuality.

Among several ways, social media can be an option for people to express themselves Iswatiningsih et al., (2021); Orehek & Human (2017), aside from other media such as website Pujiastuti & Anshori (2022), radio Inderasari et al., (2021), anthology Setyawan & Saddhono (2021) in their very way, including to express issues related to deadline, twitter also have been gained significant attention nowadays. Twitter as one of social media has a feature namely hashtag which allows its users to get involved in a broader space and conversation whenever the phrase packed after hashtag sign (#) is created or clicked. By this feature, Twitter is widely known to provide huge medium for ideas sharing, both nationally and globally Maclean et al., (2013), as well as to express attitudes, to socialize, to initiate movements, and to market the brand Laucuka (2018). Twitter has been as well attested for providing values through discourse it contained (Raras et al., 2022). In addition, Twitter provides data filter according to language, geographical area, temporal range, and any keywords it encompasses. In this case, Twitter can be a promising source of language data to unravel numerous issues, such as metaphor (Dilivia et al., 2023; Ningtyas et al., 2022; Supovitz et al., 2017). It is subsequently assumed that Indonesian Twitter users may employ the hashtag feature to express their experience, including the deadline that they face at certain times. Furthermore, it motivates present study to take use the hashtag as a tool to explore the topic of deadline.

Some metaphorical utterances regarding deadline were found in the tweets delivered by Indonesian users. For instance, an account tweeted *pengabdian deadline* which means deadline worshiper. The other examples from different users were written as follows: *terdistraksi deadline* 'distracted by deadline', *deadline jalan terus* 'deadline keeps on going', *pejuang deadline* 'deadline fighter', and many more. Such findings can be inferred as evidence that deadline is a daily phenomenon experienced by many individuals in Indonesia that they eventually express it through social media with creative ideas, including through metaphor. Additionally, the metaphor can be practically identified in tweets by using crowd-sourcing which includes hashtag in its methodology Zayed et al., (2019) which can specify the language data as needed. In line with the related works Dilivia et al., (2023); Ningtyas et al., (2022); Supovitz et al., (2017), this study attempts to focus on the metaphor of deadline that is derived from Twitter. Another study combined the use of corpus linguistic approach and hashtag #charliehebdo in Twitter Nugraha et al., (2021) to reveal the topics brought while citing the hashtag. Constructing the use of Python and Twitter API, the study showed that the discussed topics included act, weapon, attacker, victims, and so on to talk about Charlie Hebdo.

Previous studies related to metaphor used in social media have been conducted in various context. Previously, a study was conducted to discover the concept of life in Andrea Hirata's works Lapasau et al., (2021) by encompassing Lakoff and Johnson's Conceptual Metaphor Theory (CMT) (Lakoff & Johnson, 1980a). The study revealed that life was engaged to a process in which some concrete entities could portray how life was. There were several source domains found in the study,

including life goals, life direction, life expedition, bridge, labyrinth, life orientation, ticket, and cycle. Deriving those domains, the study came to an establishment of a metaphor that “Life is a journey”. Such result strengthens the idea of common source domain, i.e., movement and direction (Kövecses, 2010). On the similar target domain Dirgaprimawan (2023), a mystical tree became the underlying judgement on wisdom. This study subsequently concluded that “Wisdom is a tree of life”. Those works attested that generally abstract concepts can be depicted in a clearer way through metaphor. This justifies that the same case should have also been applied to the concept of time.

Regarding how punctuality is pivotal in humans’ life, numerous studies provided explanations. Time metaphor and temporal reasoning Indirasari (2019) were analyzed using cultural perspective of time, which concluded that psychologically different temporal reasoning is motivated by different perspective towards time. It was also mentioned how an individual think of time can be influenced by the culture and language she or he speaks; meanwhile, such study in Indonesia is still limited. More specific, time was an embodiment of a moving entity (Ahrens & Huang, 2005). Their study viewed time as fluid and dynamic. Moreover, there is a cognitive semantic study which applied language corpus and survey method in investigating Indonesians’ view on lateness (Prayogi & Arimi, 2020). The study resulted in a picture that lateness or unpunctuality is negatively perceived, yet it frequently happens in real life. Such perspective was hypothesized as a result of people’s preference for harmony instead of supporting systemized stuffs such as punctuality.

