



The Use of Metaphor in Blackpink Song Lyrics on The Album “Born Pink”

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ABSTRACT

The title of this research is The Use of Metaphor in Blackpink Song Lyrics on The Album “Born Pink.” This research focuses on metaphor and meaning in song lyrics. It is conducted to analyze types of metaphor and categorizing the meaning into source domain and target domain in metaphorical expression in BLACKPINK’s song. This research is designed to qualitative research employing descriptive method. The source of the data is document and the song lyrics as primary data. The data is explained by using Lakoff and Johnson’s theory. The data consist of 25 metaphorical expressions taken from the “Born Pink” album. The researcher finds the high-frequency data of metaphor is in orientational and ontological metaphor. BLACKPINK express their feelings used spatial orientation and conceptualize abstract things such as thoughts and experience. This research meaning of metaphor can be categorized as clear and abstract, familiar and unfamiliar, explicit and implicit and the most domination is clear and abstract.



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1. INTRODUCTION

Semantics is a field of science that studies the meaning of a language. Semantic learning shows how the use of words and sentences creates meaning so that it has a variety of contexts and how different meanings can be identified. Semantics is a crucial field of science for linguistic, philosophical, and cognitive sciences. One influential definition of semantics is provided by (Kempson, 2004), who describes it as "the study of meaning in language, and of the meaning potential of linguistic expressions." They believe that semantics is not only about the meaning of a word, but rather the relationship of several words, sentence structure, and context which is used in language as a communication need. In addition, semantics builds relationships between adjoining phrase and explains the meaning of sentences, regardless of whether the meaning of the phrase is literal or figurative. Figurative language is a language expression or word that used with entirely different meaning. It is often used in literature and other creative works.

Metaphors play a crucial role in language by comparing abstract ideas to concrete and familiar things. According to Lakoff and Johnson (1980), metaphors are not solely about language, but rather they express human thought processes and are part of a conceptual system. For instance, the metaphor "Argument is war" should be understood as a metaphorical concept.

There are three types of metaphors according to (Lakoff & Johnson, 1980), namely A structural metaphor is a mapping in structure from one domain to another. Orientation metaphors are spatial metaphors of one concept that have a relationship with another. Ontological metaphor is the interplay of mapping one domain of experience to another to create a more specific and new understanding of the target domain.

In this research, the focus is on semantic analysis, which involves studying meaning. Metaphor is one of the key subjects of investigation within the field of semantics. Metaphor is a phenomenon that plays a significant role in semantic studies. According to Saeed (2003), metaphor holds great importance in semantic theory, as it serves

as a fundamental element in thought and language. In their book "Metaphors We Live By," (George Lakoff and Mark Johnson, 1980) identify three types of metaphor: structural metaphor, orientation metaphor, and ontological metaphor. In this particular study, metaphors are employed to analyze the meaning conveyed in song lyrics. According to Lakoff and Johnson's theory, metaphors help convey the characteristics of the source domain, which is represented by a metaphorical image, to the target domain, which is the concept that undergoes metaphorical treatment.

Based on the research conducted by (Gunawan et al., 2021) entitled "*Figurative language used in Blackpink featuring Selena Gomez's doing lyric 'Ice Cream': A discourse analysis.*" This analysis categorizes about figurative language and found four types of figurative language were metaphor, simile, hyperbole, and repetition. In this analysis metaphor is the dominant (48%).

Then, second journal by ((Rea Smithiana & Hanidar, 2018) entitled (*Metaphors in Adhitha Sofyan's Songs.*) This analysis categorizes about metaphor in several types namely structural, orientation, and ontological. The focuses on this journal is about types of metaphor and also meaning that conducted in song lyrics.

