

CHAPTER I

INTRODUCTION

In this chapter, the researcher presents six topics related to this study. The content covers the background of the study, the Statement of research problem, the objective 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 Study

Language is one of the important things in human existence. All activities carried out by humans when they meet and gather will always require communication using language, because we live in a world of language where mastery of language is an attribute that differentiates humans from other creatures or in other words language is an important tool that humans have and cannot be separated because of its essence as a source of life and human strength (Siagian and Englishtina, 2022).

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, and etc to make a beautiful art (Rahmadani, 2022). Every work always has a message from the authors, including songs. Nowadays, many songs have a message and are conveyed through figurative language. Harris J uses more metaphors and personification to convey the deepest meaning of his songs (Marliani, 2018). In her research, Syahrina (2019) found seven figurative languages in the lyrics of Katy Perry's song on the album *Witness*, namely simile, metaphor, personification, metonymy,

symbol, hyperbole, irony and metaphor mostly dominates in the song lyrics with its total of eight times occurrence. The song lyrics on Shawn Mendes album use metaphors, personification, hyperbole, similes and repetition in describing its contents (Safira, 2020). Another album song lyric that uses metaphors and personification is 'Thank You Allah' by Maher Zain, which was released in November 2009, other figures of speech such as simile, metaphor, personification, hyperbole, irony, metonymy, and litotes are also used in this album where the most dominant to convey the feelings of the composer and singer to the audience is hyperbole and metonymy (Amnillah, 2023).

Same with other American songs, European songs also use a lot of figurative language in their lyrics. Based on research by Milana and Ardi (2020), Saif Adam's songs on the Heart album use figurative language such as hyperbole, irony, metaphor, personification, simile, litotes, metonymy, and paradox with the most figurative language being hyperbole. In the lyrics of the Arctic Monkeys songs on the AM album entitled R U Mine?, Do I Wanna Know?, Why'd You Only Call Me When You're High?, One for the Road, Arabella, and Snap out of It which use metaphors, simile, hyperbole, metonymy and synecdoche in the lyrics (Asriadi and Irawan, 2022). Another European song that has figurative language in its lyrics is Westlife's song entitled My Love and Soledad, there are six figurative languages, namely symbol, hyperbole, personification, repetition, metonymy, paradox and the one that is often used in the lyrics of this song is Hyperbole because it has a great exaggeration used to emphasize a point (Murtadho and Amelia, 2022).

Figurative language found in all literary works such as films, novels, poems and songs has the same function, namely to convey the author's message. In songs, figurative language is found in the lyrics. Not only in American and European songs, figurative language is also often used in Arabic, Indonesian and Korean songs. Nowadays, Korean songs or what is often known as K-pop, the abbreviation of (Korean pop music) is still very popular and loved by many people from various countries, especially among teenagers and adults. Korea has succeeded in developing K-pop internationally very rapidly and widely. As well as being well received by the public, this is what is called the Korean wave phenomenon (Simbar,2016). With the acceptance of the Korean wave by the public and the international world, Korean music productions must also use English in the lyrics of their songs. Currently, a lot of K-Pop uses English in its lyrics such as The Feels by Twice, Dream of You by Chungha, Seven by Jungkook, Butter by BTS, etc. Several South Korean singers and bands have also collaborated with English singers such as BTS and Coldplay, Seventeen and Anne Marie to Blackpink and Selena Gomez.

Blackpink is a Korean female band that was influential in the development of the Korean wave phenomenon. Formed by YG Entertainment and has four members, including Jennie, Jisoo, Lisa, and Rose. They are a girl band that has made many achievements so that they were able to bring their music worldwide from its initial appearance to the public until its fame until now. This is proven by the fact that they have 10.2 million followers on Twitter, 57.8 million on Instagram, and 47.8 million on

Tiktok. Blackpink's music production is not only listened by K-pop fans, but also by all ages, from teenagers to adults. Even though there are differences in the language used, K-pop fans can still consume songs from Blackpink. This is because of the consumption culture created by each individual. Individuals who consume more material are more likely to comprehend better than those who consume less. Based on this fact, a person can understand many languages if they consume many languages continuously, which is known as multilingualism (Dinningrum in Rahmadhani, 2022).