The later research result generally supports the characteristics of Indonesia in perceiving time as circular-traditional Graham (1981) rather than linear-separable or procedural traditional. As consequences, people with such temporal reasoning are not ruled by time. Instead, they follow the natural cycles, which makes every day is the same and therefore no plan is made. However, the existence of three temporal reasoning is pretty much evidence that time is not perceived universally in the world, and therefore, people with different culture may think about time variously. An example was found in a corpus-based study Rahmawanto & Suhardijanto (2020) with a conclusion that Javanese views time as either static or dynamic entity which depends on the keyword being used: *wanci*, *wayah*, or *wektu*. Viewed from cultural ecology perspective, time was proven as dynamic dimension which constantly experiences change, and therefore the concept of time goes beyond it has ever been imagined as it keeps getting in touch with communities (Sugianti, 2019). Those all additionally provide evidence that various language and culture entail distinguishing way of thinking, and therefore, the generated metaphors will as well show difference. What is more, within a single language, an abstract concept can be realized in fruitful metaphors, and vice versa.

Looking back into how Indonesia culturally perceives time as flexible as rubber through the term of *jam karet*, it is hypothesized that deadline could lead to expanding perspectives which contrast to each other. While Indonesian people were attested tolerating the unpunctuality Prayogi & Arimi (2020), this work tries to provide broader sight that counters the existing result, i.e., punctuality can be either positive or negative. The present study accordingly addresses to shed some light on the metaphorical expressions regarding deadline found in Indonesian Twitter users’ tweets, as well as the conceptual metaphors of deadline expressed in the hashtag of #deadline tweets. To satisfy those objectives, present study applied corpus-assisted research by using *AntConc* for seeking the cluster and collocates. In addition, Metaphor Identification Procedure Pragglejaz Group (2007) was utilized to separate the metaphorical expressions from the literal ones based on each utterance’s collocates and clusters. Meanwhile, the most important part – to generate the metaphors of deadline – this study applied the domain mappings Lakoff & Johnson (1980a) which may result in one or more conceptual metaphors. To be underlined, the present study is not a replication of any recent studies, as it combined MIP (Metaphor Identification Procedure) and CMT (Conceptual Metaphor Theory) in processing the data taken from Twitter, which was also limited only for tweets containing the hashtag of #deadline.

Finally, this study is expected to theoretically provide contemporary perception on metaphor of deadline as a complement to the more popular metaphor, that is, of time. While there have been common metaphors such as *WAKTU ADALAH UANG* or ‘TIME IS MONEY’ Villers & Mieder (2017),

through this work, there possibly appears fresh portrayal on deadline. In addition, the use of hashtag as language data collection instrument is estimated to encourage the language researchers in taking on other features of social media while investigating linguistic phenomena. On the other hand, in practical significance, the outcome of this study may lead to Indonesian people's enhanced understanding on deadline in addition to the established collective knowledge that time is like a rubber. This also has something to do with the effect that may appear due to deadline, as elaborated by Cox (2021) that the way people manage to build healthy relationship with critical time can lead to thought-provoking outcomes. Moreover, this can be a source of stimulation for using language creatively in delivering abstract concept, especially when it comes to social media. By the discussion in this study, positive impacts are awaited in terms of perceiving deadline which has been long known as something that threatens. Such positively renewed view on deadline will possibly change the way people behave in their daily activities, including when they need to face the abundant tasks and challenges. The result might highlight the importance of punctuality Corbett (2016) which actually can be a sign of positive traits, including honesty, reliability, piety, and good management.

