

CHAPTER I

INTRODUCTION

I.I Background of the Study

By language, people can express their feeling by using words in their own language. People can express their feeling by using language then write it into a beautiful and meaningful word to make a song by its lyric. Lyrics in every song could have implicit or explicit meaning based on the use of words. A language is consisting of all the sounds, words, and infinitely many possible sentences, when you know language you know the sounds, the words, and the rules for their combination (Fromkin, Rodman.et.al: 2003).

Language is a system of conventional spoken or written symbols used by people nowadays to communicate with each other. According to American dictionary Language is a system of communication by speaking, writing, or making signs in a way that can be understood, or any of the different systems of communication used in particular regions. According to Cambridge Dictionary language is a system of communication consisting of sounds, words, and grammar, or the system of communication used by people in a particular country or type of work . People need language to communicate, to interact and to get information from other people (Khadijah, Arifah: 2016).

Estimates of the number of languages in the world vary between 6,000 and 7,000. However, it is expected to succeed in an arbitrary change that might occur a mixture of language and dialect. Natural language is conversation or language, but each language can be encoded into media that uses audio, visual, or tactile stimuli, for example, graphic writing, braille, or whistling. This is because human language is independent of modality. As a general concept, "language" can discuss cognitive abilities to be able to use and use complex communication systems, or to explain the set of rules that make up the system or a set of pronunciations that can be generated from these rules. All languages depend on the process of semiosis to be allocated signs with certain meanings (Thomas.K, 2016).

Oral language and language have a phonological system that matches the symbols used to compose what is known as words or morphemes, and a syntactic system that uses words and morphemes combined to make phrases and mentions. Human language is unique because it has the attributes of productivity, recursiveness, and shifting, and because the whole of human language depends on social conventions and education. Its complex structure provides an explanation and wider use of the communication system that is understood (Hauser, Marc D. 2006).

Since the hominid era, the language is estimated to begin to change interprimate communication systems. Primates then begin to gain the ability to construct a theory of mind and intentionality. This development is expected to occur

simultaneously with brain volume, and many linguists compile language structures that develop certain social and communicative functions. Language is taken at many different locations in the human brain, especially in the Broca area and the Wernicke area (Tomasello, 1996). Humans acquire language through social interaction in infancy, and children can already talk about what happened for three years. The use of language has its roots in human culture. Therefore, besides being used to communicate, language also has many social and cultural functions, for example to signify a group's identity, social stratification, and for social make-up and entertainment (Chomsky, Noam; Fitch, W. Tecumseh 2002).

Languages change and vary over time, and their evolutionary history can be reconstructed by comparing modern languages to determine which traits their ancestral languages must support. A group of languages that originate from the same ancestor are known as family languages. Language cannot be separated from us, because it is so important in every aspect of human life, such as: technology, education, sciences, politics, economics, art and etc. for example song. The songs have the imaginative quality and specific characteristic of the language use, such as: denotation and connotation. English songs are used to express human feelings. It's necessary for listeners especially Indonesian to comprehend the content of the English songs than the others. Now almost all of the people like the music or song,

from the young till adult, especially English ones. Most of them would like to collect the English song CD or download from streaming app.

According to Joshua A. Fishman and Suwito (2007), communication with the language of not only linguistic but rather determined by nonlinguistic factors, such as social factors and situational factors. Social factors such as social status, education level, economic level, age, and gender, whereas situational factors refer to who speaks, the language of what, to whom, when, where, and what issues are discussed. Means the domination of social factors and situational factors in the use of language affects the emergence of language variation.

Figurative language is language that uses words or expressions with a meaning that is different from the literal interpretation. Language used in literary work has specification based on languages use in other communication (Okta, 2010:3). Figurative language is language that uses figures of speech. A figure of speech is a way of saying something other than the literal meaning of the world. Figure of speech maybe said to occur whenever a speaker or writer, for the sake of freshness or emphasis, departs from the usual denotations of words (X.J. Kennedy, 1979:187).

