CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is an important tool to build interactions with other people. Everyone uses language to communicate as a result. One of the types that language has evolved over time is figurative language. Figurative language, according to Kennedy (1979: 187), is language that employs figure of speech. A figure of speech is a technique for conveying anything other than what the term literally means. In addition, figurative language is very informal and not in the real sense of the word, it is used to express a sense of beauty and to highlight the significance of what is being said. When reading and speaking, people use figurative language to communicate their ideas. Abrams (1999) defined figurative language as a deviation from how speakers understand the language they used in everyday life, a deviation from standard language, a deviation from the meaning of words, or a deviation from a series of words to achieve a particular meaning. In addition to everyday speech, figurative language is usually used in many product languages, such as poetry, novels and song lyrics etc.

It is widely known that the songs have a great development and becomes a part of our life. Nearly every day and everywhere we can listen the songs on television, radio, or playlists on mobile phones. A song lyric is a work of literature (poetry) that organizes the lyrics of a song according to various emotions, it is basically included in literary work and literary genre. The lyrics of a song can

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used to convey the thoughts and emotions or feeling that its author wants to convey. However, not all listeners can understand the song researcher's thoughts or feeling because not all song lyrics have a literal meaning. The songs can convey feelings related to many facets of human existence, including happiness, sadness, love, and also hate. Many song lyrics have meaningful words from song researcher, so the song lyrics frequently cause confusion among listeners. Meaning that is implied or frequently referred to as figurative language.

Figurative language is employed in songs to both express the song researcher's or singer's inner feeling and to enhance their beauty and interesting. Nowadays, figurative language is frequently used in songs to convey the meaning of the composer. We can find figurative language in several songs by major artists such as Justin Bieber, Ariana Grande, Coldplay and Bruno Mars. In the Taylor Swift song "Red", simile and hyperbole are dominantly used to convey the deepest emotion, Sukma and Rahmani (2019). Figurative language is not only found in American songs, but Europe and Asian songs also have figurative language. Almost all musicians or singers constantly include a figurative aspect in their songs. All songs have different characteristics and different musical genres. there are various kinds of music genres such as, classical, pop, jazz, blues, R&B, rap, and ballads. One of the most popular genres of music nowadays is K-Pop. Asian music known as K-Pop uses numerous figurative languages.

K-Pop as the Korean Pop has been a popular genre for a long time, but fans of the K-Pop genre have been increasing in 2017's era. K-Pop is growing fast and getting to the public as a Korean phenomenon, Simbar, (2016). The evolution
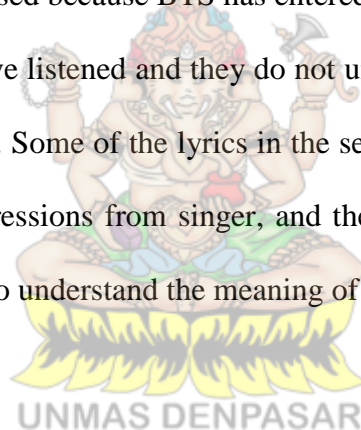
of Korea to the world, makes them use English in their song lyrics. Nowadays, English is frequently used in the lyrics of K-Pop songs, including Butter and Dynamite by BTS, Money by Lalisa Manoban, Ice Cream by BLACKPINK, Alcohol Free by Twice, The Boys by Girls Generation, etc. Almost all South Korean singers translate their songs into English to attract the attention of international fans. One of the singers who changed their lyrics into English is a boy group called BTS.

Bangtan Sonyeondan, also known as BTS, is a South Korean boy group that has been around since June 13th, 2013 by BigHit Entertainment. This group has seven members, they are RM, J-Hope, Suga, Jin, V, Jungkook, and Jimin. Handsome visuals, talent for live singing and dancing with difficult choreo make people amazed and with time will become BTS fans. Every Korean boy group or girl group has a light stick and name for their fans. The name of BTS fans is ARMY which means Adorable Representatif M.C for Youth. Meanwhile, their lighting official is a light stick army bomb that fans usually bring to concerts. The glitter, grandeur, and futuristic feel in K-pop music videos is one of the best and sometimes the most expensive. K-Pop fans are also willing to buy merchandise or albums at quite expensive prices for the idols they admire. In addition, catchy song lyrics will become iconic.