Nowadays, Blackpink is starting to make English versions of its songs combined with Korean, one of which is the songs on the Born Pink album. This album contains 8 songs with the titles Pink Venom, Shut Down, Typa Girl, Yeah Yeah Yeah, Hard to Love, The Happiest Girl, Tally, and Ready For Love. The majority of the songs on this album are in English, but some are also mixed with Korean. Blackpink also included some English figurative language in their song entitled "Ice Cream" in collaboration with Selena Gomez, found metaphor, simile, hyperbole, and repetition (Gunawan, et al. 2021). Similar to other authors and singers, Blackpink uses figurative language in their work to convey the meaning or message of their songs.

There is a reason for using figurative language in certain songs, namely to reveal the figurative language to find out the intention or implied meaning of the song. Therefore, to gain an understanding of the meaning of language, especially through song lyrics, listeners need to understand the scientific

study of language which examines the meaning contained in a language or what is usually called semantics. The purpose of studying semantics is to understand the speaker's intentions or the extent to which we can accept information.

The use of figurative language is a form of activity to understand the hidden meaning or utterances of a literary work. Figurative language also creates a certain effect in a word, it means that figurative language is being perceived by understanding the literal meaning of a word or a phrase in a sentence and then related to the context in which the figurative language takes place to find out the hidden meaning and message that a writer or speaker wants to convey (Febriyanti, et al. 2022).

Many previous researchers have conducted studies on the analysis of figurative language in a song. As in previous research examined by Rahim (2019), the aim was to describe the type of figurative language used in One Ok Rock songs entitled Heartache, Wherever You Are, Beginning, I Always Back To You, Memories, Good GoodBye and the results found four figurative language with hyperbole being the most dominant. A study of figurative language in songs was also carried out by Swarniti (2022), this research aims to analyze the figurative language used in the lyrics of Adele's song entitled Easy On Me which tells about someone's love struggle, and the researcher found figurative language such as personification, hyperbole, litotes, paradox, allusion, ellipsis, metonymy, and symbol which are used to create a special image and bring out one's emotions. Another study on songs was also carried out by Constantia (2023), research on figurative language

in traditional Sikka songs in 2010-2022 tells the story of the life of the Sikka people who have always maintained peace and harmony since ancient times and also has a message and hope in which all Sikka people are able to emulate life as it existed in ancient times, the findings of this research show that there are five types of figurative language found in lyrics such as simile, personification, metaphor, eponym, and allusion.

The researcher found the gap in this research which was based on the previous studies above, namely the songs that were used as research objects and how this research compared Korean and English figurative language. Rahim (2019) analyzed One Ok Rock's songs to become the object of his study, Swarniti (2022) focused his study on modern songs performed by Adele with the title "Easy On Me", Constantia (2023), a Sikka regional song from 2010-2022, while the researcher wants to focus on Blackpink's songs on the Born Pink album, some of the lyrics are still in Korean and will be translated into English. What differentiates this research from previous research is the song genre chosen, namely K-pop, where the researcher is expected to be able to use Korean song lyrics to increase the reader's or listener's knowledge about Korean language and how we analyze the meaning behind figurative language and then compare Korean and English figurative language.

The uniqueness of Blackpink songs found by researcher is that Korean lyrics that have been translated into English have references to the condition of the girlband members. One that can be found in Pretty Savage Song, the lyrics say, "I am black I am pink I can change between both if I want". This

lyrics are also a symbol. Blackpink uses "pink, black" as a parable of the real meaning. Where this song seemed to give a sweet satire to the haters who insulted or calculated their physical because the members wanted to work freely without any physical assessment, as found in the lyrics "I wore something similar to you, but it looks better on me" and "Your jealousy is the problem, maybe I'm the problem ".

