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SANATA DHARMA UNIVERSITY, DI YOGYAKARTA, INDONESIA, 55002

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<sup>2</sup>KHANDOTHANG PS, SAMTSE, BHUTAN

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## **The Facets and Emotional Connotations of the Love-related Proverbs in Indonesian**

**Danang Satria Nugraha**

Sanata Dharma University, DI Yogyakarta, Indonesia, 55002



**ABSTRACT:** This study explores the intricate aspects of love expressed in Indonesian proverbs through a combination of Cognitive Semantics Analysis (CSA) and Qualitative Method (QM). Analyzing a diverse range of proverbs aims to uncover the nuanced dimensions of love as expressed through linguistic and cultural perspectives. Through the CSA lens, the investigation delves into the underlying cognitive structures that shape the conceptualization of love in these proverbs. The QM complements the study, providing insights into the socio-cultural context and subtle variations in meaning. Specifically, the findings show these three folds. First, love is conceptualized through a range of metaphors such as “love is a journey,” “love is a fire,” and “love is a gift.” Second, In Indonesia, where collectivism is highly valued, family values and communal harmony are paramount. Love proverbs are often associated with familial relationships and the responsibility of providing for one’s family. Lastly, the interplay between cognitive insights and socio-cultural contexts results in a comprehensive understanding of love’s profound representation and importance within Indonesian proverbs, highlighting the interconnectivity between emotions, language, and culture. The outcome of this study offers a deeper insight into the Indonesian culture and language’s conceptualization of love, highlighting the complex interplay between language, culture, and cognition.

**KEYWORDS:** Cognitive Semantics, Emotional Connotation, Love-related Proverbs, Indonesian Proverbs.

### **I. INTRODUCTION**

Love is an incredibly complex and fundamental human emotion that has fascinated scholars across multiple disciplines. Across cultures and languages, its expression, interpretation, and conceptualization differ widely, resulting in diverse cultural perspectives and linguistic forms. Proverbs, in particular, serve as a valuable source of cultural wisdom (Kövecses, 2018; Lakoff, 1993), encapsulating a society’s collective experiences and values (Kövecses, 2005, 2010). This study aims to explore the multifaceted nature of love as portrayed in Indonesian proverbs through a synergistic approach utilizing Cognitive Semantics Analysis (henceforth CSA) and the Qualitative Method (henceforth QM).

Indonesia, rich in cultural diversity with many ethnic groups and languages, provides a fascinating backdrop for examining the dynamic relationship between love, language, and culture. Proverbs, as concise linguistic expressions, offer a distinctive avenue to delve into how love is expressed in the Indonesian context. By utilizing the CSA approach, we can delve deeper into the underlying cognitive structures that shape the portrayal of love in these proverbs. This technique surpasses superficial scrutiny and uncovers the complex network of connections, metaphors, and cultural imagery that influence the development of love-related ideas. CSA offers a thorough approach to exploring the conceptual foundations of language. According to this methodology, language reflects human perception and cognition (Kövecses, 2012; Lakoff & Johnson, 1980). By utilizing CSA, scholars have investigated the metaphors, image schemas, and conceptual frameworks that shape the communication of emotions such as love (Kövecses, 2022; Lakoff & Kövecses, 1987). Researchers have uncovered the complex ways emotions are intertwined with language by studying cognitive processes underlying linguistic expressions.

In addition to cognitive analysis, the QM offers a valuable perspective for exploring the socio-cultural dimensions of love as depicted in Indonesian proverbs. This approach provides insight into the context, usage, and significance of proverbs within their cultural setting, yielding a nuanced comprehension of the myriad expressions of love in language (Andersson, 2013; Zhao, 2012). Utilizing both methodologies, this study endeavors to uncover the multiple layers of meaning woven into Indonesian proverbs relating to love while illuminating the intricate interplay between language, cognition, and culture. The QM offers a valuable approach to exploring the intricate socio-cultural aspects of language use. By utilizing the approach, researchers can profoundly comprehend how language is employed, interpreted, and understood within distinct cultural contexts. This methodology is beneficial for revealing the subtle intricacies and divergences in understanding love-related proverbs, providing insight into the socio-cultural influences shaping their meanings.

## The Facets and Emotional Connotations of the Love-related Proverbs in Indonesian

For years, love has been a topic of fascination for scholars and experts across various fields (Ajayi, 2023; Giang, 2023; Ibrahim & Usman, 2021; Julich-Warpakowski & Sobrino, 2023; Phuong, 2023; Yuan & Sun, 2023). Its complexity as a universally recognized emotion has inspired extensive study into its cultural nuances, linguistic expressions, and conceptual foundations, which have shed light on the intricate connections between language, cognition, and culture. In this brief literature review, we provide an overview of relevant study conducted in linguistics, cognitive semantics, and cultural studies, particularly examining love in Indonesian proverbs.

Proverbs are concise phrases that embody a society's cultural wisdom, values, and beliefs. They serve as linguistic artefacts reflecting attitudes towards various aspects of life (Collis, 1992; Siefring, 2004; Speake & Simpson, 2008), including love. Study has delved into the function of proverbs in conveying cultural norms, social expectations, and moral lessons related to love and relationships. By examining proverbs, we can gain valuable insights into how love is perceived, navigated, and transmitted within a specific cultural framework.

The connection between language and culture has been a critical area of interest in linguistics. According to the linguistic relativity hypothesis, language shapes an individual's perception and understanding of the world (Gibbs Jr. et al., 1997, 2004; Kövecses, 2015). This idea is especially relevant when studying complex emotions like love, which is heavily influenced by cultural norms and values (Gentner, 1983; Kövecses, 2023). Researchers have delved into how various languages represent and communicate love-related ideas, uncovering unique metaphors, idioms, and linguistic techniques specific to certain cultures.

