

## **AN ANALYSIS OF ORIENTATION METAPHOR ON BBC NEWS ABOUT COVID-19**

**Anisa**

Universitas Muhammadiyah Sumatera Utara

[anisa@gmail.com](mailto:anisa@gmail.com)

### **ABSTRACT**

This study discuss about analysis of orientation metaphor on BBC News about covid19. The objective of the study was described the conceptual metaphor, especially orientation metaphor were use on BBC News about Covid19. This research used descriptive qualitative method. The data was taken from BBC News about covid19 in orientation metaphor. Based on the result of this research of the analysis of orientation metaphor on BBC News about Covid19, it was found thatt there were totally 3 Headlines. The total occurrence from Orientation Metaphors in BBC News Headline about Covid19 Article ware they using spatial UP-DOWN like HAPPY IS UP and SAD IS DOWN occurrence.

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### **Keyword :**

Conceptual Metaphor, Orientation Metaphor, BBC News

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### **1. INTRODUCTION**

Metaphors are everywhere, and this becomes evident when you begin to look for them. Metaphors are not just figurative speech used to embellish a text; instead there is in fact much to learn from them in terms of how thoughts and concepts are structured. According to Lakoff & Johnson (2003 [1980]: 3), metaphors reveal how we as humans perceive the world and structure our experiences, as well as how we relate to these and to other people. Metaphors can illustrate such everyday aspects as how we express ourselves about mood: as in feeling up or maybe down (ibid.: 15), similarly they can be used in elaborate ways to make an abstract experience, like love, more concrete by describing this experience in terms of a journey, a disease, magic, war, or as a physical force (ibid.: 49).

Structural conceptual metaphors are considered by Lakoff and Johnson (1980) as the group with the highest number. In this kind of conceptual metaphor, complicated and abstract experiences are conceptualized based on the experience of simple and specific experiences.

In orientational conceptual metaphor, a system of ideas is organized in the relation and interaction in space like up-down, inside-out, front-behind, shallow-deep, center-periphery etc. Lakoff and Johnson (1980) called this group the orientational metaphor because they are related to the orientation in space.

The writer will do the research about analysis of orientation metaphor. In this research will analyzed on BBC News about Covid19.

BBC News is one of online news that includes some information about problematic situation with the new through article everyday, like business in economic global, education and health

information. Inside health information article there are metaphors found in health information, but the use of metaphor makes the readers have difficulty to understand the article.

## DISCUSSION

### A. Cognitive Semantics

One of the fields of study on semantics related to experience, conceptual systems, and semantic structures is known as cognitive semantics. The phenomenon of cognitive semantics began in the 1970s as a contradictory view of traditional semantic philosophies that did not involve cognitive organization in linguistics. That is, the relationship between words and their relationship to human experience itself is not interpreted as a meaningful component in an organization or manifestation of language.

This has been stated by one linguist Eva Sweetser (1990) "By viewing meaning as the relationship between words and the world, truth-conditional semantics eliminates cognitive organization from the linguistic system" (Sweetser 1990: 4).

In contrast to this view, cognitive semantics sees linguistic meaning as a manifestation of conceptual structures: the nature and mental representations in all their richness and diversity, and this is what makes it a special approach to meaning in the field of linguistics (Evans, 2006: 177). One of the pioneers of cognitive linguistics, Leonard Talmy, describes research on cognitive semantic studies as "Research on cognitive semantics is research on conceptual content and its organization in language" (Talmy 2004:4) The quote explains that conceptual content in a cognitive semantic study is understood as a general conception which includes the meaning of thoughts. Conceptual content is also not only understood as ideational content, but also as experiential content which includes aspects of emotions and perceptual systems. That is, the concept is not only used to make information more comprehensive, but also used to understand and explore further into experiential content where organizational aspects in a language (perceptual systems and emotional aspects) are investigated further.

Cognitive semantics is basically concerned with concepts. The most basic approach is the relationship between the conceptual structure of sensory experience (Evans, 2006: 157). In other words, cognitive semantics deals with human interactions and how sensory interactions contribute to the formation of conceptual construct in language. One of cognitive semantic studies related to research conducted is how conceptual metaphors related to human sensors through the study of conceptual metaphor.