Figurative language is one with its literally in compatible term, forces the readers to attend the connotation rather than to the denotation (Nurgiyantoro, 1995:277). Language used in literally work has been specific languages use in other

communication; music and song are parts of this world of sound (Wahyuningsih, 2007:2).

Figurative language is commonly found throughout spoken and written English, and it's important to understand what it is and when you're hearing it. In the simplest terms figurative language is language that is used to convey something that is different from the literal dictionary definition of the word. Figurative language is most commonly used in poetry, and is often used in both fiction and nonfiction writing. It is also used when people speak, just think idioms.

According to Perrine (1977, p. 116), figurative language is broadly defined as any way of saying something other than ordinary way. It is more narrowly definable as a way of saying one thing and meaning another. The function of figurative language is to capture readers' interest and to deliver the idea and imagination in more entertaining way. It will present a lot of meaning or rich in meaning. Figurative language does not only decorate poems and endow them with aesthetic value, they also convey connotative meanings and produce certain special effects, which enrich the texts and make their meanings more precise and concrete. (Ogunsiji, 2000, p.56). According to Yeibo(1977) figurative language constitutes the cornerstone of the literariness or ornamental nature of literary language, as it enables the researcher to exploit and manipulate the latent potentials of language, in sundry ways, for specific stylistic effects.

Keraf (2009:138) declared that “figurative language consists of 16 kinds, they are: Simile, Metaphor, allegory, Personification, Allusion, Eponym, Epithet, synecdoche, metonymy, Antonomasia, Hipflask, Irony, Satire, Innuendo, Antiphrasis, and Paronomasia. Meanwhile, Giroux & Williston (2004, p. 101) classify the most common figurative language into nine. They are symbol, simile, personification, metaphor, hyperbole, litotes, metonymy, epithet and eponymy.

Figurative language is language in which figures of speech (such as metaphors and metonyms) freely occur. This contrasts with *literal* speech or language. "If something happens *literally*," says children's book author Lemony Snicket in "The Bad Beginning," "it actually happens; if something happens *figuratively*, it feels like it is happening. If you are literally jumping for joy, for instance, it means you are leaping in the air because you are very happy. If you are figuratively jumping for joy, it means you are so happy that you could jump for joy but are saving your energy for other matters." *Figurative language* can also be defined as any deliberate departure from the conventional meaning, order, or construction of words (Richard, 2019).

Figurative language is important to use because it can function as an expression of abstract feelings or thoughts. Besides, figurative language can create emotional tones and content like sad, happy, laughing, or crying. Figurative language

is support identity of a group and may help them to sell the product by bringing some image or cultural ideas to mind (Knatcal, Nicole. 2014)

The use of figurative language is included in the poetic function (Jakobson, 1971: 59), namely making the message more significant. The use of appropriate language styles (according to the time and target recipient) can attract the recipient's attention. Conversely, if the usage is not right, then the use of language style will be futile, even disturbing the reader. For example, if in today's teenage novels there are many styles of language from before independence, the message does not arrive and the teenage novel will not be liked by the readers. The use of language style can also bring to life what is stated in the text, because the language style can express meaningful ideas in a concise manner. Use of figurative language both in education or others is expected to help in writing. Especially for educators and writers, both novels and poets. Figurative language can be used as a way of expressing thoughts through language that typically shows the soul and personality of the writer with a choice of words, phrases, clauses, and sentences.

Figurative language usually found in content such as letters, diaries, newspaper content, document and also song lyrics. Figurative language users use it to clarify a meaning in a sentence and make the tone or atmosphere in a Content clearer so that it arouses the emotions of the reader of the Content. Figurative language is considered important because according to some authors of the Content, the words in

everyday life are not enough or lacking to express the meaning to be conveyed to the reader.

