UNDERGRADUATE THESIS

COGNITIVE LINGUISTIC ANALYSIS OF METAPHORS IN

BRUNO MARS'S SONGS

FRISKA FRICILIA

F041171534

Submitted to the English Department in Faculty of Cultural Sciences Hasanuddin
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English Literature

ENGLISH DEPARTMENT

FACULTY OF CULTURAL SCIENCES

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With reference to the letter of the Dean of The Faculty of Cultural Sciences
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THESIS

COGNITIVE LINGUISTIC ANALYSIS OF METAPHORS IN

BRUNO MARS'S SONGS

BY

FRISKA FRICILIA

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It has been examined before the Board of Thesis Examination on Wednesday,

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Today, Wednesday, 10th February 2021, the Board of Thesis Examination has kindly approved a thesis by **FRISKA FRICILIA** (Student Number: **F041171534**) entitled: **"COGNITIVE LINGUISTIC ANALYSIS OF METAPHORS IN BRUNO MAR'S SONGS** Submitted in fulfillment one of the requirements of undergraduate thesis examination to obtain Sarjana Sastra (S.S.) Degree at the English Department, Faculty of Cultural Sciences, Hasanuddin University.

Makassar, 10th February 2021

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DECLARATION

The thesis of **FRISKA FRICILIA** (Student Number: **F041171534**) entitled
**"COGNITIVE LINGUISTIC ANALYSIS OF METAPHORS IN BRUNO
MAR'S SONGS"** has been revised as advised by the examiners on Wednesday,
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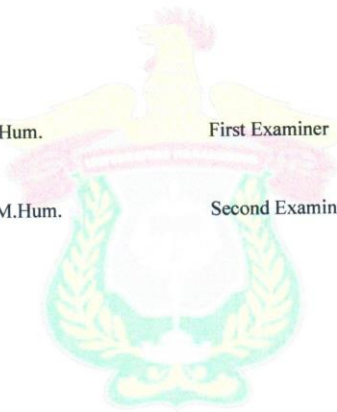Examination.

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STATEMENT OF WORK'S ORIGINALITY

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Tittle of thesis   : Cognitive Linguistic Analysis of Metaphors in Bruno
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Hereby, the writer declares that this thesis is written by the writer herself. This thesis does not contain any materials which have been published by other people, and it does not cite any other people's ideas except the quotations and references.

Makassar, February 10th 2021

Friska Fricilia

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بِسْمِ اللهِ الرَّحْمَنِ الرَّحِيمِ

Assalamualaikum Warahmatullahi Wabarakatuh..

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Finally, I realized that this thesis is still far from being perfect. So that the suggestion and the constructive criticism for the improvement of this thesis will be appreciated well. For those who had given their suggestions and ideas, the intern cordially thank you very much.

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Makassar, February 2021

Friska Fricilia

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ABSTRACT

FRISKA FRICILIA. **2017**. *Cognitive Linguistic Analysis of Metaphors in Bruno Mars's Songs* (Supervised by **Abidin Pammu and Ainun Fatimah**)

This research aims to classified the types and to analyzed the metaphor meaning in Bruno Mars's songs also to reveal the most common metaphor that appears in the selected songs. The data that had been chosen as the object are *Grenade, It will rain, Talking to the moon, Count on me, When I was your man, Run away baby, and The other said* by the tittle of the Bruno Mar's songs

The design of this research used in collecting the data from Bruno Mars's song was descriptive qualitative research. The writer collected the data from the divide Album by Bruno Mars that focusing to describe the phenomenon (the types) of metaphor which analyzed the metaphor meaning through semantic approach.

Based on analysis that the writer had been done, It is shows that there are three types of metaphors that were found in Bruno Mars's songs; Structural metaphor, orientational metaphor and ontological metaphor. Out of 37 data were analyzed, there are 23 lyrics containing structural metaphor, 3 lyrics containing orientational metaphor, and 11 lyrics containing ontological metaphor. Besides, the most frequently metaphor in the lyrics song that appears is structural metaphor.

