

**FIGURATIVE LANGUAGE EXPRESSIONS
ANALYSIS WITHIN AVA MAX'S SELECTED SONGS:
SEMANTICS APPROACH**

THESIS



**By:
MELLY
181210002**

**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
PUTERA BATAM UNIVERSITY
2022**

**FIGURATIVE LANGUAGE EXPRESSIONS
ANALYSIS WITHIN AVA MAX'S SELECTED SONGS:
SEMANTICS APPROACH**

THESIS

**Submitted in Partial Fulfillment of the Requirements for the Degree of
Sarjana Sastra**



**By:
MELLY
181210002**

**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
PUTERA BATAM UNIVERSITY
2022**

SURAT PERNYATAAN ORISINALITAS

Yang bertandatangan di bawah ini saya:

Nama : Melly
NPM : 181210002
Fakultas : Ilmu Sosial dan Humaniora
Program Studi : Sastra Inggris

Menyatakan bahwa skripsi yang saya buat dengan judul:

FIGURATIVE LANGUAGE EXPRESSIONS ANALYSIS WITHIN AVA MAX'S SELECTED SONGS: SEMANTICS APPROACH

Adalah hasil karya sendiri dan bukan “duplikasi” dari hasil karya orang lain. Sepengetahuan saya, di dalam naskah skripsi ini tidak terdapat karya ilmiah atau pendapat yang pernah ditulis atau diterbitkan oleh orang lain, kecuali yang secara tertulis dikutip dalam naskah ini dan disebutkan dalam sumber kutipan dan daftar pustaka.

Apabila ternyata di dalam naskah skripsi ini dapat dibuktikan terdapat unsur PLAGIASI, saya bersedia naskah skripsi ini digugurkan dan gelar akademik yang saya peroleh dibatalkan, serta diproses sesuai dengan peraturan perundang-undangan yang berlaku.

Demikian pernyataan ini saya buat dengan sadar sepenuhnya tanpa ada paksaan dari siapapun.

Batam, 24 Januari 2022
Yang membuat pernyataan,

Melly
181210002

DECLARATION OF THE THESIS ORIGINALITY

I, Melly, NPM No 181210002

Hereby declare that the term paper entitled:

FIGURATIVE LANGUAGE EXPRESSIONS ANALYSIS WITHIN AVA MAX'S SELECTED SONGS: SEMANTICS APPROACH

Is the real work of myself and I realize that this thesis has never been published in other media before, partially, or entirely, in the name of mine or others.

Batam, 24th January 2022



Melly
181210002

**FIGURATIVE LANGUAGE EXPRESSIONS
ANALYSIS WITHIN AVA MAX'S SELECTED SONGS:
SEMANTICS APPROACH**

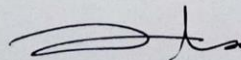
THESIS

**Submitted in Partial Fulfillment of the Requirements for the Degree of
Sarjana Sastra (S1)**

**By:
MELLY
181210002**

The thesis has been approved to be examined on the date as indicated below

Batam, 25th January 2022



**Zia Hisni Mubarak, S.Pd., M.Pd.
Supervisor**

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui dua tujuan, yaitu jenis-jenis bahasa kiasan dan alasan penggunaan bahasa kiasan. Jenis bahasa kiasan dan alasan penggunaan bahasa kiasan menggunakan teori yang sama oleh Perrine (1969). Penelitian ini dilakukan dengan menggunakan deskriptif kualitatif sebagai desain penelitian berdasarkan teori Creswell (2014). Dalam pengumpulan datanya akan menggunakan metode observasional dimana data dikumpulkan dengan cara mengumpulkan lirik lagu dan mendengarkan lagu. Karena tidak ada partisipasi langsung dari peneliti, maka itu adalah teknik non-partisipatif. Data yang akan dianalisis adalah beberapa teks tertulis. Metode identitas semantik dan kompetensi semantik dalam penyetaraan akan digunakan dalam penelitian ini untuk analisis data. Teori Sudaryanto (2015) yang merupakan metode informal akan digunakan untuk menyajikan data. Selain itu, hasil analisis akan disampaikan secara deskriptif. Menurut hasil penelitian, hanya ada 8 dari 10 jenis bahasa kiasan dalam lagu. Kedelapan jenis bahasa kiasan tersebut adalah metaphor, simile, personification, metonymy, symbol, allegory, paradox, dan hyperbole. Hyperbole adalah jenis yang paling umum dibandingkan dengan yang lain dalam data, karena banyak bentuk data berlebihan yang tidak dapat dipahami oleh manusia. Sementara itu, lagu-lagu tersebut mengungkapkan keempat alasan bahasa kiasan, yaitu imaginative pleasure, additional imagery, emotional intensity, dan means of concentration. Alasan dominan yang ditemukan adalah emotional intensity. Ini karena sebagian besar lagu Ava Max menyajikan pernyataan informatif dan ekspresi emosional.

Kata kunci: bahasa kiasan, semantik, lirik lagu

ABSTRACT

The aim of this research was to find out two research objectives, which were the types and reasons of figurative language. Both of types and reasons of figurative language were using the same theory by Perrine (1969). This paper analyzed the figurative language used in Ava Max's selected songs. This research was carried out by employing descriptive qualitative as the research design based on the theory of Creswell (2014). In data collection, it applied the observational method as the data were collected by collecting song lyrics and listening to the songs. Since there was no direct participation of the researcher, then it was a non-participatory technique. Semantic identity method and semantic competence in equalizing was utilized data analyzing. Sudaryanto's theory (2015), which is an informal method, was used to present the data. In addition, the result of the analysis was conveyed descriptively. According to research's result, there were only 8 out of 10 types of figurative language in the songs. These eight types of figurative language were metaphor, simile, personification, metonymy, symbol, allegory, paradox, and hyperbole. Hyperbole was the most common type compared to the others in the data, due to many forms of exaggeration data that humans were incapable of comprehending. Meanwhile, the songs revealed all four reasons of figurative language, which were imaginative pleasure, additional imagery, emotional intensity, and means of concentration. The dominant reason found was emotional intensity. This was owing to most of Ava Max's songs served both informative statement and emotional expression.

