



Role of verb in personification used in sharia economic topics on *KONTAN* news site

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ABSTRACT

Background: The linguistic registers related to the aspects of sharia economic including their figurative language become a problem when the readers are not a native speaker of *Bahasa Indonesia*.

Purpose: This study focuses on the personification in the news of sharia economy found on *Kontan* website.

Design and methods: It is used descriptive analytical study to analyze the topics. There are 20 data analyzed in this article, most of articles from *KONTAN* new site in several information or headlines

Results: The result of analysis shows the role of verb in personification adds more layers of meaning. The recontextualization also occurs consistently in this clause. This syntactic impact on semantic meaning is evidently caused by verb's grammatical function in the clause since the verb governs the subject and the object in the clause. This role shows the effect on semantic meaning producing recontextualization. These more layers of context also expand the layers of meaning into secondary meaning and so on. The analysis shows the verb's syntactic properties cause the expansion of meaning and multiple layers of contexts. The underlying cognitive mechanism of this process is the role of verb in syntax also shows the function as the cognitive reference point of human action. Therefore, the projection of human action onto non-animate objects like common bank and sharia bank can occur and become cognitively accessible.

Keywords: personification; figurative language; metaphor; verb syntactic properties; recontextualization

Introduction

Figurative language used in the topics of sharia economic on *Kontan* website has various connotative meanings. The readers need cultural knowledge of the native language (*Bahasa Indonesia*) to fully understand this type of meaning, otherwise misinterpretation can occur. The linguistic registers related to the aspects of sharia economic including their figurative language also become a problem if the readers are not a native speaker of *Bahasa Indonesia*. Even the Indonesians themselves can be misled by the connotative meanings if they do not have a proper knowledge on related topics.

This research focuses on exploring and describing the types, functions, and meaning of the figurative language used in the topics of sharia economic on *Kontan* website. This study is significant and important to conduct because it provides full exploration and explanation on the types, functions, and meaning of figurative language used in sharia economic aspects. It also prevents misinterpretation or wrong assumption of the readers. In fact, not all readers

are familiar to the topics and figurative language of sharia economic. Thus, this research contributes to help national development of Indonesia in terms of language proficiency.

The reasons for taking the data from Sharia economic figurative language on *Kontan* website is the distinctive aspects of figurative language in Sharia economic news. The use of personification seems intensive, reflecting the human efforts and growth of Sharia economy in Indonesia. These aspects are different from the figurative language in the daily news.

Moreover, figurative language and its meaning are used in verbal communication. They are different from denotative meaning. Those words used in this type of language use mostly refer to something else. According to Sikos et al. (2008), figurative language is non-literal languages that have been used in the literature to capture wide variety of context-triggered adjustment in word meanings. It means that the figurative language is a form of language that has meaning not only in actual meaning, but also in connotative or implied meaning. For instance, *Api tersebut melahap semua bangunan di daerah tersebut*. It can be seen that in the sentence, *melahap* means *membakar* but it can be used because it is just an analogy. *Melahap* is more appropriate with people's habit, like in eating.

Furthermore, figurative language has various types. In general, there are metaphor, simile, personification, metonymy, allegory, hyperbole and so on. They describe something by using hints mostly different from their denotative meaning. Moreover, it also has many functions like giving the imaginative flare in the use of words making the writers have more freedom in expressing and presenting the creativity or ideas to make the language more attractive and meaningful.

The use of figurative language in the communication and interaction between the writers and the readers will make the language deeply artistic and totally meaningful. It has some other functions like explaining further about something in human life, reinforcing the meaning of something, and refining words as well which are used in communication or in delivering messages in order to prevent the readers being offended. These functions are also determined by context so that it shows an important role of figurative language. As one of the language styles that mostly used in written communication, figurative language is used in literary works by the writers.

The use of language in a particular environment can be observed as symptoms of language that have their own characteristics. The characteristic of each language that exists in this society occurs because of the type the needs of different societies. The differences develop in accordance with the diverse needs of humans. One of language media to communicate is through the mass media like newspapers.

