

## ABSTRACT

Antari, Budi. 2022. *AN ANALYSIS OF PERSONIFICATION IN SELECTED SONGS LIRICS BY BRUNO MARS*. English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: I Dewa Ayu Devi Maharani Santika, S.S., M.Hum.; Co-supervisor: Ida Bagus Gde Nova Winarta, S.Pd., Hum.

The aims of this study to is to find the type of personification in song lyrics from Selected songs by Bruno Mars, identifying and analyzing the meaning that used in Selected songs by Bruno Mars. The writer focus analyzed the type of personification and the meaning that used in the lyrics of Bruno Mars Selected songs the data are collected through library method. The data were taken by reading and taking note the lyrics that contain personification. Based on the result of analysis the writer found 3 types of personification in the Selected songs of Bruno Mars based on the Personification Theory by (Zhu, 1991) and theory of meaning from (Leech, 1981) are used to analyze the data. The result show there 3 kind of personification based on (Zhu, 1991), there are Living Creature Personification, Non-Living Creature Personification, and Abstraction Creature Personification. Such as Living Creature personification with (18,1%), Non-Living Creature Personification with (68,1%), and Abstraction of Personification with (13,6%) data. The most dominant type of personification found on the data of Bruno Mars *Selected songs Lyric* is Non-Living Creature Personification with (63,6%) data and the last is Abstraction of Personification with (13,6%) data. And the meaning based on the songs used 7 type of meaning theory according to (Leech, 1981) there are Affective meaning, Collocative meaning, Connotative meaning, Conceptual meaning, Thematic meaning, Social meaning, and Reflected Meaning. The most dominant meaning of personification that used in the data from Selected songs lyrics by Bruno Mars is Thematic Meaning with (13) data and the least is Social Meaning with (3) data.

Keywords: *Personification, songs, meaning.*