

## **CHAPTER I**

### **INTRODUCTION**

In this chapter, the researcher presents six topics related to this study. The content covers the background of the study, the formulation of research questions, the purposes of the study, the significance of the study, the scope and limitations of the study and the definition of key terms.

#### **A. Background of The Research**

Language has an important role to make a relationship with others. Therefore, due to people use the language every time to communicate with others, language develop and create a variations. One of them is figurative language. People use figurative language to convey their ideas on speaking and reading. Recently, figurative language used in many product of language such as music, poetry, film, etc (Sadiasih, et al. 2016).

As we know, song is a form of literary works. The lyrics of song is a music with a meaningful words from author. It combined sentence, rhythmic, melody, instrumental aspect, etc to make a beautiful art. Nowadays many songs are using figurative language to express the composer message. The Taylor Swifts' song entitled Red used that simile and hyperbole are dominantly found that deliver her deepest feeling (Rahmani and Sukma, 2019). Rihanna's song entitled Umbrella and In The World used hyperbole, simile, and metaphor that deliver the composer and

singer feelings to audience (Sadiasih, 2016). Another song that using hyperbole and simile is Roar and E.T by Katty Perry, this song also using paradox, metaphor, and irony to deliver the composer feelings into audience (Dewi, 2017)

Same with other American songs, European songs are also using many figurative language in their lyrics. Many Ed Sherans' song entitled Shape of You, Castle on The Hill, Happier, Save me, How Would You Feel, Dive are using hyperbole as dominant figurative language, and personification, simile, and euphemism (Prasetyo, 2019). One Directions' song entitled Up All Night also using figurative language such as hyperbole, simile, metaphor, personification, parallelism, repetition with the most figurative language is repetition (Fitria, 2018).

The used of figurative language have been started in early 60s'. Elvis presley Songs' entitled 500 Miles, Adam and Evil, After Loving You, etc are using hyperbole, simile and repetition as most figurative language (Clara, 2018). The Beatles' songs also using many figurative language to express the the composer meaning into audience (Ginting, 2018). The using of figurative in songs are used until nowadays.

The figurative language in each song have a similarity function. This figurative language could deliver composers or song writers' intention indirectly. Every composer have a big intentions that can not be covered in their songs. To cover it, they should cover their intentions with a symbol or anythings that represent all of their goal (Rozakis, 2015). The music or song is elvolved from full music

without singer to modern music with many genre. One of the most popular genre is K-Pop music. Kpop is an Asian music that also contains many figurative language in them.

K-Pop Songs is one of the most popular song in 2020's era. K-Pop is acronym from Korean Pop that is Korean products. K-Pop is growing so rapidly and widely and it is accepted by the public by the Korean wave phenomenon (Simbar, 2016). The evolution of Korean wave that widely accepted by global make them should using many English lyrics on their songs. Nowadays, many K-Pop songs are using English in their lyrics such as Money by Lalisa, Blueming by Yerin Baek, The Boys by Girls' Generation, DNA by BTS, etc. Some of South Korean artist translated their songs into English ver. One of them is Bangtan Seonyeondan that translated their songs into English ver.

Bangtan Seonyeondan or commonly known as BTS became one of the influential in the development of the phenomenon of Korean wave. They are one of the South Korean celebrities that have achieved many achievements, even though they have different languages, they are still capable to bring their music worldwide. This is evidenced by the fact that they have 24.6 million followers on Twitter and 23.9 million on Instagram.

BTS's music products are listened not just by K-pop fans, but also by people of all ages, from teens to adults. Although there are differences in the language used, K-pop fans can still consume the results of songs from BTS. According to Dinningrum (2019), this is due to the consuming culture that each

individual has created. Individuals who have consumed more material have a better probability of understanding than those who have consumed less. According to these facts, individuals may understand many languages if they consume multiple languages on a continuous basis, which is known as multilingualism.

Nowadays, BTS start to make an English version of their songs, one of them songs in Love Yourself: Her album. This album contain 7 songs with the DNA in the top of the album. All of songs in this album are fully translated into English. BTS also put some English figurative language in their songs. The figurative language has been found in Not Today, Filter, Chyper, Love Maze, Dope, Let Me Fly, and Heartbeat (Cahyani, 2021). From this phenomenon, figurative language are the media that can be deliver the singers or composers intentions into the audience. With the huge fans, BTS use the English figurative language to reach more fans (Santika, 2021).