The creative writers intend to deliver messages by using something different like using figurative language in order to beautify or maybe to exaggerate the language. They need more time to think before delivering what they feel, think, and want. Thus, it is totally useful in order to get more attention from the readers. Newspaper can be reached via online. Newspaper contains most of things of human life such as information about politics, knowledge, social-cultural, incident and also economic.

Kontan is a news site which discusses everything about economic, whether conventional or sharia. Therefore, it has massive use of figurative language, connotative meaning, and linguistics register which become a source of linguistic phenomena to study. Since it is a news site, it has high numbers of being visited and read by people.

There are some reasons why this topic is quite interesting First, the figurative language in *Kontan's* Sharia economic news shows highly used of personification. There is a linguistic phenomenon unsolved in the use of those personifications. Second, as the native of Indonesian, the researcher tries to explore and describe types, meanings and functions of the figurative language in order to help the readers understand the information behind the figurative

words used. The third one is through the research it will give the knowledge to the readers in linguistics, especially in Semantic study that may give information about figurative languages generally and specifically.

The study of figurative language used in Sharia Economic Topics found in *Kontan* News Site can be studied from any interdisciplinaries, one of them is semantics. Semantically, figurative language will be identified from the word or phrases meanings of this; how to know the literal meaning of each. It means that the research scope is based on the interface of syntax and semantics point of view in order to identify what types, meanings and functions of figurative languages used in Sharia Economic Topics found in *Kontan* News Site.

This article addresses the problem of the verb's syntactic roles and properties in affecting the personification and its semantic meaning on the *Kontan's* sharia economic news. The study is expected give a useful contribution theoretically and practically. Theoretically, the research findings are going to be useful for readers in giving information about linguistics phenomenon, especially in figurative language study so that they can enrich the knowledge and information about it. Practically, this research is expected to help the readers understand how to identify and determine types, meaning and functions of figurative language correctly. In short, the research can also be reference for other researchers who are interested in conducting research about figurative language.

Methods

Based on the explanation above, it can be said that type of study is clearly part of the principle of descriptive analysis with a qualitative approach because the research is carried out based on the facts of existing language or phenomena that are empirically alive in the speakers. According to Nida (1949) the principle of descriptive analysis must be guided by definite and objective principles in describing language or parts of language accurately so that good research results are created. Moreover, the research is a library research because the data is taken from written document.

Formally, data can be formulated as = Research Object (OR) + Context (C). Data of the research are statements used in Sharia Economic Topics which contain words or phrases of figurative language. For example, *Bank Sharia Indonesia Berpacu Melawan Bank Digital* (Di. M. Hutauruk & Walfajri, 2021). In the topic statement, it can be seen that the word *berpacu* is the research object because it has figurative meaning in which is different from literal meaning and other words are context. Meanwhile, source of data is the online media titled *Kontan* news site.

Findings & Discussion

Figurative Language

Metaphor studies like the rest of linguistics and cognitive science has been a locus of debate as to how much of human language and cognition is universal and how much is culture-specific (Dancygier & Sweetser, 2014). The relationship of metaphor and human cognition is evident since metaphor and other forms of figurative language add the layer of meaning in the process of communication and interaction. In figurative language, the intended meaning does not coincide with the literal meanings of the words and sentences that are used in metaphor, for example: literal meaning is often patently absurd.

Figurative meanings are often quite different from the literal meanings. The literal meaning of a figure of speech means exactly what each word says. The figurative meaning of a figure of speech implies or infers what the phrase together says in a different way, more than the surface or literal meaning (Rasinski & Zutell, 2017).