Key words: figurative language, semantics, song's lyrics

ACKNOWLEDGEMENTS

Praises to Almighty God for showering His infinite grace and compassion upon the researcher all across the preparation and creation of this thesis, entitled "Figurative Language Expressions Analysis within Ava Max's Selected Songs: Semantics Approach". It is because of His grace and compassion that the researcher was capable of completing the thesis, which is one of the requirements for completing the undergraduate study program (S1) at Putera Batam University's Sastra study program. And, as the researcher recognized, this thesis is still beyond perfect. Therefore, the researcher welcomes all of the constructive criticism and suggestions. Despite the limitations, the researcher realized that this thesis would not have been possible without the help, direction, and kind support from several parties, especially my treasured parents and family for their constant support and prayers. Followed by Mr. Zia Hisni Mubarak, SP.d, M.Pd, the researcher's thesis supervisor, deserved the researcher's deepest gratitude for giving opinions, enthusiasm, and tolerance in conducting the researcher's thesis research well. With all due respect, the researcher would like convey her gratitude to the following individuals:

1. Dr. Nur Elfi Husda, S.Kom., M.SI. as the Rector of Putera Batam University.
2. Dr. Michael Jibrael Rorong, S.T., M.I.Kom. as the Dean of Social Sciences and Humanities Faculty of Putera Batam University.
3. Nurma Dhona Handayani, S.Pd., M.Pd. as the Head of English Department of Putera Batam University.
4. All lecturers and staff of Putera Batam University who provides contribution and offers advice during the researcher's studies.
5. Fanny Virginia, Carolina, Carolita, Leonardo, and Stella as researcher's friends who spent nearly every moment of the researcher's thesis writing by offering ideas, motivation, and support.
6. And, to all of the parties that the researcher is unable to name one by one.

Batam, 24th January 2022


Melly
181210002

TABLE OF CONTENTS

	Page
TITLE PAGE	i
SURAT PERNYATAAN ORISINALITAS	ii
DECLARATION OF THE THESIS ORIGINALITY	iii
APPROVAL PAGE	iv
ABSTRAK	v
ABSTRACT	vi
ACKNOWLEDGEMENTS.....	vii
TABLE OF CONTENTS.....	viii
LIST OF FIGURES	x
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Research.....	1
1.2 Identification of the Problem.....	7
1.3 Limitation of the Problem	8
1.4 Formulation of the Problem	8
1.5 Objectives of the Research	8
1.6 Significance of the Research	8
1.7 Definition of Key Terms	9
CHAPTER II REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK	10
2.1 Semantics	10
2.1.1 Figurative Language.....	11
2.1.2 Types of Figurative Language.....	12
A. Metaphor.....	12
B. Simile.....	13
C. Personification.....	14
D. Metonymy.....	14
E. Symbol.....	15
F. Allegory	16
G. Paradox	16
H. Hyperbole	17
I. Understatement.....	17
J. Irony	18
2.1.3 Reasons of Figurative Language Effectiveness.....	19
A. Imaginative Pleasure	19

B. Additional Imagery.....	19
C. Emotional Intensity	20
D. Means of Concentration	20
2.2 Previous Research	21
2.3 Theoretical Framework	24
CHAPTER III RESEARCH METHODOLOGY	26
3.1 Research Design	26
3.2 Object of the Research	26
3.3 Method of Collecting Data	27
3.4 Method of Analyzing Data	28
3.5 Method of Presenting Research Result	29
CHAPTER IV RESEARCH ANALYSIS AND FINDINGS	30
4.1 Research Analysis	30
4.1.1 Types of Figurative Language and Reasons of Figurative Language Effectiveness	31
4.2 Findings	59
CHAPTER V CONCLUSIONS AND RECOMMENDATIONS	62
5.1 Conclusions	62
5.2 Recommendations	63
REFERENCES	
APPENDICES	
Appendix 1. Data Source	
Appendix 2. Curriculum Vitae	
Appendix 3. Research Letter	

LIST OF FIGURES

	Page
Figure 2. 1 Theoretical Framework.....	25
Figure 4. 1 Analytical Framework	61

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Humans having communication with one another is a fundamental necessity as a social creature. The process of communication in exchanging information with one another needs the help of language as the medium of transferring information. By that means, communication and language obviously will never be separated. So, obviously, every man or individual around the world is exposed to a language. Language can be arranged with beautiful and captivating words. This arrangement which adds the beauty of language itself is helped by applying a figure of speech. The language used with the figure of speech is known as figurative language.

To determine the meaning of figurative language, semantics approach is applied. The formation of figurative language is the use of words to offer aesthetic value. According to Perrine (1969), figurative language is a language which has non-literal way of stating things. The existence of figurative language can be found in both oral and written expressions. Through listening or reading to figurative language, both listeners and readers are able to enhance their imagery skills. In view of that fact, anyone who reads or listens to it will go through the visualization stage, participating in feeling physical sensations, and emotions. Besides, figurative language has a non-literal meaning or the real meaning is out of actual words or sentences. Its meanings cannot be interpreted literally.

Therefore, it can create a room leading to misunderstanding and misinterpretations.