### B. Definition of Metaphor

Consider the way native speaker of English often talk about life either their own lives or those of others:

People might say that they try to give their children an education so they will get a good start in life. If their children act out, they hope that they are just going through a stage and that they will get over it. Parents hope that their children won't be burdened with financial worries or ill health and, if they face difficulties that they will be able to overcome them. Parents hope that their children will have a long life span and that they will go far in life. But they also know that their children, as all mortals, will reach the end of the road. (based on Winter, 1995, p. 235)

This way of speaking about life would be regarded by most speakers of English as normal

and natural for everyday purposes. The use of phrases such as to get a good start, to go through a stage, to get over something, to be burdened, to overcome something, a long life span, to go far in life, to reach the end of the road, and so on would not count as using particularly picturesque or literary language. Below is a list of additional phrases that speakers of English use to talk about the concept of life:

He's without direction in life. I'm where I want to be in life. I'm at a crossroads in my life.

She'll go places in life.

He's never let anyone get in his way.

She's gone through a lot in life.

Given all these examples, we can see that a large part of the way we speak about life in English derives from the way we speak about journeys. In light of such examples, it seems that speakers of English make extensive use of the domain of journey to think about the highly abstract and elusive concept of life. The question is: Why do they draw so heavily on the domain of journey in their effort to comprehend life? Cognitive linguists suggest that they do so because thinking about conceptual life is facilitated by more concrete concept of journey.

## 1. Definition of Conceptual Metaphor

The classical thought of metaphor differs largely from contemporary understanding of the metaphor. Aristotle maintains that a metaphor includes two main disparate locations, that is, the place where it has come from and the place to which it has been transferred. However, metaphors are not merely used as rhetorical devices and cognitive scientists consider them as part of human thoughts and understanding (Gibbs, 1994; Lakoff & Johnson, 1980). Lakoff and Johnson (1980) maintain that our conceptual system including our thoughts and actions is intrinsically metaphoric. In addition, they claim that our thinking, our experience, and our everyday actions are greatly influenced by metaphors. These metaphorical conceptual structures are realized in linguistic expressions that reflect our inner beliefs and perspectives. Kos (2019) asserts that metaphor is more helpful in achieving the economy of expression and it is more efficient in cases where literal description might fail to do so.

It is important to draw a distinction between conceptual metaphors and linguistic metaphors (also known as metaphorical expressions and linguistic expressions). Deignan (2005) suggests that linguistic metaphors realize conceptual metaphors. For example, the linguistic metaphors of 'I'm feeling up', 'That boosted my spirits' and so on realize the conceptual metaphor HAPPY IS UP (p. 14). Linguistic metaphors show the existence of conceptual metaphor, because the topic and vehicle in the meaning of linguistic expressions determine the source domain and target domain of conceptual metaphor respectively. The vehicle shows the literal meaning, as in the example above 'up' is literally 'direction away from the ground' but the topic has the meaning in the target domain, which consists of metaphorical meaning. The topic is to be happy in the above example (p. 14). The target domain, according to Kövecses (2002), involves —a more abstract concept, while the source domain tends to encompass —a more concrete or physical concept (p. 6). Thus, conceptual metaphor serves to connect two conceptual domains whereby the abstract and complicated one is understood in terms of the familiar knowledge of the concrete and clear one. Lakoff (1993) considers conceptual metaphors as —mappings across conceptual domains where mapping refers to —a fixed set of ontological correspondences between entities in a source

domain and entities in a target domain. (p. 245) Similarly, Knowles and Moon (2006) refer to mapping as —the connections are made between aspects, features, or roles in source and target domains at a conceptual level (p. 34) According to Goatly (2007), one important feature of CMs is that the mapping of source domain to target domain do not happen haphazardly, but they create patterns and fit into sets which are called CM Themes or CMs (p. 35).

Lakoff and Johnson (1980) provide the first example of conceptual metaphor ARGUMENT IS WAR. There are many examples of expressions in which the conceptual metaphor ARGUMENT IS WAR is used to illustrate how a concept can be metaphorical: Your claims are indefensible. He attacked every weak point in my argument. His criticisms were right on target. I demolished his argument. (p. 124)

It can be observed from the examples that they are used very frequently and without any rhetorical or aesthetic purposes; they are very common and mundane. Lakoff and Johnson (1980) argue that the numbers of metaphors connected to the conventional metaphors of ordinary language are much more than traditionally assumed. Likewise, Goatly (2007) suggests that 'The first aspect of metaphor that the conceptual theorists stress is that it is everywhere' (p. 13). Gibbs (1994) as well confirms that the frequent use of metaphor is inseparable from ordinary language; even all types of language make use of metaphor including science, law, culture, and so forth. Kövecses (2002) also adds that although novel metaphors become conventional with constant use, these kinds of metaphors are not actually dead rather they are alive since they —govern our thought – they are 'metaphors we live by' (p. ix).