The creative interplay of language and thought is particularly evident in figurative language (Katz et al., 1998). Therefore, it has the emotive force or cultural connotation, secondary meaning, shared connotation (Phillip, 2011). The aspects of figurative language involve the mechanisms—linguistic, psychological, social, and others—underlying pragmatic effects, some traced to basic processes embedded in human sensory, perceptual, embodied, cognitive, social, and schematic functioning (Colston, 2015). Moreover, the figurative meaning includes the grammatical rules and meaning. For example: the role of copular constructions in the emergence of metaphors and constructional blends (Dancygier & Sweetser, 2014).

The term figurative thinking to denote the use of a query routine which assumes that an unknown expression might be figurative, or which asks what the implications of using a figurative expression might be (Littlemore & Low, 2006).

The underlying cognitive mechanisms within the context of ostensive-inferential communication. We take an avowedly cognitive approach to the role of metaphor in language change, setting out how general capacities such as the recognition of common ground, the inference of meaning from context, and the memorization of language usage, can together lead to the conventionalization of metaphors (Smith & Höfler, 2015).

Furthermore, figurative language relates to mental imagery (visual, auditory, and/or kinetic), it occurs when the people comprehend verbal metaphors (Carston, 2018). One of the components of figurative language is personification. It is realized by verbs, adverbs or adjectives, its presence may not be established until the underlying conceptual structure is analyzed, though the tension between human and non-human roles in argument structures plays a role at the linguistic level (Dorst, 2011).

Therefore, the cognitive mechanism underlying certain tropes (for example metaphor or metonymy) may assume variable degrees of conventionalization (Papafragou, 1996). The nature of the relationship between verbal behaviour and such analogical schemas. The discourse metaphors are an important link between the two encompassing the verbal expressions containing a construction that evokes an analogy negotiated in the discourse community (Zinken, 2007).

Moreover, the figurative language requires cognitive capabilities to abstract meta-represent meanings beyond “physical” words. In this communicative layer, communication is more than sharing a common code, but being capable of inferring information beyond syntax or semantics (Reyes et al., 2012). The information in figurative language is beyond syntax and semantics, however, the forms in both fields affect the cognitive process in accessing that information.

The fact that metaphor either change meaning or become non-sensical when reversed (1996). Metaphor in figurative language and other forms of figurative language like personification change the meaning. The meaning becomes expanded to have more layers. Moreover, conceptual metaphors converge on, and often produce, cultural models, that is, holistically structured conceptual units (Kövecses, 2003).

Below is the list of figurative language found in the Kontan website. Each number represent an article published in the website.

*Kembangkan ekonomi sharia, Bank Sharia Indonesia **gandeng** lembaga riset dan PT (Hidayat, 2021b)*

The verb *gandeng* (holding the hand) is used as a personification in this clause to show the meaning ‘to cooperate’. This verb is used instead of the phrase *bekerja sama* in Bahasa

Indonesia. It shows the role of verb as a governor in syntax has an impact on the personification and its semantic meaning.

This verb also shows the shared connotation cognitively accessible to Bahasa Indonesia native speakers. The cultural connotation or shared connotation is actually a secondary meaning in a wider scale (Phillip, 2011). Since meaning has layers and social aspects, the figurative language, particularly the personification here shows how language is used in more recontextualized meaning.

The personification in this clause is evidently caused by the use of verb. The secondary meaning in semantic sense here is produced by the verb's properties and function syntactically. The first clause here already shows the personification in semantics is caused by the role of verb in syntax.

Since the use of personification in this clause is based on the different layers of contexts and meanings, the cognitive access to the meaning of this personification will be difficult for non-native speaker of Bahasa Indonesia. This problem seems to occur in all languages where non-native speakers will face difficulties to understand the figurative language, or specifically the personification in their second language. Multiple layers of meaning and wider recontextualization caused by the verbs in personification are the factors in this case.

Unit Usaha Sharia Masih Nyaman Duduk di Pangkuan Bank Induk
(Dwiantika, 2021)

The phrase *nyaman duduk di pangkuan* (be comfortable sitting on the lap) signifies the personification and metaphor in this clause referring to Unit Usaha Sharia Mandiri being supported by the central Bank. The function of personification in this clause also shows the wider spectrum of meaning and more contexts since the secondary meaning are constructed by the verb *duduk* (personification) and the noun *pangkuan* (metaphor).