In this study, the researcher want to analyze the comparisons of types and implied meaning of Korean and English figurative language used in Blackpink's songs on the Born Pink album. Blackpink's songs from the Born Pink album, which consists of 8 songs, have sold more than 1.5 million copies in the first week after it was officially released on September 22 2022. The researcher also chose Blackpink's songs to discuss because the selected songs contain a lot of lyrics that need to be analyzed and are likely difficult for the general public to interpret. This research can increase readers' understanding of the implied meaning in the lyrics of Blackpink's songs on the Born Pink album, but it can also include the connotative meaning which may be useful for teachers, lecturers and students in the process of teaching and learning English. Therefore, researcher tried to analyze and conduct this research with the title **"A Comparative Analysis of Figurative Language Used in Blackpink Songs from the Born Pink Album"** to further explore the implied meaning in Korean-English song 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 is the comparison between the types of Korean and English figurative language on the album "Born Pink"?
2. What is the comparison between the implied meanings of Korean and English figurative language on the album "Born Pink"?

C. Objective of The Research

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

1. To find out the comparison of Korean and English types of figurative language in the album "Born Pink"
2. To find out the comparison of the implied meaning of Korean and English figurative language on the album "Born Pink"

D. Significance of The Research

This research found the types, meanings, and comparisons of Korean and English figurative language in Blackpink's songs on the album "Born Pink". The result of the research give significance as follows:

1. For English learners

This research found the types, meanings, and comparisons of Korean-English figurative language in Blackpink's songs. From this results it could give references for students to analyze figurative language in other songs.

The students can use to find symbols in song lyrics and then analyze it. This method can also be used to analyze figurative language in other English language products that contain figurative language such as poetry, novels, short stories, etc.

2. For songwriters

This research found an analysis of the meaning of each type of figurative language in Blackpink's songs on the Born Pink album. This analysis can be used as a reference by Korean or East Asian songwriters in writing English song lyrics that contain a lot of figurative language to make their songs more beautiful and varied. The figurative language used can refer to phenomena or conditions of the song writer or singer. They can focus on their own figurative language and then translate it into English just like Blackpink's songs.

3. For other researchers

This research finds types, meanings and comparisons of Korean-English figurative language. This can be a reference for other researchers who want to conduct research on the same topic. In this research, the object of research is Blackpink's songs which are the product of translations of Korean lyrics combined with English lyrics. Based on these conditions, the analysis should refer to Korean culture which is used as lyrics. Other researchers can also use the same method or theories to analyze figurative language in other songs.

E. Scope and Limitations of the Research

In order to avoid deviation from the research objectives, the researcher only analyzed the data according to its semantic meaning. Thus, this research only focuses on analyzing types of figurative language such as simile, personification, metaphor, synecdoche, paradox, symbol, allegory, hyperbole, apostrophe, understatement, and verbal irony, which is based on Perrine's (1992) theory. Apart from that, the researcher studied the connotative meaning of each figurative language and then compare the Korean and English figurative language found in selected Blackpink songs from the Born Pink album. To translate the lyrics of this album's songs into English, the researcher used the Genius website, while to translate into Korean and see the pronunciation of the Korean lyrics, the researcher used the South Korean translator website "Naver Papago". The scope of the researcher's investigation was limited to the words, sentences and phrases used in the lyrics of the selected Blackpink songs.

The weakness of the words, sentences, and phrases used in selected Blackpink'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 Blackpink songs and link with Korean culture.

F. Definitions of Key Terms

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

1. Comparative analysis is a method to understanding and compare the points of differentiation and similarity in texts or sentences, It used to know the comparison between units.
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. Blackpink is a Korean female band that was influential in the development of the Korean wave phenomenon. Formed by YG Entertainment and has four members, including Jennie, Jisoo, Lisa, Rose. They are a girl band that has made many achievements so that they were able to bring their music worldwide from its initial appearance to the public until its fame until now.