Two journal above shows that metaphor is a part and fundamental of language used to express abstract ideas or concepts by comparing them to something concrete or familiar. Metaphor meaning is the hidden meaning in some literary works such as song lyrics that be able to give a new perspective for listeners. Therefore, the song lyrics probably has a big impact to the music industry and also for the culture society because the meaning that convey from singer. For this reason, the researcher is interested in researching the metaphor that used in BLACKPINK song lyrics through album 'Born Pink' as representation popular culture because this girl group become global with the song and be the icon of mass culture.

2. RESEARCH METHOD

This research aims to analysis about types of metaphor and meaning of metaphor on Blackpink song lyrics in the album "Born Pink." Based on the problems and expectations to find out the types of metaphor and meaning of metaphor. The researcher conveys to used descriptive qualitative design. This method focuses on capturing and interpreting subjective data, such as observations, interviews, and textual or visual materials, to provide a rich and contextualized account of the research subject. This study delved deeply into the analysis and description of data related to metaphors in song lyrics and the underlying meanings conveyed by the songs.

The data source in this study refers to the origin of the information that can be obtained. In this particular research, primary data sources are utilized since the researchers directly acquire the data. The primary data of this study came from Blackpink's YouTube Channel. Their music videos on YouTube became the most-watched girl group music video from South Korea at 2022. Therefore, the lyrics are taken from YG Entertainment's official website. The full English lyrics translations are taken from the subtitle's Music Video on the official Blackpink YouTube channel and [genius.com](https://www.genius.com). This secondary data such as books libraries, pdf, theories, articles, journals article, and other similar books related with the study on Lakoff and Jhonson metaphor study.

In this research used data collection methods is documentation. In practice, the researcher needs documentation of metaphor in the form of song lyrics. According to Sudaryono, this technique obtains the documentation search investigating written texts such as books, documents, pdfs, international journals, and other records to obtain relevant data sources. In this study, researchers used several steps to collect data. First, researchers heard and saw some songs from Blackpink on the internet and downloaded them. After that, researchers looked at some song lyrics in Blackpink. The last, the researcher examine the song lyrics of Blackpink. To select songs, the researcher employs the purposive sampling technique, which involves selecting samples based on specific objectives rather than random. According to (Arikunto 2006) This approach is commonly used due to limitations in time, energy, funding, and other considerations.

Data analysis is the process of transforming raw data into meaningful and insightful information. In qualitative research, data analysis involves various activities such as data collection, organizing the collected data, selecting relevant information to be processed, synthesizing the data, identifying important aspects, and determining what can be effectively communicated to others. As stated by (Matthew B. Miles, 1994), qualitative data analysis typically consists of three steps: data reduction, data presentation, and finally drawing conclusions and verifying the findings. The details regarding these three steps will be further discussed in the following sections.

3. RESULTS AND ANALYSIS

In this section, the researcher explains the data found an consist of three parts. The first part displays the data presentation, the next categorize the metaphor in each song lyrics and the last part is discussing the data. The data used in this study are the lyrics of a song from the album "Born Pink" by BLACKPINK. Firstly, the researcher read the song carefully and collected the types of metaphors based on theory Lakoff's which means there are some categories; structural metaphor, orientation metaphor, and ontological metaphor. The researcher analyzes the lyrics of each song. The table below is the findings of the analysis that has been done:

Table 4. 1 Types of Metaphor

No	Song Title	Types of Metaphor		
		Structural	Orientation	Ontological
1.	Shut down	2	2	2
2.	Pink Venom	2	1	3
3.	Tupa Girl	-	1	1
4.	Yeah Yeah Yeah	-	1	-
5.	Tally	-	-	-
6.	The Hapiest Girl	1	1	-
7.	Ready for Love	-	-	4
8.	Hard to Love	-	4	-
Total Metaphor		5	10	10
Total Data		25		

Based on the data, the researcher found that the dominant data in the lyrics of the song in the album "Born Pink" is an orientation metaphor. The researcher found structural metaphor (5 or 20%), orientation metaphor (10 or 40%), and ontological metaphor (10 or 40%). The dominant types in this data are ontological and orientation metaphor.

