



The Analysis of Figurative Language Used in The Lyric of Bruno Mars Album

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ABSTRACT

The objectives of this research are: (1) To find out the types of figurative language used in Bruno Mars' song album. (2) To find out the most dominant type of figurative language used in Bruno Mars' song album. The design of this research is descriptive qualitative research. The type of data for this research is Bruno Mars' songs from the album 24K Magic, namely 24K Magic, That's What I Like, Calling All My Lovelies, Chunky, Versace on the Floor, Finesse, Perm, Straight Up & Down, Too Good to Say Goodbye. In this research, the researchers used Keraf's theory. From the analysis, the results of this research show that the total data of types of figurative language used in the album 24K Magic by Bruno Mars is 32 (100%). The most dominant figurative language style is Eponym. There are 11 (34%) Eponym in the song lyrics, 6 (19%) total personification data, 10 (31%) total metaphor data, and 5 (16%) similes in the song lyrics. The presence of figurative language in songs makes the conveyed message more interesting for the listeners. The author suggests that other researchers continue to analyze figurative language as it can help readers understand the meaning contained in the song lyrics. Another suggestion is for researchers who want to analyze figurative language in song lyrics to use other objects such as novels, films, poetry, etc.

Keywords: Semantic, Figurative Language, Song lyrics

INTRODUCTION

Language is a system of conventional spoken, manual (signed), or written symbols used by human beings to express themselves and communicate with others (Rabiah, 2018). Language is the important thing for people to have communication or get interaction in life (Liando, Tatipang & Lengkoan, 2022). Language is a fully human and instinctive manner of communicating ideas (Chater & Christiansen, 2018, Levelt, 2018), through the use of a system that generates symbols of its own will. Another opinion about the definition of language is expressed by Isphording & Otten (2014) cited in Oviogun & Veedee (2020), who provides two meanings of language "First, language is a tool used to shape thoughts and feelings, desires and actions, tools which is used to influence and be influenced. Second, language is a clear sign of good and bad personalities, a clear sign of family and nation, a clear sign a human dignity".

There are several ways that people can express ideas or feelings to others, making them easier to understand such as poetry, rhymes, dances, songs and others. Song are a frequently used way that can be used to express ideas or express feelings, because songs are widely liked by all circles and also many people pour expressions of feelings of love, anger, sadness, happiness, ideas and others into a song. A song is a text that is sung. Songs come from a written work that is played with musical accompaniment (Ifadah and Aimah 2012). In a song there is one of the most important things about the song itself, the lyrics. According to Moylan (2022), a song is music that contains elements of text or lyrics in it. The lyrics of a song in which the form of writing or words to convey a message in building an atmosphere and a picture of a particular imagination, can be interpreted differently by each listener of the song (Putri, et al. 2022). Song lyrics are one of the works of art that forms like poetry and is written. Lyrical languages are languages that are compressed, translated, and have meaning that is then wrapped in the rhythm of music and use of imaginative lyrical words. The language is used in the lyrics of the song as a medium to communicate with the listener and give it a deeper meaning (Mulyani & Yulianti, 2021). Lyrics can be in the form of rhythmic poetry but can also be religious or free prose. The language used may vary depending on the theme of the song, and lyrics also use figurative language to give a deeper meaning and influence the listener.

“Figurative language is another style to say something other than the common way to make speech more beautiful”, Ratna (2017) cited in Sondakh & Damopolii (2023). According to Keraf, (2009:139) cited in Sriwulandari, et al (2022:391), “Figurative language is a word or phrase that departs from every literal language which is very difficult to be understood by people even students because it has differentiation from its context and reality in meaning, in order to know that figurative language formed based on comparison and similarity”. According to Picken, (2017:2) cited in Hutauruk (2019:130), said “Figurative language is noticed and frequently interpreted inconsiderable detail, and evaluation takes place”. Figurative language is an excellent communication tool and it is something we encounter daily that help us to convey complex descriptions or emotions quickly affectively. Also referred to as figure of speech, figurative language can be utilized to persuade, engage and connect with an audience and amplify our intended message. The figurative language used in songs can make people who listen to them interested and want to know what the creators want to convey (Ngadu, et al. 2022). However, some songwriters hide their meaning explicitly. Trying to understand the songwriter requires a lot of knowledge, such as knowing the meaning that the researcher conveys in the song. Figurative language is used in songs to achieve goals such as describing atmosphere, expressing emotions, and communicating messages. Here are examples of figurative language used in songs. According to Perrine (1992) cited in Kateren, et al (2021): (1). Metaphor: Using an indirect comparison to describe something. Example: “You are the sunshine of my life” where “sunshine” is used to describe someone who gives happiness. (2). Simile: Using “like” or “as” to describe a comparison. Example: “He ran like a cheetah” where “like a cheetah” is used to describe running speed. (3). Personification: Describing a non-living object or creature as alive. Example: “The sun smiled down on us” where “sun” is used to describe the sun as something that is alive and can perform human-like actions. (4). Eponym: Using unrealistic comparisons to describe something. Example: “I’m so hungry I could eat a whole elephant” where “I could eat a whole elephant” is used to describe immense hunger.

