

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Language is the most important communication for humans in their lives. Language is part of humans. People use language to communicate with others. Language makes someone understand what you want to say and what someone wants. Language is very important in social life, organization, and very important in everyday life.

In language people use the name communication, from communication people express their thoughts, feelings, ideas, and opinions in many ways. One of them with song poetry. A song is a medium that people can use to convey their message and their feelings. Many meanings of a song trying to convey a lot of things and various messages. According to Hornby (2010: 1419) the song is "a short piece of music with the words you sing". Song is a part of music consisting of melody, rhythm, and also lyrics. Lyrics are every word in a song and music.

Semantics is a branch of linguistics that studies the meaning of words. As mentioned above, semantics is the study of meaning, there are two types of meaning, there are two types of meaning namely Literal and Non-Literal Meaning. Semantics has long been the object of study in philosophy. It is said that the term semantic itself was introduced into English at the end of the 19th century. While Hornby (1974: 789) defines it as "a branch of linguistics related to studying the meaning of words and sentences." Even so, the word 'meaning' has a variety of perceptions and there is no general agreement among experts on the way to be

explained. Many experts propose their own semantic definition. Whereas Palmer (1976: 1) states "Semantics is a technical term used to refer to the study of meaning." All of this is closely related to the way we classify and navigate our world experience through language.

Semantics have evolved and become subjects worth studying. There are two factors that make semantics important. First, meaning is solely connected with communication. Certain meanings can be conveyed through communication and play an important role in human life. Second, the process of human effort to understand the nature of meaning involves mental abilities using reasoning and perception. As stated by Leech (1969: 9), "Semantics is central to the study of communication; and as communication becomes an increasingly important factor in social organization, the need to understand it becomes even more urgent.

By communicating someone can continue his life. Communication is important in social and community, in communicating someone easily gets important information." It makes someone active in the organization or community that is build. It is also the activity of delivering information through the exchange of opinion, messages or information verbally and in writing. Oral communication implies communication through organs of speech such as; mouth, tongue, tooth, upper lip, lower lip, larynx, pharynx, lung, trachea, etc. Both of systems above have the same goal that is equally conveying the meaning. Rubent Brent D (2006) explain that "Communication is the process when a person or several people, groups, organizations and communities create and use information to connect with the environment and other people.

Figurative language is the used of figures of speech in expressing ideas to be more effective, persuasive, and impactful. A figure is a word or phrase that has a different meaning from the meaning of the literature. Figurative figures are ways of using words imaginatively to make writing more descriptive and beautiful (Tuzlak, 2011).

Figurative language is the language which needs to be interpreted. Speakers make their words figuratively sometimes in order to beautify or emphasize what they really want to say. As Kennedy (1983: 677) stated that, "An allusion can be said to occur every time a speaker or writer, for the sake of freshness or emphasis, deviates from the denotation of ordinary words". Next, Pei (1972: 364) supports by saying, "Figure of speech is a mode of expression, such as simile, metaphor, or hyperbole, where words are used in a non-literal or unusual sense for special effects, such as lending clarity or heightening the beauty of style." Figurative expressions refer to words, and groups of words, which exaggerate or change the usual meaning in figures of speech.

A figure can be said to occur every time a speaker or writer, out of freshness or emphasis deviating from the denotation of ordinary words (Kennedy, 1983: 479), each sentence containing figurative expressions can confuse the reader or listener because they have to try to convey what it really means will be wrong. The figure of speech must be understood by the listener so that the word can be conveyed clearly and well quotes: "Metaphorical language surprises the reader because the statement or idea expressed does not make sense at the surface level and because the literal meaning is rejected, an act of imagination is needed before the intended meaning becomes clear."

There are many types of figurative expressions. Classifies figurative expressions into three groups. They are: comparison and substitution (simile, metaphor, figurative, metonymy, analogy and alegor), representation by substitution (synecdoche, personification, symbol) and contrast with differences and inversions (exaggerated statements, exaggerated statements, paradoxical (oxymoron), irony, verbal, situational and dramatic).

Metaphors are a type of figure of speech, or something used to describe the words "normal" to help others understand or enjoy the message in them. The use of metaphors makes literary works more interesting especially in songs, it makes songs enjoy listening and touching the soul or feeling. The first idea is reality which is considered as an object and the other is the comparison of reality (Tarigan, 1995). Metaphor is used to make language softer and it makes many literary works more interesting. In practice, metaphors have several types, like Goatly (1997: 136) says that “ Finally, The writer considers metaphorical types less central: active metaphors, inactive metaphors, asymmetric metaphors, subjective metaphors, Mimatic metaphors, and Dead metaphors.”

Bruno Mars is one music solo singer who uses metaphors in his songs. Based on the facts above, the writer wants to know what kind of metaphor that Bruno Mars uses that makes his songs very popular and fun to listen to. Bruno Mars is the world-famous Solosinger from America. Bruno Mars is famous for his fun and very touching songs, so listeners want to listen to them continuously. The facts above are interesting for the writer to make Bruno Mars the object of research.

The reason why the researcher uses metaphor, because the researcher finds so many metaphor in lyrics songs. So, the researcher chooses Bruno mars song to find out metaphor in Bruno mars lyrics song. In this study the writer explores the types of metaphor that found in the lyrics of the song Brunomars.

Because in the song Brunomars found figurative meaning. In this study the writer only focus on 10 Brunomars song titles that often appear using the word metaphor. Thus, based on the phenomena is mentioned above this study tries to find out the usage of the types methapor in the Bruno Mars lyrics songs.

