

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a tool used to communicate, especially for humans. Humans use language to communicate between humans to avoid misunderstandings. Communication is intended to deliver a message to another person. When transmitting a message, Not only does the sender employ an explicit message or a direct statement, but also employs an implication or an indirect expression, where the meaning of the message differs from the usual message, such as the use of a figurative language. People use language for a range of uses. People share what they know or assume they know with others, they share their emotions, they ask questions, they make a request, they demonstrations, they criticize, they insult, they apologize, they promise, they thank, they say hello and they say goodbye. The speakers encode their messages and the receivers decode them according to their understanding. Sometimes people use the language of the body. Language is a system of spoken or written symbols through which people communicate with one another. People require a language in order to communicate, engage, and obtain information from others (Arifah, 2016).

Nowadays many people use songs to communicate. Someone's voice could be conveyed to a large number of people through song, allowing others to understand his feelings. Currently, many songs may describe our feelings, such as

love songs, social and political songs, and so on. As we know a song is a part of literature, according to Meyer (1997) “Literature is defined as written texts that are aesthetically read or are intended to be aesthetically read and are distinguished by the careful use of language, including aesthetically read or intended to be aesthetically read features such as creative metaphors, well-turned phrases, elegant syntax, rhyme, and alliteration that are intentionally somewhat open in interpretation”. Literature is exemplified through song. Song refers to the act or art of singing. A song, as a piece of music with lyrics, expresses one's thoughts and feelings. A song's lyrics and music seem to be two components.

In this time many songs can express one's emotions, and as far as it concern songs usually contain a variety of figurative languages. Figurative language is a type of language or a figure of speech that expresses something different than the word's literal meaning. Figurative language is employs in poetry, but it can also be found in prose and nonfiction. According to (Kennedy X. , 1979) “The figurative language of speech is also something to explain the literal meaning of the world. Figurative language is a language that uses a figure of speech and cannot be used solely for literary purposes, and it is clearly intended to force readers to imagine what an author means by an expression or a statement”. Personification, Metaphor, and Simile are examples of comparative language. Hyperbole, litotes, paradox, and irony are examples of contradictory figurative language. Metonymy, Synecdoche, Symbol, Allusion, and Ellipsis are examples of correlative figurative language. This is extremely beneficial to the writer because it can make their language more interesting to listen to. From some type of personification that used in songs lyrics,

personification more dominant used to make the lyric of the songs more imaginative interesting and meaningful. According to (Kennedy X. J., 1979) “Personification is a sort of figurative language that involves employing vivid description, feelings, and emotions to make non-human objects more approachable to people”. That is where personification might assist the reader in gaining a new perspective on a subject. It also aids in correctly capturing the implicit message, as it necessitates the capacity to identify a wide range of personification meanings.

In the Bruno Mars song, there are many Figurative languages that used in the song lyric The genres that are widely used in Bruno mars' songs are the pop and hip-hop genres, and these genres of songs are very much in demand by young people today. In each lyric of the song are containing some type of Figurative language like hyperbole metaphors, similes, and symbolism, the figurative type that is often found in Bruno mars songs is personification because Bruno mars songs contain a lot of things that smell like personification. The reason also considerate of the lack of reader abilities to interpret the meanings of the lyrics that consist of personification

In Bruno Mars songs given the importance of understanding the personification because the meaning of phrases that contain personification are very prominent in language and art, which shows a wide spare significance in cognition. This research gives a social benefit to listeners and readers of the lyrics from this album. Where in their condition is no longer arbitrary in judging a song and interpreting a song not only from the outside. This research can make them wiser

in evaluating a work. By reviewing the reasons, this topic and the data are very interesting to analyze.

1.2 Problem of the Study

Based on the study's background, there be two type of the problem that discussed on this study such as:

1. What are the types of Personification that will be found in Bruno Mars Selected Songs?
2. What is the meaning of Personification that found in the Bruno Mars Selected Songs?

1.3 Objective of the Study

This study has Objectives as follows:

1. To find out the type of the Personification in the songs lyric of Bruno Mars Selected Songs.
2. To analyze the meaning of Personification in the songs lyric of Bruno Mars Selected Songs.

1.4 Limitation of the Study

This research examine a Personification that contains in song lyric of Bruno Mars and the meaning of the song lyrics. In this study the writer used theory of

personification according to (Zhu Y. , 1991) and used a theory of meaning according to (Leech G. , 1981).