Lyrics use many types of figurative language to enlarge lyrics and make them more interesting to listen to. It is not easy to understand the lyrics of a song using lyrics without knowing the meaning, therefore there is a way to understand lyrics that use language, namely identification and understanding. The reader or listener must know the language used in the

lyrics of the song and must also understand what the lyrical meaning of that song is. But people often misunderstand the meaning of lyrics because the lyricist uses figurative language in a song that is aimed to delight and give effect to the listener. But not everyone knows what figurative language is.

Based on the above explanation, the researcher is interested in analyzing fictional language because many singers express conditions or situations are written in lyrics and almost everyone likes to listen to songs. However, sometimes people listen to songs without understanding the meaning of the song. Therefore, in this research the data is taken from the songs of the Bruno Mars Album namely "24K Magic", the researcher is interested in discussing the figurative language contained in the lyrics of the song and trying to describe and classify it. The researcher choose Bruno Mars' songs to be analyze because the songs are fun to hear, mean, and many figurative languages are found in the songs. In addition, Bruno Mars is a popular singer at all ages. In short, this research uses the songs of a popular and world-famous teenage singer, Bruno Mars, to find out what figurative language is contained in Bruno Mars' songs and the meaning of the figurative language contained in the songs. Some of the differences between this research and other studies are the differences in the object of research and problems.

METHOD

According to Moleong (2017) "Descriptive qualitative research was research in the form of words or study framework as the final output and carried out by understanding phenomena that occur in the research subject". Creswell & Creswell (2018) also stated that "qualitative methods depend on text and picture information, have remarkable strides in information investigation, and draw on the assorted design". The purpose of this descriptive study is to make a description, characteristics and the relationship between phenomena investigated. Descriptive qualitative data was required to described and analyzed the data being investigated. In analyzing data, the researcher used the theory of qualitative research by Creswell (2018) which went through some steps: first, organized and prepared the data. Second, read or looked at all data. Then, started coding all of the data. this research displayed the description about the content of this research and it did not calculate the data of this research. The data source in this research were sentences, clauses, phrases, and even words that contained song lyric of Bruno Mars songs.

In this research, the data source used is the lyrics of Bruno Mars' '24 Magic' album. The songs are 24 magic, That's What I Like, Calling All My Lovelies, Chunky, Versace on the floor, finesse, Perm, Straight Up & Down, Too Good to Say at Goodbyes. These lyrics have many figurative expressions. The researcher will analyze what are the types and dominant figurative are used in the songs. In this research there are only four types of figurative language that will be analyze from the lyrics of the songs including personification, metaphor, simile and Eponym. The nine song lyrics are sourced from the Musixmatch (<https://www.musixmatch.com/>).

RESULT AND DISCUSSION

Data Description

The researcher classified the figurative language contained in Bruno Mars album. All song lyrics were analyzed and classified based on the theory of Keraf 2009. The data used in this research are song lyrics from Musixmatch.com. The data analyzed are 9 love-themed songs from the 24K Magic album released by Atlantis Records Mars in 2016. In this research the researcher found 4 figurative language there are Personification, Metaphor, Simile and Eponym.