This phrase is not an idiom because it projects human action on to the non-animate object (*Bank Induk*). The verb here indicates the personification and the noun signifies the metaphor. It is unclear whether the noun and its syntactic properties and mechanism also have the impact on semantic meaning or not, but the evidently the verb here shows consistent results of affecting the semantic meaning through its syntactic and grammatical properties.

Pefindo sematkan peringkat idA+ kepada Askrindo Sharia (Laoli, 2021)

The verb *sematkan* indicates the personification in this clause. Its literal equivalence is to give or *memberikan* (*Bahasa*). The use of this verb in this clause shows the personifying function as a figurative language in the news. This verb has become a cultural connotation since it is constantly used to express the meaning of this activity. However, the use of this verb to personify the meaning seems to recontextualize the verb itself in wider range of meaning category.

The emotive force resulted by this personification is the impact of this verb being the governor of syntactic properties in this clause. This clause and its personification are cognitively accessible for the native speaker of Bahasa Indonesia. However, the non-native speaker will face some difficulties to understand because this personification produces more types of meaning in figurative sense.

Genjot pembiayaan rumah, Bank Sharia Indonesia tawarkan margin spesial mulai 3,3% (Walfajri, 2021b)

The verb *genjot* also indicates a personification in this clause. This verb literally refers to paddle a bicycle. However, its use in this clause as a figurative language personifies the meaning of increasing the fund since Bank Sharia Indonesia is not a human, but an institution. The connotative meaning of this verb remains accessible to the cognition of the native speaker of Bahasa Indonesia, but for the non-native speakers they will face some difficulties to understand the meaning.

The effects of verb as a governor or indicator to determine the object and subject grammatically show the evident impacts on semantic meaning. Semantic and syntactic interfaces seem to occur consistently in the data. It seems that the personification is caused by the verb's syntactic properties and cognitive underlying mechanism.

6 Hari memerah, ini valuasi PER dan PBV saham Bank Sharia Indonesia (BRIS)(Hidayat, 2021a)

The verb *memerah* (to milk) in this clause personifies the meaning of a heavy scrutiny or investigation. This verb literally has the equivalence of milking the cow, but in this clause, it refers to looking into the valuation of the BRIS' shares. The use of this verb to create a personification adds the layer of semantic meaning and causes the recontextualization to occur.

This analysis proves the role of verb in grammatical aspects really has a strong impact on semantic meaning. The recontextualization widens the range of meaning. There is no decontextualization found so far. The use of verb in personification does not cause any decontextualization, it causes the recontextualization instead. It seems to happen consistently.

Bank Syariah Indonesia bidik pembiayaan kepemilikan rumah Rp 38 triliun pada 2021(Walfajri, 2021a)

The verb *bidik* (aim at/point to) also personifies the meaning of this clause. The use of this verb shows the personification of targeting the funding of housing on 38 trillion rupiah in 2021. The denotative meaning of this verb is to aim a gun to the target. Its personifying function shows the figurative language style for providing the fund or bank loan for the housing. The use of this verb as a personification is quite complicated for the non-native speaker of Bahasa Indonesia, but for the native speakers it is cognitively accessible.

The role of verb in personification adds more layers of meaning. The recontextualization also occurs consistently in this clause. This syntactic impact on semantic meaning is evidently caused by verb's grammatical function in the clause since the verb governs the subject and the object in the clause. This role shows the effect on semantic meaning producing recontextualization. These more layers of context also expand the layers of meaning into secondary meaning so on.

Bank Danamon Syariah luncurkan layanan wakaf uang digital (Mayasari, 2021)

The verb *luncurkan* (to launch) indicates the figurative function of personification in this clause. This personifying use of verb produces more layers of meaning and recontextualization since there is an apparent expansion of context. The verb's grammatical and syntactic mechanism really affect the semantic properties of meaning in this case.