1.2 The Problem of the Study

The problem are formulated as follows:

1. What types of metaphors are used in Bruno Mars lyrics songs?
2. What are the meanings of metaphorical types used in Bruno Mars lyrics songs?

1.3 The Objective of the Study

The objectives of the study are:

1. To find out the types of metaphors used in Bruno Mars lyrics songs.
2. To find out the meanings of metaphorical types used in Bruno Mars lyrics songs.

1.4 The Scope of the Study

The study focuses on the six types of less central metaphors based on Andrew Goatly ideas, they are Active metaphor, Inactive metaphor, Asymmetric metaphor, Subjective metaphor, Mimatic metaphor, and Dead metaphor.

1.5 The Significances of the Study

The significances of the study are expected to be useful for two types.

1. Theoretically

- 1) The result of the study is expected can be useful to enlarge the study in metaphor
- 2) The writer is expected able to analyzing metaphor in Bruno mars lyrics songs.

2. Practically

- 1) The writer: the writer gets some experiences, perceptions and Knowledge about metaphor
- 2) Students: to affect them able to analyzing metaphor
- 3) Teachers: the result of the study may give a contribution for English teacher to develop about metaphor.
- 4) The other researchers can be used as additional reference to conduct a research in Metaphor.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Theoretical Framework

In research, theories are needed to explain some concepts isapplied. The explanation was considered important. The concepts tha are used must be clarified in order to have the same perspective with the implemenrtation in the field. The following are used for the feasibility of the study.

2.2 Language

Language is always used to communicate and interact in getting what someone needs from others, and although human has many cultures and races in this world but this case will not change anything because each human has way to communicate. Hence in this case, language is very important in life and language will not be free from human. Wehmeier (in Firnawaty, 2007: 1) explains that language is all the words that a person knows or uses or all the words in a particular language, the word that people use when the one talking about a particular subject. Then in communicating, certainly people will use language to interact with other. Sometimes people need to interpret formal meaning what is said or written by sender of message intends to achieve with it, and to tries to understand its function. This function constitutes a way to know or understand the meaning of people's language used. People hope in order to interpret other people's language and expect other people to interpret their own in this way all time. Every language what we utterance has different function and meaning, and it depends on context and situation.

2.3 Linguistic

To ignore the misinterpretation of the meaning of linguistic, it is important to know the difference between linguistics (with s) and linguistic (without s). Linguistics means the study of language as a system of human communication. The word linguistic means adjective related to language.⁵ Moreover, according to Gillard linguistic is the adjective connected with language or the study of language. And language itself is a form of communication, both spoken and written that is based on a system of symbols. Think about how important language is in our everyday life. We need language to speak to others, listen to others, read and write. Our language enables us to describe past events in details and plan for the future. Language let us pass down information from one generation to the next and create a rich cultural heritage. Linguistics is A Short Introduction to the Beating Heart of Human Communications. The study of linguistics incorporates a number of aspects which are very closely related, yet distinctive from one another. Some of the aspects we explore most often include phonetics, phonology, morphology, syntax, semantics, and pragmatics:

1. Phonetics is the science concerned with the study of speech processes, including the production, perception and the analysis of sounds. It is closely connected to phonology.
2. Phonology is the study of the sound system of a language or languages.
Morphology is a branch of biology which concerns the form and structure of organisms; this definition includes the form and structure of words within a language, and their modification.
3. Syntax is the branch of linguistics that covers the grammatical arrangements of words within sentences, and how we use speech in communication.
4. Semantics deals with the study of meaning; how we combine words to create meaningful discourse. It studies the relationship between signs and symbols and what they represent. It is

also used in logic as the principles that determine truth-values of formulas within a logical system.

5. Pragmatics (as applied to linguistics) is about how we actually use speech in communication, and how context aids the transmission of meaning in utterances.

2.4 Semantics

Semantics is meaning or theory of meaning, which is the systematic branch of language that investigates meaning or meaning. According to Palmer (1976: 1) "Semantics is the study of the science of meaning". Saeed (1997: 3) states "Semantics is the study of meaning that is communicated through language". Semantics is a branch of linguistics that deals with the meaning of words, phrases, and sentences. There are some definitions of semantics below.

First, Lyons (1977: 1) explain that "Semantics is generally defined as the study of meaning." On the other hand, then Siregar (1992: 2) states that "Semantics is the study of the meaning of words, phrases, or sentences in language or semantics is the study of meaning in language."

While Akmajian (1979: 228) says that, "Semantics is generally regarded as the study of meaning (and related ideas) in language, semantics is generally regarded as a study of references (and related ideas) in language." Semantics basically only deals with meaning and overrides the syntactic part of the sentence as explained by Katz (1972: 1), "Semantics is the study of linguistic meaning. This relates to what is expressed by sentences and other linguistic objects, not by the arrangement of syntactic parts or by their pronunciation.

Next, Leech (1977: 9) explain that semantics (as a study of meaning) is central to the study of communication; and as communication becomes increasingly an important factor in social organizations, the need to understand it becomes increasingly urgent. Semantics is not

only the center of the study of communication but also the center of the study of human thought processes, cognition, and conceptualization.

Then, Charles (1998: 03) says that “Researchers think that semantics is part of linguistics. In other words, semantics is a branch of linguistics that studies the meaning of language.” While Charles W. Kreidler (1983: 3) also says that semantics is the systematic study of meaning and linguistic semantics is the study of how languages organize and express meaning.