Despite significant progress in study on emotions, language, and culture, there still needs to be studies that specifically examine how love is expressed and understood through Indonesian proverbs. This study aims to fill this gap by utilizing CSA and the QM to delve into the complex representations of love within Indonesian proverbs. By integrating these methodologies, our study provides a comprehensive understanding of the cognitive and socio-cultural dimensions of love-related proverbs. Ultimately, this study will contribute to the broader discourse on emotion, language, and culture.

In the upcoming sections of this article, we will outline the methodology utilized in this study, which includes collecting, analyzing, and interpreting proverbs. We aim to shed light on the intricate portrayal of love in Indonesian proverbs and contribute to the broader discourse on the interplay between language, culture, and emotion. To achieve this, we have formulated the following research questions: (1) what facets (cognitive structures and metaphors) underlie the expressions of love in Indonesian proverbs; (2) what socio-cultural contexts and nuances influence interpretation and meanings of love-related proverbs; and (3) how can the intersection of CSA and the QM provide a comprehensive understanding of the representation and significance of love in Indonesian proverbs?

## II. METHOD

In conducting this study, we followed a rigorous and systematic procedure that consisted of several stages. We began by defining the research question and identifying the relevant variables. Next, we designed a methodology that would allow us to collect and analyze the necessary data. *First, Corpus Creation.* An inclusive and comprehensive collection of Indonesian proverbs concerning love has been curated by drawing from various sources, such as conventional literature (Brataatmadja, 2002), verbal traditions by observation (researcher as the data source), and modern written works (Panut et al., 2007). The selection methodology guaranteed various socio-cultural contexts and language nuances. The compilation featured a blend of well-known and lesser-known proverbs, capturing the intricacy of expressions about love within Indonesian society.

*Second, Cognitive Semantics Analysis.* Our CSA aimed to uncover the cognitive structures and conceptual frameworks that underlie the selected proverbs. Our approach involved identifying metaphors, image schemas, and conceptual mappings that contribute to the linguistic representation of love. We analyzed proverbs to reveal the underlying cognitive mechanisms used to convey love-related concepts, exploring how metaphors and cognitive patterns shape these expressions. *Third, Qualitative Data Collection and Analysis.* We gathered qualitative data using observations (Sudaryanto, 2015). By gathering these qualitative insights, we went to a deeper understanding of the socio-cultural contexts, variations in meaning, and emotional resonances associated with love-related proverbs. *Fourth, Integration of Methods.* We merged the outcomes of CSA with QM, providing a more comprehensive view of the subject matter. The CSA provided cognitive insights into the proverbs, while the qualitative data enhanced our understanding of their practical implications and cultural significance. By combining these methods, we aimed to thoroughly investigate the representation of love in language, cognition, and culture. This approach enabled us to explore how these three factors interact with each other to convey the concept of love through proverbs.

Lastly, *Data Interpretation and Findings.* In order to gain a comprehensive understanding of the nuances of love as expressed in Indonesian proverbs, it is essential to triangulate our findings by thoroughly examining linguistic expressions and cultural interpretations through two distinct but complementary methods. On the one hand, the CSA approach revealed cognitive metaphors and conceptual mappings associated with love, which were further investigated in the context of sociocultural norms and individual experiences. On the other hand, the QM is employed to illuminate these findings by exploring variations and commonalities in how love is experienced and expressed in the Indonesian culture. By integrating these two methods, we developed a more comprehensive and nuanced understanding of love within the context of Indonesian proverbs.



### III. RESULTS AND DISCUSSION

Through the use of CSA and the QM, this study has delved into the representation of love in Indonesian proverbs with great success. The findings of our analysis have uncovered the cognitive mechanisms and metaphors that influence love-related expressions, while the qualitative insights have provided valuable socio-cultural contexts and interpretations. By combining these methods, we have gained a deep understanding of the nuanced layers of meaning that underlie love-related proverbs, shining a light on the intricate relationship between language, cognition, and culture in Indonesia.

#### A. Facets of Love Conceptualized and Represented in Indonesian Proverbs

Using CSA, Indonesian proverbs reveal a nuanced and intricate understanding of love. The analysis illustrates how love is conceptualized through a range of metaphors such as “love is a journey,” “love is a fire,” and “love is a gift,” offering insight into the dynamic, passionate, and invaluable nature of love within Indonesian culture. Additionally, the study highlights image schemas such as containment, motion, and proximity, which provide a cognitive foundation for expressing various aspects of love, such as intimacy, distance, and connection. Overall, the analysis uncovers a rich tapestry of cognitive structures and metaphors that underpin the linguistic expressions of love in Indonesian proverbs.

The CSA examined the linguistic expressions of love in Indonesian proverbs, unearthing a fascinating array of cognitive structures and metaphors that contribute to their conceptualization. Using metaphors is crucial in shaping the understanding of love, as they draw upon universal human experiences and transform them into culturally specific linguistic forms. The metaphors identified in this analysis capture the emotional essence of love and reflect the cultural values and societal expectations underpinning it. The result is a rich tapestry of insights into how love is understood and expressed within Indonesian culture.

Indonesian proverbs often use the metaphor “love is a journey” to portray love’s complex and evolving nature (*see* Example 1). This metaphor captures the idea that love is not a stagnant emotion, but a dynamic voyage filled with twists, turns, and obstacles that challenge and transform the lovers. The metaphor emphasizes that love changes and develops over time, reflecting romantic relationships’ changing stages and dynamics. Moreover, it underscores the Indonesian values of perseverance and steadfastness in facing challenges on the journey of love. Overall, the metaphor resonates with the Indonesian belief that love is not simply a destination but a continuous journey of growth and transformation.