## METHOD

This study applied qualitative method with the assistance of concordancer namely AntConc. The raw data that was taken from tweets with several criteria which were subsequently packed as a corpus; therefore, this work is addressed a corpus-assisted study. In unraveling the relationship between words derived from Indonesian tweets, corpus method was applied in this study by using AntConc (Anthony, 2014). Some features utilized were Keyword, Cluster, Collocate, and Wordcloud. Subsequently, the Metaphor Identification Procedure (MIP) Pragglejaz Group (2007) was employed to identify the metaphorical expressions of deadline, while generating deadline metaphor was completed using domain mappings (Kövecses, 2010; Lakoff & Johnson, 1980b). Those three methods were performed in sequence to ensure that the data was collected and analyzed properly.

As an initial stage, the data in form of tweets was collected through searching box in Twitter. Particularly, the searching box provided advance search feature that made it much easier to obtain the data with certain requirements in accordance to research objectives. To investigate certain issues, Twitter has been attested popular in providing the research data (Chen et al., 2022). While Twitter has several features, there were some points to be underlined in gaining the data for research, including the temporal trajectory, discussion topic, prevalence, and so on. The criteria for present data included the time range of tweets posted between 2020 and 2022 which contained the hashtag #deadline and was expressed in Bahasa Indonesia. All the searching result, in addition, was exported in plain text to be further processed in corpus tool.

By using AntConc, the plain text was processed as data corpus to investigate the results regarding #deadline. The first evidence to reveal was the most frequent keywords that appear accompanying #deadline tweets. To obtain the list of the keywords, the AntConc features of "Wordcloud" and "Keyword" which respectively provide the visualized results of any features (such as Cluster, Collocate, and Keyword) and the list of words that untypically appear in the corpus were used. Specifically in this phase, the use of Wordcloud assists the researcher in extracting the grand picture of the whole corpus, as it is presented in a themed visual. In addition, the features were utilized to predict in what setting the #deadline tweets took place and discussed. Moreover, it could be supportive device to delve into another background of the users that successively bear upon how they perceive deadline. Additionally, collocates were observed to bring to light the linguistic patterns that were performed by tweets containing #deadline hashtags.

From the collocates found, the metaphoric characteristic was afterward analyzed through Metaphor Identification Procedure (Pragglejaz Group, 2007). The data analysis included reading the entire text to establish general understanding of the meaning, determining the lexical units in the text (including the collocates), and identifying the basic meaning which possess the criteria of: (a) more concrete meaning; (b) bodily action-related meaning; (c) more precise meaning, and (d) historically older. Finally, the lexical unit that contains a more basic current meaning in other contexts was marked



- (ii) Used to sleep late by the #Koreandrama, now cannot go to sleep due to task deadlines 🤔 😬 (Biasa nya nggk tidur semalaman karena #drakor sekarang gk tidur karena deadline tugas 🤔 😬)
- (iii) It is still a mystery why task done earlier feels so difficult, but easy peasy when the deadline comes 😬 😬 (Masih menjadi misteri, kenapa tugas kalo dikerjain awal-awal susah banget, pas b-deadline malah eazy peazy lemon squishy 😬 😬)
- (iv) College task is sometimes a mystery, the other time is a challenge 😊. Completed step by step, and is still given the new one in the process 😬 (Tugas kuliah kadang jadi misteri kadang jadi tantangan 😊. Dikerjain sedikit-sedikit, eh udah dikasih yang baru lagi 😬)

Examples (i) to (iv) showed the appearance of *task* ‘task’ in the tweets containing #deadline. The first tweet (i) task that was under the deadline became the focus that it made someone – a chubby boy – lost his consciousness and awareness. It can be seen from the way the Twitter user wrote that the boy felt nothing while an earthquake was taking place. Considering this, deadline which relates to task is portrayed as something that can lessen someone’s sanity or concentration when it is most needed.

