

CHAPTER I

INTRODUCTION

A. Research Background

In this digital era, everyone can easily access anything and anywhere, meanwhile, the digital era itself is a period marked by the widespread use and integration of technology in various forms of life, such as communication, exchange of information, entertainment, business, and so on. These include rapid advances in computing power, the spread of the internet, the development of mobile devices, and the emergence of multiple digital platforms and applications. This era had significant impact on literature and its development (Aegidius, 2021).

The growth of this increasingly sophisticated technology, learning about various topic is not difficult. This innovation is highly beneficial to improve knowledge about numerous subjects. In the same vein as literacy, language is the one area of literacy that is now expanding quickly. English is a required language to master because it has emerged as a global language of communication (Aegidius, 2021).

Learning about history, laws, and the evolution of language are all integral parts of learning a language. Additionally, it's crucial to understand how native speakers express themselves. Because when native speakers communicate, they are expressing reality in the field, not what is taught in schools or other formal learning environments.(Komatina and Ema, 2021). In everyday conversations, songs that are listened to, writing on the internet as well as in books and poetry, people often use figurative words that can only be understood if you know the meaning of the sentence.

Kosimov, (2022) claims figurative language is the name given to a group of phrases that are frequently used to describe different figurative word categories. Non-literal terms that lend artistic or rhetorical value to text are known as figurative language. There are various types of figurative language, including metaphor, personification, simile, onomatopoeia, and hyperbole.

In this study, researchers will discuss one type of figurative language, namely metaphor. While the metaphor itself is a figure of speech that is often used in everyday life. Metaphors are used to describe an object or action using a comparison. Even so, metaphor does not necessarily compare something with something else, but in general this figure of speech is used for a purpose or idea.

Songs can be used to communicate amongst people. A large number of people could hear it, allowing them to comprehend a variety of emotions. Song lyrics also utilize vocabulary similar to poetry. The digital era has also introduced new forms of artistic expression in song lyrics and literature. For instance, digital poetry, also known as e-poetry, combines elements of traditional poetry with multimedia, incorporating visual and audio elements into textual experience. This form of expression embraces the interactive and immersive engagement with the audience. (Septiyana, 2019)

The digital era has had a profound impact on song lyrics and literature. It has transformed the way artists and writers communicate, influenced the themes and subject matter explored in creative works, changed the creative process, introduced new forms of artistic expression, and facilitated collaboration and community-building. While the digital era has opened up new possibilities for creativity and accessibility, it has also posed challenges for artists and writers in navigating the rapidly evolving digital landscape. As technology continues to advance, it will be fascinating to see how song lyrics, literature, and other art forms continue to adapt and evolve in the digital era. (Yusuf & Reski Amelia, 2018)

Song lyrics employ lovely language in a similar way that poetry does. Metaphors are used in songs with the aim of making the song more interesting, beautiful and pleasant to hear. Generally, metaphors are not literally easy to understand, because they have a particularity. Metaphor is hard to understand by most people, but in the song lyrics metaphor is commonly used by composers is to inform feeling and more. Because it is assumed to be easier to understand by using metaphor instead of using the literal one.

According to Lakoff and Johnson in (Sumolang, 2021) metaphor consist of three types. They are structural metaphor, orientational metaphor, and ontological metaphor. to know a conceptual metaphor is to know the set of mapping that provides of the meaning of metaphorical linguistic expression that make a particular conceptual metaphor manifest.

Researcher uses conceptual metaphor theory by Lakoff and Johnson to get the types of metaphor used in the data. Therefore, in this research, the researcher tries to find the metaphor that can explain how the metaphor theory conducted by Lakoff and Johnson, in the Niki's song.

Regarding the revealed process of thoughts and feelings, Niki Zefanya / Nicole Zefanya revealed thoughts about feelings or situations that people relate to about their life's problems through song lyrics. The composer use metaphor to make listeners easily to understand the song lyrics. Below is an example of the song lyrics of *Delicate* by Taylor Swift :

(1) *Third floor on the West Side, me and you.*

(2) *Handsome, you're mansion with a view.*

In this metaphor, Taylor is expressing her attraction to a love interest. By describing this person as "a masion with a view," she is expressing that he is both beautiful on the inside and out. She is attracted to both his personality and his good looks.

Niki Zefanya has the kind of voice that can put someone in a trance. The 88rising artist, though, has been changing up what she does with it. Her past albums focused on an R&B sound that brought her success; she has millions of followers on social media ready to support whatever she does, and her hit "Lowkey" is mega-viral at over 200 million Spotify streams. That track hypnotized listeners with rapped verses and an intimate chorus that flaunted her alluring lilt. But with her new album *Nicole*, she's leaving the flows behind and turning to a vulnerable brand of alternative pop.

Her label 88rising (stylized as 88↑), formerly known as CXSHXNLY (pronounced "cash only"), is an American music company that founder Sean Miyashiro describes as a "hybrid management, record label, video production, and marketing company".

Related to the use of metaphor in daily life to express the social reality in society, the researcher is interested to analyze some of song lyrics by Niki's in album *Nicole*, because of the content of the song generally indicates social experience and related to living conditions that occur in society, especially young people. The lyrics are quite preferred by teenagers, because they describe their current situation and the song in *Nicole* album are already very widely recognized and have been heard a lot since their release until now. The researcher also interested to analyse song lyrics by Niki, because most people know about her and Niki one of the idols of this generation. In this album the researcher will analyze some song from *Nicole* album among them: *Ocean & engines*, *Before*, *Anaheim*, *Backburner*, and *Keeping Tabs*.

B. Research Focus

The research focuses on the song lyrics by semantic approach, which contains metaphor by Lakoff and Johnson in several stanzas; explained the meaning of metaphorical language used by Niki in her lyrics. Explained how important metaphor is and why it's often used in lyrics song.

C. Research Question

Based on the background of research, there are some question that need to be answered through this research; they are:

1. What are the types of metaphor used in the song lyrics from *Nicole* album by Niki?
2. What the meaning of the metaphor used in the song lyrics from *Nicole* album?
3. What is the dominant metaphor used in the song lyrics from *Nicole* album ?

D. Research Object

Based on the research question, researcher concludes objective of the research.

There are some object of the research as follow the research question:

1. To find out the type of metaphorical expression in the songs lyrics from *Nicole* album.
2. To convey the meaning of metaphors in the song lyrics from *Nicole* album.
3. To find the dominant metaphor in *Nicole* album

E. Research Benefits

By analysis the theory of metaphor in the song lyrics, the researcher expects that through this research, the readers will get the benefit as follows:

1. For the readers.

Metaphor is a part of figurative language that is often used in everyday life then this research is expected to the readers are able to understand about the topic of conceptual metaphor. The readers have better understanding about metaphor from the songs, the readers can also apply their knowledge in using metaphors. The readers will get important information of metaphor through this research, such as

2. For the researcher

It is hoped that the researchers themselves can add to their knowledge with this research. Can provide more in-depth knowledge to the readers with this research and make this research useful research.

3. For the institution

Particular, this research can enrich the research of linguistics fields in this University, especially the English education, Faculty of Teaching Training and Education, University of Muhammadiyah Metro.