To avoid the condition of misunderstanding and misinterpretations, the term figurative language is important to study as it has its own role in society. By studying figurative language, one is able to grasp the meaning behind the figurative words without mistaken perceptions. Somehow in another cases, the application of figurative language may contribute listeners and readers easier to comprehend the intended meaning. Well, the portrayal of figurative words sometimes can be more fathomable. However, it should be noted not everyone has a good grip of it. Without a good comprehension, then what is conveyed by the speaker takes a longer time to figure it out. Therefore, there is a need for listeners and readers to deepen their knowledge in figurative language.

In figurative language, it comes up with different of types. Many experts investigated the variation of figurative language types. Apart from the diversity of experts' theory, this study will use Perrine's theory in the analysis process. As claimed by Perrine (1969), the types in the figurative have total of ten types. These ten types included metaphor, simile, personification, metonymy, symbol, allegory, paradox, hyperbole, understatement, and irony. Thereby, the application of figurative language may differ in types.

Not only comes up with different types, figurative language also has its own set of reasons for being used. Direct statements are rarely as successful as figurative language in expressing what one means. There are four main reasons of figurative language effectiveness in agreement with the same expert's theory as

figurative language types. First, it affords us imaginative pleasure. Second, it as a way of bringing additional imagery into verse, making the abstract concrete, and making poetry more sensuous. The third, figurative is a way of adding emotional intensity to otherwise merely informative statements and of conveying attitudes along with information. And the last, it is a means of concentration, a way of saying much in brief compass.

Without a shadow of doubt, the need of figurative language learning is indeed essential as its presence can be in any form of communication. One of the phenomena related to figurative language can be found in the most-viewed video of Youtube TED Talks channel. In this video entitled ‘Inside the mind of a master procrastinator’ with Tim Urban as the speaker is talking about procrastination. In his 14 minutes more speech, he admits that he himself was also a procrastinator who enjoyed postponing his assignments during college. He realized that procrastination was a terrible habit, but it was too difficult to overcome. Throughout the speech, he presents slides regarding the kind of world procrastinators go through to non-procrastinators out there.

Tim Urban : “...But a week later I get a call, and it’s the school. And they say, Is this Tim Urban? and I say, Yeah and they say, We need to talk about your thesis? and I say, Ok and they say, **It’s the best one we’ve ever seen.** (Laughter of audience) That did not happen. It was a very, very bad thesis.”

In this sentence “It’s the best one we’ve ever seen”, it is getting figurative language involved. It was an insinuation that Tim Urban got from the phone call with the school. The school did an expression of statements contradicting with the actual fact. The sentence is proved to be contradictory because of the revealed true

facts in last two sentences “That did not happen. It was a very, very bad thesis”. In this case, the implicit meaning of this speech indicates to date Tim Urban's thesis is the worst one ever in the school. The type of figurative language used in his school statement is irony and the reason of using the figurative language is to add emotional intensity to the criticism that elicits negative emotions (what is stated is different from what it really is). Based on Perrine's theory (1969), figure of speech which implies the opposite meaning of what it really meant is irony. The figurative language used in a sentence which has an element of feeling or emotion will bring emotional intensity to a sentence.

Not only spoken figurative language appears during speeches or utterances, but it is also commonly found in sorts of writing. Newspaper, religious texts, advertisement and short story are some works in written form that may contain figures in them. Amongst them, advertisement is the one which is the easier to find the phenomenon of written figures. Advertisement in e-commerce platform, Ebay is one of the examples using figurative language. **“Hungry? The most delicious Korean beauty products with free shipping.”** From that sentence, there exists ‘the most delicious’ and ‘Korean beauty products’. The word ‘the most delicious’ here does not refer to a consumable yummy food as the following noun is ‘Korean beauty products’. For that reason, the real meaning of ‘the most delicious’ is to describe the best quality of the provided Korean beauty products in Ebay. So, the advertiser exaggerates the provided Korean beauty products having the finest quality. This exaggeration of used figurative language is classified as a hyperbole and the reason used in the statement is to afford emotional intensity to

the phrase ‘the most delicious’. As declared by Perrine (1969), type of figurative language that is exaggerating a statement is hyperbole. And for the reason, a statement will be said to provide emotional intensity if it does not only act as information, but also has emotion in it.

Aside from the two phenomena above, here are the phenomenon of figurative language found in art works, which is an expressive tool that binds with melody and harmony. This expressive tool refers to song. Prasetia, Masulah, & Hamsia (as cited in Ardhyanti & Supriyatiningih, 2020) mentioned that a song will be more artistic when it uses figurative language. Song does not only provide entertainment to people, but it also can deliver a message. So, if one does not understand the figurative language in a song, then the implied meaning cannot be comprehended properly.

One of the singers who applied figurative language in writing the lyrics of songs is Amanda Koci, known as Ava Max. She is an American singer and a songwriter. One of the lyric **“Oh so, dressed so fancy like Sid and Nancy”** in her song entitled ‘So Am I’. There is a use of figurative language in it. There is a comparison of ‘dressed so fancy’ and ‘Sid and Nancy’ with the word ‘like’. Sid and Nancy is an intimate British couple with punk fashion’s style. The comparison does not refer to the person, but in the way Sid and Nancy dress because the prior term is about dressing. So, the lyric implies that dressed so fancy like Sid and Nancy’s punk style of dressing.

With the use of the word ‘like’, the lyric falls into the category of simile. As claimed by Perrine (1969), figure of speech which acts as comparison and is

presented through the word 'like' is simile. Apart from this, the reason for using figurative language in the lyrics is to provide an imaginative pleasure to the listeners. The use of figurative language allows listeners to imagine by themselves what it is like to fancy dress up in a punk fashion style as Sid and Nancy do. As stated by Perrine (1969), figurative language affords listeners imaginative pleasure by allowing them to interpret statements using their own imagination.