Additionally, the second example depicted that selecting task deadline as a replacement for Korean drama when it comes to late sleep. It can be inferred from the tweet that both Korean drama and task deadline are reduced the time for sleeping at night. Perhaps what makes them cause different atmosphere lies on the appearance of two emojis: (1) grinning face with sweat and (2) smiling face with tears (Chris, 2021; Tenzer & Cangro, 2022). When spending the night with Korean drama has become a usual habit, it somehow forces someone to feel the same while completing the task deadline. Both emojis were used to help the user feel okay when it was not. Metaphorically, task deadline in this matter appears as an entity that keeps someone awake.

The highlight derived from examples (iii) and (iv) is the existence of task deadline as something mysterious. Both tweets explicitly expressed that task deadline is mystery that keeps being questioned on its process. In the example (iii), task deadline can either be relatively easy or difficult, which in this case is dependent on the time as it is done, which is in line with previous study on psychological time experienced by prisoners (Sekulak et al., 2022). On the other hand, in the example (iv), the peculiarity performed by task deadline is shown on its unexpected emergence which may be gradually.

- (v) What are tips for Nufra Besties in avoiding tight deadline? (Apa saja nih tips agar Sobat Nufra terhindar dari deadline yang mepet?)
- (vi) Being sad is when working on task at the due dead (Sedih tu pas lagi ngerjain tugas mepet deadline)
- (vii) It will be worse for having the Boss who frequently hands in tight deadlines 😬 (Apalagi yang atasannya suka ngasih deadline mepet-mepet 😬)
- (viii) However, make sure that the joy of *iftar* will not make us forget to finish the task under the tight #deadline (Tapi pastiin, asiknya berbuka jangan sampai bikin kita lupa untuk selesaikan tugas yang sudah mepet #deadline)

In specific, the examples (v) to (viii) focus on the deadline in relation with its keyword of *mepet* ‘tight’. The condition of tight deadline, according to the findings, can be derived either from the task giver or task receiver. Example (vi) demonstrates that the task deadline can be considered tight when it is the receiver’s choice to start doing it close to the deadline. Conversely, tight deadline can appear when it is originally given to be completed in a relatively short time. These premises go hand in hand with research, Philippe Décieux & Heinz (2022) which revealed that deadline extension has something

to do with people’s quality in giving responses. As consequences, the response of the task receiver may vary, from sad – as shown by the word *sedih* in example (vi) – to laugh, which can be treasured in example (vii).

When tight deadline is closely related to something unenjoyable, some people decide to view it as something to face with solutions. Therefore, example (v) and (viii) tried to show that tight deadline can still be solved. This is represented by the notion *tips* ‘tips’ and *jangan sampai* ‘make sure it will not ...’. As has been attested through a study [Faisal & Pangestu \(2015\)](#) that some devices can be promoted to resolve issues regarding time and agenda management, for instances are deadline note and Google Calendar which can be encouraged to the students in getting along with their schedule. In the present study, the ways out in facing tight deadline are packed in some tips (example (v)) and reminders (example (viii)).

### Collocates

Table 1  
Collocates of #deadline tweets

No	Collocate	Rank	FreqLR	FreqL	FreqR	Range	Likelihood
1	Deadline	1	410	205	205	1	87.922
2	<i>Bisa</i>	2	79	38	41	1	22.235
3	<i>Yuk</i>	3	28	12	16	1	33.156
4	<i>Sehari</i>	4	3	1	2	1	18.752

Aside from the Wordcloud feature, the Collocate reveal how certain word is typically used with other words, i.e., as co-occurrence. There are seven collocates found in the data, which specifically contains three significant words in number that involves ‘deadline’, *bisa* ‘can, -able’, and *yuk* ‘come (on), let us’, *sehari* ‘a day’, *ngerjainnya* ‘to do it’, *pengerjaannya* ‘the work’, and *\*request* ‘request’. On the other hand, the rest collocates show quite low frequencies ranging from two to three appearances. More detailed information regarding the collocate is presented in Table 1 which order is set up according to the highest frequency in both sections: left and right of the hashtag #deadline.

