

The Figurative Language in Bruno Mars' Album

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Abstract

This study aims to suppress the answers to the formulation of the problem. The objective of this study are: (1) To find the type of figurative language used in the lyrics of Bruno Mars' songs. (2) To found out the dominant type of figurative language in Bruno Mars' selected songs. And (3) To identify the meaning of the figurative language used in the lyrics of Bruno Mars' selected songs. The design of this study was descriptive qualitative research. The types of data from this study were several Bruno Mars' songs contained in the album Bruno Mars, *It will rain*, *Count on me*, *Just the way you are*, *Talking to the moon*, and *Grenade*. In this study the writers used the theory of Geoffrey N. Leech. From the analysis, the results of this study showed that the total number of types of language styles used in Bruno Mars' song were 22 (100%). The most dominant figurative language style was hyperbole. There were 16 (73%) hyperbole in the lyrics of the song, 3 (14%) total data of personification, 2 (09%) total data of metaphor, and 1 (4%) simile in the lyric of the song. The existence of figurative language in the songs made the message conveyed more attractive to song listeners. The writers suggested other researchers to continue analyzing figurative language because it can help readers to understand the meaning contained in song lyrics.

Keywords: figurative language, song lyrics, bruno mars

Introduction

Language is one of crucial tools of human beings to communicate one other. It is supported by Parmawati, (2018) who states that language has central role on intellectual development, social, and emotional students to supported success student and learn all of lessons. Without language, people will never able to communicate one another. Language is the ability that humans have to communicate usually using spoken, manual, movement, or written communication to communicate with other humans. Language functions as a means of communication, a means of self-expression or identity, the expression of imagination, and emotional release.

Figurative language in the song can make people who listen to the song become interested and curious to know the meaning of the ideas and feelings of the songwriter. But not all songwriters place their meaning implicitly. Trying to understand what songwriters do requires a lot of knowledge, for example we must be able to know the meaning of what the writer conveys in the song. Songs usually consist of figurative language because figurative language beautifies song lyrics and usually figurative language also functions for satire and

parables. There are many types of literary works that used figurative language, such as poetry, novels, songs, etc. some of the literary works that we often encounter, one of which is including song lyrics.

Based on the explanation above, the writers are interested in analyzing figurative language because many singers' express conditions or situations written in the lyrics and almost everyone likes to listen to songs. However, sometimes people listen to a song without understanding the meaning of the song in facts, every song has a message to convey to the listener. Therefore, in this study the data will be taken from the songs of Bruno Mars, the writers are interested in discussing the figurative language contained in the lyrics of the song and tries to describe and classify it. The writers chose Bruno Mars' song to be analyzed because the song is pleasant to hear, meaningful, and many figurative languages is found in the songs. In addition, Bruno Mars is a singer who is popular in the world and among teenagers. This study aims to find out the types of figurative language contained in Bruno Mars' songs and the meaning of figurative language contained in the song.

Literature Review

A good language style must contain three elements, namely honesty, politeness, and attractiveness. In addition, figurative language has a very important role as a medium to convey the intended idea or meaning. Figurative language is a style of language that uses language in the form of parables or a way of saying something using another meaning. Figurative language is a literary tool used by writer to bring the reader into a fantasy. The use of figurative language helps the reader to get a clearer picture of what is going on. It can also be used to convince the reader of something, or to simply entertain the reader Siagian, (2022). According to Deignan et al., (2013), maintained that Figurative language is frequently used in speaking and writing to express ideas and emotions and influence the views and attitudes of others. Figurative languages are forms of language used by authors or speakers delivering something beyond the literal meaning Tarigan Azwardi, (2016). There are many expressions to express feelings or something that has a hidden meaning through song lyric. Figurative language is a type of language that deviates from the language used in traditional, literal ways to describe people or objects or situations Sinambela, (2020). According to Fowler, (1973) , there are various types of figurative language. In this study the writers only focus on 4 figurative language, there are; simile, metaphor, personification, hyperbole.

A simile is a figure of speech that contrasts two things, by using conjunctions Zhang et al., (2019). Simile is a figure that expresses something indirectly by an explicit comparison expressed explicitly using conjunctions, for instance, *like*, as an example Muziatun et al., (2022). Simile is a comparative language style that is explicit and uncomplicated, meaning that it will immediately state something that is the same as something that is the same as something else, for that effort to determine the style of simile language, namely there are several words, among others: "like" or "as"

Example: "*His eyes are like stars*".