Number of researchers has been observed and conducted the study of figurative language. The following will present two previous researchers analyzing figurative language. For the first research, it is by Aryawan et al. (2019) and the research is intended to identify and describe the types and meanings of figurative language in Eminem's song lyrics. In analyzing the data, the researcher used a descriptive qualitative method. Library research is carried out by the researcher to collect data. To classify the types of figurative language, the researcher applied Perrine and Tarigan's theory. This analysis resulted in a total of 136 data consisting figurative language and 12 types of figurative language found.

The second research was done by Sihaloho and Simatupang (2020). This research conducted types in figurative language. The researcher used a qualitative method to sort and analyze the data. Meanwhile, for research data collection, the researcher looked for videos containing Joko Widodo's speech. The chosen videos were Joko Widodo's speech at the World Economic ASEAN Forum in Hanoi, Annual Meeting of the International Monetary Fund-World Bank in Bali, and US-ASEAN Forum. The theory used in examining the types of figurative language is

the theory of Perrine and Taylor. The results of this study found 9 figurative languages in Joko Widodo's speech. There were 7 allusions, 1 metaphor, and 1 assonance.

Based on the two previous researchers above, they used the same proposed theory by Perrine (1969) as present research. However, for the object used, only one of the researchers was the same as in the present research, which is the song lyric. Meanwhile, the data source used by the other researcher was in the form of speeches. For present research, the researcher analyzed and discussed figurative languages which were found in the Ava Max's song. In addition, there was one of the researchers applied the different method of collecting the data. The previous researcher used library research, while present researcher utilized observational method. The classification of the types of figurative language and finding out their reasons are the aim of the researcher's study. In examining types and finding out the reasons in figurative language, the researcher used Perrine's theory (1969). In addition, the reason the researcher conducted this research is because there are many of figurative language in Ava Max's song.

1.2 Identification of the Problem

1. Inability of figurative language's interpretation will lead to misunderstanding.
2. Figurative language's phenomena in spoken and written communication
3. The presence of figurative language in Ava Max's selected songs
4. The types of figurative language found in Ava Max's selected songs.

5. The reasons of figurative language effectiveness used in Ava Max's selected songs.

1.3 Limitation of the Problem

1. The types of figurative language found in Ava Max's selected songs.
2. The reasons of figurative language effectiveness used in Ava Max's selected songs.

1.4 Formulation of the Problem

1. What are the types of figurative language found in Ava Max's selected songs?
2. What are the reasons of figurative language effectiveness used in Ava Max's selected songs?

1.5 Objectives of the Research

1. To classify the types of figurative language found in Ava Max's selected songs.
2. To find out the reasons of figurative language effectiveness used in Ava Max's selected songs.

1.6 Significance of the Research

1. Theoretical significance

Theoretically, this research has some purposes. First, this research has the purpose to provide more information to the readers regarding the types of figurative language and what the meaning behind of using figurative words is. Second, this research may increase more knowledge and understanding about the

usage of figurative language. Finally, this research can be used as an example or material for comparison in future research. It will be beneficial to students, teachers, and future researchers. The contribution of it can be used as a reference later for those who want to do the same research.

2. Practical significance

Practically, this research is expected to be useful for the following parties. First, this research can give an additional knowledge for English language and literature students especially in figurative language, the types of figurative language, and the meaning of using figurative words. Second, this research is expected to provide another picture of figurative language for other researchers. This research also gives reference to the readers who want to know the types and the meaning of using figurative language. Not forget to mention, this research can be a positive contribution to life by done it practically.

1.7 Definition of Key Terms

- | | |
|----------------------------|---|
| Semantics | : The study is related to the inner meaning of words and sentence which acts as linguistic expressions (R. Kroeger, 2018). |
| Figurative Language | : An unusual way of saying something and language employs figures of speech is not meant to be taken literally (Perrine, 1969). |

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Semantics

In daily conversation, semantics play a prominent role in drawing meaning from words. It is crucial for us to understand the meaning of each word. Corresponding to R. Kroeger (2018), the term semantics refers to the study of meaning. It is a better definition to call it the study of the link between form and meaning in language. Basically said, semantics is a language study concerned with the structure and meaning of the language itself. It is regarded as a primary branch of linguistics dedicated to figure out what speaker or writer conveys through language. It will be difficult to grasp what the speaker's intention if the listener does not comprehend the meaning well. What is constructed in a sentence can affect the meaning of the sentence. Cann (1993) pointed out that semantics is used to have interpretation of meaning in a narrower sense. It is possible for a text to have multiple meanings or interpretations. However, meaning can be drawn well within the study of semantics.

The help of semantics is required in order to understand the exact intention or determine the true meaning of a sentence. In any form of communication, it often happens where meaning can't be taken literally as it stated. There is hidden meaning and actual meaning in a word or sentence. Since knowing the actual meaning of each word is highly essential, the theory of semantic is applied to find

out the intended meaning. As semantic is the study of meaning, it can be employed to analyze figurative language. By applying the theory of semantics, the researcher can identify the meaning of words and find out whether a statement is using literal or figurative language. Therefore, with the employment of semantic theory, it helps to grasp meaning or figurative language easily.

2.1.1 Figurative Language

Figurative language, also known as figure of speech is often found in linguistics study as well as in literary works, such as songs, novel, or even drama. According to Perrine (1969), figurative language is an unusual way of saying something. She further discusses that language employs figures of speech is not meant to be taken literally. In addition, the literal meaning of words and sentences in figurative language differs from the meaning which is intended (Glucksberg, 2001). Simply put, figurative language encourages people to think beyond what is written. The word used has a non-literal meaning. Other than that, Reaske (1982) conveyed that figurative language allows for fresh ways of imaginative description and it is usually evident if a writer is employing figurative or literal language. So, no wonder the discovery of figurative language can be in any form of communication, such as advertisement, song, novels, and daily conversation.