## 2. Metaphor and Culture

The study of metaphor in different languages helps to grasp the mutual understanding of the speakers of that language and facilitates cross-cultural communications by providing a framework for understanding the particular social and physical world. Lakoff and Johnson (1980) state that the structure of metaphor function as an embodiment of human cognition and understanding that is, our worldview is reflected in our language and thought. Kövecses (2005) considers the culture as an essential factor in metaphor studies and elaborates on what aspects of metaphor are universal or culture-specific. For Kövecses (2005), universality is the uniformity in the complex metaphors that results from a natural emergence of some —universal correlations in bodily expressions (p. 38) and variation in metaphor conceptualization or culturally-specific instantiations are resulted from —differential experiences of people (p. 293). According to Lakoff (1993), 'metaphorical mappings vary in universality; some seem to be universal, others are widespread, and some seem to be culture specific.' (p. 245).

Safarnejad et al. (2014) found that English and Persian share many metaphorical expressions of happiness that are grounded on common bodily experiences. Therefore, the similarities show the universality of conceptual metaphors, whereas differences in metaphorical expressions relate to specific different cultural patterns in English and Persian.

## 3. Conceptual Metaphor Theory

Etymologically, metaphorical terminology is the result of a combination of two Greek words; meta (above) and pherein (redirect or move). Meanwhile, along with the development of its etymology, the concept of metaphor is generally understood as a transfer of the image, meaning or quality of one language expression to another (Classe, 2000:941). Metaphors

enrich the communication of an individual with multiple images and represent an important mechanism for reasoning about concepts. At the same time, metaphors are also considered as language tools that are generally used in everyday life. This was conveyed by Lakoff and Johnson who stated that:

*"Metaphor is universal in everyday life, not only in language but also in thought and action. Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature"*(Lakoff and Johnson, 1980:4).

In addition, talking about the nature and structure of the meaning it forms, Metaphor arises through systematic associations between distinct, and seemingly unrelated, concepts (Shutova, 2015:1). In other words, metaphor provides implicit meaning in the comparison of two concepts that are not related but share the same characteristics. For example, "The wheels of Stalin's regime *were well-oiled and already turning*," (Shutova, 2015:1). In that example, the political system is seen as a mechanism, its substance can function, rest, and has wheels. In other words, there is a characteristic of the wheel which is likened to a political system, that the political system in the regime has very mature and ready to be implemented in government, such as wheels that are ready to be used because they have been lubricated to function properly. The existence of this association allows individuals to transfer knowledge and conclusions to the realm or domain in a metaphorical expression.

This metaphorical expression is called Conceptual Metaphor Theory (CMT) which was first coined by Lakoff and Johnson in their book entitled *Metaphor We Live By* (1980). They state that metaphor is not only about expressing a language, but also a device used by individuals, in their cognition, to construct conceptual systems by transferring one language to another. Thus, conceptual metaphor is understood as a transfer from one concept to another or a familiar concept to an unfamiliar concept foreign because "the essence of metaphor is understanding and experiencing one kind of thing in terms of another" (Lakoff and Johnson, 1980:5). For example, the conceptual metaphor TIME IS MONEY is constructed as an ornament of TIME and MONEY. Based on the adoption of Lakoff and Johnson's (1980:8) explanation on the metaphor, time is valued as a commodity in a culture. In addition, time is also considered a limited resource because, in modern western culture, the concept of work is associated with the concept of how much time is spent. Thus, the resulting implication is that time can be calculated. In other words, if an individual uses time as a substance or concrete object, he has treated time as a substance or object that can be spent and counted, just like money. In other words, the concept of TIME IS MONEY is a form of conceptual metaphor that represents the concept of mapping used in everyday life and culture. In performance, the conceptual metaphor of TIME IS MONEY can be expressed in various expressions such as "You're wasting my time." "I've invested a lot of time in her", and "This gadget will save you hours". These expressions build the actions of each individual who treat time as money.