The sentence above is simile figurative language. The word "like" is a comparative word to equate eyes with stars, meaning that their eyes shine like stars in the sparkling sky.

Based on Burgers et al., (2016) Using visuals, tales, or real-life examples, metaphors are one of the figurative languages that may be used to communicate the characteristics of someone or something. Setiawati & Maryani, (2018) say that metaphor is a variety of analogy

which compares two things directly. Metaphors use more specific words like is, are, was, or were. For examples: a) My home is heaven. b) Her lips are roses. c) You are what you eat. d) She is a most beautiful ladies in my village. Both metaphor and simile are comparisons between two fundamentally different things but the process is almost the same which distinguishes the first point is omitted. The difference between the two is the use of connotative words, in parables using words such like, as, then, similar to, or resemble. While the figurative terms metaphor and it are replaced with literal terms and also direct comparisons but do not use the words: like or us.

Example: *“The leader is the spear of the state = The leader of the spear of the state.*

From the example above, there are indeed similarities between the two, but if the word “is” is omitted, it does not change the meaning of the sentence.

Personification is one kind of comparison, that is, the way in which one item is compared to other things Deyin, (2018). Based on Pratiwi, (2019) personification is a comparison of meaning by giving human characteristics to an object, an animal, or an abstract idea. Personification is a figurative language that describes inanimate objects (on life) or abstractions of inanimate objects as if they have human nature and personification has a special metaphor style that describes inanimate objects acting and speaking like humans.

Example: *The howling wind in the middle of the silent night.*

From the example above, suppose the wind that sounds in the night, the wind does not sound but is felt. Even though the wind is an inanimate object, it is likened to a human.

Hyperbole is a type of figurative language that contains an exaggerated statement, by exaggerating something or giving the impression of being exaggerated until it makes no sense Claridge, (2011). Muziatun et al., (2022) added, a hyperbolic figure of speech is one that is exaggerated to a great extent. Hyperbole is the opposite of litotes, which is a form of language that expresses or explains a purposeful exaggeration.

Example: *His house soared to the sky.*

The sentence above is a hyperbole figure of speech because the sentence is too excessive and cannot be logical.

A different form of amusement is listening to music. Through music, numerous expressions and feelings can be expressed. Currently popular music includes lyrics to enhance the musical art. According to Siallagan et al., (2017) lyric in a song can complement and beautify the song and make listeners more interested in hearing it. According to Rahim & Maryadi, (2019) the meaning of song lyrics is words, expressions, or signs that refers to or is represented and which can be explained using other words. Listening to music is an activity that we often encounter, both young and old, because this activity is very comfortable. When people usually listen to music, because songs can be an alternative means to express our feelings and usually song lyrics can be a form of conveying messages in communication by poets. To understand the lyrics, listeners or readers must understand what the lyrics mean because usually in song lyrics there are various types of figurative language. In listening to songs, not only can we listen to them, but we know what the meaning of figurative language is and we gain additional knowledge through song lyrics that contain figurative language

Method

The researchers used the descriptive qualitative method to investigate and describe the types of figurative language used in the lyric by Bruno Mars' selected songs, the dominant kind figurative language in Bruno Mars' selected songs, and the meaning of figurative language found in the lyrics by Bruno Mars' selected songs. In analyzing data, the researchers used the theory of qualitative research by Creswell & Creswell, (2018) which went through some steps: first, organized and prepared the data. Second, read or looked at all data, then, started coding all of the data. It means this research displayed the description about the content of this research and it did not calculate the data of this research. The data source in this research were sentences, clauses, phrases, and even words that contained song lyric of Bruno Mars' hit songs entitled; *It will rain*, *Count on me*, *Just the way you are*, *Talking to the moon*, and *Grenade*. This study used content analysis method to explain figurative language. The content was used to analyze the figurative language in Bruno Mars' songs. This method used to obtain data about the lyrics of Bruno Mars' songs that has been selected from Official Platform Music.

The data are collected through Browsing Bruno Mars' song, and then the writers choose 5 Bruno Mars' song. After that, the writers read deeply to get the perfect understanding about the song lyrics, then Identifying all the words, phrase and sentence containing figurative language. After reading and understanding the lyric of Bruno Mars' songs, the researchers identified or found all words, sentences and phrases contained figurative language as the data.

After the subject was found, the writers identified the meaning of figurative language in the lyrics of the song Bruno Mars, and then the writers displayed the data in a table. The table consisted of figurative language techniques, frequencies, and their respective percentages.

