

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is the way humans communicate with each other. Communication by language can be successful if there is an understanding between the participant and the speaker. Language is important to us in many aspects of human life. Communication is important because it can reduce the level of ambiguity in social interactions (Hasanaj & Manxhari, 2017). In a cultural expression, language is a fundamental aspect. Apart from being a means of expressing intent, language also used to maintain social relations (Sirbu, 2015). Language is communication that has several meanings. The two main meanings in language are literal and figurative meanings.

According to Itani (1996), the literal meaning of a sentence is the direct propositional meaning. In other words, the utterance literally says the intended meaning as shown in the utterance. In addition, Searle's (1968) literal communication on explicit content was no doubt an explicit distinction. On the other hand, a figurative meaning is an expression conveyed in a word or sentence that is different from a literal interpretation. According to Hutauruk (2019) figurative language is used imaginatively either in speaking or writing. In addition, the purpose of figurative language is to provide thoughts, emotions, and perceptions that cannot be real (Kerap, 2009). Furthermore, it works mainly to explain, reinforce meaning, activate, and decorate an object.

Figurative language can be in several ways, some of which are Metaphor, Simile, Hyperbole, Paradox, Personification, and Irony. One of the uses of language to express feelings is the language in song lyrics. A lot of figurative language, especially metaphor, usually use in songs to make the lyrics more interesting, imaginative, and meaningful. The lyrics usually contain beautiful words that are difficult to achieve and can be in various ways. The lyrics usually use several figures of speech to represent the writer's feelings.

Metaphor is a non-literal language used in the form of a kind of comparison or viewing (Knowles & Moon, 2006). In addition, Lakoff and Johnson (1980), the characteristics of metaphors in everyday life are persuasive, not only through language, but also through thoughts and actions. Simile is a direct contrast between two alternatively viable words. According to Hidayati (2017), a simile compares two distinct things that are actually opposites. Usually use conjunctions as like, if, and like. Parables considered as the same metaphor, but there is one aspect that distinguishes them. Metaphor compares things implicitly, whereas Simile is quite explicit. Hyperbole is one of the dimensions of figurative language used to exaggerate the truth to impress and influence the reader or listener on the issue being debated (Burgers et al., 2016). In addition, hyperbole can be found in literary works to help the writer in conveying more messages.

Furthermore, this type of figurative language was use in everyday interactions to enhance dramatic feelings and draw others deeper into the speaker's speech. On the other hand, paradoxes are contradictory situations or elements that are not in accordance with the statement (Iryanti, 2010). Furthermore,

Personification is a way to express something with the dependents of inanimate objects doing what animate objects usually do.

Irony is used to express something in its context and hide its true meaning (Tarigan, 2013); Irony exists the opposite of what is said; it is subtle, but it can also serve as an expression of harsh feelings; This figurative language is classified as humor or contradictory characters. As stated earlier, figurative language is often found in both written and spoken forms. Because figurative language used to make meaning is interpreted by listeners or readers from the context of speech, misinterpretations often arise (Defisyani et al., 2018). In addition to song lyrics, figurative language in the form of writing, speaking, advertising, prose, poetry, and novels, the tendency to use language in the types mentioned above varies.

For example, in an advertisement, figurative language is often used to promote a person's or company's product to make it more attractive and easier for potential customers to remember (Suryasa, 2016). The use of metaphorical language in newspapers Rohani et al (2018) states that figurative language in newspapers is often used to make it easier for readers to understand the content and also to attract more readers from the title.

Compared to these examples, the application of a metaphorical song with lyrics, prose, and poetry is difficult to predict. According to Lee (2018), this condition is caused by the author or writer of songs, poetry, or prose often expressing their emotions through figurative devices. Lee further explained that there are five basic emotions that can be expressed in figurative language, namely

anger, sadness, fear, surprise, and happiness. In other words, the five emotions are embodied in simile, metaphor, hyperbole, paradox, irony, and personification.

Because of this unique characteristic, it is necessary to examine how an writer expresses her feelings, messages, and emotions. However, among advertisements, songs and poems that use figurative language, song production is considered the most dynamic because of the effect of commercialization. Hundreds of songwriters produce new songs with new lyrics every year. It is very possible that these songs contain new figurative expressions. This is in line with the argument of Muhammad et al. (2001) who traced that the lyrics of a song contain a secret message. It can be seen from the words in songs, which are generally less common than everyday speech. To achieve an understanding of the figurative meaning contained in a song, further research is necessary. Accordingly, Selena Gomez has been known as a popular singer who is widely known by her fans. A report from the Washington Post (2020) states that Selena Gomez always leads her own songwriting on each song because she feels more present in the song.