In addition, referring to the types of metaphors, according to Lakoff and Johnson, conceptual metaphors are distinguished based on the construction of the concepts they build. Conceptual metaphor is divided into 3 (three) types; Structural metaphors, orientational metaphors, and ontological metaphors.

## 2. RESEARCH METHOD

This research used descriptive qualitative research. Qualitative research is a research that



produces descriptive data, speech or word and practice that can be realized by the subject itself. Shodiq (2003) he said that qualitative research does not consist of any calculation and likely statistic. Moleong (1991:11)said that methodology qualitative as procedure the result of descriptive data in the form of written or vocal words from person or activity which is researched. Literatures as data sources are collected by typing certain words related to figure of speech or concepts studied via the internet, journals, and e-books. This research also apply to descriptive study since it just collects and describe The Orientation Metaphor on BBC News about Covid19. Descriptive research is non hypothesis research, therefore in the research conduct, it does not need assumption (Arikunto, 2014). It means that the method is expected to make a systematic and accurate description focusing the fact and the aspects of research the data. By using this method, it was to collected and described The Orientation Metaphor on BBC News about Covid-19.

The source of data for this research was downloaded from BBC News with release date on August-September 2021. This research only analyze orientation metaphor for Covid19 issues. In data collection, analyze, discussed, and reported in the frame of conceptual metaphor theory proposed by Lakoff and Jhonson.

### 3. RESULTS AND DISCUSSION

#### A. Description of the Data

As in the previous chapter, the focus of the research is only conceptual metaphor especially orientation metaphor in Linguistic. The metaphor will be categorized into three types, they are structural metaphor, orientation metaphor and ontological metaphor. After analyzing the headlines corona virus on BBC News 2021 the writer found 20 orientation metaphor in the article. From the data above, the writer found that most of metaphor types used by the article on BBC News 2021 are orientation metaphor.

#### B. Data Analysis

The data was taken from the article on BBC News text contained the headlines corona virus news. The data was divided into types of orientation metaphor, namely UP-DOWN.

##### Data 1

"we've all seen *rates go up* in the last few days and we need to make sure we don't add to that" (*Covid-19: Ryanair predicts travel rebound and Mission: Impossible's Covid lawsuit, 31 August 2021, paragraph 1*). The orientation metaphor *rates go up* is something to increase. The show the spatial orientation UP. The conceptual metaphor is HAVING CONTROL IS UP where the source domain UP and the target domain is HAVING CONTROL. In this case, the word *rates go up* literally means increase cases of covid19.

##### Data 2

A further 32,181 Coronavirus cases that 50 *death* were reported in UK. (*Covid-19: Ryanair predicts travel rebound and Mission: Impossible's Covid lawsuit, 31 August 2021, paragraph 1*). The orientation metaphor *death* is someone who pass away. The show the spatial SAD IS DOWN. The conceptual metaphor is SAD IS DOWN were the source domain DOWN and the target is SAD. In this case, the word *death* literally means the person who pass away cause covid19.

##### Data 3

Ryanair is expecting a very *strong recovery* in European short-haul flight. (*Covid-19: Ryanair predicts travel rebound and Mission: Impossible's Covid lawsuit, 31 August 2021, paragraph*

2). The orientation metaphor *strong recovery* is get well soon. The show spatial orientation HAPPY IS UP. The conceptual metaphor is HAPPY IS UP where the source domain UP and the target domain HAPPY. In this case, the word *strong recovery* means get well soon.

#### Data 4

Staff at Nike corporate headquarters in Oregon have been given a week off to *support their mental health*. (*Covid-19: Ryanair predicts travel rebound and Mission: Impossible's Covid lawsuit, 31 August 2021, paragraph 3*). The orientation metaphor *support their mental health* is spirit. The show spatial orientation HAPPY IS UP. The conceptual metaphor is HAPPY IS UP where the source domain UP and the target domain HAPPY. In this case, the word *support their mental health* is to cheer someone up.

#### Data 5

...“*power down*” to give employees rest after a tough year. (*Covid-19: Ryanair predicts travel rebound and Mission: Impossible's Covid lawsuit, 31 August 2021, paragraph 3*). The orientation metaphor *power down* is lay off. The show spatial orientation SAD IS DOWN. The conceptual metaphor is SAD IS DOWN where the source domain DOWN and the target domain SAD. In this case, the word *power down* is lay off the work staff.