Finding and Discussion

In this study the writers found 4 figurative languages. It can be seen in the following table:

Table 1: The type of figurative language used in the lyrics of Bruno Mars' songs

Figurative Language	Data	Percentage
Simile	1	4%
Metaphor	2	9%
Personification	3	14%
Hyperbole	16	73%
Total	22	100

Based on selected songs from the Bruno Mars' album. There are several figurative languages which include (4%) hyperbole, (09%) personification, (14%) metaphor, and (73%) simile. Based on the findings above, in this section the study explained and identified figurative language in Bruno Mars' song. The data was taken from the album Bruno Mars. In table 1 there are several figurative languages used in analyzing Bruno Mars' songs.

In this study the writers also found 22 figurative language in lyrics Bruno Mars' songs and dominant type of figurative language, it can be seen in the following table:

Table 2: The dominant type of figurative language in Bruno Mars' selected songs

Figurative Language	Data	Percentage
Simile	1	4%
Metaphor	2	9%
Personification	3	14%
Hyperbole	16	73%
Total	22	100

From table 2, the writers found 22 figurative languages, contained in Bruno Mars' songs, after used paraphrasing to identify figurative language. From table 2, it shown the data of 1 simile figure of speech after being converted into a percentage becomes 4% of the simile figure of speech, for metaphor figurative language the total data 2 and after being converted into a percentage it become 09% data, the personification figure of speech are found to have 3 data, and after being converted to a percentage it becomes 14%, and for hyperbole figure of speech the total of 16 data after being converted into percentages, becomes 73%. From table 2, the highest percentage was 73%. We can conclude that the dominant figurative language in the selected songs in Bruno Mars' album are hyperbola.

The meaning and classification of figurative language in Bruno Mars' album. Can be seen in the following table:

Table 3: The meaning of the figurative language used in the lyrics of It Will Rain Bruno Mars

It Will Rain	Type	Meaning
Leave some morphine at my door Cause it would take a whole lot of medication. (Line – 2)	Metaphor	The figure of a man who are very afraid of the departure of his lover and describes how sick he would be if the lover he loved left him.
Just like the clouds my eyes will do the same. (Line – 15)	Simile	“Just like the clouds, my eyes will do the same” are sometimes obtained equation without mentioning the first object to be compared as the sentence above “just like the clouds”.
If you walk away, everyday it'll rain rain, rain, rain (Line – 17)	Hyperbole	This sentence are to dramatize a situation due to the man being left behind by the lover he loves until the guy is willing to walk every day even though it raining.
I'll pick up these broken pieces till I'm bleeding If that'll make it right (Line – 37)	Hyperbole	In this lyric, the man wants to get love from his lover even though he has to bleed blood and feel a lot of pain.
Cause there'll be no sunlight If lose you baby (Line – 38)	Hyperbole	So here someone has lost his lover, he feels his life is not perfect and I don't mean anything, and the lyrics will no longer be sunshine, these lyrics are so exaggerated.
There'll be no clear skies If I lose you, baby (Line – 39)	Hyperbole	This lyric repeats a person who feels devastated when he loses the lover he loves.
There's no religion that could	Hyperbole	No religion can save me, why does

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save me (Line – 6)

he say that because he has resigned himself to his life due to being abandoned by someone he loves, religion are the pillar of foundation until he says that means he has lost his mind.

Table 4: The meaning of the figurative language used in the lyrics of Count on Me Bruno Mars

Count on Me	Type	Meaning
I'll be the light to guide you (Line – 4)	Personification	Your friend will always be there when you need his help, when you are in trouble and like your way.
I'll sail the world to find you (Line – 2)	Hyperbole	This word is an exaggeration because a man who is left behind by his partner will sail the world just to find his lover, here there are the word "sail" the world, the world are very wide so it is impossible if he will wade through.

Table 5: The meaning of the figurative language used in the lyrics of Just The Way You Are Bruno Mars

Just the way you are	Type	Meaning
And when you smile The whole world stops and stares for awhile (Line – 11)	Personification	The world can't stop and stare especially when she smiles, her charming smile. The sun are an inanimate object but here it is as if the sun has human like properties
Her eyes, her eyes make the stars look like they're not shinin' (Line – 1)	Hyperbole	In this lyric his eyes are so beautiful that it makes the stars look not shining the sentence too much

Table 6: The meaning of the figurative language used in the lyrics of Talking to the Moon Bruno Mars

Talking to the moon	Type	Meaning
At night when the stars light up my room i sit by myself talking to the moon tryin to get to you (Line – 9)	Personification	The lyric "I sit alone talking to the moon" describes as if the moon has human like properties until spoken to, the moon are an inanimate object.
My neighbors think I'm crazy But they don't understand You're all I had (Line – 4)	Hyperbole	Where he sees his lover is even considered an insane person or crazy by others, by people around him, or by his neighbors. They think that people fantasize too much.