The highest collocate is the word “deadline” that appears as many as 410, which shows that the word does not only take part in the hashtag, but also part of the main text in the tweets. Such compartment illustrates that the Twitter users are eager to emphasize what they mean [Blankinship, \(2019\); Larosa et al., \(2020\)](#) through the use of certain word as well as its reappearance in hashtag #deadline which strengthen the topic-marking ([Laucuka, 2018](#)). With these devices, certain topic including deadline is projected to be more noticeable that it can also represent the attitude of the creator. Some instances for this collocate are obtainable in example (ix) to example (xiii).

(ix) Let us make action plan so that we can focus on finishing all the deadlines (*Bikin action plan yuk agar bisa fokus mengerjakan semua deadline*)

Have a good activity, forget anything that makes you tired due to countless tasks and deadlines, it is the time for you to contact the admin to help you finish your hard task.

(x) Let’s chat admin right now (*Selamat beraktivitas, lupakan hal yang membuatmu penat karena tugas banyak dan deadline, saatnya kamu hubungi admin untuk membantu menyelesaikan tugasmu yg berat. Yuk chat admin sekarang juga*)

The collocates did not only include noun, but also other parts of speech such as adverb, modal verb, and interjection. A finding of interjection *yuk* which indicates invitation [Setyawati et al., \(2021\)](#) is proven lead to dissimilar sense in this study. According to example (ix), the invitation tends to direct to positive sense, in this case is to make action plan to overcome the deadlines. In contrast, example (x) with the same invitation word of *yuk* offers others to contact particular person to help with his or her task. This causes reasonably undesirable conduct, that is to ask others to do the task. At this stage, deadlines can promote determination as in example (ix) or lethargy shown by example (x). Afterwards,

deadline is described as an entity with both positive and negative impact simultaneously. Such circumstance is widely acknowledged as the double-edged sword [Bialecki \(2022\)](#), or in Indonesia is called *pisau bermata dua* [Kumorotomo \(2010\)](#) which represents two-sided entity with two different points of view or impacts.

(xi) We are also open to request for work duration even in a day, just contact us right away 😊 (Kami juga bisa request lama pengerjaan kak jadi sehari juga bisa selesai, yuk yuk kak bisa kontak kami 😊)

(xii) Deliberately worked on it while crying as it turns out that the tasks are voluminous and difficult. Feel so guilty did not start doing it days ago 🙄 (Ngerjainnya menghayati banget sambil nangis2 karena ternyata tugasnya banyak dan susah. Menyesal gak dikerjain kemarin2 🙄)

(xiii) Will you get other chance? you get cheap prices, fast work, come on, hurry up, you can just DM, just start from 2k 😊😊😊 (Kapan lagi nihh dapet harga murah pengerjaan cepat ayok buruan boleh di dm aja yab start from 2k aja 😊😊😊)

Referring to the previous finding, deadline is perceived as a chance to do bad deeds, this part provide additional discussion by the supporting evidences as given in example (xi) and example (xiii). Both tweet samples show equal substance: service offer for doing others’ tasks. In example (xi), some keywords need to be underlined, such as *\*request* ‘request’, *pengerjaan* ‘work’, *sehari* ‘a day’, and *yuk* ‘come (on), let us’. Additionally, the word *request* suggests flexibility or relativity of the service as the customer request, including the working duration which is represented by *pengerjaan* and *sehari*. The word *sehari* specifically compromises the “appealing” deal, as deadline is robustly engaged with limited time and people will be often trapped in deadline rush. The flexibility is also supported by the modal verb *bisa* ‘can’ that shows the probability of the deadline to be met under certain condition and deeds made by the person. However, the appearance of adverb *sehari* as collocate illustrates the close linkage between deadline and the defined time limit. This can be a sign that specifies duties with deadline as opposed to those without any target of time.