Nowadays, BTS start to make some of their song lyrics into English. There songs used in this study, they are *Euphoria, Butter, Dynamite, DNA, Trivia: Love, Fake Love, Magic Shop, Best of Me, Airplane pt.2, Go Go, and Mic Drop.* The researcher analyzed the types of figurative language used in BTS selected song

lyrics there are five types, such as simile, metaphor, personification, hyperbole and irony. The researcher chose this topic because some of the lyrics of the song contain the figurative language. This research is certainly very interesting from the other research because BTS is international idol group that is now become a favorite by the public and there are several meanings and messages in the lyrics of BTS song.

This study aimed at analyzing BTS song lyrics and exploring more about the meanings of the figurative languages. The researcher chose and considered BTS songs to be discussed because BTS has entered the international environment where many people have listened and they do not understand the meaning that the singer wants to convey. Some of the lyrics in the selected songs consist figurative language of many expressions from singer, and the researcher make them easier for the general people to understand the meaning of the lyrics.

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1.2 Problems of the Study

Based on the background of the study stated above, the problem can be formulated as follows:

1. What types of figurative language are used in BTS selected song lyrics?

2. What is the meaning of figurative language used in BTS selected song lyrics?

1.3 Objectives of the Study

Based on the problems of the study posed above, the objectives can be formulated as follows:

1. To find the types of figurative language used in BTS selected song lyrics

2. To find the meanings of figurative language used in BTS selected song lyrics

1.4 Limitation of the Study

In order to avoid the deviation from the research objectives, the researcher's analysis of the data is only permitted to be based on its semantic meaning. Therefore, the analysis of figurative language in this study is focuses to simile, metaphor, personification, hyperbole, and ironywhich is based on Kennedy (1983: 481) theory. In addition, the researcher investigates each figurative language's connotative meaning contained in BTS selected song lyrics based on Leech (1974: 10).

1.5 Significance of the Study

The researcher identified the figurative language types, meanings, and BTS selected song lyrics that were most dominant. The result of the research give significance of the study as follows :

1.5.1 Theoretical Significance

This research should advance the study of English, particularly the use of figurative language in social life. Inaddition this research may serve as a resourceto give more understanding about the types of figurative language based on the theory proposed by Kennedy (1983: 481) and the theory of meaning proposed by Leech (1974: 10).The study complements the literature in linguistics. The other students could use it as a reference to analyzing the figurative language in other songs. This method can also be used to analyze the figurative language in other English language works, such as poetry, books, song lyrics, etc

1.5.2 Practical Significance

This research found the types and meaning of each figurative language in BTS selected song lyrics. The first is step is selecting the song, choosing BTS song lyrics. The second is finding the figurative language for other information that is relevant with the problem and then organizing the data refer to the categories. The last is synchronizing between the data and the theories which are used in this research. From this result of this resource is to make the reader or people easier to understanding the meaning and the messages in the lyrics.

CHAPTER II

REVIEW OF RELATED LITERATURES,

CONCEPTS AND THEORIES

This chapter consists of a review of related literatures, concepts and theories. Review of related literatures present the reviews of several related references and an article from a journal. This study used some concept such are figurative language, BTS and song related to the topic of this study. The theories to analyze the type of figurative used some theory based on Kennedy (1983: 481) and to analyze the meaning used theory based on Leech (1974: 10).

2.1 Review of Related Literature

The first thesis entitled "An Analysis of Figurative Language in Camila Cabello's Selected Songs" was written by Pratiwi (2019). The problem of the study based on her study is identifying what types of figurative language that are found in Camila Cabello's selected songs. The formal method needed the researcher to enter a table to classify the data, while the informal method, which needed the researcher to describe qualitatively by descriptive technique with sparse description and support by formal method, served as the means of presenting the data. In her study, she uses the theory of figurative language proposed by Kennedy (1983: 481) and the theory of meaning by Leech (1974:10). As the result, Pratiwi found seven types of figurative languages in Camila Cabello's selected songs, there are: personification, hyperbole, metaphor, paradox,

irony, simile and allusion.