Figurative language is any figure of speech which depends on a non-literal meaning of some or all of the words used. There are many types of figurative language, including literary devices such as simile, metaphor, personification, and many pun examples, to name just a few. The definition of figurative language is opposite to that of literal language, which involves only the “proper” or dictionary definitions of words. Figurative language usually requires the reader or listener to understand some extra nuances, context, allusions, etc. in order to understand the second meaning. However, figurative language is such a common part of regular speech that adult native speakers of a language can just as easily interpret figurative language as literal language.

The writer chooses to use the song as an object of research because from inside a song there can be many hidden meanings. From the song lyrics there are also many symbols that can arouse the heart of the song's listeners whether they are in accordance with their current contents or not. Besides that song lyrics can also provide a suggestion that is to be conveyed to the listeners. In addition, until now no one has discussed the criticism of South Korean musicians about their agency that misbehaves.

This research analyze Tiffany Young-I'm not a Barbie, Amber Liu-Get over it, Jay Park-Who the fuck is U and in this bitch because there are many figurative language that can be found on this song. Tiffany Young is known not only as a soloist singer, but also as a member of South Korean national girl group, Girls generation. Meanwhile, Amber Liu known as Member of South Korean Girl Group F(X) and Soloist in America, Jay Park is a former boy band leader of 2PM, songwriter, record producer, rapper and CEO of the independent hip-hop label AOMG. Writer chose this topic because today, there have rarely studies that discuss the lyrics of the songs who criticize beauty standards in South Korea and bad treatment of agencies against the artist who are under their management.

from several news portal that the writer got, some agencies (though not all) employ artists or idols working in the entertainment world of South Korea with contracts that according to some experts are very bad and can even be called slave contracts(Sung, So-young; 2014). After passing the audition and getting into the agency, people will sign a contract with the company and officially become a trainee. However, there are hundreds of other trainees competing for limited opportunities to debut, so imagine the amount of pressure and hard work required to debut even though it is not a guarantee for success in the future. In order to debut in the entertainment industry, trainees are required to attend a number of singing, dancing, acting, character, and even language classes to become 'famous stars'.

The attraction of K-Pop successfully conjured millions of pairs of eyes all over the world. In this way, the culture and music they bring will be increasingly widely known. The bad side, this gave birth to fans whose behavior seemed to have gone too far (Lansky, Sam; 2012). Sasaeng fans, literally "private fans", are among women aged 13 to 22 years who are obsessed with their favorite idols. A fan once sent a letter spiked with dirty menstrual blood to Taecyeon, a member of 2PM. Then there is JYJ's Yoochun who was once stalked by his fans who hacked into his apartment's parking lot CCTV camera. For the more extreme, there are also fans who duplicate the door of his idol's apartment and hack their cell phone to find out if they have ever communicated with a woman(Williams, J & Xiang Xin Ho, Samantha; 2015).

Every day, a South Korean idol must undergo rigorous training which is like military training. According to a Singaporean woman who had participated in a talent search audition in South Korea, a student, who is commonly called a trainee, usually practices up to a dozen hours per day. The exercises include, but are not limited to dancing, body fitness, and modeling, acting, and of course singing. In fact, it is said that a trainee must undergo a tiring routine for years before he finally officially underwent a debut, either as a soloist or join a boy band / girl band.

Most of the training participants are still in school age. So they have to think about how to balance between student life and trainee life. For those who are still

students, their daily schedule is very tight, usually the earliest class starts at 5 am and at least ends at 1 Am the next day. These companies have something called 'weekly and monthly evaluations' to evaluate the progress and performance of trainees every week and at the end of the month. Therefore trainees must train tens of times harder each time to evaluate to avoid being kicked from the agency or experiencing a very long training period until they feel bored and eventually fail to debut as an artist or idol.

The worst part of training is that trainees will never know whether in the future they will get a chance to debut. Some entertainment companies may decide to expel a number of trainees if they feel they are no longer suitable to be an artist or break a number of existing regulations. Even if they finally debut, it can take a very long time. From her interview in SBS media, Park Jih-yo, from the female idol group of TWICE had to training for about ten years before officially debuting as a member of an idol group.