### Metaphor 1: Deadline is a Terror

Applying the feature of Cluster, this study found that there are 672 types of clusters regarding deadline. However, following the coding decisions of MIP [Pragglejaz Group \(2007\)](#), there are ten clusters indicating metaphorical forms, as exposed in Table 2. Slightly different from Collocate, this feature shows the words that exactly precede or follow certain set up word. Derived from the patterns shown in the following clusters, the literal meanings are converted to what they imply. In this study, ten clusters with relatable senses were grouped to build a sole understanding of deadline, which subsequently form mappings that bring about the first conceptual metaphor, i.e., DEADLINE IS A TERROR.

Table 2  
Cluster of “Deadline” Keyword (Related to “Terror”) in Indonesian Tweets During 2020-2022

No	Cluster	Meaning	Rank	Freq
1	<i>Dikejar</i> deadline	‘caught by deadline’	9	9
2	<i>Ada</i> deadline	‘there is deadline’	13	7
3	<i>Mepet</i> deadline	‘tight to deadline’	13	7
4	<i>Kejar/ mengejar</i> deadline	‘catch the deadline’	18/ 58	6/ 2
5	<i>Pejuang</i> deadline	‘deadline fighter’	32	3
6	<i>Bayangi</i> deadline	‘haunt the deadline’	58	2
7	<i>Penuhi</i> deadline	‘fulfill the deadline’	58	2
8	<i>Perpanjang</i> deadline	‘extend the deadline’	58	2



9	<i>Pusing</i> deadline	'dizzy due to deadline'	58	2
10	<i>Sama</i> deadline	'with deadline'	58	2

The result indicates that deadline is the embodiment of moving entity, which is proven by *dikejar* 'caught' and *mengejar* 'catch'. In such circumstance, terror needs movement and decision, which is fulfilled by the previous words indicating moving entity. As well, deadline is something equals to terror, as can be seen through *bayangi* 'haunt', *pusing* 'dizzy'. In addition, terrorism is identical to violent strategy using fear and insecurity, as well as illegal force and threat Whittaker (2004) which is reflected through those two expressions. This result shows similarity to what Lakoff found about argument. In his book, argument was symbolized as war, as it contained some metaphorical expressions including "Your claims are indefensible", "He shot down all of my arguments.", and so on, which then generated a conceptual metaphor of ARGUMENT IS WAR (Lakoff & Johnson, 1980b). The close relationship between war and terror Institute for Economics & Peace (2023) lies on their risky impact on safety. However, in this case, some words performed in tweet about deadline – for example – *bayangi* 'haunt' tends to have relation with terrorism, as stated in Whittaker (2004) that in the future, terrorism can effortlessly haunt public with its wickedness and ingenuity, for instance by large destruction.

**Table 3**  
**Mappings of Source Domain (Terror) to Target Domain (Deadline)**

Terror	Deadline
<i>Dikejar/ kejar/ mengejar</i>	The continuous threat
<i>Ada</i>	The initial news/ terror from the menacer
<i>Mepet</i>	The short time given by the terrorist
<i>Pejuang</i>	The one fighting to free the victim
<i>Bayangi</i>	The threat, the unforgettable threat
<i>Penubi</i>	What to be done toward the requirement
<i>Perpanjang</i>	Tolerance given by the menacer
<i>Pusing</i>	The worry experienced by people
<i>Sama</i>	The terror is near