Keywords: Types of Metaphor, Meaning, Bruno Mars' songs

ABSTRAK

FRISKA FRICILIA. *"Cognitive Linguistic Analysis of Metaphors in Bruno Mars's Songs"* (Dibimbing oleh **Abidin Pammu and Ainun Fatimah**)

Penelitian ini bertujuan untuk mengklasifikasikan jenis-jenis dan menganalisis makna metafora dalam lagu-lagu Bruno Mars serta mengungkap metafora yang paling umum muncul pada lagu-lagu terpilih. Data yang dipilih sebagai objek adalah tujuh lagu yang terpilih dengan judul *Grenade, It will rain, Talking to the moon, Count on me, Just the way you are, Run away baby, and The other said* dari lagu-lagu Bruno Mars.

Bentuk penelitian yang digunakan untuk mengumpulkan data dari lagu Bruno Mars adalah penelitian deskriptif kualitatif. Penulis mengumpulkan data dari pembagian album karya Bruno Mars yang difokuskan untuk mendeskripsikan fenomena (jenis) metafora yang menganalisis makna metafora melalui pendekatan semantik.

Berdasarkan analisis yang penulis lakukan, maka ditemukan tiga jenis metafora yang ditemukan dalam lagu-lagu Bruno Mars; Metafora struktural, metafora orientasi dan metafora ontologis. Dari 37 data yang dianalisis, terdapat 23 lirik yang mengandung metafora struktural, 3 lirik yang mengandung metafora orientasi, dan 11 lirik yang mengandung metafora ontologis. Selain itu, metafora yang paling sering muncul dalam lirik lagu adalah metafora struktural.

Kata kunci: *Jenis-jenis metafora, makna, lagu-lagu Bruno Mars*

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CHAPTER I

INTRODUCTION

In this chapter, the writer discussed about the introduction of the thesis which are included background of the study, the limitation of the problem, the object of the research, the research questions, and the significance of the study.

A. **Background**

Language is used for human in the world to express thought, idea, feeling even emotion in every various situations and conditions of communication. Then humans taught how to pronounce things correctly and use language well.

Aristotle defines, "Language is a Speech as the representation of the experience of the mind. It is a speech sound produced by human beings in order to express their ideas, emotions, thoughts, desires and feelings".

Metaphor is coming from Greece language *metheperein, (meta:* moving/berpindah or relating with changing, *phrein:* containing/mengandung atau loading/memuat). Metaphor is a figure of speech comparing the position of two things being the same or coparable because both of them are almost the same meaning. According Snell – Hornby (1955:41), "A metaphor cannot be determined only thought (a set of abstract rules) but it depends on the structure and function of metaphor in the text was done".

Metaphor is one of the language implementations that can be easily misunderstood. It is often reduced to a poetical device used in poems and

songs solely. In reality, metaphor is used in our everyday language more common than we thought. Metaphors are not only used and produced by poets or any people gifted with wittiness.

It is something ubiquitous in any context where languages are used. Besides, it is often seen as nothing more than language style. In fact, it has much deeper dimension. We use metaphor to convey ideas, thoughts, or feelings that are usually can only be experienced personally to other people through things that can be experienced physically by almost everyone. By analyzing one's metaphorical expression, we can understand one's thoughts and perception about abstract concept. Furthermore, a set of metaphorical expressions were often used by a group or community of language speakers. It means that not only can we find out a single speaker's conceptual understanding, but also his/her group shared understanding.

Songs especially those of pop genre, need to convey ideas that are relatable to their audiences. Pop songs in particular mostly convey about personal feelings that is hard to share to others directly. Metaphor in this case, can help the songwriters to build immersive experiences for the audiences. Understanding the metaphors used in songs allows us to understand the conceptual understanding of the songwriters and their listeners. In addition, songs audiences have no spatial and temporal limit. A song can be heard by people across various places and times. Understanding metaphors in a song may broaden our understanding about how wider extent of people perceive some concept.

Bruno Mars is a pop singer with millions of listeners. His songs are perceived well and the new ones are always anticipated by his fans. It may indicate that there are many people that find the songs relatable to them. Mars' songs revolve around personal experiences that involve many abstract concepts such as love, betrayal, disappointment, regret, and so on. Many expressions of the singer itself who imagine about situation and condition that the singer had. To convey them, the use of metaphors is inevitable. Understanding Mars' use of metaphor may enable us to understand not only his own conceptual understanding but also his audiences.