Based on the reasons above that she tries to express her feelings freely through the songs she composes. Considering this, it is necessary to do further research on the application of language style in Selena Gomez's songs. This study, the writer analyzed the types of figurative language and their meanings in the lyrics from the album *Rare* using the theory of (Abrams, 1999) to classify the types of figurative language. In addition, the approach used to analyze their meaning in Selena Gomez's lyrics is from (Leech, 1981). This topic is interesting to study because it was only released on January 10, 2020 by Interscope Record,

the lyrics of the songs are unique and exciting, especially in terms of figurative language. The music used as the data source is Pop genre music. This study can be useful for listeners and readers of this album to understand a deeper meaning.

1.2 Problems of Study

Base on the background above, the authors write research problems, among others:

1. What types of figurative language are found in Selena Gomez album entitled *Rare*?
2. What are the meanings of figurative language found in Selena Gomez album entitled *Rare*?

1.3 Objectives of the Study

The researcher has two objectives that will help the readers in answering this research problem, including:

1. To find out the types of figurative language found in Selena Gomez album entitled *Rare*.
2. To analyze the meaning of figurative language found in Selena Gomez album entitled *Rare*.

1.4 Limitation of the Study

To avoid the study going too far, the writer only analyses six figurative languages and seven types of meaning from Selena Gomez album entitled *Rare*. The aims of this research is to analyze the various types of figurative

language in the six song lyrics from Selena Gomez's album *Rare*. The discussion is limited to the form of figurative language in selected songs theory by Abrams (1999), and the seven (7) types of meaning by theory from Leech (1981) found in Selena Gomez album entitled *Rare*.

1.5 Significance of the Study

This study contains two examples of significance. One of theoretical significance and the other of practical significance. Theoretical significance can contribute to certain theories that can later be applied by other researchers. Meanwhile, practical significance contributes in solving social problems. The implications can be stated clearly stated as follows:

1.5.1 Theoretical Significance

The theoretical significance of this research is to contribute to the development of linguistic studies, especially in analyzing figurative language in song lyrics. Therefore, it can serve as a resource for researchers who are interested in analyzing the linguistics contained in song lyrics.

1.5.2 Practical Significance

This investigation practically will give some knowledge to the reader concerning figurative expressions found in the lyrics of a song and its significance

of itself in the song lyrics of the album *Rare* by Selena Gomez. It can be useful information and a basis for prospective researchers with an interest in a similar study.



CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

2.1 Review of Related Literature

This section the writer wants to review several related studies related to figurative language. The first study of figurative language was taken from Nursolihat & Kereviati (2020). The journal is entitled *An Analysis of Figurative Language Used in the Lyric of "A Whole New World" by Zayn Malik and Zhavia Ward*. The data instrument is in the form of song lyrics taken from the Genius website. In this journal they propose two problems, namely analyzing the figurative language used in the song to determine which figurative language is used and which is mostly taken in the song's lyrics "A Whole New World" and also to determine its contextual meaning. The method used by Nursolihat & Kereviati to classify the types of figurative language is typically qualitative data analysis is performed in the words of Kaswan, Dasep Suprijadi, (2016). Their study only looked at words and meaning, the statistic method is not used in analyzing the data. This study found that the majority of figurative language is metaphorical. The similarity this study'of this study is that it uses a qualitative descriptive research method and focuses on the words and the significance of the song album. This research uses the notion of meaning according to Leech (1981). Meanwhile, previous studies used several approaches from different authors.

The second research was conducted by (Rohani et al., 2018) under the titled *Semantic Analysis of Figurative Language Expressions in "Feature" of the Jakarta Post*. This study uses triangulation theory to help explain and interpret the data obtained from the research so that it is reliable and valid. As the results found, there are thirteen types of figurative lexicon found in the December edition of The Jakarta Post's "features" and the most frequently used figurative lexicon type is simile and conceptual meaning is the most frequently used type of meaning in "features" of The Jakarta Post. The difference between previous research and this research lies in the source of the data. Previous research has focused on the various types and meanings of figurative language expressed in the December issue of The Jakarta Post's "features". Studies across thirteen species found in the "features" section. This study aims to determine the types of figurative lexicon and the types of meaning of the figurative lexicon contained in the December edition of The Jakarta Post's "feature". Meanwhile, the purpose of this study is to understand the figurative meanings contained in Selena Gomez's album *Rare*. The similarity of this research is that the writer uses a qualitative descriptive method and for the presentation of the second finding, the informal method used in this study is data analysis.