On top of that, deadline is a tangible thing, because it is signified with some words that allow deadline to be touched and recognized, as in *ada* 'exist, there is', *mepet* 'tight', *perpanjang* 'extend' and *sama* 'with'. However, if the moving and terror signs of deadline are considered, this tangibility is interconnected and can convey the clarity of terror performed by deadline even more. Deadline is again a terror as terrorism involves calculated ferocity and manipulation Whittaker (2004), as reflected in *perpanjang* 'extend' and *mepet* 'tight' which deal with pace and may lead to devastation, as shown by *pusing* 'dizzy'. Bringing it back to previous study, delay or unpunctuality is tolerated by Indonesian people Prayogi & Arimi (2020), and it is currently relatable to the point that Indonesian Twitter users express the verb *perpanjang* 'extend' as a bargain for the situation of *mepet* 'tight'. Thus, deriving the findings and discussion on the result of Keyword, Cluster, Collocate, and Wordcloud, this study comes to a formula that DEADLINE IS A TERROR. The mappings between deadline and terror are presented in Table 3.

### Metaphor 2: Deadline is a Survival Game

In contrast to the previous metaphor, this one shows a remarkable depiction on deadline. Table 4 presents ten clusters that generally encompass way more optimistic impressions. Instead of using *penubi* 'fulfill', in this way deadline has "accomplished". While the word fulfill is used to define the action to satisfy or to do as required, "accomplish" refers to carrying through process to its completion (Merriam-Webster, n.d.). Despite their close meaning, the rationalization represented by each word makes them generate distinctive atmosphere. While being threaten by a terror, someone needs to fulfill the requirement – ransom,

for instance – and it is different case in a survival game. The series of challenges featured in a survival game makes its participants follow the rule and for sure accomplish the missions.

**Table 4**  
**Cluster of “Deadline” Keyword (Related to “Survival Game”) in Indonesian Tweets During 2020-2022**

No	Cluster	Meaning	Rank	Freq
1	Deadline <i>target</i>	‘target of deadline’	16	3
2	Deadline <i>bantu</i>	‘deadline (to) help’	29	2
3	Deadline <i>cepat</i>	‘rapid deadline’	29	2
4	Deadline <i>hari terakhir</i>	‘the last day of deadline’	29	2
5	Deadline <i>selamat</i>	‘deadline survived’	29	2
6	Deadline accomplished	‘deadline accomplished’	72	1
7	Deadline <i>ambisi</i>	‘deadline (for) ambition’	72	1
8	Deadline <i>bertahan</i>	‘deadline survives’	72	1
9	Deadline <i>berlari</i>	‘deadline runs’	72	1
10	Deadline <i>berpikir</i>	‘deadline (to) think’	72	1

It is quite thought-provoking that somehow deadline appears to be something connotatively positive rather than negative. This is shown by the findings in Table 4. There are ten instances of clusters that brought about a broader idea that deadline copes with limited time, yet leads into an uplifted state. Such atmosphere is slightly different from the sensation given by the previous metaphor: DEADLINE IS A TERROR. While both offers the resemblance in term of unavoidable countdown, at this phase deadline comes with desirable goals that is anticipated by people. The most prominent cluster would be “deadline *ambisi*” and “deadline target”, which differs from the terror features. Those keywords – *ambisi* and *target* – indicates something strategically planned by an individual or group which needs to be fulfilled. When the word *target* stands alone, it will not make any sense to the way survival game is introduced. Instead, the discovery of *target* and *ambisi* ‘ambition’ words in discussing on deadline turns it into a clear-cut understanding that deadline is something to be intentionally attained. Furthermore, once it is achieved, the doer will be considered survived, as shown in the cluster of the clause deadline *selamat* ‘deadline survived’.