The writer feels that it is important to know figurative languages exactly the types of metaphors that sometimes difficult to find out in the song even the meaning of metaphors in lyric song so that's why the writer need to do the research in order to know the types and the meaning of metaphor in Bruno Mars's song itself.

Therefore, through this research, the writer tried to classified the types of metaphors used based on Lakoff and Johnson's theory then analyzed the contextual metaphor meaning in Bruno Mars' songs used based on Chaer's theory.

B. Statement of Problem

In this research the writer finds the problem to analyze in this study, it discussed by following problems, they are:

1. Metaphors have much deeper dimension than simply a language style; that is the conceptual perception of the users of the metaphors, the hearer

difficult to understand the types of metaphor in Bruno Mar´s songs.

2. Songs or any language product, no matter how trivial, contain traces that can lead to better understanding of our minds and ourselves and that is worth to analyze, the hearer difficult to understand the metaphor meaning in the song lyrics.

C. Scope of Problem

In this research, the writer is focused on classification of the types and the meaning of metaphor in lyrics song. To limit her study in Identify the types and analyzing metaphor's meaning which is uttered in the songs.

D. Research Questions

Based on the background above, there are some questions that need to be answered through this research, they are:

1. What are the types of metaphors that used in Bruno Mars's songs?

2. What are the metaphors meaning in song lyrics?

E. Objectives of Study

In relation to the preceding statement of the problem, the objectives of this research are formulated as follows:

1. To classified the types of the metaphor in Bruno Mar´s songs

2. To analyze the metaphors meaning found in the song lyrics

F. Significances of Study

The writer expects that this study gave some useful contribution to the reader to get more vocabularies, to get more advantages from the results in contribute to deeply explore about conceptual metaphor theory and the

meaning each metaphor is really useful to be known for every readers.

Theoretically benefits, hopefully this study can be an enrichment to the field of linguistic, assist the reader to begin further research about the same field of the study, and also contribution to linguistic student to know more about meaning of every songs that contained figurative language especially about metaphor.

Practically benefits, hopefully this study will increase the listening skills through the song then apply the knowledge and It may give anyone who is interested in the songs a deeper understanding of the songs's meaning.

CHAPTER II
LITERATURE REVIEW

In this chapter, the writer discussed about the reviewed of the literature of the studied which included previous studies, and theoretical framework.

A. Previous Studies

There are several previous studies related to the topic of this research. The first research is *The conceptualization of Metaphor in The Rubric of Opinion Kompas: A cognitive semantic* by **Baiq Haula (2018).** In this research, he aims to reveal the types of conceptual metaphors in *Kompas* opinion writing in 2018. In conducting his research, he used the qualitative approach and the descriptive analysis. The method used in his study is the Agih method with advanced techniques for Direct Elements. The result of his research showed that the ontology metaphor was dominantly found in writing opinion rubrics compared to structural and orientational metaphors. The author of opinion transfers more of the construction of his abstract ideas into objects that have physical properties. The characteristic of metaphor found that metaphor is associated with nature, such as *shipwreck, collapse, storm sweeping, farming,* and blowing. Image schemes depicted from the concepts of dominant metaphors represent the concept of existence.

The second research is *A Semantic Analysis of Metaphor Found in Selected Lyrics of ''The Script'', ''Katty Perry'', and ''Michael Buble''* by **Rifki Maulana (2016).** In this research, he Identifying the types of

metaphor, describing the elements which are being compared in such metaphors of selected lyrics and explaining the functional meaning of the metaphor in selected lyrics of "The Script", "Katy Perry", and "Michael Bublé", and to describe the implication in the use of metaphor in education.

The writer analyzed by using descriptive qualitative method. In analyzing data, the writer uses the theory of metaphor classification by Crystal, Beckson & Ganz (1999) and the theory of tenor and vehicle from Richards and Leech (1969) then the writer describes the functional meaning of metaphor and its implication to comprehend the whole meaning contextually. As his results, There are 30 selected lyrics from "The Script", "Katy Perry", and "Michael Bublé" as the data in this research.