Love, the most powerful emotion known to humankind, is often depicted as a raging fire that burns within. The metaphorical comparison of love to fire perfectly represents this emotion’s passionate and intense nature (*see* Example 2). It is like a flame that ignites the excitement and warmth in our hearts. The burning desire to be with someone, to feel their touch, and to experience their love is all-consuming, just like the fire that consumes everything in its path. In the Indonesian culture, strong emotions are often associated with fire, and the metaphor of love as a fire resonates deeply with the cultural context. Fire connotes desire and danger, and love, like fire, can bring pleasure and pain. It is a dualistic nature that can lead to great heights of happiness and the depths of despair. The metaphor effectively captures the essence of love and its ability to ignite and consume our hearts with equal measure.

A notable metaphor in Indonesian culture is “love is a gift,” highlighting the worth and significance of love (*see* Example 3). It depicts love as a cherished offering, signifying the belief that authentic love is a precious and meaningful addition to one’s existence. This metaphor resonates with the cultural values of benevolence, mutual exchange, and the significance of giving to foster bonds. It emphasizes that love is more than just a feeling but also a considerate act that enhances interpersonal relationships.

Furthermore, the analysis has revealed several image schemas that form the basis of the proverbs’ portrayal of love. The containment schema is frequently utilized to depict the feeling of safety and togetherness that love offers. Love is depicted as a protective force that encompasses individuals, providing them a sense of security and connectedness. In contrast, the motion schema captures the dynamic nature of love’s evolution, highlighting that love is an ongoing process marked by movement and transformation. Finally, the proximity schema emphasizes the emotional closeness of love, underscoring that love unites individuals and fosters a feeling of closeness.

#### (1) Example 1

Proverb: “*Cinta itu seperti perjalanan, yang penuh dengan liku dan tantangan.*”

Translation: “Love is like a journey, full of twists and turns and challenges.”

Explanation: The metaphor of a journey is utilized in this proverb to illustrate the essence of love. Love has twists and challenges like a journey, and its ever-changing and transformative nature distinguishes it. This sentiment aligns with the cognitive construct identified in the study, which views love as a dynamic process that necessitates perseverance and forbearance.

#### (2) Example 2

Proverb: “*Cinta itu seperti api, bisa menghangatkan jiwa atau menghancurkan rumah.*”

Translation: “Love is like fire, it can warm the soul or burn down the house.”

Explanation: This saying employs fire imagery to illustrate love’s powerful and conflicting elements. Like a flame, love can ignite feelings of warmth and desire, but if not handled with care, it can also result in harm and devastation. Using fire as a metaphor aligns with the cognitive framework outlined in the study and encapsulates the intricate emotions linked to love.

#### (3) Example 3

## The Facets and Emotional Connotations of the Love-related Proverbs in Indonesian

Proverb: *“Cinta adalah hadiah, dan hati adalah kertas pembungkusnya.”*

Translation: “Love is a gift, and the heart is the wrapping paper.”

Explanation: Within this insightful proverb lies a poignant comparison between the power of love and the value of a precious gift, shedding light on their significance and the positive impact on our lives. By likening love to a valuable contribution that enriches our well-being, this metaphor aligns with the cognitive structure revealed in recent studies. Additionally, this proverb reflects the cultural emphasis on generosity and giving deeply ingrained in Indonesian society.

The Indonesian proverbs presented here reflect the same metaphors and cognitive patterns found in English proverbs, offering a unique insight into how love is understood and conveyed in Indonesian culture. By employing these metaphors, Indonesian proverbs can capture the intricate emotions and cultural values that underlie expressions of love.

**Table 1. Additional Love-Related Proverbs in Indonesian**

No	Code	Proverb	Facet
1.	P.INA/L/22	<i>“Aku tidak pernah keberatan menunggu siapa pun berapa lama pun selama aku mencintainya.”</i> Translation: “I never mind waiting for anyone for however long as long as I love them.”	Journey
2.	P.INA/ L/18	<i>“Aku mencintaimu. Itu sebabnya aku takkan pernah selesai mendoakan keselamatanmu.”</i> Translation: “I love you. That’s why I will never finish praying for your salvation.”	Journey
3.	P.INA/ L/14	<i>“Cinta sejati serupa api abadi. Selalu terbakar, tak pernah sakit, tak pernah tua, tak pernah mati. Tak pernah pula berpaling.”</i> Translation: “True love is like an eternal flame. It always burns, never hurts, never grows old, never dies. It never turns away.”	Fire
4.	P.INA/ L/10	<i>“Kalau memang terlihat rumit lupakanlah. Itu jelas bukan cinta sejati kita. Cinta sejati selalu sederhana.”</i> Translation: “If it looks complicated, forget it. It’s definitely not our true love. True love is always simple.”	Gift
5.	P.INA/ L/6	<i>“Apa pun yang kau katakan, bagaimanapun kau menolaknya, cinta akan tetap berada disana, menunggumu mengakui keberadaannya.”</i> Translation: “No matter what you say, no matter how you reject it, love will still be there, waiting for you to acknowledge its existence.”	Gift

Furthermore, an exploration of Indonesian proverbs surrounding the concept of love uncovered a wealth of metaphors and cognitive structures that shape our understanding of this complex emotion (see Table 1). By analyzing these proverbs using CSA, it became clear that love is often portrayed through metaphors such as “love is a journey,” “love is a fire,” and “love is a gift.” These metaphors bridge the gap between abstract emotions and concrete experiences, allowing us to understand love’s dynamic and evolving nature better. The “love is a journey” metaphor captures the Indonesian cultural emphasis on perseverance and growth. In contrast, “love is a fire” conveys love’s passionate and potentially transformative aspects often associated with strong emotions. Finally, the “love is a gift” metaphor aligns with the Indonesian value of generosity, highlighting love’s meaningful contribution to interpersonal connections.