Figurative language refers to the use of words. Readers cannot only see the words or what it is written in the text. To have a good interpretation, they have to understand it well. Keraf (as cited in Sembiring et al., 2020) expressed that the purpose of figure of speech is to explain, strengthen, arouse, or embellish an object. Thereby, the usage of figurative language helps to express thoughts,

perceptions, and feelings which are difficult to convey in literal language. With the help of it, people will understand the intended context better. Not forget to mention, figurative language appears to be widespread in all languages.

2.1.2 Types of Figurative Language

Figurative language with creative wording display tends to give more power to words. There are a number of studies that have looked into figurative topic. In present research, Perrine (1996) theory is picked to analyze the types of figurative language. There are total ten types of figurative language, which are metaphor, simile, personification, metonymy, symbol, allegory, paradox, hyperbole, understatement and irony. Below are further explanations of the types of figurative language listed above.

A. Metaphor

Based on Perrine (1969), metaphor is a figurative term which is replaced or designated with literal term and implying a comparison. To put it another way of saying, a metaphor is a figure of speech that is used to compare two or more distinct objects. It may have the potential to clarify a situation which has the commonalities between two concepts. In agreement with Abrams and Harpham (2012), a metaphor is a term or expression that, in its literal sense, implies the application of one sort of thing to a completely other form of object (without using the words ‘like’ or ‘as’) in order to demonstrate that the two objects have the same qualities.

“Shot me out of the sky. You're my kryptonite” (Fitria, 2018)

Two comparison created above are ‘you’ and ‘kryptonite’. The term ‘kryptonite’ refers to someone or something that has the potential to significantly weaken another person or thing. Meanwhile, ‘you’ is just merely a pronoun. The pronoun ‘you’ is connected with the ‘kryptonite’ which leaves a meaning that ‘you’ are someone who has the capability of weakening someone.

B. Simile

Simile is a comparison which is presented through the use of a word or phrase such as like, as, than, similar to, or resembles (Perrine, 1969). Metaphor and simile are both the same showing comparison between two dissimilar objects. Their difference lies in the use of comparative words or phrases. As agreed by Abrams and Harpham (2012), the term "like" or "as" plainly indicates a comparison between two totally different objects in a simile.

“Cause daddy felt like a bum, see daddy had a job” (Aryawan et al., 2019)

As there is a word ‘like’, the sentence above belongs to simile type of figurative language. The use of ‘like’ in the sentence is applied to compare ‘daddy’ and ‘bum’. The term ‘bum’ is a noun which refers to someone who lives without a house or a job and survives by begging others for money. So here, ‘daddy felt like a bum’ means ‘daddy’ was a poor man with no money at that time.

C. Personification

Perrine (1969) mentioned that the personification happens when animals, an idea, or an object are given human attributes. In other words, an idea or inanimate object that is described as if it has human-like characteristics. Personification, compatible with Abrams and Harpham (2012), is inanimate object or abstract concept is talked about as if it had life, human characteristics, or sentiments. For instance:

“You gotta listen to your heart, what does it say?” (Simatupang et al., 2020)

The preceding example is a type of personification in which inanimate things with human characteristics. The usage of personification takes place in the ‘heart’. The heart is described as if it could speak as seen in the sentence “...what does it say?”. ‘it’ refers to the heart. In fact, the heart has no communication capabilities. The ‘heart’ is only mentioned as if it can speak.

D. Metonymy

Metonymy refers to the substitution of details or the use of something related with a thing which is related (Perrine, 1969). Briefly, metonymy replaces another name for a similar thing. The same as discussed by Abrams and Harpham (2012), metonymy is the literal name for one item being attributed to another that has been intimately connected with it due of a repeated relation in common experience.

“Increase business efficiency when you go digital” (Yan et al., 2019)

The phrase ‘go digital’ is being used as the substitution for Internet. People frequently refer to today’s world as a ‘digitalized’ environment which refers to a society in which everything nowadays is accomplish via the use of the Internet or other smart gadgets.

E. Symbol

As mentioned by Perrine (1969), a symbol is something that represents more than just what it is. It is concerned with place, place, or thing which can figuratively represent something else. A symbol, in the widest definition, is something that signifies something else (Abrams & Harpham, 2012). This kind of figurative language tempts people to think more deeply.

“Maybe you’re reason why all the doors are closed. So you could open one that leads you to the perfect road” (Ardhyanti & Supriyatiningsih, 2020)

The statement above contains hidden meaning whereas the use of symbol is identified. In the statement, the term ‘doors’, it belongs to symbol which represents something. “Doors” is used as a symbol representing ‘ways’. So, the first verse “maybe you’re reason why all the doors are closed”, is implying that you are the reason why all of the ‘ways’ are stopped. So, the statement basically means that perhaps you are the one who have halted your own way. You have a habit of underestimating yourselves

which causes you hardly to open your own way leading to what you want to do.

F. Allegory

The definition of allegory is a story or description with hidden meaning (Perrine, 1969). The use of it provides the term a deeper meaning or more than just a meaning. An authors' primary interest are not showing their interest in a story. However, it is more of their interests to reveal the meaning which is concealed.

“The beauty has her own to love her lover, the beast” (Panjaitan et al., 2020)

There are two words which have their meaning concealed. They are ‘the beauty’ and ‘the beast’. The beauty in the statement refers to a girl with a beautiful face, while the beast is a man with an animal-like face. The beautiful girl adores her unattractive lover who has an ugly face.