Semantics is the study of words, phrases, and sentences. there is always an effort to focus on what conventional words mean, rather than what the speaker of the words might want on a particular occasion. Verhaar (1999: 142) also said that the theory of meaning is semantic meaning, Semantics is the study of the relationship between linguistic differences with the relationship of symbols in speaking activities.

Finally, Adisutrisno (2008: 4) states that “Semantics must include the meanings of words and sentences without relation to the outside world and reference the meaning of words and sentences in relation to the outside world.” The study of meaning in language must include the meaning of words, sentences, and utterances, that is, sentences used in context. From the above quote, the writer can conclude that semantics talk about meaning, namely literal and non-literal meaning. The literal meaning is based on the real or lexical meaning of the utterance, the meaning can be found in the dictionary.

As an example:

1. She's a strong woman
2. You are a beautiful student
3. They work hard every day.

All of the above sentences have a literal meaning as long as the speaker speaks lexically in all utterances. The first sentence means that the subject "he" is strong, or strong, has physical strength, also shows the ability to do heavy work. The second sentence means that the subject "you" is beautiful and has a lot of imagination to build his level of confidence. While the third means that "their" subjects are subjects or are diligent and can make very difficult efforts to do the work.

The non-literal meaning is the secondary meaning of words. For example: The literal meaning of running is something that moves quickly by moving legs quickly. But if the same word is used in a sentence that is a flowing river, the meaning of running has nothing to do with feet or speed, even though the idea of motion still exists. Run in the context of the river above means flow. Semantics is a branch of linguistics that studies the meaning of words.

Semantics is divided into literal and non-literal meanings. The literal meaning is the main meaning of words and is generally different from a dictionary. The non-literal meaning is the secondary meaning of words. The non-literal meaning is twice as difficult as the literal meaning because literal interpretation is not successful in getting meaning.

2.5 Kinds of Meaning

Each song has meaning to be conveyed by the speaker. But some listeners do not know the meaning of it. Djajasudarma (1993:5) said that meaning is a linkage between elements of the language itself. Palmer (1976:30), meaning concerned only with intra-linguistic relation. And according to Lyons (1977:138) defines "Meaning as a word of the ordinary everyday vocabulary of English". In everyday English, the word 'mean' is used in a number of different ways. For example:

1. Without ice cream, life wouldn't mean (have any purposes) anything.

2. They are so mean (cruel) to me.
3. This will mean (result in) the end of second class citizenship.

From these examples, we know that there are various meanings of the word 'mean'. Although there are various terms of meaning, in fact, they exemplify two important sorts of meaning, they are linguistic meaning and speaker meaning. In general, the linguistic meaning of an expression is simply the meaning or meanings of that expression in some form of language. Palmer explained that 'mean here (and meaning too) is used of signs, both natural and conventional, signs that indicate something that is happening or will happen, or something that has been done. Such signs provide information or give instructions, and it is easy to assume that language consists of signs of a similar kind. The word "meaning" has a number of definitions as suggested by semanticists, according to Leech in Dewi (2010:16) notes three points of meaning. They are as follows:

1. Meaning involves the speaker's intention to convey a certain meaning that may or may not be evident from the message itself.
2. Consequently, interpretation by the hearer is likely to depend on the context.
3. Meaning in the sense is something, which is performed rather than something that exists in a static way. It involves action (the speaker produces and effects on the hearer) and the interaction (the meaning being negotiated between the speaker and the hearer on the basis of their mutual language).

The purpose of distinguishing types of meaning is we can show how they all fit into the total composite effect of linguistic communication, and show how methods of study appropriate to one type may not be appropriate to another. We must attempt to see what meaning is, or should be, within the framework of an 'academic' or 'scientific' discipline. Semantics is a part of linguistics, the scientific study of language. Semantics cannot escape from language. According

to Leech (1974:23) there are seven types of meaning. They are conceptual meaning, connotative meaning, social meaning, affective meaning, reflective meaning, collocative meaning, and thematic meaning.

1. Affective meaning

For Leech (1974:25) affective meaning refers to what is conveyed about the feeling and attitude of the speaker through use of language (attitude to listener as well as attitude to what he is saying).

Affective meaning is often conveyed through conceptual, connotative content of the words used.

Example: (1) “I hate you, you idiot!” — In sentence, the speaker seems to have a very negative attitude towards his listener.

(2) “I am terribly sorry but if you would be so kind as to make lower your voice a little” In the sentence, speaker uses a sentence in politeness. Intonation and voice quality are also important here. Affective meaning is largely a parasitic category in the sense that to express our emotions. When we use these, we communicate feelings and attitudes without the mediation of any other kind of semantic function. Factors such as intonation and voice-timbre – what we often refer to as ‘tone of voice’ – are important. Richards (in Leech 1974:25) argued that emotive meaning distinguishes literature or poetic language from factual meaning of science. Finally it must be noted that affective meaning is largely a parasitic category. It overlaps heavily with style, connotations and conceptual content.

2. Reflective meaning

Reflected meaning and collocative meaning involve inter connection. At the lexical level of language, Reflected meaning arises when a word has more than one conceptual meaning or multiple conceptual meaning. In such cases while responding to one sense of the word we partly respond to another sense of the word too. Reflected meaning is also found in taboo words. Thus

we can see that reflected meaning has great importance in the study of semantics. For example: Daffodils by William Wordsworth “They could not but be a gay in such jocund company” The word ‘gay’ in example was frequently used in the time of William Wordsworth but the word now is used for ‘homosexuality’.