Lastly, the related of figurative language was taken from journal of Harya (2017) under the title *An Analysis of Figurative Language Used in Coelho's Novel Entitled "Alchemist"*. This journal tried to analyze figurative language in Paulo Coelho's novel with 155 pages and published on 1988. The difference between this research and previous research lies in the analysis of the

problem. Her studies focus on analyzing books and identifying contextual and figurative meanings in the books. Her study found that there were seventy sentences indicated to have a figurative meaning. In these sentences, 30 or 42.9% of the items are built on the principle of simile, 27 or 38.6% of personification, 12 or 17.1% of metaphors and hyperbole of 1 or 1.4%. The novel's dominant figurative is simile. This study focuses on the analysis of figurative language from Abrams (1999) and uses Leech's (1981) understanding of meaning, while previous research only focuses on the analysis of figurative language according to Leech without using the theory of meaning.

2.2 Concepts

The concept is an explanation of the terms that refer to this title, besides that the concept also defines the relevant terms in the thesis terms that are often used in research. This section also describes the keywords contained in the research. There are three main concepts described in this study covering figurative language, songs, and meaning.

2.2.1 Figurative Language

The emergence of literary works with figurative language such as newspapers or magazines articles, advertisements, poems, novels, etc can be obtained through imagination in finding the meaning of poets. Figurative language is the use of words that are greater than their typical meaning. According to Knickerbocker (1963: 366), figurative language is usually metaphorical because it

carries a nonliteral meaning. When a researcher uses literal language, he is simply stating the. Figurative language, by comparison, uses words that are exaggerated or altered to make certain linguistic points. Leech (1981: 90) the figurative meaning has been classified into 6 types. Namely: simile, metaphor, hyperbole, paradox, irony, and personification.

2.2.2 Song

A song is an artistic composition of tone or sound. Hornby (2000) describes a song are short parts of melody, harmony, and rhythm or called music that you can sing with words. The function of song lyrics is to be able to give the impression of the meaning contained or the message to be conveyed in a song created by the owner of the song so that at a glance it looks easy to be stored in the memory of music lovers. Putra (2017: 15) describes a song expressing our idea, feeling, and messages.

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2.2.3 Lyrics

Lyrics are words or sentences someone uses to create a song and have a meaning. However, sometimes the lyrics are not easy to understand the meaning contained in the song. According to (Ade, 2008, p. 90) lyrics can be define as a short poetry that can be sung or that is musical, which indicates that lyrics are made up of meaningful words that may be sung with rhyme or repetition. From this problem not a few people when they sing a song they do not think about the meaning of the lyrics of the song.

2.3 Theories

This section the author will discuss the theories used in solving research problems. To clarify the type of figurative language used in this study, the writer applied theory from Abrams (1999). The writer applied theory about meaning from Leech (1981) in analyzing the meanings of figurative language in the book *The Study of Meaning Second Edition*.

2.3.1 Types of Figurative Language

Figurative language comes in many forms. In this section, we will look at eight different types of figurative language. According to Abrams (1999: 90), it is classified into eight types: simile, metaphor, hyperbole, paradox, irony, personification, metonymy, and symbolism.

2.3.1.1 Simile

Abrams (1999: 97) stated that simile is a direct contrast between objects. A direct or explicit comparison means that two objects are compared in the sense that one object can be referred to by terms used in the other to make a clear description. Therefore, choosing the comparison will be crucial since they need to indicate the similarity through the words: like, same, as. There are also two types of similes mentioned namely clear and unclear simile. The clear simile occurs when the two things are clearly stated. Indistinct similes occurs when the two objects are not directly conveyed.

2.3.1.2 Metaphor

Metaphor is using a phrase to say something but in a symbolized way. According to Abrams (1999: 97) a word or expression used in a metaphor which in literal usage, donates the application of one type of thing to another type of thing without making a comparison. For most people, metaphors are devices of poetic and rhetorical imagination that develop extraordinary problems rather than ordinary language. As a result, most people believe that they can function without metaphors.

2.3.1.3 Hyperbole

According to Abrams (1999: 120) hyperbole is the condition when the point of utterance is being exaggerated that makes an overstatement. That used to underline the point in a great respect. Thus, the condition when a person utters a hyperbole figure that called hyperbolic. The example to state hyperbole can be explained as follows: “anger already rampant until it almost blew me”. In this respect, the speaker tries to make a point that s/he is extremely angry by saying his/her anger would blow up. Speakers and listener also in this case should share the same culture or understanding towards a figurative language so that the intention of the hyperbole can be transferred fully to the hearer.

2.3.1.4 Paradox

Paradox often makes readers think creatively. According to Abrams (1999:201) that paradox is having a meaning that to contradict itself. However, it can actually be interpreted in a reasonable way. For example, John Donne in holly sonnets “And death shall be no more, death shall perish”.