The second thesis which entitled "Figurative Language used in Lany's Songs Lyrics" was written by Damayanti (2020). This thesis analyzes the types of figurative language and the meaning of figurative language in the five albums, those are Lany, Malibu Night, Make out, Kinda and I Loved You albums. In analyzing data, the researcher used analyzed a qualitative method and the main theories that are used in this writing include the theory of literature by Knickerbocker and Reninger and theory meaning by Leech. According to the result of this study, there are four different categories of figurative languagein the albums, they are simile, personification, hyperbole and metaphor. Regarding the meaning, there were only one type of meaning that wereused in the song lyrics. The meaning used is connotative meaning.

The third is a an article, entitled "An Analysis of Figurative Language in Cnn International News Headlines post on Facebook"by Kasma *et al.* (2021). The problem of the study are devided into 2, there are figurative languages found in the Cnn International News Headlines post on Facebook and described meanings of figurative language in CNN news headlines. The data were presented using a descriptive methods, including reading news headlines, sorting news titles according to the usage of figurative language, and writing down news headlines.The data were analyzed using Perrine (2018) to analyze the theory of figurative language and Leech (1985) to analyze the theory of meaning. As the result, the researcher found that are 5 different types of figurative language and 3 meaning in CNN news headlines, such as metonymy 2, simile 1, hyperbole

1,mataphor 1 and the meaning such as: conceptual meaning, connotative meaning and social meaning.

The fourth is a anarticle entitled "An Analysis Types of Figurative Language in Richard Marx's Song Lyrics" was written by Wibawa*et al.* (2020). In this study, the researcher presents an analysis of the types figurative language and examine the meaning of figurative languages in the song lyrics of Richard Marx. The method of presenting the data used descriptive and qualitative methods. In his study, he uses the theory of figurative language proposed by Knickerbocker and Reninger (1963: 367) and also theory of meaning by Leech (1981:16). As result Wibawa found seven types of figurative languages in Richard Marx's song lyrics, there are simile, metaphor, personification, irony, hyperbole, synecdoche and metonymy.

The last article which entitled "Types of Figurative Language Found in Bon Jovi Song Lyrics" was written by Lembu*et al.* (2022). This thesis analyzes the figurative language in Bon Jovi Song Lyrics. The problem of this study are identifying the types and meaning of figurative language found in Bon Jovi song Lyrics. In analyzing data, the researcher used the observation method and the descriptive qualitative method in this study. The researcher using the theory of figurative language proposed by Knickerbocker and Reninger (1963) and the theory of meaning proposed by Barthes (1964). As the result of the study analysis, the researchers found 10 types of figurative language base on the song from 2 albums of Bon Jovi song lyrics, such as 4similes, 1 metaphors, 2 personification,

1metonymy, 9 hyperboles, 2 irony, 1 allusion, 1 paradox. Additionally, the researcher did not eliminate metaphor or synecdoche from the song.

2.2 Concepts

In this part of study, there is information is provided regarding about thetitle's related concept to make reference for the reader of the study's actual focus. In order to support some ideas and understanding about this study.

2.2.1 Figurative Language

Figurative language is a type of language or figure of speech used to express ideas or something words used in a writing or conversation that gives effect to writing by giving a deeper meaning or pick some words that's different from the interpretation or translation (Kennedy, 1979: 187). Kennedy (1979: 187). Figurative language is very common in poetry and nonfiction writing as well. This is very useful to singer because it can make their language more beautiful to listen.
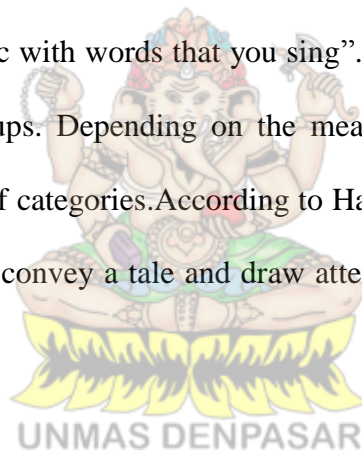
2.2.2 BTS

Bangtan Sonyeondan, also known as BTS, is a South Korean boy group that has been around since June 13th, 2013 by BigHit Entertainment. This group has seven members, they are RM, J-Hope, Suga, Jin, V, Jungkook, and Jimin. Handsome visuals, talent for live singing and dancing with difficult choreo make people amazed and with time will become BTS fans. Every Korean boy group or

girl group has a lightstick and name for their fans. The name of BTS fans is ARMY which means Adorable Representatif M.C For Youth. Meanwhile, their lightsticks is army bomb that fans usually bring to concerts.

