

INTISARI

Pidato Abu Ubaidah sebagai juru bicara Brigade Izzuddin al-Qassam merupakan praktik komunikasi politik yang membingkai perang Tufan al-Aqsa (2023–2025) melalui bahasa metaforis dan simbolik. Pidato-pidato tersebut tidak hanya berfungsi menyampaikan informasi mengenai konflik, tetapi juga secara aktif mengonstruksi narasi perlawanan Palestina dalam kerangka historis, etis, dan transnasional yang ditujukan kepada audiens regional maupun global.

Penelitian ini bertujuan mengidentifikasi metafora konseptual dalam pidato Abu Ubaidah, menjelaskan pemetaan antara domain sumber dan domain target, serta menafsirkan peran simbol budaya dalam pembentukan makna perlawanan. Penelitian menggunakan teori Metafora Konseptual Lakoff dan Johnson yang dipadukan dengan pendekatan semiotika Ferdinand de Saussure, dengan metode kualitatif deskriptif terhadap pidato-pidato Abu Ubaidah selama periode perang Tufan al-Aqsa.

Hasil penelitian menunjukkan bahwa metafora konseptual dan simbol budaya membentuk tiga makna utama narasi perlawanan Palestina, yaitu identitas kolektif, solidaritas lintas batas, dan legitimasi moral. Identitas kolektif dikonstruksi melalui metafora kedalaman historis dan pewarisan genealogis perjuangan; solidaritas lintas batas dibangun melalui metafora otoritas keilmuan Islam, kemanusiaan universal, dan kekuatan kolektif umat; sementara legitimasi moral diwujudkan melalui metafora delegitimasi klaim religius palsu, penandaan kejahatan kemanusiaan, kritik terhadap tatanan internasional, etika internal perlawanan, serta orientasi jihad transendental. Temuan ini menegaskan pidato Abu Ubaidah sebagai konstruksi kultural-ideologis yang membingkai perlawanan Palestina secara historis, etis, dan simbolik di ruang publik global.

Kata kunci: metafora konseptual, semiotika, Abu Ubaidah, perlawanan, Palestina.

ABSTRACT

Abu Ubaidah's speeches, delivered in his capacity as spokesperson for the Izzuddin al-Qassam Brigades, constitute a form of political communication that frames the Tufan al-Aqsa War (2023–2025) through metaphorical and symbolic language. These speeches do not merely convey information about the conflict, but actively construct a narrative of Palestinian resistance within historical, ethical, and transnational frameworks addressed to both regional and global audiences.

This study aims to identify the conceptual metaphors employed in Abu Ubaidah's speeches, explain the mapping between source domains and target domains, and interpret the role of cultural symbols in shaping the meaning of resistance. The research draws on Lakoff and Johnson's Conceptual Metaphor Theory in conjunction with Ferdinand de Saussure's semiotic approach, employing a qualitative descriptive method to analyze Abu Ubaidah's speeches delivered during the Tufan al-Aqsa War.

The findings indicate that conceptual metaphors and cultural symbols construct three principal meanings of Palestinian resistance: collective identity, cross-border solidarity, and moral legitimacy. Collective identity is articulated through metaphors of historical depth and genealogical inheritance of struggle; cross-border solidarity is framed through metaphors of Islamic scholarly authority, universal humanitarianism, and the collective strength of the ummah; while moral legitimacy is established through metaphors of delegitimization of false religious claims, the framing of aggression as crimes against humanity, critiques of the international order, the assertion of internal ethical conduct, and a transnational orientation of jihad. These findings affirm that Abu Ubaidah's speeches function as a cultural–ideological construction that frames Palestinian resistance historically, ethically, and symbolically within the global public sphere.

Keywords: *conceptual metaphor, semiotics, Abu Ubaidah, resistance, Palestine*