The using of figurative language in each song is cover the composer intentions, thus to know this intentions the audience should uncover the figurative language then find the trully meanings. To be able to get the understanding of the meaning of the language especially through speech in music, listeners need to understand the scientific study of language which focuses on meaning which called semantics. Studying semantics in language learning, especially from literary works, occupies an important position because it will influence someone to understand the speaker's intent or the extent to which information can be received by the listeners. As mentioned by Akwanya (2013), when the language takes place as literature, the

first question to be asked is its meaning. Hence, semantics cannot stand apart from literary studies.

Use of figurative language is one approach to grasp the meaning of a statement or utterance while avoiding numerous interpretations. Azwardi (2016) defines figurative language as “language used by writers or speakers to convey anything other than its literal meaning.” The implicit meaning of words or utterances in songs composed by composers is studied so that readers or listeners can experience and realize the intentions

There have been many previous researchers who conducted study on the analysis of figurative language in a song. As in the previous study researched by Sharndama and Suleiman (2013), it aims to point out the implicit function of figurative language used in selected traditional funeral songs of the Kilba people of Adamawa State. The finding of the study revealed that performing artists among Kilba people use a lot of rhetorical devices to dress the content of the message in the songs. Some figurative languages such as metaphors, similes, rhetorical questions, imageries, symbolism, repetitions were found to be the common figurative languages used by the performing artists when composing funeral songs. It is used in order to create sad feelings and to let people recall the positive qualities and achievements of the deceased. Study about figurative language on song was also conducted by Hariyanto (2017), the researcher analyzed the figurative language used in the lyric of Firework performed by Katy Perry and the result found that there are seven types of figurative languages used such as simile, metaphor, hyperbole,

affiliation, symbolics, paradox, and personification. The contextual meaning of each figurative language was also stated clearly. Another study on song was also conducted by Shodiq (2020), which aim to analyze the type and meaning of figurative language of most popular football anthem song from English Premier League Club. The finding of this research indicates that there are six types of figurative language found such as metaphors, repetitions, hyperbole, similes, personifications, and synecdoche. The most dominant figurative language found was metaphor. The researcher also found three types of meaning; connotative, affective and reflected meaning. And as result, connotative meaning was the dominant meaning type of the three meaning types found.

Based on the prior studies mentioned above, the most striking gap among those is the songs as object of the study. Sharndama and Suleiman (2013) analyzed the traditional funeral songs of the Kilba People to be their object of the study, Hariyanto (2017) focused his study on modern song performed by Katy Perry “Firework”, Shodiq (2020) put his focus on football anthem song from English Premiere League Club, while the researcher focused on BTS songs which mainly use Korean Lyrics that will be translated to English. The BTS songs in Love Yourself: Her albums are translation product that translate into English from Korean song’s lyrics. The distinction between this study and previous studies is that the researcher is expected to use Korean song lyrics to increase the knowledge of the readers or listeners of how do we analyze the meaning behind figurative language commonly used by Korean native speakers, which not all people,

including non-native speakers, is familiar with. The BTS songs are using Korean figurative language that translated into English.

The uniqueness of BTS' songs which was found by the researcher is that Korean figure of speech that have been translated into English had references into Korean social condition in these days. One of them can be found in Mic Drop song, the lyrics said "Yeah, who said my spoon is dirty? I don't care, when I grab the mic, I beat them who got several golden spoons". These lyrics are also a symbol. BTS are using "spoon" as representation of social status in. Over time, on Korean social media or slangs, this idea was expanded to include: diamond spoon as billionaires, gold spoon as top of society, silver spoon as reasonably wealthy with a good job, bronze spoon as upper-middle-class, stainless-steel spoon as hard-working with stable job, dirty spoon as job with poor pay or no stability, shit spoon as unable to get even the minimum wage, no spoon as unable to be employed or homeless. This means that BTS are categorized as someone who has job but with poor pay, but they do not care because whenever they grab the mic or singing, they beat them who is top of society or higher status of social

In this study, the researcher is intended to analyze the implicit meaning that exists in the selected BTS's songs. The BTS songs from album LOVE YOURSELF: Her became BTS' highest selling album at the time over 2.2 million copies sold as of April 2020 (Kim, 2020). This album also had the social theme that related with the social condition at this time, in 2017, that make BTS got numerous achievements such as BTS' Kim Nam-Jun (RM) speech in UNICEF at launch of

Generation Unlimited New York. He stated “We have learned to love ourselves, so now I urge you to speak yourself” that related into the LOVE YOURSELF: Her album (Yemi, 2018). The researcher also chose BTS’ songs to be discussed because in these selected songs there are numerous lyrics that is needed to be analyze, and they are quite difficult to be interpreted by general people. While this study may increase reader’s comprehension of the implicit meaning that exists in selected lyrics of BTS’ songs, it may also go further into connotative meaning, which may be beneficial for teacher, lecturers, and students in an English teaching and learning process. Therefore, the researcher attempted to analyze and perform this study under the title “A Semantic Analysis of Figurative Language Used in Selected BTS Songs from Album LOVE YOURSELF: Her” to explore more about the meanings exist in the Korean-English translated lyrics.