#### Data 6

Impossible 7 insurance payout falls far short of covid19 relates *losses*. (*Covid-19: Ryanair predicts travel rebound and Mission: Impossible's Covid lawsuit, 31 August 2021, paragraph 4*). The orientation metaphor *losses* is disadvantages. The show the spatial SAD IS DOWN. The conceptual metaphor is SAD IS DOWN where the source domain DOWN and the target is SAD. In this case, the word *losses* is disadvantage from covid19.

#### Data 7

Turkey's *lockdown* pigeon boom. (*Covid-19: Ryanair predicts travel rebound and Mission: Impossible's Covid lawsuit, 31 August 2021, paragraph 5*). The orientation metaphor *lockdown* is territory restrictions. The show the spatial SAD IS DOWN. The conceptual metaphor is SAD IS DOWN where the source domain DOWN and the target is SAD. In this case, the word *lockdown* is territory restrictions.

#### Data 8

...“*ease their angs*” said Hakan Yamadag, president of Istanbul Pigeon Federation. (*Covid-19: Ryanair predicts travel rebound and Mission: Impossible's Covid lawsuit, 31 August 2021, paragraph 5*). The orientation metaphor *ease their angs* is reduce anxiety. The show the spatial SAD IS DOWN. The conceptual metaphor is SAD IS DOWN where the source domain DOWN and the target is SAD. In this case, the word *ease their angs* is reduce anxiety.

#### Data 9

Japan is battling a *spike* in Covid cases while it hosts the Paralympic Games. The orientation metaphor *spike* is rise. The show the spatial UP – DOWN. In this case, the word *spike* is rising cases of covid sufferers. (*Japan finds black particles in Moderna vaccine, 1 September 2021, Paragraph 1*)

#### Data 10

Its vaccination *roll-out* has been relatively *slow*. (*Japan finds black particles in Moderna vaccine, 1 September 2021, Paragraph 1*). The orientation metaphor *roll-out* is launching and *slow* is lumbering. The show the spatial UP-DOWN. In this case, the word *roll-out* is covid vaccination launch and *slow* is vaccinations launched very slowly.

#### Data 11



Police have *stepped-up* checks at Italian stations amid threats from protesters to disrupt high-speed trains on the first day of a Covid pass. (*Italian police guard train stations as Covid Pass Rolled-out, 1 September, Paragraph 1*). The orientation metaphor *stepped-up* is increase. The show the spatial UP-DOWN. In this case, the word *stepped-up* Italian police increase checks at stations.

#### Data 12

Foreign Minister Luigi Di Maio has *condemned* a climate of hatred over the launch of the pass. (*Italian police guard train stations as Covid Pass Rolled-out, 1 September, Paragraph 2*). The orientation metaphor *condemned* is blame. The show the spatial UP-DOWN. In this case, the word *condemned* the Minister Foreign blame a climate of hatred over the launch of the pass.

#### Data 13

For more than a week now, children in some districts in the northern Indian state of Uttar Pradesh have been *waking up* with a high fever and drenched in sweat. (*The mystery fever killing children in India, 1 September 2021, Paragraph 1*). The orientation metaphor *waking up* is get up. The show the spatial UP-DOWN. In this case, the word *waking up* is the children get up with a high fever and drenched in sweat.

#### Data 14

In some cases, they reported rashes *spreading* across legs and arms. (*The mystery fever killing children in India, 1 September 2021, Paragraph 2*)

The orientation metaphor *spreading* is scatter. The show the spatial UP-DOWN. In this case, the word *spreading* is scatter of rashes across legs and arms.

## 4. CONCLUSION

The Headline of BBC News about Corona Virus on September 2021, the writer find word and phrase containing of orientation metaphors. The writer uses the theory based on George Lakoff and Mark Johnson in defining the meaning of n metaphors. To get message from source domain to target domain the writer uses equivalence meaning because the theory George Lakoff and Mark Johnson is conceptual meaning in different domain where a concept A is understood in conceptual metaphor. A is the target domain and B is source domain. It was found in BBC News Headline about Covid19 Article were they using spatial UP-DOWN like HAPPY IS UP and SAD IS DOWN occurrence in Orientation Metaphors.

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