G. Paradox

Defined by Perrine (1969), paradox is a situation or a statement appears to be contradictory but is somehow true. All of the conditions and circumstances associated with the paradox will be found as something impossible at first, but it actually makes complete sense, and is not surprising at all. In agreement with Abrams and Harpham (2012), a paradox is a statement that appears to be logically contradictory or ridiculous yet which may be interpreted in a way that makes sense.

“We just need to move quickly but carefully.” (Permatasari et al., 2016)

The meaning of the sentence is that they must move as quickly as possible while remaining cautious. ‘Quickly’ and ‘carefully’ contradicts with each other. It seems impossible to move quickly and carefully. However, it actually makes sense or there is nothing wrong with it.

H. Hyperbole

Hyperbole is a type of figurative language that is exaggerating and can be used with various effects, such as humor, seriousness, fantasy or restraint and persuasive or unpersuasive (Perrine, 1969). In accordance with Abrams and Harpham (2012), hyperbole is excessive exaggeration of truth or potential, or dramatic overstatement.

“We pray that He'll forgive us and tears forever fall” (Milana & Ardi, 2020)

The phrase ‘tears forever fall’ in the above sentence contains hyperbole or exaggeration. It is impossible for tears to fall forever. It is out of question for human to cry every day or for the rest of their lives.

I. Understatement

If hyperbole is an exaggeration, understatement is the opposite of it. As mentioned by (Perrine, 1969), understatement is giving less than what it really means and the occurrence can be in both what is said and how it is said. As agreed by Abrams and Harpham (2012), understatement portrays

something as being considerably less in scale or importance than it actually is, or is often thought to be. For instance is when you give a gift to someone.

“Here, take it, just a little gift.” (Panjaitan et al., 2020)

You claimed to simply give a little gift, but the fact is that you give someone a valuable and luxurious gift. So, the point here is that you undervalue the gifts which you give to other. In fact, the gift given by you is high in value.

J. Irony

Irony, in its most basic forms, it implies the opposite meaning of what is said. On the other hand, the meaning can be both what is said and the opposite in more complex forms (Perrine, 1969). The same as defined by Abrams and Harpham (2012), irony is a phrase employed in opposition to a concept in one's head, expressing a meaning that is contradictory to the literal meaning.

“Loud, deafening silence” (Tiarawati & Ningsih, 2019)

Based on the sentence above, “loud, deafening silence” is part of irony. The reason is the term ‘loud’ in this case does not refer to a sound or voice that is high in volume as the word ‘loud’ is followed by ‘deafening silence’. Instead, “loud, deafening silence’ indicates a location which is extremely silent.

2.1.3 Reasons of Figurative Language Effectiveness

As claimed by Perrine (1969), figurative language is frequently more effective than direct statements in conveying speaker's intention. According to her, there are four reasons that contribute to the effectiveness of figurative language. The reasons are affording imaginative pleasure, bringing additional imagery, adding emotional intensity and means of concentration. Further explanations of the reasons of figurative language effectiveness are as below.

A. Imaginative Pleasure

In one sense, imagination might be defined as the ability to make unexpected leaps from one point to another. The mind enjoys unexpected leaps, in discovering similarities between two different kinds of thing (Perrine, 1969). Shortly put, imaginative pleasure occurs when the hearer or reader has the chance to imagine in interpreting the meaning of an utterance. Imaginative pleasure presents the hearer or reader with a source of pleasure in the imagination. For instance, plants and flowers were given names based on imagined resemblances, such as **jack-in-the-pulpit**, **infants' breath**, and **Queen Anne's lace**. Those examples are the use of figure of speech in offering pleasurable experience of one's imagination (Perrine, 1969).

B. Additional Imagery

Perrine (1969) mentioned that figures of speech are a means to add more imagery, to make the abstract concrete, and to make poetry more sensual. Figurative language, which provides additional images, targets the abstract concept of a sentence as a concrete object and helps the abstract

concept to be visually objective. An example is Robert Forst's bridegroom thinks of his bride and wishes.

“Her heart in a case of gold/And pinned with a silver pin.”

(Perrine, 1969)

From the statement, it can be seen that Robert Forst expressing an interior sensation (her heart) in visual term (case of gold/And pinned with a silver pin).

C. Emotional Intensity

Figurative language adds emotional intensity to statements that are simply informative and add attitude along with the information. That is to say figurative language can be employed to add emotion or attitude to a sentence, especially if the sentence is both emotional and informative (Perrine, 1969). So, figurative language employed in a sentence not only conveys information, but also attitude and feelings. One of the example that mentioned by Perrine is Wilfred Owen who expressed anguish and suffocation when he compared a soldier caught in a gas attack to a man drowning under a green sea.

D. Means of Concentration

The final reason for figurative language's effective is a means of concentration. According to Perrine (1969), means of concentration is a way of explaining a lot briefly. The point is by using a figurative language, speakers or writers can express something briefly and easily understood without requiring dozen of words. Figurative language is used to condense

several possible interpretations into a concise phrase or sentence. For example, in *Macbeth*, Shakespeare compares life to a candle.

“The way to dusty death. Out, out, brief candle!” (Perrine, 1969)

In this statement, brief candle refers to life. While candle burns, it gives off light and energy, and then slowly consumes itself, becoming shorter and shorter. The same thing happens in life; humans will eventually die and lose their energy. From the statement, it can be concluded that it doesn't require a lot of words to express what life is. Instead, “brief candle” is used as a brief description of life.

2.2 Previous Research

Wibisono and Widodo (2019) set out to identify different types of figurative language and their meanings in selected short stories published on the Jakarta Post website. Perrine's theory (1982) of figurative was used in this study. This was a library research which was having the researcher visited to the libraries to get the data. There were primary sources and secondary sources for the data analysis. The researcher conducted the short story as the primary sources and found some dominant types of figurative language, namely personification, simile, symbol and onomatopoeia. For the secondary sources, they were sources taken besides short story.