Table 7: The meaning of the figurative language used in the lyrics of Grenade Bruno Mars

Granade	Type	Meaning
To tell the devil I said "hey" When you get back to where you're from (Line – 23)	Metaphor	He compared the girl as evil as the devil.
Gave you all I had and you tossed it in the trash (Line – 7)	Hyperbole	He gave everything to the girl he loved but the girl refused.
To give all your loves is all I ever ask (Line – 9)	Hyperbole	He wants all his love to be given to him, he says it exaggeratedly.
I'd catch a grenade for ya (yeah, yeah, yeah) (Line – 11)	Hyperbole	The figure of a man proves that he is willing to catch a grenade to prove that he loves the girl "Granades"

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I'd jump in front of a train for ya (yeah, yeah, yeah) (Line – 13)	Hyperbole	hereis a very dengerous object that can be deadly someone cannot catch it just to prove his love. Someone willing to do anything for the women he loves, until he wants to jump in front of the train.
Yes, I would die for ya, baby (Line – 16)	Hyperbole	In this lyric, describing someone who is willing to die for his lover, the sentence is too much.
I'd take a bullet straight through my brain (Line – 17)	Hyperbole	“Brain” means the center of the nervous system. When the bullet enters the brain it can kill the person, he will do anything for the one he loves.
Beat me 'til I'm numb (Line – 22)	Hyperbole	The lyrics show beat until numb, the guy is willing to be hit until it hurts. Hit and numb are redundant.
Yeah, you'll smile in my face then rip the brakes out my car (Line – 25)	Hyperbole	This songwriter says that the woman he loves will be good to him and accept it's all wrong he will hurt the guy.

From the data above, it can be seen that the most dominant type of figurative language found in the Bruno Mars' selected songs was hyperbole with a total of 16 data. The data of hyperbole that found by the writers were 5 in the lyrics of the song “*It Will Rain*”, 1 in the lyrics of the song “*count on me*”, 1 in the lyrics of the song “*just the way you are*”, 1 in the lyrics of the song “*Talking to the Moon*”, and 8 in the lyrics of the song “*grenade*”.

Then, the writers found that the second type of figurative language that dominant were personification with a total of 3 data. Those data were 1 personification in the lyrics of the song “*Count on Me*”, 1 personification in the lyrics of the song “*Just The Way You Are*”, and 1 personification in the lyrics of the song “*Talking To The Moon*”.

Then, the writers found that third type of figurative language that dominant were metaphor with a total of 2 data. Those data were 1 metaphor in the lyrics of the song “*It Will Rain*”, and 1 metaphor in the lyrics of the song “*Grenade*”.

Then, the writers found that the least dominant of type of figurative language were simile with a total of 2 data. Those data were 1 simile in the lyrics of the song “*It Will Rain*”.

Conclusion

Figurative language is language that used parables both inanimate objects and living things whose meaning is different from literal interpretation, figurative language is usually used to beautify and emphasize what is conveyed. After analyzing the data, the writers found a total of 22, of the total data, consisting of several figurative languages contained in Bruno Mars' selected songs, namely: figure of speech hyperbole (73%), personification (14%), metaphor (09%), and simile (4%). The study only focuses on four figurative languages used in analyzing Bruno Mars' songs. However, the dominant figurative language in this study, namely hyperbole, was found (73%) of the data. Hyperbole is figurative language that describes an idea or emotion in an exaggerated manner.

Based on the conclusions above, the writers has several suggestions for future generations who want to analyze figurative language in song lyrics, the suggestions are ; The writers suggest that the next generation of study can find more figurative language and find other types of figurative language that were not found in this study, Generation of the study should look for more references to other figurative language theories in conducting the study , Further the study should read a lot of literary studies related to figurative language, need to understand examples of sentences containing figurative language, The writers hope that more students will continue to analyze figurative language because it can help readers to understand the meaning contained in the lyrics of the song and students who want to analyze figurative language in song lyrics can use other objects such as: novels, film, and others, For further study, this study can be used as a reference and the writers hope that this study can provide benefits for the next generation of the study.

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