1.5 Significance of the study

This study has two of significance, which are divided into theoretical and practical significance is significance that can contribute to the enrichment of particular theory applied or used by other researchers. Meanwhile, practical significance prefers to contribute the solution in solving the problems that occur in the society. However, those significances mentioned obviously as follows:

1.5.1 Theoretical Significance

The theoretical significance of the study can be determined as follows to determine the study that can be expected to contribute to the identification of personification. The research is also likely to add to the development of personification theories. This study is also planned to serve as a resource for individuals interested in conducting similar research.

1.5.2 Practical Significance

The study's importance is projected to acquire practical significance in the following ways. The findings of this study are intended to help the reader learn more about personification, and they used by individuals who want to understand the meaning of personification in song lyrics from Bruno Mars songs

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORETICAL FRAMEWORK

To properly comprehend the research to be done, this chapter discuss numerous associated literatures in order to create and complete the study regarding personification analysis. On the other hand, the concepts and theories reorganized in order to support this analysis. As a result, this study present a review of related literature in order to develop the notion and provide a basis for comparison, as well as presenting concepts and theories that e used in the analysis.

2.1 Review of Related Literature

Three pieces of research for review relevant literature will be used in this study to support the research and add more additional information about the perspective and insight of this study.

The first review relevant to the research topic is The Analysis of Personification Translation in the Novel of *Angels and Demons* (Qomariah & M.Hum, 2015). The problem that found in this study is to know the personification translation found in the novel of Angel and Demons. In their study they used Personification theory of Spardley and the theory of Translation based on Albir (2002) and Moentaha (2006) and qualitative method was applied in their method. The result of this

study is found the accuracy assessment is 2.69, acceptability assessment is 2.81, readability assessment 2.78. The similarities of this study are both of this study are review about Personification and the differences of this study is in the theory, in this study the writer used the theory of personification from (Zhu Y. , 1991) and theory of meaning from (Leech G. , 1981)

The other review of related to this study is An Analysis of Figurative Language in Camila Cabello's Selected Songs a *thesis* from (Pratiwi P. , 2019). The problem of this study is to find out the types of Figurative Language Camila Cabello's Selected songs, and to identify the meaning that consist in the study. The theory that use in their study is Theory of Figurative by (Kennedy X, 1979) and theory meaning from (Leech G. N., 1981). The method that used in their study are qualitative method and quantitative The aims of using this method in their research are to classify the types of figurative language using a table and to describe the types of figurative language used in lyrics by Camila Cabello's selected songs. The result of this study is the writer found there are 7 types of figurative language which is the most dominate is personification. The similarities of this study is, both of this study using the same theory there are from (Kennedy X. , 1979) and (Leech G. , 1981) and the difference of this study is from the problem of the study.

The last Review that related of this study is The Study of Figurative Language in The Script's Album No Sound Without Silence a *thesis* (Harmastuti, 2016). The Problem of this study is to find out the type of the figurative language that found in the lyrics of The Script's Album No Sound without Silence and the dominant type of figurative language that found. In their study they use theory by Lakoff Johnson

(2023), Jay (2023), and Colston (2015) The method that used in their study is the Qualitative method to focus on the phenomenon in natural setting. The result of this study is there writer found that are ten types of figurative language that uses in the data, and the most dominant figurative language that found in the data are hyperbole and rhetorical question. The similarities of this study are both using album for the data of the research and the differences is both of this research using different theory to analyze the lyrics.

2.2 Concepts

In the concept there are some clarifications that explain the meaning from personification. Based on the analysis, it analyzed about personification in the song lyric from Bruno Mars selected song. The Data are take from the song lyric of selected song by Bruno Mars. And here some explanation about related to research.

2.2.1 Personification

According to (Kennedy X. J., 1979) Personification is a figure of speech in which a thing, an animal, or an abstract concept (truth or nature) is transformed into a human. Through personification, inanimate objects, animals, and ideas are given human characteristics.

Ex: Talking to the moon

The meaning of the statement is to describe the moon can respond what the human said. The word “talking” has connotative meaning.