**Table 5**  
**Mappings of Source Domain (Survival Game) to Target Domain (Deadline)**

Survival Game	Deadline
Target	The pursue to be accomplished by participants
<i>Bantu</i>	The chance given in certain cases in game; another strategy
<i>Cepat</i>	A quality of being quick that should be owned by participants
<i>Hari terakhir</i>	The last chance or moment that refers to the end of the game
<i>Selamat</i>	When a participant is said to be the winner
Accomplished	A state where participants follow the game rules
<i>Bertahan</i>	The main goal of the game
<i>Berlari</i>	The physical execution during the game
<i>Berpikir</i>	The cognitive strategy to win the game

Discussing on survival, there are numerous things to keep in mind in order to survive in special condition (*Outdoor Survival: A Game about Wilderness Skills, 1973*). The participants are required to understand the preparation in playing, the ways to win and to start, and strategy. How deadline is eventually related to survival game in this case can be reflected through the words of *bantu* ‘help’, *cepat* ‘rapid’, *berpikir* ‘think’, *bertahan* ‘survives’, and *berlari* ‘run’ as provided in Table 5. Those features build the mappings between strategies and deadline. While people are faced with high amount of deadline which possibly threatens their “existence”, they need to survive by checking that those strategies have been completed. Let us say that what comes first are the quality of being rapid and to think. It can

also be something else, i.e., helping others when it is needed or it will have impact on one’s success to survive the game. As in some survival game manuals ([Drop’in, 2023](#); [The Personal Development Cafe, n.d.](#); [Winnipeg Regional Health Authority, n.d.](#)), team building was one of the key features that play pivotal role in making the game. These ways are the preliminary requirements to be done. The following strategies are to be fulfilled as well.

## CONCLUSION

This research found several methapor related to the word “Deadline” based on the perspective of Indonesian twitter users. In Indonesian context, deadline, as how it has been perceived as a threat, appears as the way it is. This condition is affirmed by the way Indonesian Twitter users typed words like run, fighter, dizzy, and even haunt in portraying deadline. Through those expressions, metaphorically deadline comes as something it firstly appears: an unavoidable yet terrifying thing. However, the emergence of its opponents shows intriguing anomaly as somehow deadline can lead to goodness, when it is perceived that way. This is pretty refreshing to the people in Indonesia, especially those using Twitter, who finally agree on a new view that deadline is not that horrifying. It can lead people to something challenging, but at the end of the day, it results in joy and pride. This is related to the way the dead metaphor TIME IS MONEY has always inspired people to be punctual as if they will lose their precious thing – money – whenever they skip a beat in doing good deeds.

All in all, verified by the Conceptual Metaphor Theory [Lakoff & Johnson \(1980a\)](#), this study come to a conclusion that deadline can be either something negative or positive. When it is perceived negatively, deadline can become so terrifying, as DEADLINE IS A TERROR. Each individual plays as a fighter who deals with deadline that keeps on catching him or her. While the time given is limited, that individual is obliged to face the deadline, with or without extension. This is what makes deadline feels like a rendezvous. On the other hand, when positive minds come first before brutally judging the existence of deadline, then the conclusion is good: DEADLINE IS A SURVIVAL GAME. Someone is given chance to think, to run, and to endure for accomplishing the target. It is also possible to attain some help within short time. As a final point, when all the targets are accomplished, someone is awarded as a survivor.

To end with, time is depicted in various ways, that it can be either bad or good depending on how it is perceived. In the case of Indonesian Twitter users, deadline is expressed just like a coin – two faced – that leaves them free in showing their attitude toward deadline. This is noteworthy for further studies to unravel what differs these separate views on deadline. Moreover, the development on the research method is awaited, for instance by using Twitter API which allows more advanced options for data collection. In addition, the specification on the research context needs to be adjusted, whether it be the geographical area, language, topic, age, or data source. Through enriched studies, the linguistic contribution on explaining abstract concept can be developed, and is expected to shed some light on progressive outcome both theoretically and practically.

## DECLARATIONS

<b>Author contribution</b>	: Dyta Septiyatik pursued master’s degree at Universitas Gadjah Mada. Despite her concentration in descriptive linguistics, she showed huge interest in cognitive linguistic studies, specifically conceptual metaphor. In this study, she collaborated with her thesis advisor as the second author. Sailal Arimi has expertise in some research areas including cognitive linguistics. He He participated in building argumentation and claims in the data analysis of the conceptual metaphors.
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