

CHAPTER 1

INTRODUCTION

1.1 Background

Human life and language are inexorably connected. Language is what a given society's people speak, claims Wardhaugh (2006). Language is a necessary tool for human interaction, connecting with others, and acquiring new knowledge. Language has several purposes, including statement of identity, amusement, creative expression, and emotional release. According to (Martin & White, 2005) Language is a tool for associating conceptual, interpersonal, and literary meaning to one another in practically every act of communication. Translation plays a significant part in communication as a result.

Translation is a process that involves several languages which is characterized by changing the text in one language (Source Language) and the text in another language (Target Language). Translation is a tool to make it easier to understand a text or see the difference between two languages. Nida & Taber (1982) translating entails re-creating in the target language the message that is the receptor language's closest natural equivalent, both in regards to meaning and style.

There are many ways for people in delivering their ideas, thoughts, and emotions to other people. People usually express themselves through work of literature, for instance, short stories, plays, songs, novels, novellas, fairy tales, and other written works. However according to Ogbulogo (2005), literature expresses meaning as a kind of communication. Interestingly, literature uses innovative coding techniques like figures of speech to express its language. The meaning of

the various parts of the expressions is not the meaning derived from figures of speech. So, it is important to pay attention to and understand figures of speech. Writing songs is one of the ways that people can express their ideas, thoughts, and emotions. A song is a piece of writing that consists of lyrics and music with the intention that the lyrics will be sung in order to elicit a suitable sensation or emotion in response to a certain subject. Lyrics are composed as a sort of communication between the songwriter and the listeners, claims Dallin (1994). Most of the time, they convey a message—whatever it may be—in order to inspire the listeners to at least acknowledge it. According to their musical tastes and preferences, the time of day, etc., such a goal and style of connection are embedded in the sociocultural context of these people. And sometimes songs use incomprehensible words, which they use figuratively. For example, some of the lyrics use figurative language to make their literary works more imaginative.

Figurative language is defined as a language that uses figurative speech, including metaphor, simile, personification, and hyperbole, which are similarities or associations designed to be taken figuratively rather than literally (Morner & Rausch, 1991), p. 83. Moreover, figurative language is defined by (Abrams, 1999) as the use of odd words to convey a particular meaning or impact.

Figurative language has an important role in the song, so it can be said that figurative language is the main factor for a song. Language that deviates from the straightforward usage of words is referred to as figurative language. Instead, it produces a unique effect, makes an idea clearer, and makes writing more vivid and compelling. (Williston & Giroux) (1974). Figurative language is formed based on

comparisons or similarities. The figurative meaning (transferred meaning, figurative meaning) is the use of a lexeme with an untrue meaning. It means the meaning that contains the expressions which are used in literary works.

Lyricists use figurative language to convey idea, thoughts, intentions, and feelings. Songs can draw and captivate listeners with powerful (hidden) messages. In other words, the listener can grasp and comprehend what is being said based on the lyrics by using a song as a vehicle to artistically convey ideas, thoughts, and feelings. A story about the lyricist's experiences is frequently included in song lyrics, which typically include short stories that were already indirectly created to give the song a fascinating and complex meaning. If not intended, song can be utilized as a literary medium for expressing feelings and thoughts, allowing listeners to decipher and interpret messages from the lyrics. It is common for lyrics to gently weave a short story in order to provide the song with an interesting and important meaning.

In this research I will be focused to analyze figurative language and translation method in the album, American singer-songwriter Lana Del Rey's third studio album, *Ultraviolence*, was released on June 13, 2014 by Polydor and Interscope Records. After her major-label debut *Born to Die* (2012), which she first ruled out, Del Rey started preparing for its follow-up in 2013. 2014 saw the continuation of production, during which Dan Auerbach and Del Rey worked alongside together. Producers like Paul Epworth, Greg Kurstin, Daniel Heath, and Rick Nowels also participated to the album, which has a more guitar-based sound than Del Rey's earlier works. The researcher is interested in examining the several

figurative language types and translation methods used within Lana Del Rey's album Ultraviolence.

1.2 Limitations of The Problem

This study focused to analyze the figurative language use in Lana Del Rey's studio album. The researcher focus and limit the problem in identifying types of figurative language and identify types of translation method that are used in Lana Del Rey's third studio album Ultraviolence.

1.3 Research Question

In this study, arise a question related to this following research :

1. What types of figurative language that are used in Lana Del Rey's Album Ultraviolence?
2. What types of translation method that are used in Lana Del Rey's Album Ultraviolence?

1.4 Objective of The Research

The objective based of this research is

1. to identify types of figurative language that are used in Lana Del Rey's Album Ultraviolence.

2. to identify types of translation method that are used in Lana Del Rey's Album

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