Not just a diet or exercise activity that is strict. There are many things contained in the contract that are signed by prospective trainees to become idols. There are some contracts that are even valid before they start training. Such contracts bind individuals to remain with certain labels for several years. Some of the rules contained in the contract, for example, are a matter of extra-heavy training and no

boyfriends/girlfriend. Han-Geng (韩庚), a former Super Junior's member Chinese personnel also admitted that he was forced to do things that he did not want. Not to mention the matter of profit sharing between the idol and the agency that is considered unfair and would certainly be very torture if the duration of the contract lasts long. Finally, if there are rules in the contract that they do not obey, they must be prepared to receive a penalty, whether it's a fine until it is issued from management.

Besides undergoing a very long and tiring training period, visuals (good look or beauty) become a very important part for a celebrity in Korea. In addition to some of those who undergo plastic surgery and body care, many, if not all, must follow a strict diet plan and limit their food intake to maintain a certain body weight, especially before appearing in front of a large audience. Hours of exercise in a fitness center are meaningless if their nutritional intake is ignored. Every food and drink that enters their body is very controlled, even though water. Their mealtimes are usually set by the overarching management and must be obeyed. Their breakfast is just low-fat biscuits, bananas, to vegetables, like lettuce. Then in the evening they can be a little excited by eating chicken accompanied by a salad. That is one example of a diet implemented by management. Even outside of that, idols can still undergo a pleasant diet. For example: a diet of fruits or low calorie foods. During the monthly training participant evaluation, some companies will even record the percentage of body weight and body fat of the participants to comply with the existing standards in Korea

or else the artists will experience very severe harassment which can even lead to prolonged depression or even suicide due to bullying (Faisal, 2017).

Being a public figure and center of attention is a dream for some people. However, it turns out this is not always true. Just look at the words of famous people who are actually tired and uncomfortable being in that position all the time. The same thing applies to K-Pop artists. Almost 24 hours a day the paparazzi trailed wherever they went. Their personal lives seemed to be being watched by CCTV. Anyone who works in this industry, be it newbie or senior, will not escape the brutality of the media which will continue to expose their stories. Therefore, inevitably they are forced to say goodbye to the name of privacy. Quite often depression haunts these idols.

The previous research is taken from Rahmanto, (2017). He analyzed Adele's Song from album 25. He analyzed kinds of figurative language of each song, then finding the key words that contained figurative language. From eleven songs in the album, he analyzed four songs and some key words that contain figurative language for each keyword's. The result is there are at least ten type of figurative language which was found in Album 25. There are metaphor, simile, personification, apostrophe, synecdoche, symbol, paradox and hyperbole. The study shows the uses of figurative language in the song lyrics are common.

The second research is taken from Apriono,(2017). He analyzed scorpion band songs as a corpus data. The research using method from Moeliono in Sobar(2012) .The research focused on figurative language that can be found on songs lyric. Analyze the songs and describe the meaning, he also analyzed the theme of the lyric. The research made conclusion the theme of the sentence of the lyrics is about character of the concert, feeling about being on the stage & drama.

Darmayasa, (2015) analyze figurative language in the song of Lady Gaga Album “The fame”. He using Knickerbocker and Reninger theory about figurative language .Researcher finding about identify the common figurative language used in the performance of the Lady Gaga song, to discuss the effect of the identified figurative language used in the performance of Lady Gaga for the Audience and the conclusion of from the research is Hyperbole and metaphor are the most frequent figurative language which appear and used in that album.

Emilijia A.S (2003) analyzes the use of figurative language in the construction of musical meaning: A case study of three sixth grade general music class. Research finding about how musical meaning is constructed using figurative language in the music classroom. The researcher observed three sixth grade general music classes taught by one teacher in a private school girl. After doing some research, researcher found Teachers’ awareness of the different types of language that children use is necessary for effective learning and teaching. “Pupil talk” should not be discounted as trivial and unimportant, even when it is deficient in professional music vocabulary.