In addition, based on the analysis of types metaphor, the researcher move to the second problem in this research is about meaning of metaphor. researcher have categorized the metaphors contained in the lyrics of the song. In this second formulation of the problem, researcher will discuss and analyze the meaning contained in the lyrics of the song on the album "Born Pink." To analyze the meaning of the metaphor, Lakoff and Jhonson (1980) use the source domain and target domain. The source refers to something that explains the target. The characteristics of this source are clear, familiar, and explicit.

Based on the data, researcher found that the most dominant meaning of metaphor data on the lyrics of the song on the album, "Born Pink" is clear and abstract. Researcher found clear and abstract (12 or 46%), familiar and unfamiliar (11 or 42%), and explicit and implicit (2 or 12%). The dominant in this data is clear and abstract.

The results of the analysis above, researcher revealed all types of metaphors in this study. There are, structural, orientational and ontological metaphor. Then, the research relates the investigate with several previous researcher to compare and to be associated with the theory of Lakoff and Johsons on song lyrics. Based on the analysis above, the research found meaning in the data with associated source domain and target domain and then categorizing as clear, abstract, familiar, unfamiliar, explicit, and implicit. The researcher relates the analysis with some previous study to compare and be associated with the meaning.

By analyzing the types of metaphor, the result concludes that the most theory is similar using Lakoff and Johnson theory with different edition but the most analyzing is types of metaphor is structural, orientation and ontological metaphor. Based on the previous studies and the data that researcher analysis of the song lyrics on the "Born Pink" album, the researcher shows that orientation and ontological metaphor is the dominant item in this research. Based on the data in the table above, the dominant items found in the "Born Pink" album are orientation metaphor (40%), ontological metaphor (40%), and structural metaphor (20%). Overall, the analysis of metaphor in this album and also on the previous study conclude that the most metaphor found in song lyrics in various genre is ontological and orientation. Based on the theory orientation metaphor is a spatial orientation like up and down concept for example is "*Happy is up and sad is down.*" The ontological metaphor are entity and substance metaphors and container metaphors for example is "*My body is machine.*" It indicates that the analysis of the song lyrics in various genre express about feelings used a spatial orientation and conceptualize abstract things such as thoughts and experience. The song lyrics it self has a hidden meaning that shape in young and teenager culture based on the explanation.

In addition, the result of analysis the meaning of metaphor concludes that the most analysis is about meaning that has several implicature such a culture, motivational and ect. The analysis of previous study also expresses how to purpose the meaning into source and target domain. Based on this research in album "*Born Pink*" the table about categorize meaning in associated source and target domain, those finding are supported by Lakoff and Johson (2003). This research finds, clear and abstract (46%), familiar and unfamiliar (42%), and explicit and implicit (12%). Overall source and target domain is the most scope of semantic in metaphor. The most analysis in previous studies about meaning in metaphor and the dominant is in clear and abstract. It indicates that

the analysis of song lyrics gives more impactfull of feelings and full of emotion in various genre of pop song and the meaning of metaphor also shape the motivational and powerful image in young cultre perspective.

4. CONCLUSION

Based on the result and discussion the researcher found 10 data (38%) of orientational metaphor, 10 data (38%) of ontological metaphor which mostly in the form of sentence, and 6 data (23%) of structural metaphor. The research concludes that orientational and ontological metaphor was domain in “Born Pink” album. Their indicates that express their feelings used a spatial orientation and conceptualize abstract things such as thoughts and experience. Regarding the second question is about meaning of the metaphor in “Born Pink” album. The research concludes when analysis the meaning used associated the source and target domain and categorizing into several part based on theory Lakoff and Johnson (2003) namely clear, abstract, familiar, unfamiliar, explicit, and implicit. The researcher found the dominant items in “Born Pink” album are clear and abstract (46%), familiar and unfamiliar (42%), explicit and implicit (12%). It indicates that song lyrics in “Born Pink” album express their abstract feelings of emotion.

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