

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).