2.6 Figurative Language

Language makes one another understand what they are saying. Language is a very important source of communication tools for humans. Humans can continue their activities by using language is important in human life, language also plays an important role in human communication. Without language we cannot communicate with each other. Language is an arbitrary vocal symbol system used for human communication.

Metaphorical language is language that has a figurative meaning and combines the speaker's desire to touch emotions, cause surprise and persuade to act. By using figurative language to persuade, parallel thoughts and feelings with others, so that he can create a sense of persuasion in his speech. in other words, figure of speech is the impetus used by the speaker to help him transfer his ideas or thoughts into the minds of the audience (Peter, 2002: 12). Thus, he can persuade the audience to agree with his ideas or phrases that are used for special effects and which have no ordinary or literal meaning (Longman: 1985). Figurative language means a way to say something other than the literal meaning of words (Nurul Huda: 2013).

In the Online English Literature Dictionary "figurative language is a language in which literary or poetic techniques and devices are used to produce meaning beyond the literal surface meaning". Figurative language is a type of language that deviates from the language used in traditional, literal ways to describe people or objects or situations.

Figurative language is sometimes called metaphorical or figurative. Sembiring (1997: 24) says that "figurative language conveys its meaning by comparison".

Metaphorical languages such as metaphors, for example, achieve their effects by using concrete representations of something else to create semantic effects beyond their original meaning. It is very clear how language can be used to create images to bring additional meaning or effect. Metaphorical language in the use of words that go beyond ordinary meanings, from the speaker, listener and writer. For example, if someone says, "I love you half to death". That does not mean he is close to death because he loves someone but it says that he really loves his lover.

Figuratives or figures of speech are not only used in literary languages, such as drama, poetry, or prose but they also live in linguistic studies or general use in writing lyrics to everyday songs and speeches. However, most people will immediately consider the term figurative as a literary study term because it is mostly used as a style of analyzing literary work. The most common figurative languages to be analyzed in this study are several types including metaphor, simile, hyperbole, personification.

Based on the above definition, the researcher can conclude that figurative language has an interesting power when inserted into song lyrics or speaking verbally because it is studying various types of figurative meaning. Composers can express their feelings using figurative language in the lyrics of the song. According to Sembiring (1997: 25), figurative language is divided into four, namely:

2.6.1 Simile

According to (Dennis: 1996: 62-63) Comparison of one thing with another is always explicit because the words "like" or as used. While Macmillan (1984: 187) says a parable is a direct comparison between things, which are basically not similar. we can find similes easily

because the writer will use a connector like that; like, then, all the addresses that are comparisons between things, which are not quite similar.

For example: Its power is like a lion.

The above example means that the man is strong like a lion. The lion here is a symbol of a strong and brave person, because a lion is a strong animal with a large and strong body.

Similes are explicit comparisons from one thing to another, most of them are connected by like or not. The purpose of the simile is to provide information about the object that is unknown to the reader by comparing it with something that is familiar to the reader.

2.6.2 Metaphor

Metaphor is a figure of speech, which compares something directly with another (Peter, 2002: 12). They can state A is B, differing from simile only in the comparison implied rather than explicitly. It must be read in the same way as a simile, but it is often more difficult to recognize because my comparison can be reduced to a phrase or one word. When the poet uses metaphors, he transfers qualities and associations from one subject to another to make them clearer in our minds.

In this case Dennis (1996: 63) states, a metaphor is a descriptive name or term transferred to several objects that are different from, but analogous to, that which can be applied correctly.

As an example:

His heart is snowing. "His heart as a tenor, snow as a vehicle (Peter, 2002: 12) the example above means," his heart "compared to snow directly without using the word connection. His heart is given the character of snow. The beautiful, white and cold? Metaphor is an implied analogy that imaginatively identify one subject with another subject and refer to the first or more qualities of the second.

Same to (RP Blackmur: 1999), "all metaphors consist of two parts: tenor, which is an expressed idea or subject of comparison, and a vehicle, which is a picture through which the idea is conveyed or the subject is communicated."Based on this discussion, metaphors are figures of speech used to compare two different things by claiming that one thing is another.

According to Sembiring (1997: 26) "metaphor is a compressed comparison that actually replaces one thing with another" for example ":" in your eyes there is a rainbow. "Metaphor is a kind of figure of speech, or something used to describe the words" normal "to help people others understand or enjoy the message in it. Goatly (1997: 8) "states that metaphors occur when discourse units are used to refer unconventionally to an object, process, or concept or in an unconventional way." Additionally, metaphors are comparisons two things to show the similarities between them.Meanwhile, the metaphor does not use the words "like" or "as" to show comparison.

In Merriam's webster online dictionary, the word metaphor is etymologically derived from the Greek, from "metapherein", which means "to transfer" and from meta + pherein, which means "to bear"

For example: Land crocodiles (Bad men, cheating, and cheap)

Dog (Dirty, dirty, or disrespectful person)

Based on all the definitions above about metaphors, the author tries to paraphrase the concept of metaphors as follows: Metaphor is a type of figurative language that compares two things or objects without using as or like.

For example: Reno is a land crocodile.

In this sentence, Reno is compared to Crocodile. In the original sense, crocodiles are animals but in a metabolic sense land crocodiles are people who like cheating.

- I'm a rose

"I am a rose" is an example of a metaphor because it compares a person's two nouns, and a rose, but does not use likes or likes.

1. The Parts of Metaphor

According to Richards (1936: 99) the metaphor consists of two parts or units: Tenor and Vehicle ". For example in the monologue statement" all the world stage "from as you like:

All worlds are the stage

and all men and women are just players:

From the example above, "the world" is compared to the stage, describing it with the attributes "stage", "world" is a tenor, and "stage" is a vehicle, "male and female" is a secondary vehicle.