However, the semantic or even the pragmatic mechanism of recontextualization is consistently produced by the syntactic properties of the verb. The underlying cognitive mechanism of this result is the use of verb in this personification causing the projection of human action on to non-animate object. This process prevents the decontextualization to occur in semantic and pragmatic meaning. The layers of context are not reduced but expanded instead. Therefore, the meaning is also expanded but remains cognitively accessible to the native speaker of Bahasa Indonesia. Sometimes the expansion of meaning can also cause difficulties for human cognition to access those multiple layers of meaning and context.

Saham Bank Syariah Indonesia (BRIS) drop 5 hari berturut, cek PER dan PBV-nya (Hidayat, 2021c)

The verb *drop* in this clause shows no figurative nor metaphoric function since it is a code mixing of English and Bahasa in this clause. This verb equals to the verb *turun* in Bahasa. This code mixing shows the possibility that this verb has been naturally adopted into Bahasa Indonesia since the native speakers have natural capacity to adopt many terms in foreign language like English.

Bank Syariah Indonesia jajaki kerja sama dengan Dubai Islamic Bank (Sitanggang, 2021a)

The verb *jajaki* (to walk) shows the personification in this clause as a figurative function. The similar phenomenon of the verb and its syntactic mechanism affecting the semantic meaning in figurative sense occurs again in this clause. This mechanism seems to be the syntactic-semantic rule of personification.

The layers of meaning are evidently expanded from the original denotative meaning and naturally the grammatical and syntactic properties also undergo the significant adaptation. In literal sense, this verb cannot be used to the non-animate or non-human figures. Its grammatical and syntactic mechanism will not cognitively accessible either. However, the underlying cognitive mechanism and the expansion of context affected by the use of this verb in personification make human cognition accepts the projection of human action to non-animate object. Therefore, its grammatical and syntactic mechanism become cognitively accessible in natural sense.

Bank Syariah Mengalap Berkah ke Pembiayaan Sektor Infrastruktur (D. M. Hutauruk, 2021a)

The verb *mengalap* (to take the fruit from a high tree) is a personification used to show the figurative function in this clause. This verb shows the role of verb in syntactic mechanism affects the expansion of semantic meaning and its multiple layers of recontextualization.

The effects of verb in governing the grammatical aspects like subject and object in this clause control the mechanism of meaning expansion onto the level of shared connotative meaning. The syntactic properties of the verb once again show a direct impact on the semantic meaning. The recontextualization also consistently occur. The decontextualization is omitted.

KPEI kantong fatwa DSN-MUI, proses transaksi pasar modal resmi berprinsip Syariah (Qolbi, 2021)

The verb *kantongi* (to put into the pocket) personifies the condition of having the Sharia legitimacy (*fatwa*) in the transaction of Sharia capital bursary effect. This personification is caused by this verb showing the verb governs the personification properties in figurative language.

The underlying cognitive mechanism of projecting human action onto non-animate object remains produced by the verb through its syntactic role in the clause. Therefore, there is no rejection of multi-layered meaning expansion by human cognition. This process occurs naturally in linguistic sense. Therefore, the impact of the verb's role is evident semantically in this case although there is also a possibility the verb can also affect the meaning on the level of pragmatics.

Saham Bank Syariah Indonesia (BRIS) merosot 5,52%, cek PER dan PBV-nya (Hidayat, 2021d)

The verb *merosot* (to slide down) personifies the clause since this verb denotatively means a person sliding down. The personification in this clause is caused by the syntactic mechanism of this verb affecting the expansion of multiple layers of meaning and deeper recontextualization. The decontextualization commonly occurs in semantic case does not happen in this clause.

It is interesting to explore how the verb and its properties produce the expansion of meaning. The underlying cognitive mechanism shows the verb projects the human action to the non-human and non -animate object. Therefore, the personification at semantic level can occur.