The third research is *Cognitive Linguistic Analysis of Love Metaphors in Ed Sheeran's Songs* by **Dicky Wisnu Pradikta (2017).** In this research, the writer analyzed by using descriptive qualitative method. He analyzed the conceptual metaphor of love found in the lyrics of Ed Sheeran's songs. The writer focuses to one research questions, which is what source domains are used to convey love by using the theory who conducted by Lakoff and Johsnon's (1980) and theory of metaphors of emotion by Koveces (1986). As his result there are twenty-two source domains of conceptual metaphors used to express love.

The writer found the differences between the previous studies and the current research. The differences are the subject of the research, the scope of the problem, and the way using the theory. In this research, the

object is the songs. Where the writer focus to classified the metaphors types that can explains how the metaphor can be understood using theory who conducted by Lakoff and Johnson then investigating the meaning of metaphor Chaer's theory was used.

B. Theoretical Framework

1. Semantics

Semantics (from Greek: semantikos, giving a sign, important, from the word sema, sign) is a linguistic branch that studies the meaning/ meaning contained in a language, code, or other types of representations. In other words, semantics is the study of meaning.

As states by Katz (1972:1) defines, "Semantics is the study of linguistic meaning". It is concered with what sentence and other linguistics object express, not with the arrangement with their syntactic parts or with their pronounciation.

Hornby (1972:789) defines, "Semantics is a branch of linguistic concerned with studying the meaning of words and sentences".

Lyons (1977:1) defines, "Semantics is generally defined as the study of meaning.

The word semantics itself shows a variety of ideas – from very technical popular. This is often used in everyday language to signify an understanding problem that comes to word choice or connotation. This understanding problem has been the subject of many formal questions, over a long period of time, especially in the formal semantic field.

In other words, the writer can summarize that the semantic of language is the study of meaning used to understand human expression through language.

2. **Figurative Languages**

Figurative languages is a language processing technique for producing imaginative and expressive literary works. Figurative language is language that uses words or expressions with s meaning that is different from the literal interpretation. Figurative language also is a part of expressive means. When the author or the composer makes a literary work automatically, there is a figurative meaning or semantic figure inserted in theirs. Figurative language or we could call it in Indonesian is 'Majas (bahasa kiasan), we are able to find out more in literary works.

As state by Giroux and Williston (1974:10) defines, "Figurative language is language which departs from the straight forward use of the words". It creates a special effect, clarifies an idea, and makes writing more colorful and forceful.

Figurative language will produce interesting meaning but difficult to be interpreted in a literary sense completely and perfectly, figurative cannot be separated from writer's ways or technique to express, reflect, and describe his or her song lyrics.

There are a lot of major that are grouped in several types of figurative language. But in this research, the researcher only focuses about metaphor by using the conceptual theory who conducted by Lakoff

and Johnson, exactly in Bruno Mars' songs.

3. **Metaphor**

Metaphor is the use of words or groups of words not with the actual meaning, but as painting based on equations of comparison. Metaphor is one of the majas (In Indonesia). Like majazi in the word and meaning chapter (the science of logic), the meaning contained in the metaphorical form is the second laying of the original meaning, that is, meaning which does not use the word in its true sense, but rather as a figure of speech based on equality and comparison.

The theory of conceptual metaphors according to Lakoff and Johnson (1980) which will be used in the analysis. Lakoff and Johnson's conceptual metaphor theory will be used to determine the classification of metaphors and the origin of the metaphorical words or phrases contained in the lyric of the song Bruno Mars. Conceptual metaphors see the relationship between the two domains, namely the source domain and the target domain in the form of a map or correspondence. The source domain is used for the concept of the area where the metaphor is described, while the target domain is used for the concept of the area where the metaphor is applied.