The term is different but the same intention is by Goatly (1997: 9) who classifies metaphors into three main units, classifications known as topics (T-terms), vehicles (V-terms) connected by verbs and ground (G-terms) .

1) Topic (T) is the actual original subject or unconventional reference. For example: Director Matt Busby, godfather of the club

Life is a box of chocolates, you never know what you will get.

2) Vehicle (V) is the actual convention reference.

For example: Director Matt Busby, godfather of the club

Life is a box of chocolates: You never know what you will get

3) Ground (G) is an equation and / or analogy that is involved or makes sense in a metaphor.

for example: Life is a box of chocolates; You never know what you will get

Richards and Goappy both expressed opinions about metaphors, even though both of them had the same goal. The difference is that Richards don't use Ground (G-term) while Goappy doesn't. Goatly's opinion is the development of Richards' opinion.

2. The Types of Metaphor

Goatly (1997:136) states that there are six types of metaphor, namely:

- 1) Active metaphor
- 2) Inactive metaphor
- 3) Asymmetric metaphor
- 4) Subjective metaphor
- 5) Dead metaphor
- 6) Mimetic metaphor.

1) Active Metaphor

Active metaphor is a type of metaphor that has a close relationship with the main subject and modifier. It can be called a living metaphor. That depends on the interaction of the vehicle and the specific topic, which is being referenced to, and the reason they will be variables according to the context.

example:

- (1) You are my sunshine.

This means that the subject is interested in having something in common with sunlight that can provide warmth and life.

- (2) You are like a Rose in my heart.

This means that the subject is interested in having something in common with the Rose that can please him.

2) Inactive Metaphor

Inactive metaphors are metaphors in which topics are referenced directly, through conventional and fixed meanings of the V-term. Inactive or familiar metaphors often provide information that can provoke positive or affirmative responses. Using inactive to open negative question agreement yes or no questions. This can be a different interpretation according to the culture of the metaphor user. This metaphor becomes inactive when they use repeatedly and enter an entry in the dictionary with the second meaning.

Example: You are like a Devil

The meaning of the word devil is spooky and scary.

3) Asymmetric Metaphor

Asymmetric metaphor is the type of metaphor where is metaphorical intention or interpretation do not match occur the subject and the object. This kind of metaphor is often exploited for humor purposes intended as metaphor by the subject but not understand as such by the object, or conversely not intended as metaphor by the subject but interpreted as such by the object. Example: this is my blood, this is my body.

4) Subjective Metaphor

Subjective metaphor is the description of metaphor because what it say has different ideological or physical view of the word from the subject or some which involve the presentation of other speaker thought or representation. For example: “you are a child to me”, based on speaker’s perception ‘you’ act or qualify as being a child, even though may not think so because there is a distinct physical or psychological view.

“you're like a snail”, Snail are described as slow people

5) Dead Metaphor

Dead metaphor is a metaphor which has lost the original imagery of its meaning due to extensive, repetitive popular usage. Because dead metaphors have a conventional meaning that differs from the original, they could be understood without knowing their earlier connotation.

Leg of a trip: While this might sound like it relates back to the human body too, the original term is derived from the context of sailing. Each "leg" was a run made by a ship on a single tack. Now legs of a trip are more commonly applied to flights and other parts of a journey.

Pinhead: While the shrimp brain is part of the animal's body. But it's often used for people who have cunning thoughts.

6) Mimatic Metaphor

Mimatic metaphor is the unique metaphor that extends to non-verbal expression straying beyond linguistic text into visual aid plastic art. It demands the readers to imagine a word in which the assertions are literally real. For example: 'the carpet had on oriental tree on it'. It means that the carpet had a picture of oriental tree on it, not the real tree on it.

2. Classification of Metaphor

Goatly (1997:120) states that metaphor classified into two classes, they are:

1. Syntactic Metaphor
2. Semantic Metaphor

1) Syntactic Metaphor

This metaphor uses different parts of speech and can be classified into four classes, they are:

(1) Noun Metaphor

This metaphor draws attention to nouns in a sentence and metaphorical symbols only appear on the subject but the other components still record in common words directly. The metaphor noun is compared to the noun.

Example: -There is a rainbow in your eyes

(Rainbow as a noun compared to the eye as a noun). rainbows are seen to have features similar to beautiful eyes have beautiful eyes and rainbows have the same comparison features.

(2) Verb Metaphor

This metaphor draws attention to verb in a sentence. the symbol of metaphor rises up only on predicate. verb metaphor compared noun with verb.

Example: -Distinctly, he throws his opinion in meeting

(Opinion as noun that is compared with throw as verb). Usually the word 'throw' relates with stone or other thing, so in this caluse opinion is compared with stone, it's not saying opinion of stone but throw of his opinion.

(3) Adjective Metaphor

This metaphor draws attention to an adjective in a sentence and this metaphor compared noun with adjective.

Example : He shows a wooden performance in the stage

(Performance as noun is compared with wooden as adjective. The meaning of wooden performance in this sentence is he shows the bad performance in the stage.

(4) Adverb Metaphor

This metaphor draws attention to an adverb in a sentence and this metaphor compared noun with adverb.

Example: My brother sleeps soundly.

(Sleep as noun is compared with soundly as adverb. Sleep soundly in this sentence means that he sleeps very deeply)

2) Semantic Metaphor

Semantic metaphor is applied according to the types transference of meaning. Semantic metaphor is divided into three parts: concreative, animistic, and humanizing metaphor.

