

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 comparisons 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 & Supriyatiningih, 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.

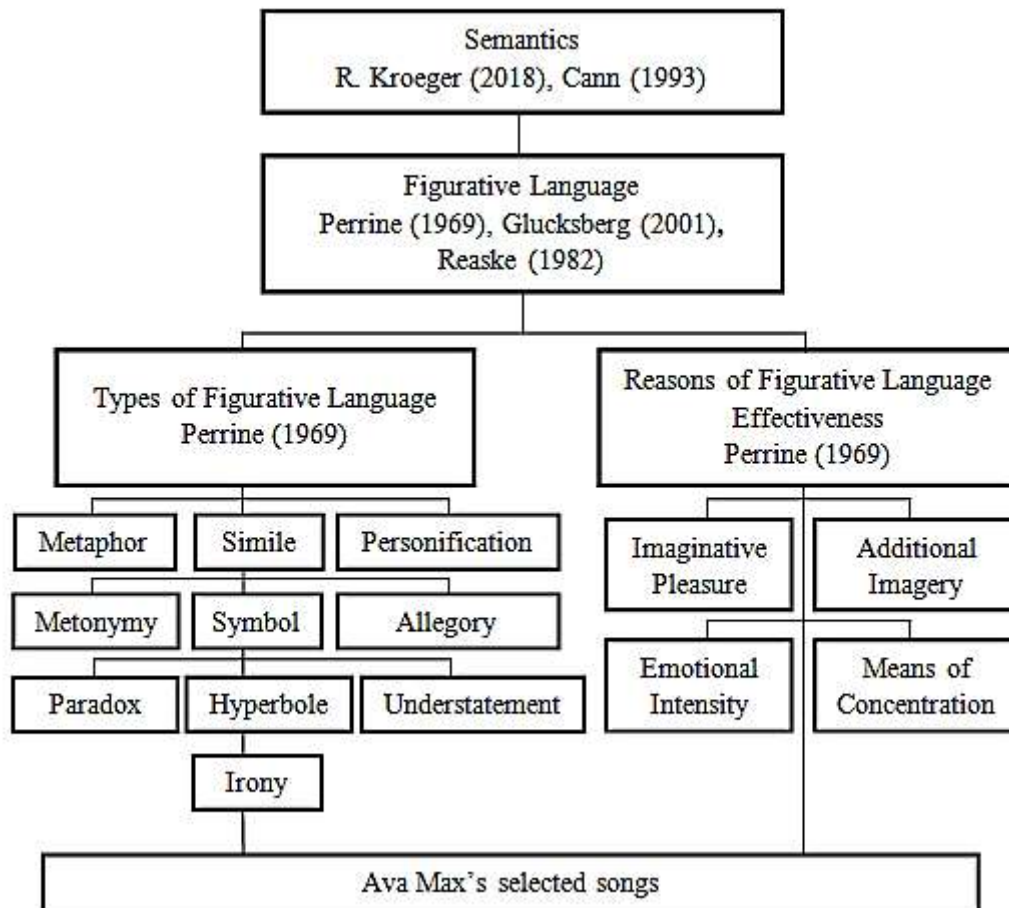


Figure 2. 1 Theoretical Framework