2.2.3 Song

Lyrics is part of a songs that consist of five things, such as: intro, verses, choruses, bridges and coda. Lyric could be written as long as song composition or after a music which followed has been arrange. Hornby (2000: 1281) said "Song is a brief piece of music with words that you sing". Songs can be performed solo, both (duet), or in groups. Depending on the measure employed, songs can be divided into a variety of categories.According to Harrison (1997), the song can be employed culturally to convey a tale and draw attention to elements of the target culture.

2.3 Theories

In the theoretical bases, there are some descriptions about the theories which are used to analyzed the data. The main theories used in this study are the theory of figurative language proposed by Kennedy (1983: 481). While the theory of meaning proposed by Leech (1974: 10) is used to analyze meaning.

2.3.1 Types of Figurative Language

According to Kennedy (1983: 481), comparative and contradictory are two components of figurative language. Comparative figurative language, which includes Simile, Metaphor, and Personification, is a phrase used to describe any figurative language a researcher uses to communicate a point by comparing objects to other objects. Contradictory figurative language, which includes Hyperbole and Irony, is a figure of speech in which two opposing or contradictory phrases are employed together for emphasis or comedy.

2.3.1.1 Comparative Figurative Language

Comparative figurative language which includes of Simile, Metaphor and Personification.

1) Simile

Simile, as defined by Kennedy (1983: 491), are comparisons between two items and are usually a connective, most often like, as, or a verb like resembles, is used to convey. Simile are described as a sort of figurative language that is used to convey how two objects resemble one another in general, such as in terms of color, characteristic, shape, etc.

For example: *My love is like rose.*

The symbol of rose is beautifull, good looking and has an aromatic smell. In this sentence has the meaning that his beautifull loves like a rose.

2) Metaphor

Kennedy (1983: 482) defines metaphor as a statement that isn't true when taken literally. It doesn't using the conjunctions like and as. It means that a metaphor only can make sense when describes something, demonstrates how two things are comparable, or explains how something is related to another.

For example: *Your voice is music to my ears.*

The point of similarity is some characteristics of the music, such as melodious, nice to hear and very good. This sentence means that you has one or more characters voice like a music which nice to hear by the ears.

3) Personification

According to Kennedy (1983: 487) Personification is a figure of speech that compares something to a human or an animal, such as the truth or nature. Personification imparts human characters and behavior to animals or inanimate objects.

For example: *The sun is smiling at us.*

The meaning of the sentence implies that the sun is smiling just like a human or person would. There is a connotative meaning to the term "smiling".

2.3.1.2 Contradictory Figurative Language

Contradictory figurative language consists of Hyperbole and Irony.

1) Hyperbole

Hyperbole according to Kennedy (1983: 496) is emphasizing something with statements that contain exaggeration, it can be silly or funny. Hyperbole is a

figure of speech that purposely overstates or exaggerates something. In the fiction, hyperbole can be used to givecolor and depth to the characters to make them more interesting.

For example: *This problem kills me.*

The meaning of the sentence is the problem makes me very depressed and can't do anything like being killed. The word "kills" makes it scary and exaggerated.

2) Irony

Irony, according to Kennedy (1983: 485), is the final contradiction in figurative language. More than just a mere figure of phrase, it has deeper meaning. Irony is a type of figure of speech that expresses used in satire that conceals the real truth while stating the exact opposite or displaying subtly humorous intent.

For example: *She has been singing so sweetly and I don't want to hear it anymore.* The meaning of the sentence is that her voice is very bad and not good to hear. The statement made above contrasts what really occurs with what was expected to occur.

2.3.2 Theory of Meaning

In this study, the researcher use the theory of meaning proposed by Leech (1974). Leech became interested in pragmatics as a result of his interest in semantics. Language can be seen primarily as something that is known to communicate. Communication by means of language is a matter of implementing that knowledge. There are seven types of meaning, such as conceptual meaning,

connotative meaning, stylistic meaning, affective meaning, reflective meaning, collocative meaning and thematic meaning based on Leech (1974: 10). This research focused to identifying the meanings of figurative language used in BTS selected song lyrics.