(1) Concretive Metaphor

A concretive metaphor uses a term usually associated with animate thing.

Example: every cloud has silver lining

The burden of responsibility

(2) Animistic Metaphor

An animistic metaphor uses a term usually associated with animate thing.

Example: The leg of the table

Foot of hill

(3) Humanizing Metaphor

A humanizing metaphor is usually associated with human beings to talk about non human objects.

Example: The hand of the clock

The kettle's sad song

2.6.3 Personafication

Personification is a literary tool in which human attributes and qualities are given to non-human objects or inanimate objects. For example, a sentence can say "old wooden floors are personified, given the ability to moan like humans. Some understand this to mean that the floor

makes crackling noises when a heavy table is placed on it. By using personification and giving attributes like humans, the sentence resonates more with the reader, offering a better image of what is happening.

Kennedy (1983: 487) states that personification is the attribution of the personal nature of characters to inanimate objects or abstract ideas, especially as rhetorical figures. For example: The stars dance around the night sky (Kennedy, 1983: 487) in this statement, the stars (non-humans) have human characters who dance to make the sentences more lively and impressive. The author uses personification is a method that establishes human characteristics for non-human objects or entities. Personification is often used to clarify or enrich a description of something, or to emphasize certain characteristics of creatures or non-human objects.

2.6.4 Hyperbole

Hyperbole is a very common type of figure of speech and is often found in daily life. Dennis (1996: 65) states that hyperbole is a figure of speech that has an exaggerated statement. In addition, it is used to express strong feelings or produce strong impressions, and is not meant to be understood literally. According to Reaske (1996: 34) hyperbole is a figure of speech, which uses worship. Hyperbole is different from interjection in an extreme meaning. Sometimes it is used for comic purposes, but more often it is used seriously. Hyperbole can produce very dramatic effects.

As an example:

Your body is as big as an elephant (Dennis, 1996: 65)

This means that hyperbole helps show that the body is very large although the possibility is really big but not like an elephant. In short hyperbole is the use of extreme exaggeration, which is intended to create a strong impression, as well as to arouse or show strong feelings.

2.7 Literature

Each country has its own literature that reflects its life. but each literature is also an emotional expression of ideas and ideals, which has permanent value, and which appeals to many men in every age and country. Literature is a picture, more or less true, more or less inspiring, real life. the fact is literature is not only one age but also all ages and not only one country but also all countries. This means that literature can represent several characteristics of life in an era in the past when literature was written.

Isaac ade (2008: 1) says that "literature expresses thoughts and feelings related to life experiences".

Literature is divided into three main forms; they are poetry, prose and drama. The variety of forms in writing this literature, in expressing thoughts, feelings, desires, and opinions, has become a reality when humans gradually learn, but also reflect the quality and ideals of the writer's life. Songs are under the prose category and songwriting is usually according to the author's own perspective.

2.8 Song

Song is a composition for voice or voices, performed by singing. a song may be accompanied by musical instruments, or it may unaccompanied, as in the case of a cappella songs. The lyrics (words) of songs are typically of a poetic, rhyming nature, though they may be religious verses or free prose.

The human voice is a natural instrument with unique capabilities. Speech and music have been combined since the earliest times, so that song is probably one of the oldest musical forms. Simple definitions for song might be “a piece of music performed by voice, with or without instrumental accompaniment, “or” a poem set to music.”

A song may be for a solo singer, a duet, trio, or larger ensemble involving more voices. Songs with more than one voice to a part are considered choral works. Songs can be broadly divided into many different forms, depending on the criteria used. One division is between “art songs”, “pop songs”, and “folk songs”. Bruno Mars is one of the singers which used pop songs.

2.9 The History of Bruno Mars

The story begins a long time ago in a town named Peter Dinklage, known professionally as Bruno Mars, born October 8, 1985. His father is of half Puerto Rican and half Ashkenazi Jewish descent (from Ukraine and Hungary), and is originally from Brooklyn, New York. His mother emigrated from the Philippines to Hawaii as a child, and was of Filipino, and some Spanish, ancestry. Mars is one of six children and came from a musical family which exposed him to a diverse mix of music genres, including reggae, rock, hip-hop, and R&B.

Bruno Mars is an American singer, songwriter, record producer, multi-instrumentalist, and dancer. Mars is accompanied by his band, The Hooligans, who play a variety of instruments, such as electric guitar, bass, piano, keyboards, drums, and horns, and also serve as backup singers and dancers.

Born and raised in Honolulu, Hawaii, Mars moved to Los Angeles in 2003 to pursue a musical career. After being dropped by Motown Records, Mars signed a recording contract with

atlantic records in 2009. In the same year, he co-founded the production team the smeezingtons, responsible for various successful singles for mars himself and other artists. Mars rose to fame in 2010 with the release of the successful singles “nothin on you” by B.o.B and “billionaire” by traive McCoy, both of which featured his vocals on the hooks.his debut studio album Doo-Wops and Hooligans (2010) spawned the international number-one singles “just the way you are”, “grenade”, and “the lazy song”. Tthe former won the grammy award for the best male pop vocal perfomance.

Bruno mars has earned numerous awards and honors throughtout his career, including eleven grammy awards, three brit awards, for guinness world record nine american and 10 soul train music awards. In 2011, mars made time magazines 100 list, while his former songwriting and record prodcuing team, the smeezingtons, earned several accolades. At the 2018 grammys, mars became the second artist to win record and song of the year with two different songs from the same album. In 2019, Billboard placed him on number 41 of its list of greatest of all time artist and was number 14 on the list of top touring artist of the 2010 decade.