Table 1. Data Analysis

Data	Title of song	Figurative Language			
		Personification	Metaphor	Simile	Eponym
Data-1	24K Magic	-	3	-	4
Data-2	That's What I Like	-	1	1	1
Data-3	Calling All My Lovelies	1	1	-	2
Data-4	Chunky	-	-	-	2
Data-5	Versace on the floor	1	1	-	-
Data-6	finesse	2	1	1	-
Data-7	Perm	1	1	1	1
Data-8	Straight Up & Down	1	1	-	-
Data-9	Too Good to Say at Goodbyes	-	1	2	1
Total		6 (19%)	10 (31%)	5 (16%)	11 (34%)
32 Data					

From the table above, 32 figurative language data were found. Figurative language data contained in the song and divided into several data sections, namely Personification 6 (19%), Simile 5 (16%) Metaphor 10 (31%) and Eponym 11 (34%). It can be concluded that in this research the most dominant percentage is Eponym.

The most dominant type of figurative language in Bruno Mars Album

Based on the data described above, it can be seen that the most dominant type of figurative language found in the 24K magic album is Eponym with 11 (34%). The Eponym data that data found by researcher are 4 in the lyrics of the song "24K Magic", 1 in the song lyrics of the song "That's what i like", 2 in the lyrics of "Calling all my lovelies", in the lyrics of the song "Chunky" 2 data, 1 in the lyrics of the song "Perm", and 1 in the lyrics of the song "Too good to say at goodbyes".

Then, the researcher found that the second type of figurative language is Metaphor with 10 (31%) data. These data are 3 metaphors in the lyrics of the song "24K Magic", 1 metaphor in the lyrics of the song "That's what I like", 1 metaphor in the lyrics of the song "Calling all my lovelies", 1 metaphor in the lyrics "Versace on the floor", 1 from the lyrics of the song "Finesse", 1 metaphor from the lyrics of the song "Perm", 1 from the lyrics of the song "Straight Up & Down", and finally 1 metaphor from the lyrics of the song "Too good to say at goodbyes".

Furthermore, researcher found 6 (19%) data from Personification. 1 data from the lyrics of the song "Calling all my lovelies", 1 from the lyrics of the song "Versace on the floor", 2 from the lyrics of the song "Finesse", 1 data from the song "Perm", and 1 data from the lyrics of the song "Straight Up & Down".

The last type of Figurative is Simile. The researcher found 5 data (16%). found 1 from the song lyrics "That's what I like", 1 from the song lyrics "Finesse", 1 from the song lyrics "Perm" and 2 data from the song lyrics "Too good to say at goodbyes". So, in this research, the most dominant Figurative Type found from the song lyrics of 24k Magic Album is Eponym with 11 data (34%).

Discussion

Bruno Mars songs contain various Figurative Language. That is why Bruno Mars songs are loved by all groups. Bruno Mars' works are also always trending on social media, such as recently Bruno Mars collaborated with one of Black Pink's personnel, Rose. The song was titled "APT". Bruno Mars loves his work very much and always creates good songs with lyrics that contain various figurative Language. It can be concluded that Bruno Mars' songs

contain linguistics that are worthy of analysis. That is also the reason researcher chose Bruno Mars as their favorite singer.

CONCLUSION

Based on the figurative analysis in Bruno Mars' song, it can be concluded that: Figurative language is language that uses metaphors for both inanimate and living things, with meanings that differ from literal interpretation. Figurative language is usually used to beautify and emphasize what is being conveyed. After conducting data analysis, the researcher found a total of 34 instances from the overall data, consisting of several figurative language found in Bruno Mars' songs in the album 24K Magic, namely: Personification (19%), Simile (16%), Metaphor (31%), and Eponym (34%). This research only focuses on four figurative languages used in analyzing Bruno Mars' songs. However, the dominant figurative language in this research, namely Eponym, was found (34%) from the data.

Based on the above conclusion, the researcher has several suggestions for further research that aims to analyze figurative language in song lyrics. For future researchers who wish to analyze figurative language in song lyrics. These suggestions are as follows: 1). The researcher suggests that the further researcher of can discover more figurative language and find other types of figurative language. 2). The researcher suggests that future research could uncover more figurative language and discover other types of figurative language not found in this research. 3). The researcher suggests that future researchers seek references to other figurative language theories in conducting their research. 4). The researcher hopes that more students will continue to analyze figurative language because it can help readers to understand the meaning contained in the lyrics of the song and students who want to analyze figurative language in song lyrics can use other objects such as: novels, film, and others. 5). For further research, this research can be used as a reference and the researcher hope that this research can provide benefits for the further researcher. 6). For readers who want to create songs to use figurative language in song lyrics so that the songs are aesthetic and unique.

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