According Lakoff and Johnson, metaphors are divided into three types, namely structural metaphors, orientational metaphor, and ontological metaphors.

a. **Structural metaphor**

Structural metaphor is a concept of metaphorically using other concept. This structural metaphor is based on two domains, namely the source domain and the target domain. Structural metaphors are based on systematic correlations in everyday experiences. In other words, explained something that can be felt abstractly with something that can be felt in real terms as metaphorically.

b. **Orientational metaphor**

Orientational metaphor are metaphors related to spatial orientation, such as up and down, inside-outside, front-back, and others. This spatial orientation arises from the fact that we have bodies and bodies function in a physical environment. This metaphor is based more on human physical experience in regulating the orientation of the direction in everyday life. Orientational metaphor reflect different spatial concept according to the physical experience or culture of the people (Lakoff and Johnson 2003: 10-32). Therefore, orientational differ in each culture, because of what someone who grew up in a different culture thought, experienced, did. Orientational metaphor provide a concept of spatial orientation, for example Happy is up, Health is up, Sad is down, and etc.

c. **Ontological metaphor**

An ontological metaphor is a metaphor that see events, emotional activities, and ideas as entities and substances. For

example in the metaphor "*The mind is a machine*" in the sentence *"My mind just is not operating today"*(today my brain is not working or today I don't want to think). Ontological metaphors are metaphors that conceptualize thought, experience, and process of abstract things into something that has a physical appearance. In other words, the ontological metaphor considers abstract nount to be concrete noun.

4. **Song**

   Sylado in (Abdurrahman, 2013:1) states, "The song can also be a musical arrangement that can be added lyrics (text) that the lyrics are revealing the feelings and thoughts of the creator in certain ways generally accepted''. It shows that the lyric of the song is a medium of delivering ideas or ideas from a songwriter to his listeners.

   Based on Douglas in (Dinata, 2013:1) "A song is a short piece of music with words that are sung. The words in a song are called lyrics that may consist of an intro, verses, choruses, bridges, and a coda. Lyric derives from the Greek word for a song sung by the lyre, lyrikos'' and came to be used for the ""words of a song. It can be said song is a composition of short musical instrument with lyrics.

   According (Muldoon, 2013:168) said, "In general terms, the word "song" is defined as ''a short poem or other set words set to music or meant to be sung''. It means that song can be considered as the media for people to write something special along with the sounds of music instrument in order to be able to be sung. It mentioned also ''a short

poem'', which is that song and poetry both have similarity from that point.

Based on the statement above, it can be concluded that the song is a form of expression of a person's feelings poured through writing or poems and delivered with accompaniment of tone, rhythm, so as to form beautiful singing.

5. **Lyrics**

Lyrics or song lyrics is an expression of someone about something that has been seen, heard, or experienced. Many people like singing a song but they do not know where those lyrics come from. In song lyrics there is a part of that has its own meaning from the composer of the song. They created the lyrics based on their own feelings and ideas. Meanwhile, Hornby (2003:65) defines, "Lyric is expressing the writer's feelings. Lyric is made to express deep emotion of the writer".

Lyric is defined an expression of feeling used in poetry or a song. Lyric has a beautiful word even meaning and have certain value and message. They are more abstract and restricted only to literary aspects. Lyrics are composed to give real situation at the time describing messages with music or a poem.

It can be said the lyric are a composition of short poems that contain aspects such as rhythm, theme, and intonation.

6. Meaning

A state by Richard (1985: 172) in Saleh (2008) defines, "Meaning is what a language expresses about the world we live in or any possible or imaginary word". And also, Lyons (1977: 4) defines, "Meaning is a word of ordinary, everyday vocabulary of English".

Meaning in linguistic semantic was very needed for us to limit ourselves to the expression of meaning in a single language. The meaning of word is fully reflected by it context. Here, the meaning of the word is constituted by its contextual relations. Therefore, a distinction between of participation as well as mode of participation was made. Meaning could be conclude that are idea or concept that could be transferred from the mind of the thinker or speaker to the mind of the hearer by embodying them, as it were, in the form of one language or another.

Contextual meaning is the meaning depending on the context, or surrounding words, phrases, even paragraph. A contextual definition is also a definition in which the term is used by embedding it in a larger expression containing its explanation.

According to (Chaer :1994), "Contextual meaning is the meaning of a lexeme or word inside a context".