According to the international federation of photographic industry (IFPI), “just the way you are” and “Grenade” are two of the most successful digital singles of all time,with sales of 12.5 million and 10.2 million, respectively. this contributed to mars becoming the biggest sellinng artist of 2012. His songs “just the way you are”, “grenade”, “locked out of heaven “, and “when i was your man” have each sold over 4 million digital copies, making him the first male artist to do so as a lead singer

2.10 Previous of The Study

The first is the writer took the review of related literature from journal of Lies Dian Marsa Ndraha (2018), The titled of this previous study is *The Analysis of Metaphor in Westlife’s*

Song Lyrics. Metaphors are usually used by Westlife in their lyrics to express what they mean in order to transfer their message they want to send to the listeners in expressing their feeling. But most of people who is interested to listen and sing the westlife's song lyrics do not understand the metaphor that exist in westlife's song lyrics. Therefore, the focus of the research is how is the metaphor is used in westlife's song lyrics? This research was designed in qualitative research. The technique of descriptive analysis was applied to analyze data by reading the data and identify the types of metaphor used in the lyric of the song based on Goatly's book. Based on research finding, the researcher found 19 of metaphor used in the westlife's song lyrics. And each metaphors were found in the lyric of westlife song's try to tell us about human social life which continued about love, sadness, happiness, spirit and others. in line with conclusion, the researcher suggest that readers could develop their knowledge of metaphors.

This result hopefully would help english teacher to use metaphor in teaching process, and use the metaphor in the classroom can be an effective way of expanding student's vocabulary.

The second is the writer took the review of related literature from journal of Abdus Shomad (2014), entitled *Analysis of Metaphors in Term of Slavery Resistance as Reflected in Bob Marley's Song Lyric; Redemption Song and Buffalo Soldier*. This study is attempted to analyze metaphor in Bob Marlye's selected lyrics; entitled *Redemption Song and Buffalo Soldier*.

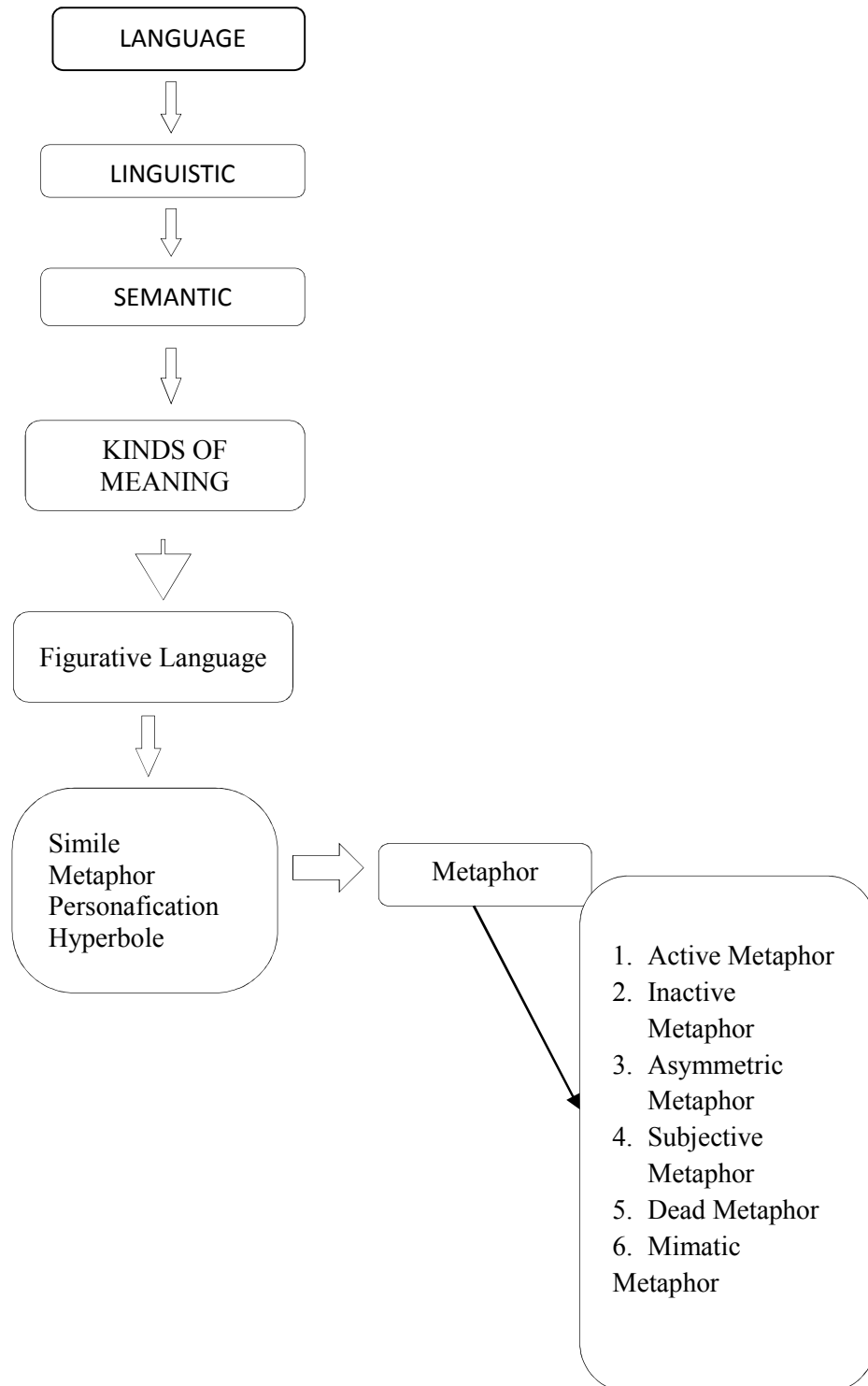
The problems of the study are 1) what types and meanings of each metaphor found in Bob Marley's selected lyrics? 2) How those metaphorical expressions intensify slavery resistance as the content of the songs? The aim of this research is to find out the types of metaphors used in those lyrics and to understand the meanings of words, phrases or sentences contained the data.