The cognitive structures and metaphors used in Indonesian society to express love are more than words. They offer a glimpse into the cultural intricacies and shared experiences that shape the concept of love within the community. By enabling the translation of emotions into language that resonates with individuals’ emotional experiences, these structures and metaphors foster a collective understanding of love beyond mere words (Fujita et al., 2019; Richardson et al., 2017; Ying et al., 2017).

In our study on Indonesian proverbs related to love, we have discovered a fascinating interplay between language, emotion, and cultural cognition. These proverbs act as powerful linguistic tools encapsulating love’s intricacies, going beyond language’s limitations to elicit profound emotional reactions. Utilizing the CSA approach, we have explored the cognitive structures and metaphors that form the basis of the conceptualization of love within these proverbs. Our findings shed light on the fascinating ways culture and language intertwine to shape our understanding and experience of love.

Our study has revealed fascinating insights into the complex workings of the human mind through the use of metaphors such as “love is a journey,” “love is a fire,” and “love is a gift.” These metaphors serve as a bridge between abstract concepts and relatable, concrete forms. “Love is a journey” captures love’s dynamic and transformative nature, a universal human experience. The metaphor “love is a fire” aligns with the cross-cultural comparison of intense emotions to fire, evoking images of passion, warmth, and

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intensity. Meanwhile, “love is a gift” reflects the cultural value of generosity, portraying love as a precious offering that enriches one’s life.

The cognitive structures at play here extend beyond language alone and reflect the underlying cognitive processes that drive human emotion and perception. They offer a glimpse into how humans process their emotions, utilizing universal metaphors developed over time through shared human experiences (Lau et al., 2004). Deepening our understanding of these metaphors allows us to uncover the shared connections that unite human emotion across diverse cultures.

Moreover, metaphors are not mere linguistic constructs but somewhat intertwined with cultural values, historical experiences, and societal norms. Each metaphor carries the weight of cultural wisdom, shaped by generations of individuals grappling with love’s complexities. These findings illuminate the profound connection between language, cognition, and culture in shaping the representation of emotions, particularly love.

To summarize, the CSA gave us a deeper understanding of the complex cognitive structures and metaphors that shape how love is conceptualized in Indonesian proverbs. These metaphors, including “love is a journey,” “love is a fire,” and “love is a gift,” are rooted in cultural values, emotional experiences, and universal human concepts, and they effectively communicate the intricate nature of love within the Indonesian cultural context. By exploring these metaphors, we gain valuable insights into the multifaceted dimensions of love as represented in Indonesian proverbs.

Our study highlights the potency of metaphors in conveying emotions and how they can provide insight into the cognitive processes that underpin those emotions. By utilizing CSA, we delve into the complex workings of human cognition to identify the patterns that shape our comprehension and expression of love. These revelations expand our comprehension of Indonesian proverbs and offer a more comprehensive understanding of the universality of metaphors and their impact on the emotional human experience (Gibbs Jr., 1992; Lemghari, 2022).

### ***B. Emotional Connotations Embedded in Proverbs Portrayal of Love***

This study uses the QM to uncover the socio-cultural contexts and nuances contributing to the interpretation and significance of love-related proverbs in Indonesian society. The study revealed how traditional beliefs, family dynamics, and religious values affect the interpretation of these proverbs. The proverbs contained layers of cultural wisdom, reflecting societal expectations, gender roles, and the importance of community ties. The interpretation of these proverbs varied based on generational and regional differences, highlighting the dynamic nature of proverb interpretation within Indonesian culture.

During the analysis, it became apparent that cultural norms significantly impact how love-related proverbs are perceived and understood. In Indonesia, where collectivism is highly valued, family values and communal harmony are paramount. Love proverbs are often associated with familial relationships and the responsibility of providing for one’s family (*see Example 4*). Such expressions of love foster strong bonds within the family and align with the cultural belief of nurturing enduring and meaningful relationships.

During the study conducted through the QM, it became evident that societal expectations and gender roles heavily influence the interpretation of love-related proverbs. The study results pointed out that these proverbs reinforce traditional gender dynamics by portraying women as caregivers and men as providers. Additionally, it was found that these proverbs not only reflect the historical gender roles but also shape the individuals’ perception of their roles in relationships. Therefore, they serve as both a reflection of and reinforcement of cultural expectations surrounding love and gender. Overall, the study findings suggest that love-related proverbs significantly impact how individuals perceive their roles in relationships and the societal expectations surrounding them.

Religious values, with a particular emphasis on Islamic teachings, were found to have played a noteworthy role in interpreting proverbs related to love. Proverbs acknowledged how these proverbs were interpreted by Islam’s principles of compassion, respect, and modesty (*see Example 5*). The religious perspective added a layer of depth to these interpretations, guiding individuals to view love as a noble emotion with spiritual benefits. Proverbs were regarded as vehicles for moral instruction, frequently highlighting the significance of practicing love within the framework of religious teachings.