This cognitive process happens because human cognition perceives the verb as the natural reference of action and process. The semantic personification requires these natural references of action to be represented in natural syntactic rules. Thus, the personification involving multiple layers of meaning occur in the news.

Bisnis asuransi syariah kian merekah (Sari, 2021)

The verb *merekah* (to blossom) in this clause is a metaphor referring to the growth of Sharia Bank in Indonesia. This metaphor constructs more connotative meaning to beautify the clause but still become accessible to the human cognition. This datum also shows the verb is quite significant in governing the figurative properties in a clause.

Sejumlah bank syariah dan UUS cetak pertumbuhan laba di tahun lalu (D. M. Hutauruk, 2021c)

The verb *cetak* (to print) indicates the personification as the figurative function in this clause. This verb also shows a direct effect on semantic meaning. Its grammatical and syntactic properties allow the expansion of multiple layers of meaning and recontextualization in figurative sense.

The underlying cognitive mechanism remains the same as the previous data. The verb's properties in syntactic mechanism allows the verb to be a cognitive reference point to project human action onto non-animate object. Therefore, the personification can occur at the level of semantics.

Meski ada pandemi, laba Bank BCA Sharia tumbuh dua digit di tahun 2020 (D. M. Hutauruk, 2021b)

The verb *tumbuh* (to grow) is the metaphor but also a personification in this clause. The figurative function seems to overlap between metaphor and personification. The denotative meaning of this verb belongs to growth of plants and humans. That is the reason why the boundaries of personification and metaphor becomes unclear in this clause.

However, the shared connotative meaning of this verb and this clause is cognitively accessible. The unclear difference of metaphor and personification in does not block any cognitive access whatsoever for the Indonesian native speaker. The underlying cognitive mechanism caused by the verb's syntactic properties remains the same. The verb here projects the process of growing of human and plants onto non-animate object. This process causes the expansion of meaning and recontextualization to occur consistently. It seems that the difference of growth between human and plants does not cause any change in the underlying cognitive mechanism.

Begini nasib rekening dan deposito nasabah bank syariah BUMN usai merger (Rafie, 2021)

The noun *nasib* (fate) is the metaphor used in this clause. This noun shows its secondary meaning as the shared connotative meaning. In this case, the metaphor also shows different cognitive mechanism than the personification. The noun functions as the cognitive reference point for different abstract entity projected onto non-animate object.

The metaphoric meaning in this clause is accessible to human cognition since it is the nature of noun to bind the representation of reality into language. Human cognition can perceive the referential function in this clause. Therefore, the metaphor can be cognitively accessible.

*Jokowi targetkan Bank Syariah Indonesia jadi **barometer** perbankan sharia dunia* (Bardan, 2021)

The noun *barometer* (barometer) indicates the metaphor is used in this clause. The underlying cognitive function of this metaphor requires the noun to function as the cognitive reference point to project the different entity used by human onto non-animate object.

This noun is the reference for benchmark. However, the noun phrase *tolok ukur* is not used, which is more literal in semantic sense. The clause is constructed figuratively by using the noun *barometer* instead. This noun refers to a device used to measure human body temperature. Thus, it signifies the metaphor here because it is used to create a secondary meaning or a shared connotative meaning in the clause.

*Resmi meluncur, Bank Sharia Indonesia pastikan **garap** seluruh segmen* (Sitanggang, 2021b)

The verb *garap* (to cultivate) shows the personification in this clause. This verb and its syntactic mechanism show the evident impact on the semantic meaning and the process of recontextualization. This process causes the personification to occur because this verb and its grammatical aspects allow the projection of human action onto non-animate object consistently. This projection is perceived by human cognition as the expansion of meaning and it is cognitively accessible. The underlying cognitive mechanism affected by the function of this verb as the governor on syntactic level seems to be inherent, not artificial. Therefore, the personification in this clause is quite natural.