Yan, Azmi, and Shuib (2019) examined the figurative language used in The Star newspaper commercial slogans. Aside from that, the goal of this research also identifies the types of industries that used newspapers as their medium of advertising. For this study, a content analysis was performed. The theory of

figurative language developed by McQuarrie and Mick (1996) and Perrine (1992) were used in this study. Most used of figurative language's types in the newspaper advertisement were metaphor and rhyme. The result of this showed that healthcare and education were the industries which used the newspaper slogans the most.

Milana and Ardi (2020) determined the types of figurative language and mostly used types in Saif Adam songs' lyrics. In this study, the researchers applied a descriptive qualitative method and the theory of Perrine (1983). The data were gathered through reading the lyrics of Saif Adam's song. There were 8 types of figure of speech found, such as hyperbole, metaphor, simile, irony, personification, litotes, paradox and metonymy. The most dominant type of figurative language was metaphor.

Panjaitan, Herman, and Sinaga (2020) identified the types and dominant types of figurative language in Billie Eilish's album song lyrics. This research applied Perrine's (1977) theory of figurative language and it was a qualitative research. Billie Eilish's tracks 'You Should See Me in a Crown, Wish You Were Gay, When the Party's Over, Xanny, and I Love You were picked as the data sources. The total number of figurative languages in Billie Eilish's song lyrics was found to be 25 in total. Hyperbole was the most dominant types in Billie Eilish's song lyrics.

Ambalegin and Arianto (2020) sought to find the types of figurative language found in Donald Trump's tweets from his twitter account. The researchers employed a descriptive qualitative approach in this research. Observational method was employed by the researcher. The data was gathered

over a period of time by seeing, hearing, reading, and attentively watching. Based on Abrams & Harpham's theory (2012), the researchers categorized the figurative language data. Personification, allusions, metaphors, similes were all discovered in the tweets. In addition, on the tweeter post, the application of figurative language is in negative content comments targeted one's face.

Hidayah and Purba (2021) analyzed about the figurative language's types and found out the most dominant and submissive figurative language in Maya Angelou's poetry titled *Life Does Not Frighten Me*, *Equality*, and *Alone*. Perrine's (2012) theory was used in this research. The researchers' data collection methods included documentation via internet. The researchers came up with 39 poem lyrics that had 11 types of figurative language. Hyperbole was the most dominant type and paradox and irony were the most submissive one. The discovery of researchers revealed that figurative language could force the readers to assume what the writer was trying to convey.

Arafah and Abbas (2021) elaborated figurative languages, with a focus on figurative language related to the environment. The researchers examined the categories of figurative language using Perrine and Arp's theory (1978). Text data were collected from the Thiele's *February Dragon*. The research employed descriptive-qualitative approach. The study's findings showed that there were 5 types of figurative languages, namely simile, metaphor, personification, irony, and allusion.

Both previous and present research employed the same theory by Perrine (1969) to analyze the types of figurative language. The sole difference between

them is the using of data sources. In this present research, the researcher will analyze Ava Max's selected songs.

2.3 Theoretical Framework

This research begins with an explanation of semantics, which acts as the fundamental theory to analyze the data. The data will be further analyzed based on two problem formulation. First one deals with the types of figurative language based on the theory of Perrine (1969). The types of figurative language include metaphor, simile, personification, metonymy, symbol, allegory, paradox, hyperbole, understatement and irony. Secondly, it analyzes the reasons behind the effectiveness of using figurative language proposed by Perrine (1969). The reasons are affording imaginative pleasure, bringing additional imagery, adding emotional intensity and means of concentration. Those theories were used to analyze Ava Max's selected songs.