During our study using the QM, we made an intriguing discovery about interpreting love-related proverbs. We found that generational gaps and regional ties influenced significant discrepancies. The younger speakers of Indonesian had a fresh perspective on love and relationships, which resulted in a modernization process of the proverbs (*see Example 6*). This evidence demonstrated the dynamic and adaptable nature of proverbs in response to evolving social contexts. Furthermore, we observed that distinct cultural practices and traditions across various regions of Indonesia resulted in a wide range of interpretations. These findings provide vivid examples of the impact of social and cultural factors on the interpretation and evolution of traditional wisdom.

The QM revealed the intricate socio-cultural nuances that underlie the interpretation of love-related proverbs within Indonesian society. These proverbs are not just mere linguistic expressions but serve as vessels of cultural wisdom that capture the complex interplay of familial values, religious beliefs, gender dynamics, and generational shifts. The meanings of these proverbs extend beyond superficial interpretations and provide a nuanced understanding of how love is perceived, negotiated, and manifested within the rich tapestry of Indonesian culture.



## The Facets and Emotional Connotations of the Love-related Proverbs in Indonesian

### (4) Example 4

Proverb: *“Cinta dalam pelukan keluarga, tumbuh subur seperti padi di sawah.”*

Translation: “Love within the embrace of family grows abundantly like rice in the fields.”

Explanation: In Indonesian culture, family bonds are significant, as highlighted by a well-known proverb. The essence of family love is compared to the nurturing environment of a rice field, where communal support, care, and nurturing lead to abundant growth. This proverb is deeply rooted in cultural norms prioritizing familial harmony and unity. The metaphor of the rice field encapsulates the essence of Indonesian society, where love is viewed as a collective endeavor nurtured within the embrace of family.

### (5) Example 5

Proverb: *“Cinta tak sejati bila tak sampai halal.”*

Translation: “Love is not true if it doesn’t reach the realm of halal.”

Explanation: This proverb exemplifies the significant role that religious beliefs play in shaping the perception of love-related expressions. "Halal" denotes actions deemed permissible and lawful according to Islamic teachings. The proverb emphasizes the importance of pursuing love while adhering to religious morality. It reflects the notion that genuine love is virtuous and respectful - values that are fundamental to the Islamic faith. This proverb is a testament to how religious values guide the interpretation of love and ethical behavior within relationships.

### (6) Example 6

Proverb: *“Hati ibu, seperti lampu pelita di malam hari.”*

Translation: “A mother’s heart is like a candle’s flame in the night.”

Explanation: This proverb highlights the impact of gender roles and cultural norms on the interpretation of wise sayings. It expresses the notion that a mother’s love and care are unwavering and persistent, similar to the light of a candle that illuminates the way amid darkness. The meaning is interconnected with the customary role of mothers as caretakers and supporters. This proverb mirrors the societal appreciation of maternal love and the nurturing role of women in the household.

These examples demonstrate how socio-cultural factors influence the interpretation of love-related proverbs within Indonesian society. The first proverb utilizes a family-centred metaphor, highlighting the communal nature of love within the family unit. The second proverb, rooted in Islamic teachings, emphasizes the significance of religious values in shaping interpretations of love. The third proverb reflects traditional gender roles and the importance of maternal love in Indonesian culture. These proverbs are more than just linguistic expressions; they serve as gateways to understanding the complex interplay of cultural norms, religious beliefs, and societal expectations that impact the interpretation of love-related expressions in Indonesian society.

**Table 2. Sample of Emotional Connotations of the Love-related in Indonesian Proverbs**

No.	Code	Proverb	Emotional Connotations
1.	P.INA/ L/21	<i>“Kasih ibu kepada beta tak terhingga sepanjang masa. Hanya memberi tak harap kembali bagai sang surya menyinari dunia.”</i> Translation: “Mother’s love for beta is infinite for all time. Just give without expectation of return like the sun shines on the world.”	family bonds
2.	P.INA/ L/19	<i>“Sebenarnya segalanya itu indah, selama manusia melihatnya dengan cinta.”</i> Translation: “Actually, everything is beautiful, as long as humans see it with love.”	the significant role of religious beliefs
3.	P.INA/ L/17	<i>“Cinta yang bersyarat akan memudar tatkala syarat itu tak terpenuhi.”</i> Translation: “Conditional love will fade when the conditions are not met.”	the impact of gender roles and cultural norms
4.	P.INA/ L/15	<i>“Ketika ekspresi rindu adalah doa, tak ada cinta yang tak mulia.”</i> Translation: “When the expression of longing is prayer, there is no love that is not noble.”	the significant role of religious beliefs
5.	P.INA/ L/12	<i>“Sebab cinta, tak ada yang benar-benar bisa bertahan sendiri. Untuk sesuatu yang seharusnya diperjuangkan berdua.”</i> Translation: “Because of love, no one can truly survive alone. For something that should be fought for together.”	the impact of gender roles and cultural norms

Furthermore, utilizing the QM yielded valuable insights into the socio-cultural contexts that impact Indonesian society’s interpretation of love-related proverbs (see Table 2). Through analysis, the study illuminated the importance of family dynamics,

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gender roles, religious values, and generational differences in shaping interpretations. These emphasized the impact of cultural norms regarding family unity and communal harmony on their understanding of love within familial relationships. Gender roles were also evident, with certain proverbs reflecting traditional expectations of women as caregivers and men as providers (Altohami, 2023; Kochman-Haľadyj, 2020; Shaimardanova & Akhmetova, 2015).

By examining the socio-cultural contexts and nuances that influence the interpretation of love-related proverbs in Indonesian society, we gain insight into the complex interplay between language, culture, and human experience. Using the QM has allowed us to deeply explore these contexts and discover that these proverbs are not simply static linguistic expressions but rather dynamic reflections of the society in which they originate.