2.3.1.5 Irony

Abrams (1999: 135) said that irony interpreted as a statement in which the presenters implied meaning is significantly different from the meaning that pretended to be. Irony is also be defined as a situation that ends up differently than what is being anticipated. Ariska et al. (2021) add that Irony is a figurative language that used to express meaning beyond its extension. Example: “Your test is good. I saw it in all red”.

2.3.1.6 Personification

Personification is the expression used when inanimate things given the attributes of a human being. In other words, people can notice that non-human things appear to be performing human-like activities. Example of this figurative language is as follows: “the moon is smiling at me”. Looking at this simple sentence, the act or characteristics of human being, which is ‘smiling’, is equipped to the moon which inanimate things.

2.3.1.7 Metonymy

The meaning of metonymy is name change. The use of one ideas through terms involving associations. As Abrams (1999: 98) sates, metonymy (for Greek *change of name*) is a literal term in which one thing is applied to another that is closely related because of repeated associations in common experience.

2.3.1.8 Symbolism

Symbolism means where a phrase or word signifies an object or event. (Abrams, 1999: 311). Symbolism can be expressed as people, pressures or situations and objects are more abstract.

2.3.2 Theory of Meaning

This study will use the theory of meaning (Leech, 1981), taken from the book entitled Semantics. The Study of Meaning is classified into seven types of meaning which are social, connotative, affective, conceptual, reflected, thematic meaning, and collocative meaning.

2.3.2.1 Conceptual Meaning

Leech (1981: 9) known as denotative meaning brings major influence in communication. That can be defined as a meaning that is referred to in a dictionary. Its characteristics are neutral and objective if we compare it to other types of meaning. Knowing the core of conceptual meaning is important to make the language functioning. Generally, it aims to provide a proper representation of a

statement from a semantic point of view. Thus, its existence becomes the basis for other types of the meaning.

2.3.2.2 Connotative Meaning

Leech (1981: 12) said an expression or value contained in the communication that is outside the reference of words, but is associated with the actual meaning. In other words, the connotative meaning needs to be interpreted outside the dictionary meaning. Further, it has a characteristic of transferrable since it depends on the qualities of the referent used by individuals, groups, or community. There are several factors of the use of connotative meaning, one of which is the emotion of humans like being gentle, sensitive, compassionate, and hardworking. Connotative meaning also has a characteristic to be incidental, unstable, and culturally dependent.

2.3.2.3 Social Meaning

Social context is where the social meaning can be derived (Leech, 1974:14). The style and other variations of language influence the ability of someone to decode the text. For example, we will become familiar with some pronunciation words spoken with an accent if we know the social context, dialect, and cultural aspects of the language and vice versa. Similarly, the stylistic features allow us to know the social relation between the speaker and hearer. Some words may be similar to others as far as their conceptual meaning is concerned in stylistic

meaning. The words *steed*, *horse*, and *nag* are synonymous. Those words are a kind of animal horse but those words differ in style and have various social meanings.

2.3.2.4 Affective Meaning

Leech (1981: 15) describes that affective meaning related to how a word reflects the speaker's feelings and emotions. Affective defined as evokes feelings, emotional actions, or actions that are motivated by feelings. For example, a word emotionally influenced feelings and consciousness; a word *love* is a declaration of love that felt by people who are in a romantic relationship. So, the word *love* can evoke the feeling of romance and affection.

2.3.2.5 Reflected Meaning

Leech (1981: 16) explains the meaning that derived from comparing two conceptual meaning, which makes the reader or hearer have an assumption of another assumption of the word. In other words, the reader may have another sense of the same expression. That usually caused by the familiarity of a reader with other associations of the word. For example, people tend to use the word *rooster* to avoid the misinterpretation of the word “*cock*” that is often associated with sex.

2.3.2.6 Collocative Meaning

Leech (1981: 17) state the meaning where the association of a word where this particular word tends to produce more related words in its environment. For instance, handsome and pretty. The meaning of “good-looking” is shared by these two words but, the environmentally related words or the collocation to these two may be different. Pretty is often associated with girl, flower, garden, village. Meanwhile, Handsome is often related to boy, man, car, airliner, vessel.

2.3.2.7 Thematic Meaning

Leech (1981: 19) describes the focus on trying to answer the question of what the author of the book, or the author of any message, communicates. Leech points out that thematic meaning is a matter of choice among several alternative grammatical constructions. For example, a writer can choose between “*there is a woman there in the parking lot*” or “*a woman is in the parking lot*” The thematic meaning can also be indicated through the stress or intonation produced by the speakers to highlight the information contained in the script.