1) Conceptual Meaning

Conceptual meaning or denotative meaning are other terms for cognitive meaning. Leech (1974:10) said that usually called as denotative or cognitive in general can be assumed as the central factor in linguistic communication and can be chosen as a part of integral from the important function of language by another way that has "not" meaning. Conceptual meaning has the same concept as denotative meaning which means the literal meaning of figurative language intended and conceptual meaning is considered to be more accurate due to the real scientific analysis of the word. For example, *mouse* means a small rodent animal denotatively, while connotatively it means a small mobile device.

2) Connotative Meaning

Connotative meaning, according to Leech (1974: 14), is a meaning that does not explicitly refer to an object. Connotative meaning refers to indirect object indication related to memories, feelings, and other objects. The meaning in question differs from one another or from one individual to another because it tends to differ from era to era and also from society to society. Meaning contains time, culture, knowledge of society or individuals. This makes the connotative

meaning relatively unstable. Connotative meaning is more aimed at real-world experience which is expressed by an expression when used or heard. For the example, '*There's no place like home*', while home may refer to the actual building someone lives in, connotatively while most often refers to family, comfort and poem.

3) Stylistic Meaning

Stylistic meaning is what it communicates about the context in which it was used. By recognizing several dimensions and levels of style with in the same language, we can partially decode the social meaning of the text. Leech (1974: 16) we recognize certain pronunciations and words as dialectical. The stylistic or social meaningrelated is to thecontext or situation wherever the utterance used and dominantly used. The stylistic meaning or social meaning appear from using the language, and it will have an impact to the emotions or feelings of the reader. Similar to how some stylistic usages reveal something about the speaker and listener's social interaction. For example, '*I ain't done nothing*' the statement reveals information about the speaker, who is is probably a black American, uneducated and underprivileged.

4) Affective Meaning

Affective meaning according to Leech (1974:18) refers to what the speaker is trying to transmit regarding his or her feelings, particularly regarding the audience or the topic under discussion. The conceptual or connotative

meaning of a word is frequently utilized to directly convey its affective meaning. If we expand on the linguistic context, we can observe that language can also reflect the speaker's innermost feelings and emotions, such as their attitudethat we conveyer talks about anything. For the example, '*Shut up your fuckin mouth!*' from the sentence above, it can be seen that the speaker having a really negative attitude on his listenerand uses impolite or rude expressions to the speech partner in the connotative form which means asking the people around him to be quiet.

5) Reflective Meaning

According to Leech (1974: 19) reflective meaning is the meaning which arises in cases of multiple conceptual meaning, because of relative frequency and familiarity, one sense of the word tends to influence another. We only see reflective meaning acting in less clearly favorable settings in poetry, which invites a higher sensitivity to language in all respects. For example, when heard during a church service, the terms "Comforter" and "Holy Ghost" both refer to the third part of the trinity. As a result, The Holy Ghost sounds awesome or even horrible while The Comforter sounds warm and soothing. For the example, '*The could not but be gay in such jocund company*' as you can see from the previous text, William Wordsworth commonly used the word "gay", but today it is used to refer to "homosexuality". When a word has multiple meanings, one of the meanings usually takes precedence over the others..

6) Collocative Meaning

According to Leech (1974: 20), collocative meaning is determined by its relationships with other terms that are often used in its context. Collocative meaningdescribes correlations between words that result from their frequent or regular co-occurrence with other words. '*Handsome*' and '*pretty*' all on the same page about what it means to be 'good looking' they are likely to co-occurrence or collocate, because of the meaning associations of the two adjectives. For the example, the word handsome is related with something manly such as boy or handsome boy. Meanwhile pretty relate with feminine things such as girl, come on pretty girl as an example.

7) Thematic Meaning

According to Leech (1974: 19) thematic meaning is the difference of communicative based on the speaker's or researcher's method of arranging, focusing, and emphasizing the message. Thus, the same conceptual meaning can be obtained from active to passive. Thematic meaning, which historically required us to choose between different grammatical constructions, aids in a direct understanding of the message and its implications.For the example, '*Maria wears a cotton shirt*' and '*The kind of shirt that Maria wears is cotton one*'. This sentence's communication value varies despite having a comparable conceptual meaning. This is brought on by various grammatical structures, lexical elements, stress patterns, and intonations. As a result, they are utilized in various contents.