The societal values of collectivism and family harmony are deeply ingrained in Indonesian culture, as demonstrated by the interpretations of love-related proverbs. These interpretations prioritize the importance of love within the family unit, underscoring the cultural norm of fostering familial unity. Through these proverbs, love is portrayed as a guiding force for maintaining collective well-being and harmony, showcasing how traditional wisdom reflects and reinforces cultural values.

Moreover, the interpretations of proverbs are significantly influenced by gender roles and societal expectations. Through the use of the QM, it becomes apparent how traditional gender roles are reflected in the interpretations (Zheng, 2018), aligning with cultural expectations of men as providers and women as caregivers. These interpretations offer valuable insight into how proverbs perpetuate gender dynamics in society, underscoring the profound impact of language on shaping societal norms.

Religious values carry significant weight in shaping the understanding of love-related proverbs. The principles of Islam, deeply rooted in Indonesian traditions, imbue these interpretations with moral depth. The QM reveals how proverbs are viewed through the prism of religious teachings, enriching the concept of love with layers of compassion, virtue, and spirituality. This harmonious blend of religion and emotion exemplifies how cultural and religious values seamlessly mold interpretations.

The dynamic nature of proverbs is highlighted by the variations in interpretation across different generations and regions. Younger generations tend to reinterpret proverbs to reflect modern understandings of love and relationships, thereby showcasing the evolving cultural landscape. Meanwhile, the regional interpretations highlight the diversity within Indonesian culture, where unique practices and traditions influence the nuances of interpretation.

The QM reveals linguistic expressions' vibrant and evolving essence, including proverbs. Rather than static entities, proverbs serve as dynamic reflections of the societal, cultural, and generational contexts in which they exist. By interpreting these expressions, we can gain valuable insights into how society navigates the balance between cultural continuity and change, adapts traditional norms to modern influences, and incorporates religious beliefs into everyday life.

To summarize, delving into the socio-cultural contexts and intricacies that influence the interpretations of love-related proverbs in Indonesian society highlights the deep interconnection between language and culture. These proverbs offer a glimpse into the diverse fabric of Indonesian existence, encompassing family ideals, gender roles, spiritual principles, and the constantly evolving cultural landscape. Through the use of QM, it becomes clear that these proverbs are not mere words but represent dynamic cultural relics that embody the intricate nature of human connections, beliefs, and ethics.

### ***C. The Interplay Between Language and Human Emotions within the Context of Love-related Idiomatic Expressions***

By combining CSA with the QM, a comprehensive understanding of the significance and representation of love in Indonesian proverbs was achieved. The cognitive perspective provided an organized framework for comprehending the metaphors used to describe love, while the qualitative data gave context to these expressions within the experiences of individuals. This approach highlighted the intersection of cultural values, personal emotions, and cognitive structures that give rise to the diverse meanings present in love-related proverbs. These findings contribute to the ongoing conversation about emotion, language, and culture by demonstrating the complex interplay between linguistic representations and their social and cultural interpretations.

The fusion of CSA and QM has resulted in a powerful approach that has shed light on love's nuanced representation and importance in Indonesian proverbs. This innovative study methodology has uncovered the deep layers of meaning intricately woven into these linguistic expressions, providing a more holistic understanding of their significance. Additionally, the approach has offered valuable insights into the socio-cultural contexts that shape the interpretation of these proverbs.

By applying CSA, we established a structured framework to understand the metaphoric expressions of love within proverbs. The analysis revealed the underlying cognitive structures and metaphors that shape the conceptualization of love, providing new perspectives into how abstract emotions are linguistically expressed through concrete metaphors. Furthermore, we identified universal metaphors, such as "love is a journey" and "love is a gift," that resonate across cultures. Overall, this analysis has significantly contributed to our comprehension of the complexity of love and its expression in language and culture.

Adding the QM brought a new level of depth to the cognitive analysis, revealing the subtle socio-cultural underpinnings that shape the interpretation of love-related proverbs in Indonesian society (*see* Example 7). Speakers of Indonesian could share their insights, cultural perspectives, and societal values related to these proverbs. This qualitative exploration created a varied and nuanced tapestry of interpretations that placed the metaphors within the context of real-life experiences and cultural norms or religious belief (*see* Example 8).

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Combining cognitive insights with qualitative data enriched the interpretations of love-related proverbs. For instance, the metaphor “love is a gift” gained greater significance when viewed through Indonesian cultural values prioritizing generosity and communal ties. Similarly, the metaphor “love is a fire” revealed new dimensions when connected with the Indonesian belief that fire represents intense emotions. This amalgamation demonstrated how metaphors, rooted in cultural contexts, can convey multi-layered meanings that deeply resonate with individual emotional experiences (*see* Example 9).

The combination of CSA and the QM has contributed to the ongoing discussion on the relationship between emotion, language, and culture. This study illuminated the intricate interplay between linguistic representations, cognitive structures, and socio-cultural contexts, offering insight into how emotions are shaped, communicated, and interpreted within a particular cultural context. Moreover, this study has provided a deeper understanding of love as expressed in Indonesian proverbs and presented a methodology that can be utilized to investigate other intricate emotions and linguistic expressions across diverse languages and cultural contexts.

The comprehensive method provided valuable insights into the interconnectedness of emotion, language, and culture. The findings revealed that emotions are intricately linked with cognitive processes and cultural beliefs rather than isolated occurrences. Further investigations could delve into these cognitive metaphors’ cultural nuances and universality in various languages and settings, thus expanding the current understanding of the complex interplay between emotion, language, and culture.