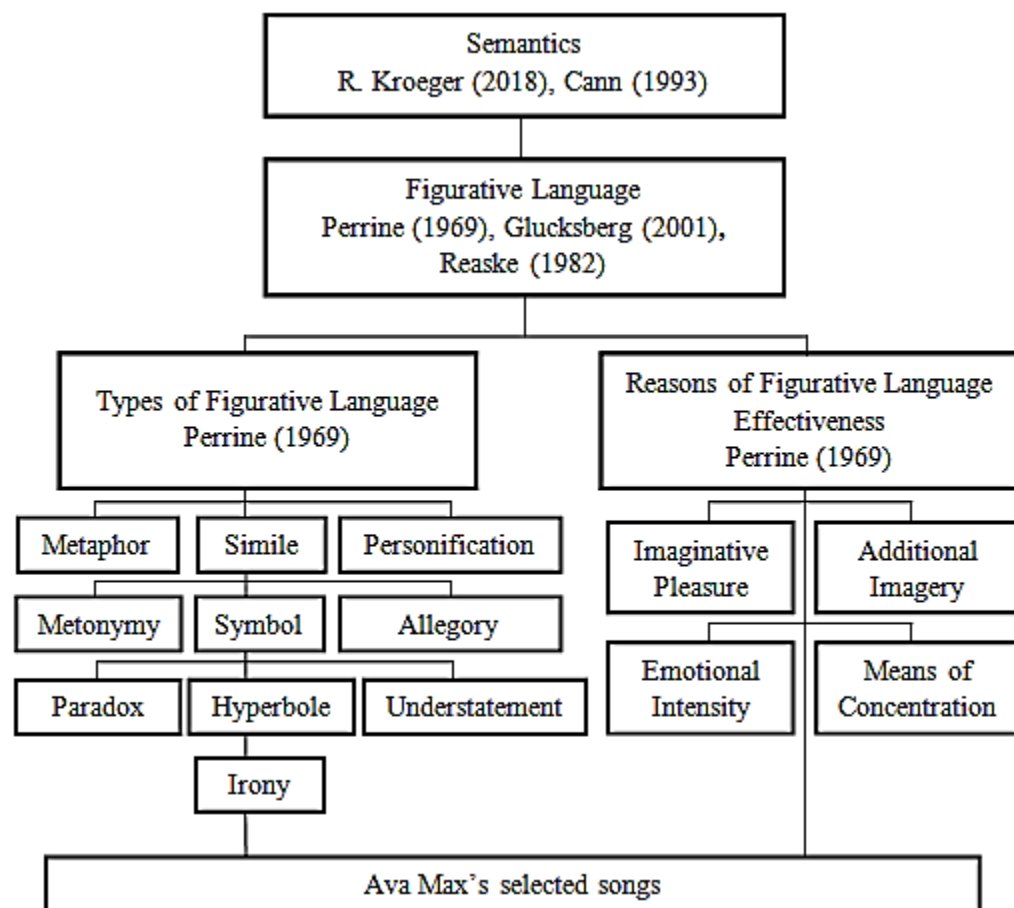


Figure 2. 1 Theoretical Framework

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

The research design assists the researcher in carrying out the study in terms of the goal, the technique of data collection and analysis, and the strategy for presenting the finding and conclusion. This research employs descriptive qualitative as the research design. Qualitative research is conducted for examining and comprehending the meaning of individuals or groups of people who are dealing with social or human issues (Creswell, 2014, p. 19). These issues are common phenomena which occur frequently in daily life.

With the use of words and sentences, the data in this research was presented. Furthermore, the findings of this study were presented descriptively. Therefore, the suitable research design for this research is descriptive qualitative. In this research, the main theory of this figurative language analysis was Perrine's theory (1969). It aimed to analyze the phenomena of figurative language discovered in Ava Max's selected songs. To be precise, it aimed to analyze the types and reasons of figurative language in Ava Max's selected songs.

3.2 Object of the Research

The object of research is a main component which has a significant role in a research. This research analyzed the types and reasons of figurative language effectiveness that used in Ava Max's selected songs. A number of figures of

speech are found in the lyrics of the song. As a result, the researcher uses Ava Max's song as the data source of the research.

3.3 Method of Collecting Data

The data collection method used for this research is an observational method. Observational method is a method of collecting data that involves observation (Sudaryanto, 2015, p. 203). Throughout the data collection process, the researcher observed the data by reading and listening to the lyrics of the songs. In short, the data were collected by observing the data. In term of collecting data technique, a non-participatory technique was applied. The use of a non-participatory technique eliminates the necessity for participants to be involved in the data collection process (Sudaryanto, 2015, p. 204). The non-participatory technique was used since there was no direct participation or involvement of the researcher in observing the songs' lyrics.

In collecting the data, the researcher did some procedures. First, the researchers began by determining Ava Max's total number of music albums. As a result of the discovery, Ava Max had only ever released one album of songs, *Heaven & Hell*. All of the songs were not featured or collaborated with other singers. In other words, Ava Max sang all of the songs herself. The genres of the songs on the album were pop (a genre that is entertaining to listen to and concentrates on the song's chorus), dance-pop (a genre that is generally with upbeat, catchy, and danceable music), and electropop (a genre that is electronic).

Secondly, the researcher gathered and read all of the lyrics from the *Heaven & Hell* album's songs. Simultaneously with the third procedure, the researcher

highlighted the words in the lyrics which included the existence of figurative language based on Perrine's theory (1969). There are 17 songs in Heaven & Hell album. As the result of the observation by reading the lyrics, only 9 songs were selected for this research because they had many lyrics that involved figurative language phenomena. In addition, not all of the collected lyrics with figurative language were used for analysis. Both of the songs and lyrics selection occurred in order to avoid data redundancy. Therefore, the data reduction happened. To add, the title of the selected songs were Call Me Tonight, Kings & Queens, My Head & My Heart, Not Your Barbie Girls, Salt, So am I, Sweet but Psycho, Torn, & Who's Laughing Now.

3.4 Method of Analyzing Data

In qualitative research process, data analysis is critical. Data analysis is the process of recognizing, learning, understanding the interrelationships and concepts in a data which hypotheses and assertions can be developed and evaluated (Sugiyono, 2013, p. 244). In this research, it used the semantic identity method and semantic competence in equalizing the data. The semantic identity method was employed because the researcher analyzed the data by identifying semantic element (Sudaryanto, 2015, p. 17). Since this research analyzes figurative language, the semantic element refers to statement that can be interpreted to have literal meaning or used to identify meaning. In terms of the reason for applying semantic competence in equalizing data, it was because the data were studied by equalizing data with the relevant theory (Sudaryanto, 2015,

p. 31). In equalizing the types and reasons of figurative language, Perrine's theory (1969) was applied.

After the researcher found out two problems in this study, there were some processes in analyzing the data. The first step, the researcher identified the types of highlighted words in the lyrics based on theory of Perrine (1969) to solve the first problem. Secondly, the researcher analyzed the reasons of figurative language effectiveness accordingly to Perrine's theory (1969) in solving the second problem. Finally, the result revealed the types of figurative language as well as the reasons of figurative language effectiveness.

3.5 Method of Presenting Research Result

After analyzing the data, the next step is presenting the result analysis. There are two methods of presenting the result analysis; they are informal and formal (Sudaryanto, 2015, p. 41). Using symbol, table, chart, and number are the formal method for the researcher in presenting the result analysis. On the other hand, informal method portrays using words or sentences to present the result analysis. In this research, informal method is used by the researcher to show the results of data analysis in the form of words or sentences. So, the findings of the analysis were conveyed through the use of words or sentences in descriptive way.