## **B. Statement of The Research Problem**

Based on the background of the research, the researcher formulated two research problems as states below:

1. What types of figurative language are used in selected BTS songs from album “LOVE YOURSELF: Her”?
2. What are the meanings of figurative language used in selected BTS songs from album “LOVE YOURSELF: Her”?



### **C. Research Objective**

Based on the statement of the research problems above, the aims of this study are:

1. What types of figurative language are used in selected BTS songs from album “LOVE YOURSELF: Her”?
2. What are the meanings of figurative language used in selected BTS songs from album “LOVE YOURSELF: Her”?

### **D. Significance of The Research**

This research found the figurative language types, meaning, and the most dominant in the BTS selected songs in LOVE YOURSELF: Her album. The result of the research give significance as follows:

1. For the English students

This research found the types and meaning each figurative language in BTS songs. From this result it could give reference to students for analyzing the figurative language in another songs. The students can use find the symbols in song lyric then analyze it. This method also could use to analyze figurative language in another English product that contain figurative language such as poetries, novels, short story, and etc.

## 2. For the song writers

This research found the analyze of meaning each type of figurative languages BTS songs. From this analyze it could give the reference to Korean or East Asians songs writer to write an English lyric song that contain many figurative languages to make their song more beautiful and meaningful. The figurative language used could refer to frame the social condition or phenomenon in their country. They could focus in their own figurative language and translated into English same as BTS did.

## 3. For the other researcher

This research found the types of figurative language and the meaning of them. It could give the reference as a method of found the types of figurative language and analyze the meaning base on the Language from. In this research the object of research is BTS songs that translation product of Korean lyrics. Based on this condition the analyze should refer into Korean culture as lyrics from. Another research could use this method in analyzing the figurative language in songs.

## **E. Scope and Limitation of The Research**

In order to avoid the deviation from the purpose of the study, the researcher only limited to analyzing the data according to the semantic meaning. Thus, this study only focuses to analyze the figurative language types such as

simile, personification, metaphor, synecdoche, paradox, symbol, allegory, hyperbole, apostrophe, understatement, and verbal irony, which is based on the theory of Perrine (1992). Additionally, the researcher examines the connotative meaning of each figurative language contained in selected BTS's songs derived from the official album of LOVE YOURSELF: Her. It is due to its well translation from the Korean lyrics. Besides, instead of using translation from unofficial websites, the researcher personally bought the official album so it can avoid the mistakes of the unofficial translators, moreover, the result of the study can be valid and reliable. The researcher's scope of investigation is limited to the words, sentences, and phrases used in selected BTS's song lyrics.

The weakness of the words, sentences, and phrases used in selected BTS's song lyrics is that the native language of the writer of the song, Korean, which has different culture and habits of the using of figurative language with any other countries, especially those who use English as their native language. In this case, the researcher who is native Indonesian and have never visited Korea has limitation in the coverage of Korean figurative language. This research was not cover all of Korean figurative language in BTS songs and link with Korean culture.

#### **F. Definition of The Key Terms**

In order to avoid misunderstanding and misinterpretation between researcher and the readers, the following key terms are defined:

1. Semantics is one of branch of linguistics which is focused on the study of meaning. It analyzes symbols or signs that expressed meaning (Tarigan, 1985).
2. Figurative language is the use of words that have meanings other than their literal meaning. It is rarely used in daily conversation and is commonly seen in literary works such as novels, poems, or song lyrics.
3. Song lyrics is a set of words that made up a song. Song lyrics can be seen as a form of social commentary. It can also be analyzed with respect to the sense of unity with music. According Hornby (1995), song lyrics is the way of writer express their feeling.
4. BTS, also known as Bangtan Sonyeondan or Bangtan Boys, is a seven-member South Korean boy group form in 2013. They have entered the worldwide music industry and led the Korean Wave into the US and broke several sales records.