2.2.2 Song lyrics

A song's lyric is a description of anything that is seen, heard, or felt. The written version of the lyric of the songs are a reflection of the writer's feelings (Oxford, 1995). This can be accomplished through vocals, linguistic patterns, and word variations, as well as the use of melodies and musical notations tailored to the album's lyrics, so that listeners are progressively carried away by the author's feelings

2.2.3 Bruno Mars

Bruno Mars is an American singer-songwriter, multi-instrumentalist, record producer, and dancer. Honolulu, Hawaii, is where he was born and raised. Mars relocated to Los Angeles in 2003 to pursue a career in music. After being dropped by Motown Records, he signed a record deal with Atlantic Records in 2009. With over 130 million records sold worldwide, Bruno Mars is one of the best-selling artists of all time. He has had seven number one singles since his debut on the Billboard Hot 100 in 2010.

2.3 Theories

In this study, the author uses theory (Zhu Y., 1991) theory, this theory is used for personification in addition to complete the research problems as well as the discussion of the problems. Based on guidelines in solving a research problem by

discussing the problem. And the use Theory of Meaning based on described by (Leech G. , 1981) to understand the data more deeply.

The following are some of the theories used:

2.3.1 Personification

Personification is a metaphor in which animals or things are compared to people. Personification also refers to the comparison of features of something that are similar to those of an individual (Canada , studies and literature and language , 2018) Personification can be seen in a variety of forms, including writing. The projection of traits that are often associated with people onto energizing things, creatures, divinities, or natural energies is what a really instruments depiction entails. It has the ability to transmit people's emotions. It is the result of a creative, inventive mind and reflects how people perceive the world. It has remained popular for a long time since it can offer a work more stylish qualities and give writers or essayists a way to represent lifeless objects. It also gives unusual things, such as powers or nature, a greater significance. When a character extends or credits their own sense, the use of exemplification frequently aids in displaying their mentalities about particular things.

2.3.2 Kinds of Personification

According to (Zhu, 1991) Personification describes all objects as persons and can be classified into three types: living creature personification, nonliving creature personification, and abstraction personification.

2.3.2.1 Living Creature Personification

According to (Zhu, 1991) Personification takes the form of plants or animals and imbues them with human actions, behaviors, qualities, thoughts, feelings, and so on. It is always beneficial to exaggerate the atmosphere in order to give readers the impression that they are present. Eg:

(1) Based on (Dobson, 1904) “The rose in the garden slipped bud, and she laughed in the pride of her youthful blood.”

(2) The leech was using my ankles for filling stations.

In (1), the poet Austin Dobson explained that the rose as a young girl and gave it some human actions as mentioned “slip” and “laugh”. The rose is manifested as if it was a young girl. In (2), the leech as the blood seeker was personified. The leech sucking blood, which is the literal meaning is eating from my ankle, were described as drivers who were filling gas at gas stations.

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2.3.2.2 Non-Living Creature Personification

Natural phenomena such as mountains, rivers, lakes, the earth, stars, the moon, the sun, and clouds are examples of non-living entities. It also includes man-made items such as houses, ships, and automobiles. It gives these non-living organisms human sense components in consciousness or feelings. E.g.:

(3) Based on (Sackville, 2013), The young moon lies on her back tonight as is her habit in the tropics, and as, I think, is suitable if not seemly for a virgin.

(4) The racing motorbike strained impatiently at the starting line.

In (3), the moon is mentioned as a young virgin and has been attributed with a human trait “young” and a human action “lie on her back”. In (4), the racing motorbike mentioned as a human that has no patient because it strained impatiently at the starting line just like a human being

2.3.2.3 Abstraction Personification

According to (Zhu, 1991) Personification in this sense describe a human words, acts, and behaviors to abstract objects such as time, opinions, diseases, hunger, and wars. This method expresses the authors' thoughts and feelings while also adding a touch of wit and comedy to the language style.

Eg:

(5) Based on (Canada, studies and literature and language, 2018), Leukemia took the country girl to town to see a doctor.

(6) The tequila talks mighty loudly when it gets loose from the jug.

In (5), leukemia, a kind of illness which has no hands or feet and could not possibly travel somewhere, was manifest the personification because it was endowed with the human action of taking the country girl to town

to see a doctor and made her reason to go to town to see the doctor more prominent. In (6), Tequila is the liquor and refers to an abstract object, that manifest the personification because it talks louder when it gets out from the jug.