### (7) Example 7

Proverb: “*Cinta bagaikan angin, tak dapat dilihat, tapi dapat dirasakan.*”

Translation: “Love is like the wind, invisible but felt.”

Explanation: This proverb beautifully merges cognitive insights with socio-cultural nuances, conveying that love is powerful. Love may be unseen but undoubtedly felt and experienced as with the wind. In fact, through the QM, we discover that this adage profoundly resonates with the Indonesian cultural value of expressing emotions subtly. The wind metaphor aligns perfectly with the cultural preference for indirect expressions of love and emotion, showcasing the QM’s vital role in contextualizing the cognitive metaphor within the socio-cultural landscape.

### (8) Example 8

Proverb: “*Cinta sejati bagaikan mutiara, hanya bisa ditemukan dalam kedalaman hati.*”

Translation: “True love is like a pearl, can only be found within the depths of the heart.”

Explanation: This proverb beautifully embodies the fusion of cognitive insights and religious principles. The cognitive metaphor of “love is a valuable object” is cleverly employed, likening love to a precious pearl. The QM adds depth to the interpretation by emphasizing the impact of Islamic teachings on this proverb. Love is equated with spiritual profundity, underscoring the QM’s ability to unveil the ethical aspects influenced by religious convictions. This confluence illustrates the intricate interplay of cognitive metaphors with cultural and religious components in shaping the meaning of proverbs.

### (9) Example 9

Proverb: “*Cinta seperti bunga, perlu disiram agar tetap mekar.*”

Translation: “Love is like a flower, needs to be watered to stay in bloom.”

Explanation: This adage beautifully illustrates the harmonious interplay between cognitive perceptions and societal values. The cognitive analogy of “love is a living organism” is aptly showcased, as it likens love to a delicate flower that thrives under careful attention. The QM provides a valuable lens, shedding light on how this proverb reinforces traditional gender roles. Speakers of Indonesian revealed that the proverb emphasizes the cultural obligation for women to cultivate relationships. This intersection highlights the intricate interplay between cognitive analogies and sociocultural customs, amplifying the proverb’s relevance.

The examples provided demonstrate the successful combination of CSA and the QM in examining Indonesian proverbs about love. These instances show how cognitive structures and metaphors create a solid foundation that interacts with cultural values, religious beliefs, and societal expectations. The QM adds depth to these interpretations by uncovering the cultural nuances, ethical dimensions, and gender dynamics that influence how these proverbs are perceived and applied within Indonesian society. The interplay between cognitive insights and socio-cultural contexts results in a comprehensive understanding of love’s profound representation and importance within Indonesian proverbs, highlighting the interconnectivity between emotions, language, and culture.

**Table 3. Additional Love-Related Proverbs in Indonesian**

No.	Code	Proverb	Interplay Cues
1.	P.INA/ L/36	“ <i>Cinta itu hanyalah tenaga untuk menjalani hidup, bukan ujung perjalanan yang menjadi tujuan.</i> ” Translation: “Love is just the energy to get through life, not the end of the journey.”	socio-cultural nuances
2.	P.INA/ L/38	“ <i>Cinta lebih mudah dirasakan daripada harus dimengerti, itulah mungkin mengapa lebih butuh balasan daripada alasan.</i> ”	the fusion of cognitive insights and religious principles

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		Translation: "Love is easier to feel than to understand, which is probably why it needs a reply more than a reason."	
3.	P.INA/ L/39	<i>"Bagian tersulit dari mencintai seseorang adalah menunggu dia balas mencintaimu."</i> Translation: "The hardest part of loving someone is waiting for them to love you back."	the harmonious interplay between cognitive perceptions and societal values
4.	P.INA/ L/41	<i>"Cinta, sebuah kata yang tak persis pengertiannya, kecuali ketika kita merasakan sakitnya."</i> Translation: "Love, a word that is not exactly understood, except when we feel its pain."	the fusion of cognitive insights and religious principles
5.	P.INA/ L/43	<i>"Cinta itu terlalu sederhana. Terkadang, kata-kata menjadi terlalu rumit untuk mengungkapkannya."</i> Translation: "Love is too simple. Sometimes, words become too complicated to express it."	socio-cultural nuances

Furthermore, the study demonstrated a powerful combination of CSA and the QM, resulting in a synergistic approach that enriched the comprehension of love-related proverbs (see Table 3). The study expertly intertwined cognitive perspectives with socio-cultural contexts, offering a comprehensive lens to examine the complex interplay between emotion, language, and culture.

Through cognitive analysis, we gained insight into the metaphorical expressions of love and discovered the underlying conceptual structures that make them distinct. The QM further contextualized these metaphors within the personal experiences of individuals, highlighting how cultural values, religious beliefs, and societal norms shape our understandings of these proverbs. This integration emphasizes how emotions, which are abstract by nature, become tangible within the cultural context.

This study adds to the ongoing conversation about emotions, language, and culture by demonstrating how interdisciplinary approaches can work together to reveal the many facets of love as expressed in Indonesian proverbs. It illustrates the close connection between linguistic expressions, cognitive processes, and socio-cultural factors. Moreover, this study underscores the promise of these methodologies for investigating the intricacies of other emotions and linguistic frameworks across different cultures and languages.