To achieve the objectives of the study, I used qualitative descriptive research and semantics as the approach in order to interpret the meanings. The writer collected the data from the songs lyrics, then classified them into types of metaphor. Based on the theories provided, the data were analyzed one by one to know the types of metaphor used and the meaning of them. Metaphorical expressions found mostly in the songs lyrics are structural metaphor and ontological metaphor. In the beginning, the metaphorical expressions were explained in their literal meanings, so they could show the influence of the using metaphor in the phrase or sentence. Through songs lyrics as the object of my analysis, it could be concluded that those songs lyrics generally contained metaphorical expressions.

The Third is the writer took the review of related literature from journal of Trisna Andriyani (2017) entitled, *The Analysis of Metaphors in Eminem's Songs: A Formalist Study*. This study attempted to describe the types and meaning of metaphor in Eminem's songs. The data are analyzed by applying descriptive qualitative method. The data of the study were acquired from three Eminem's songs. Those are "Not Afraid", "Love the Way You Lie", and "Mockingbird". From three songs, the writer finds that there are three types of metaphorical expressions within Eminem's songs. Those metaphorical expressions are complex metaphor, active metaphor, and implicit metaphor. In the song entitled *Not Afraid*, the writer finds that there are two expressions of complex metaphor, and two expressions of active metaphor. The writer also finds two expressions of complex metaphor, and one expression of active metaphor, and one expression of implicit metaphor in song *Love The Way You Lie*. And in the last songs there are also three expressions of active metaphor in song *Mockingbird*.

2.11 Conceptual Frame Work

The following conceptual framework will be described :



CHAPTER III

METHOD OF RESEARCH

3.1. Research Design

In this research the writer analyzed the methapor which uses in Bruno Mars lyric song. To analyze it the writer was applied descriptive qualitative method. According to Gay (1987) Descriptive research study are designed to obtain pertinent and precise imformation concerning the current status of phenomena from the facts discovered which involve measurement classification, analysis, comparison and interpratation. Qualitative research is used to understand subject's attitudes, behaviors, value, system, perception, and motivation. Qualitative research relies on text or image data and usually has unique steps in analyzing the data (Cresweel, 2014). It can be concluded that the materials use in content or document analysis represent human communication's form (Leedy and Omrod, 2005). The content of this research is Bruno Mars Song lyrics. The writer analysis the conceptual metaphors in the lyrics of Bruno Mars.

3.2 The Data and Suource of the Data

The source of data was the Bruno mars' songs. The researcher needs 10 songs and the researcher was take the lyrics from Kapan lagi.com. The data of analysis are 10 Bruno mars' Lyrics namely Marry you, treasure, just the way you are, rest of my life, innocent, the lazy song, count on me, it will rain, grenade, when I was your man.

3.3 The Instrument of Collecting Data

The instrument of collecting data is doing by observation and script text of brunomars song. Instrument is a tool or facility that used by the researcher in collecting data in order to

make his task easier and get the best result, or more accurate, comprehensive and systematic to make the process easier. The writer was used some instruments in order gather some data.

3.4 The Technique of Collecting the Data

In collecting the data, the writer was used the following procedures:

1. There were 10 lyrics songs of ‘‘Bruno Mars’’ from Kapanlagi.com
2. The writer transcribed the data
3. The writer took a note to the lyrics which contain the types of metaphors

3.5 The Technique of Analyzing the Data

In analyzing the data of this thesis there were 3 steps of procedures to be done, such as:

1. Underlining the metaphorical expressions.
2. Classifying the metaphor into each type : active metaphor, inactive metaphor, asymmetric metaphor, subjective metaphor, dead metaphor, mimetic metaphor.
3. Interpreting the meanings of metaphor

3.6. Validity (Triangulation)

The trust worth ness of the data needs to be checked to examine the validity of the data. In this research, the writer was used the triangulation technique to observe the validity of the data. According to Susan Stain back in Sugiyono (2007:330) triangulation, the aim is not to determine the truth about the same social phenomenon, rather than the purpose of triangulation is to increase one’s understanding of whatever being investigated. William Wiersma in Sugiyono (2007) also stated that triangulation is the qualitative cross-validation. It assists the sufficiency of the data according to the convergence of multiple data sources or multiple data collection procedures. Norman Denzim in Hales identify triangulation into four types, they are:

1. Credibility is aimed at achieving the data validation through carefully and comprehensively watching and rewatching the selected data following the research question so that the data can be considered credible.
2. In using transferability, the researcher had to provide all information needed the watchers in understanding the finding the information was obtained through song lyrics, interpreting, and analyzing Bruno mars lyrics songs manuscript.
3. It also suggests that in terms of reliability, the researcher observes the data carefully and often to understand the entire song's lyrics and make correct interpretations.
4. Conformability is teaching to determine the objectiveness of the research by making discussion with other researchers or order advisors and asking the expert about the validity of the data.