Mere labeling through the use of technical vocabulary may not be sufficient to personalize the musical experience, and educators are recognizing the importance of students' personal vocabularies when describing their musical perceptions.

Vyvyan E. (2006) analyzed Figurative Language in a Modern Theory of Meaning Construction: A Lexical Concepts and Cognitive Models Approach. The target of the analysis is aim in the present paper is to formulate a new model of figurative meaning construction, which builds on recent advances in cognitive semantics on lexical representation. The research made conclusion after they have tried in this paper to start to develop a new metaphor for figurative language understanding, involving terms such as 'access route' and 'fusion'. Researcher hope that explication of these terms has provided initial steps towards a model that can integrate different forms of figurative understanding – metaphor and metonymy – with more 'literal' processes of meaning construction, without losing the ability to make distinctions between them

Jorg Z. (2007) analyzed the Discourse Metaphor: The link between figurative language and habitual analogies. The aim of the analysis was to find out whether lexical concepts belonging to the same super ordinate category were used with the same or with different metaphorical functions. In the research, he found Methodologically, both teachers and students need an account of the link assume

between analogical (or other figurative) schemas and verbal behavior, because only then both teachers and students can start making falsifiable claims, and only then can the cognitive-linguistic study of figurative language enter fully into the debates of the cognitive sciences. The construct of discourse metaphors is an attempt to bridge the gap between habitual analogies and verbal behavior. Discourse metaphors occupy a middle ground in the life-course of a successful metaphor, from innovation to conventional conceptualization. They exemplify the stage of conventionalization at which the term 'conventional metaphor' is not an oxymoron.

Sharmini A. (2014) analyzed Figurative Language in Malay to English Translation: An Analysis of the 2015 UniMAP VC's Keynote Speech. The finding of the study, identify challenges in translating figurative languages from one language to another. in the analytical journal, they found that translating figurative languages from native languages to other languages not only had clear understanding and competence in the cultural, social and linguistic features of SL and TL figurative languages; but also to ensure that the translation procedure adopted does not cause major changes to the ST structure.

The Last research is from Rashid, Mahmoud (2014). He analyzed four Pakistani English newspaper as a corpus data. His analysis finding are identifies diversity of figurative language in Pakistani English Newspaper. On his analysis, he

stated each figure of speech has its own significance in making and describing ideas. There have been frequency differences among all figures of speech.

The difference that the authors make with previous research conducted by other authors is the object under study. Most of the objects studied are song lyrics, originating from singers who have a career in the United States entertainment world. The writer uses lyrics from singers who have worked in the Korean entertainment industry. Most of what the singer are careful about is how they criticize the Korean stage entertainment system and culture and fans who are arguably weird and don't behave humanely through the lyrics of the songs they write and sing.

I.2 Statement of the Problem

From the background of the study, the writer would like to write down problem statements as follows:

1. What types of figurative language used in tiffany young & Amber J. Liu songs?
2. What are the messages in tiffany young & Amber J. Liu song lyrics?

I.3 Purpose of the Study

Considering the problems that formulated above the objectives of research can be specified as follows:

1. To identify the types of figurative language used in tiffany young & Amber J. Liu songs.

2. To reveal the message conveyed in tiffany young & Amber J. Liu songs.

I.4 Benefit of Study

The result of the research is expected to be beneficial in two ways:

1. Practically, this research will give some knowledge about figurative language like:
It will add knowledge about figurative language analyzing in tiffany young's & Amber J. Liu songs.
2. Theoretically, this study will add the literature in linguistic about figurative language.

I.5 Scope of the Study

The scope of the study of the research as follows

1. The scope of the study of this research is on analyzing the imaginary part or senses of figurative language used in tiffany young's, Amber Liu and Jay Park song lyrics.
2. Tiffany young's songs that are analyzed entitled "*I'm not Barbie*", Amber J. Liu single "*Get over it*", Jay Park "*Who the Fuck is U*" and "*In This Bitch*".



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