Resmi melantai di BEI, harga saham Bank Net Indonesia Sharia (BANK) melesat 34,95% (Puspitasari, 2021)

The verb *melantai* (to floor) is the personification in this clause. The verb's syntactic properties show the effect on the semantic meaning evidently. The underlying cognitive mechanism is similar to the previous data. The verb shows the function of cognitive reference point for the human action projected on to non-animate object. Therefore, the cognition can perceive the shared secondary meaning from this verb.

This process causes the expansion of multiple meaning layers and recontextualization. The result, the personification in figurative sense occurs and the decontextualization is stopped. The verb's syntactic properties as the governor which determines the subject and object in the clause affects the stoppage of decontextualization and allows the recontextualization to occur. This natural mechanism caused by the verb allows the meaning to be expanded into secondary and cultural connotative category.

Bank Syariah Indonesia Berpacu Melawan Bank Digital (Di. M. Hutauruk & Walfajri, 2021)

The verb *Berpacu* (to race) personifies the meaning of this clause. The impact of verb's syntactic mechanism on semantic meaning occurs consistently. This verb operates in syntax-semantic interface to expand the meaning and allows recontextualization to occur. Therefore, the projection of human action on to non-animate object can be cognitively accessible.

The verb in this datum also shows that this syntax-semantic interface operates in a natural linguistic mechanism to cause multiple-layered meaning expansion and recontextualization. This process allows the personification to be cognitively accessible since there is a possibility human cognition cannot perceive the projection of human action onto non-animate object if this syntax-semantic interface of the verb does not cause the expansion of meaning and recontextualization.

The expansion of meaning and recontextualization occur in semantic mechanism is rare. Many semantic mechanisms cause decontextualization instead. However, the data of Sharia economic news on *Kontan* website prove otherwise.

Discussion

The analysis shows the role of verb in governing the personification properties in figurative language. The verb's properties in these data confirm the deeper semantic function in beautifying the meaning of the clauses. However, the cognitive access of this figurative function also becomes more complex. Non-native speaker of Bahasa Indonesia will face difficulties to understand the meaning. Some clauses can be cognitively inaccessible for non-native speaker of Bahasa.

The data also show a wide scale relationship of verb and human action. This relationship has the effects on figurative language. The personifications really confirm the reflection of human action (animate) onto non-human aspects (non-animate). Moreover, the verb governs the clause syntactically, and also widens the layers of meaning semantically. Therefore, it is evident that the verb in the case of personification has a deeper effect on different levels of linguistics. The point here is the evidence of the verb in personification does recontextualization instead of decontextualization. The layers of meaning are widened. The role of the verbs in personification proves the effects of the verb on meaning.

Conclusion

The verb's role in syntactic properties has the profound impact on the personification and its semantic meaning found on *Kontan* website's news materials. The verb evidently causes the expansion of multiple layers of meaning and recontextualization. The underlying cognitive mechanism in this process is human cognition accepts the projection of human action on to non-animate object like the Bank. The verb also shows the functions as the cognitive reference point making the layers of meaning in personification cognitively accessible.

The expansion of meaning caused by the verb's syntactic mechanism also stops the de-contextualization. This process causes the recontextualization to occur. This recontextualization also adds the multiple layers of meaning in personification found on this website. Therefore, the role of verb as the governor in syntax causes the personification and its connotative meaning in semantics.

This syntax-semantic interface occurs because the verb in personification shows the cognitive function as the reference of human action. Therefore, the projection of human action on to non-animate object can be cognitively accessible. Since the personification can only occur if the secondary meaning becomes expanded and affected by the recontextualization or multiple layers of context, therefore, the verb's syntactic properties also show an effect on the expansion of context. Personification cannot occur without multiple layers of context required for the existence of multiple layers of meaning. Thus, the impact of verb's syntactic properties can expand the meaning at the level of pragmatics, not only semantics.

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