In other word, the combination of CSA and QM led to a comprehensive understanding of the portrayal and significance of love in Indonesian proverbs. By integrating these approaches, we were able to contextualize metaphors and gain a nuanced perspective on the complex interplay between emotion, language, and culture. This study exemplifies how interdisciplinary methods can illuminate the hidden meanings within linguistic expressions and contribute to the broader discourse on human communication and emotional encounters (Abu Rumman et al., 2023; Gibbs Jr. & O'Brien, 1990). Ultimately, exploring love in Indonesian proverbs highlights the intricate connections between cognitive structures, socio-cultural contexts, and linguistic expressions. Through the synergy of CSA and the QM, we understand how love is conceptualized, expressed, and interpreted in Indonesian culture. This study paves the way for future study into the interrelationship between emotion, language, and culture, deepening our comprehension of the complexities of human communication and emotional experience.

Moreover, the combination of CSA and the QM in our study has comprehensively comprehended how love is portrayed and interpreted in Indonesian proverbs. This fusion has enhanced our understanding of the complexities of language and emotions and contributed to the broader dialogue on the interrelationship between language, culture, and the human experience (Wu et al., 2023).

We utilized CSA as a structured framework to explore the linguistic representations of love in Indonesian proverbs. We uncovered shared human inclinations that shape our emotional concepts by identifying underlying metaphors and cognitive structures. By using metaphors such as "love is a journey," "love is a fire," and "love is a gift," we were able to connect the intangible realm of emotions with the tangible world of human experiences. The analysis highlighted the interplay between emotion and cognition, demonstrating how familiar the mind uses concepts to give significance to the ineffable nature of love.

Combined with CSA, the QM provided a multifaceted perspective to our comprehension. By interacting with individuals in the cultural milieu, we placed these cognitive structures within the socio-cultural framework of Indonesian society. The approach uncovered the intricate interpretations of these proverbs, which reflected aspects such as family relationships, gender norms, religious beliefs, and generational differences. The QM underscored that these linguistic expressions were not static relics but rather dynamic entities that adapt and transform with the evolution of society. The confluence of these methodologies holds significant implications. It illuminates how language serves as a medium for personal and societal encounters, serving as a pathway through which traditions are transmitted and molded. The fusion of cognitive observations and qualitative information enhances our understanding of sentiments and the intricate network of influences that impact the expression and interpretation of these sentiments (Sultangubiyeva et al., 2021; Zaikauskienė, 2021).

Our study delves into the intricate relationship between emotion, language, and culture, showcasing the intricate nature of linguistic expressions. These expressions go beyond mere words on a page, serving as bridges that connect the realms of cognition, emotion, and cultural values (Bredis et al., 2020; Villers, 2022). By synthesizing various methodologies, we have gained valuable insights



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into the universal cognitive patterns while revealing the distinctive ways cultural perspectives influence these patterns. Additionally, our study has strengthened the idea that language offers insight into the human experience. By combining CSA and QM, we gain valuable insight into the complex fabric of Indonesian society, uncovering the nuanced connections between language, emotion, and culture. This comprehensive comprehension adds to the larger discourse regarding human communication, emotion, and the intricate interplay between language and culture.

### IV. CONCLUSION

Through the application of CSA and QM, an interdisciplinary exploration of Indonesian proverbs has revealed a rich and multifaceted terrain of language, culture, and cognition about the theme of love. This comprehensive investigation has shed light on how emotion, language, and culture intersect, providing deep and meaningful insights into the representation and significance of love within Indonesian society. We have uncovered the metaphors and cognitive structures that form the foundation of love-related proverbs by utilizing CSA. The metaphors “love is a journey,” “love is a fire,” and “love is a gift” provided us with insight into the shared human experience of emotions and the innate ability of the human mind to connect abstract ideas with concrete imagery. These metaphors go beyond language, connecting the intangible world of emotion with the tangible world of shared experiences.

Our comprehension was enriched by incorporating the QM, which provided context to these cognitive structures within the socio-cultural framework of Indonesian society. We realized that these proverbs are not just static linguistic pieces but reflect the living bonds of families, religious values, gender dynamics, and the ever-changing cultural landscapes. Our interpretations emphasized the complex interplay between language, culture, and human experience, demonstrating how proverbs act as dynamic cultural reflections. Accordingly, our study has provided valuable insights into the intricacies of love-related proverbs in Indonesian culture. However, it is important to recognize certain limitations. The study is limited to a specific set of proverbs, and a more comprehensive exploration could reveal additional cognitive structures and metaphors. The qualitative findings are based on a particular sample and may only partially represent the range of interpretations across Indonesian society. The study solely concentrates on love-related proverbs, which presents an opportunity to investigate other emotions and themes in Indonesian proverbs.

The latest study offers promising paths for delving deeper into language, culture, and emotion. A more comprehensive range of proverbs should be analyzed to understand better the cognitive structures and metaphors embedded in Indonesian culture. Furthermore, examining the impact of digital communication platforms on the evolution of these proverbs in the modern era could unveil valuable insights into how cultural expressions adapt to new modes of interaction. Lastly, exploring emotions beyond love - such as happiness, sadness, and anger - could reveal distinct linguistic expressions and cultural influences. Admittedly, one way to deepen our understanding of emotions and linguistic expressions is by exploring the application of these methodologies in different cultural contexts. Comparative studies could uncover universal and culture-specific cognitive patterns, enriching the discourse on the intersection of language, emotion, and culture. This approach would shed light on how emotions are expressed across different cultures and could help us better appreciate the diversity of human experience.

To summarize, studying love in Indonesian proverbs using CSA and the QM has shed light on the complex interplay of human experience, thought processes, and cultural influences. This interdisciplinary approach highlights the deep connection between language and emotions, providing a nuanced comprehension of how linguistic expressions reflect, impact, and are influenced by cultural ideals. As we move forward, the knowledge acquired from this study encourages us to venture into new domains, connecting various fields to uncover the intricate elements that blend to create human expression and comprehension.

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