

# CHAPTER I

## INTRODUCTION

### 1.1. Background

Language is a universal communication tool that has an important role in human life. Language is a mediator used by people to transfer what they think to others. The use of language itself to avoid misunderstandings when communicating. When communicating some people express ideas straightforwardly and implusively. Thus, figurative words are used to emphasize the importance of what is conveyed.

Figurative language is a phenomenon that often occurs in verbal and written communication activities, the use of words that go straight forward appreciates ideas and messages when words go beyond the definition and meaning of sentences spoken when communicating , Giroux and Williston (1974 : 10). The transfer of meaning based on the similarity of functions of form and usefulness is called metaphor, Lewandowski (1985;708). According to Damon et al (1966) explained that metaphor is a practical linguistic tool because it condenses so many meanings in a few words. Metaphor can be said as a means to compare two things. In simple terms, metaphor is considered as a way of seeing, analyzing or thinking. According to George Lakoff (1993: 244) in Arimi (2015:126) states that "metaphor is fundamentally conceptual, not linguistic in nature". The concept of metaphor began to develop since the publication of the book *Metaphor We Live By* in 1980, written by George Lakoff and his colleague, Mark Johnson. Lakoff and Johnson observe that humans use metaphorical meanings to communicate at

various levels of abstraction from concrete reality.

Metaphors can be used anywhere even humans use metaphors consciously and unconsciously and not only in spoken form but also in written form, metaphors make Language feel more interesting and less rigid. According to Riarianti:2010 A pleasant, beautiful and unique Language Style can influence the reader's interest. According to Knowles and Moon argues that metaphors are the basic process of forming and meaning words. A lot of understanding of something would be better if you used metaphors (Knowles and the Moon,2006:5). In this study, the authors examined the meaning and classified the types of metaphors conceived in one of the BE albums by Bangtan Sonyeondan (BTS).

Bangtan Sonyeondan (BTS) is a South Korean music group consisting of 7members, namely RM (Kim Namjoon), Jin (Kim Seokjin), Suga (Min Yoongi), J- Hope (Jung Hoseok), Jimin (Park Jimin), V (Kim Taehyung), and Jungkook (JeonJungkook). The group was formed by Big Hit Entertainment on June 13, 2013 andhas gained worldwide popularity. The album BE is the eighth studio album from BTS released on November 20, 2020. The album was made during the COVID-19 pandemic, which affects the whole world and the music industry is no exception. Due to the pandemic, BTS had to postpone their world tour and spend more timeat home. The album BE was originally planned as a solo project of BTS leader RM, but later evolved into a collaborative project between the rest of the members so that this was mostly written and produced by BTS members themselves, which gave the album a more personal and intimate feel. The album Be reflects the personal

feelings and experiences of BTS members during the difficult time of the COVID-19 pandemic. BTS members said that the album reflects their attachment to fans and wanted to provide support and comfort in this difficult situation. In the album *Be*, BTS also explored various genres of music and demonstrated their creative abilities by producing and writing their own songs. In several interviews, BTS members also stated that the album is a form of "reflection" on their experiences during the pandemic reflection describes how they grew and changed as individuals. The *Be* album is also inspired by positive messages and hope for a better future, reflecting the passion and optimism that characterizes BTS in their music.

This can have both a positive and negative impact on the listener depending on how the listener interprets and responds to the lyrics and music. Songs with positive and motivational messages can motivate and inspire the listener, while songs with negative messages or sad themes can influence the listener's emotions excessively such as crying, depression. According to Prasthaningrum (2016) songwriting is inseparable from the existence of metaphors, which is one of the depiction techniques in literary writing. Metaphors are used to describe a thing with unusual or figurative language, so that it can have a deeper emotional effect on the listener. However, since the meaning of metaphors is ambiguous and depends on the interpretation of each listener, songwriters should be careful about using metaphors so as not to cause misunderstandings or lead to incorrect interpretations.

These reasons led the Author to research the metaphor in one of the *BE* albums by Bts (Bangtan Sonyeondan). The author examines the

meaning and type of metaphor presented by Bts (bangtan sonyeondan) using two theories put forward by Knowles and Moon (2006:5 To know the meaning of metaphors in words or phrases and Stephen Ullmann's theory to know the types of metaphors contained in the data. There are 4 types of metaphors according to Stephen Ullman's theory, namely Anthropomorphic metaphor, Animal metaphor, abstracting metaphor, and synesthetic metaphor.

This study is not the only one that will analyze the metaphor. Previous researchers have done a lot of metaphorical analysis. Riski, Sufil, Ahmad's first research (2018) his research discusses "The analysis of metaphor translation in the novel angels and demons by brown". Second researcher Rofiq (2021) his research discusses about "Metaphor analysis on the main character utterance in david pelzer's novel a child called it". Third research Chairunnisa's (2017) His research discusses "An analysis of metaphor used by the main characters in moana movie". The fourth research of Yohanes and Hesni (2021) his research discusses the "Analysis of the meaning of metaphorical expressions from presenter valentino jebret simanjuntak"

There are some similarities of this study with previous studies is that they both analyze the type and meaning of metaphors. This study is different from previous studies because the author examined using material objects in the form of Korean songs and the author analyzed using the meaning of vehicle, topic, and ground. The author will try to find the meaning and type of metaphor contained in the BE albums by Bts (bangtan sonyeondan), and the author hopes that the results of this

study can be useful to get new findings in the meaning and types of metaphors.

## 1.2 Limitations of the problem

The limitation of the problem that will be raised in this study is that the author focuses on the meaning contained based on the theory of Knowles and Moon (2006:5) and the types of metaphor used in the BE albums by Bts (bangtan sonyeondan). This research was conducted using the theory of Stephen Ullman (2009), classifying it into 4 types of metaphors, namely Anthropomorphic metaphor, Animal metaphor, abstracting metaphor, and synesthetic metaphor.

## 1.3 Research Questions

Based on background, research questions can be formulated as follows:

1. What are the types of metaphors contained in bts songs on the album BE?
2. What is the meaning contained in the metaphors used in bts songs on the BE album?

## 1.4 Purpose of research

The purpose of this study was to classify the types and meanings contained in the lyrics of the album be song by BTS. The objectives of this study can be formulated as follows:

1. To identify the type of metaphor in bts songs on the album BE
2. To know the meaning contained in the bts song on the album BE