2.3.3 Theory of Meaning

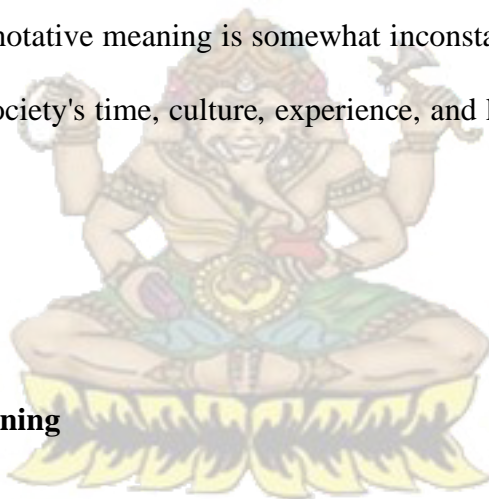
In this research, the writer use Theory of meaning based on Leech (1974). Leech's fascination with semantics gave way to a fascination with pragmatics. Language is primarily thought of as something one knows rather than something one does, and communicating through language is only a question of putting that knowledge into practice. Based on the theory from (Leech G. N., 1981) he mention there are 7 type the theory of meaning there are:

2.3.3.1 Conceptual Meaning

According to (Leech G. , 1981)Conceptual meaning is the essential and inextricable aspect of what language is, and is commonly recognized as the central factor in verbal communication. It's also known as denotative, cognitive, or logical meaning. This form of meaning is known as the fundamental meaning because it is thought to be the most important aspect in language communication. It's also known as cognitive or denotative meaning. In comparison to other types of meaning, conceptual meaning appears to be more accurate and permanent. This is due to the fact that it may be investigated through scientific analysis, which entails assigning a set of characteristics to the term.

2.3.3.2 Connotative Meaning

The meanings that do not immediately indicate it, objects, or things to which it refers are known as connotative meanings. Feelings, recollections, and references to other objects are common connotative meanings. Because they tend to fluctuate from age to age and from society to society, the definition of the term varies from one person to the next. Connotative meaning is primarily concerned with the real-life experience that one associates with a phrase when using or hearing it. It's more likely because connotative meaning is somewhat inconstant because it depends on the individual or society's time, culture, experience, and knowledge (Leech G. N., 1981)



2.3.3.3 Social Meaning

The information conveyed by a dialect about the social context in which it is used is referred to as its social meaning. We recognize different measures and levels of fashion within the same dialect to understand the social significance of a piece of information. For example, we recognize some words or pronunciations as dialectal because they reveal something about the speaker's geographical or social origin; other language characteristics reveal something about the speaker's social relationship with the listener; and we have a status usage scale that progresses from structural and textual English on one end to common colloquial and, eventually, informal English on the other end (Leech G. , 1981).

2.3.3.4 Affective Meaning

According to (Leech G. , 1981) Affective meaning relates to how language is used to convey a speaker's feelings and attitude (both toward the listener and toward what he is saying). The intellectual, connotative nature of the words employed is frequently used to convey affective meaning.

2.3.3.5 Reflected Meaning

Reflected meaning is the meaning that emerges on the lexical level of language when one sense of a word is part of our response to another sense; it is the meaning that emerges in the scenario of multiple conceptual meaning when one sense of a word is part of our response to another sense. The identical phrases The Comforter and The Holy Ghost both refer to the Third Trinity when heard during a Church service, but the Comforter sounds warm and calming, whereas the Holy Ghost sounds overwhelming. The meaning of taboo words has also been reflected. A good example is ejaculation. When we heard the word 'ejaculation,' we immediately think of sex.

2.3.3.6 Collocative Meaning

The concept that a word receives while it is in the company of other words is known as collocative meaning. Only those terms co-occur or co-locate with those words. The phrase "collocative meaning" refers to the linkage of a word with

particular kinds of terms due to its usual or natural co-occurrence (Leech G. , 1981). For the example “Pretty” – “Bad” interpreted about a grooming from someone. “Pretty” Mean beautiful and good looking and “Bad” word.

2.3.3.7 Thematic Meaning

According to (Leech G. N., 1981) What is expressed through the organization of a speaker's or writer's message in terms of focus and emphasis is referred to as thematic meaning. As a result, Despite the fact that their conceptual meanings are the same, active differs from passive. To emphasize a point, different sections of the sentence can be employed as the subject, object, or complement. Focus, theme (topic), or emotive emphasis that are used to achieve this. Thematic meaning aids us in fully comprehending the message and its ramifications.



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