



parts or with their pronunciation. On the other word, semantics limits its study to the nature of meaning only. From this definition, we have to understand what is meant by meaning. Meanings are the ideas or concepts from the speakers' mind to the heares' mind, that are able to be transferred in the forms of one language or another (Fromkin, 1983). It means, meaning is the main purpose the speaker which wants to conveys to the listener. By knowing the meaning people will understand about the purpose or the topic is talking.

The varieties of meaning happened because a speaker may use a word that different from what it denotes. Sometimes what is uttered by the speaker is different from the literal meaning, thus the listener might become misunderstanding about what speaker says. Hence, studying about meaning is needed because it will give influence for us to understand about speaker's mean or how far some information can received by listeners.

From the definition above, semantics can be defined as part of linguistics study that concern to interpret the meaning of words or sentences. This study also tries to understand what meaning is as an element of language and how it is constructed by language as well as interpreted by speakers and listeners of language.

## **2.2 Figurative Language**

Figurative language is the use of words or sentences that different from their ordinary meaning. It occurs when the speaker speaks something different from what the real meaning of the words or sentences. It can do this by giving a word with a specific meaning, by comparing two things in such a way that we find the

comparison interesting or by using words that have unusual constructions or sounds. It is characterized by figure of speech that compares, exaggerates, or shows the other sense of the first appearance meaning.

People may find many figurative language such as in daily conversation rarely, articles in magazine, advertisements, novels, songs, etc. Perrine (1974:49) defines figure of speech is the unusual way of uttering something which can be said that the speaker intentionally refers to another meaning from one thing. In other words, figurative language is a way of saying something from the uncommon way. By using this type of language, the speaker wants to add some special effect to their words.

Figurative language created by authors to provide aesthetics element in the stories. The authors also express their thoughts, feeling, and ideas use figurative language in order to make the reader may be interested. Brown Amanda (2006) said that in written and spoken language there are certain effective ways of saying things without saying them directly. That is called figures of speech or figurative language, they are used to emphasize, clarify, and embellish what is being said. Most figures of speech simply take what is well known and use it to depict what is less familiar.

The function of using figurative language is to create an interesting images. Wren (1981) states figurative language is a departure from the ordinary form of language or the ordinary course of ideas in order to produce a better effect. It means that figurative language is a language that can be substituted by the variations of ideas which successfully to imply a hidden meaning by giving an effect greatly

different from what it literally. Or the other words we can say that figurative language is the expressive use of language in which words are used to give a particular emphasis or to generate a special effect.

Figurative language is a kind of language that emphasize in language. Kennedy (1979) stated that figure of speech may be said whenever a writer or speaker, for the sake of emphasis or freshness, departs from the ordinary denotations of words. From the above quotation, figurative language is a way to reflect the characteristic of the film and the way the writer think. Figurative language used not in usual literal sense but imaginative way. Figures of speech are not devices to state what is demonstrably untrue. Indeed they often state truths, and they lend emphasis.

Figurative language is one which literally in compatible term, forces the readers to attend the connotation rather than to the denotation. Kreidler affirms (1998), the connotation is part of meaning, the effective or emotional associations is elicits, which clearly not be the same for all people who know and use the word. It is refers to the personal aspect of meaning, the emotional associations that the word arouses. The denotation identifies the central aspect of word meaning, which everybody generally agrees about. The words that have emotional meaning and denotation meaning are combination of sounds.

The Webster's New World College Dictionary (1996) explains that figurative speech is an expression (as metaphor or euphemism) that substitutes a variation of points of view by which things or notions which is referred to as if it is different in some ways (in identify, degree, shape) from what it actually is or seems

to be but so related to the expression successfully implies an intended meaning of effect either or greatly different from what is utterly said.

Figurative meaning and vocabulary have a close relationship. Figurative meaning and semantic also have a great relationship because without the knowledge of the meaning of the word, even connotative meaning, it is difficult to understand figurative meaning, sometimes people read the newspapers, the magazines or novel, overlooked non – literal expressions and read them literally. Of course, the meaning of the expression becomes odd or not understandable. Therefore, figurative language becomes essential in the learning of vocabularies. While, learning of vocabularies support the learning of semantics (Tarigan, 1995).

The use of figurative language on a certain language might be different from another. Gibbs and Turner (1997) added that figurative language is the type of language that helps convey exact meaning in an artistic manner. It may use colorful words imaginatively or even make up new word. In other words, using figurative language is very needed to make our sentences more beauty and artistic. It requires much imagination because the sentence has hidden meaning behind the literal meaning.

Figurative language uses "figures of speech" it is a way of saying something other than the literal meaning of the words. In other words, language cannot be taken literally. Literal and figurative language is a distinction in traditional systems for analyzing language. Literal language refers to words that do not deviate from their defined meaning. Figurative language refers to words, and groups of words, that exaggerate or alter the usual meanings of the component words. Figurative























blogspot (2011), message is a communication passed or sent by speech, in writing, by signals, etc. Usually short communication transmitted by words, signals, or other means from one person, or group to another.

Based on Oxford advance Learner's dictionary, message is a written or spoken request, piece of information, etc. That is passed from one person to another indirectly, it is also an idea or statement from a writer or religious group, which is thought to be of political, moral or social important. In spoken, message is a piece of information that you give to a person when you cannot speak to them directly. While in written, it is the most important idea in a book, film or others.

Message may include verbal content and non verbal content. Verbal content refers to written or spoken words, sign language, e-mail, text messages, phone calls, etc. And non verbal content may include body movement and gestures, eye contact, artifacts and clothing, timing, etc. The verbal message is of course an important part of our communication, but the way we communicate nonverbally is equally, and sometimes more important.

Often our verbal and non-verbal messages are consistent, but they can sometimes be inconsistent. If someone's words conflict with their tone of voice and/or non-verbal behaviours, we often mistrust the words and tend to believe the non-verbal clues instead. It's not very convincing, for example, when someone tells you they're not angry at you, but they avoid eye contact, have an angry expression on their face, can barely force out the words, and slam their fist on the table while saying it.



Message is converted into a code (language) by a sender and transferred as a discourse (text) via a particular channel to a receiver. Although it is commonly the main stimulus to initiate an act of communication, humans more often than not interact without any clearly defined and/or preplanned message or purpose, esp. in casual meetings (e.g., congratulating, condoling, expressing gratitude). In many such stereotypical situations, certain aspects of contact (appearance, initial reactions, acceptance/rejection) rule over content and interlocutors, in order to liberate themselves from the strain of the situation, select from the stock of some ready-made prefabricated formulae, such as greetings, congratulations, condolences, apologies, thanks, etc..

Various types of message correlate with certain features of the structure of communicative events, codes, channels and textual properties. For example, messages with high information density (research articles, monographs, statutes) utilizing elaborate language are printed out (journals, statute books) and stored in libraries for future reference. In contrast, messages with relatively low information density (mundane conversations or casual narratives) invite the use of spoken verbal code along with some non-verbal codes (gestures).

Based on the statements of message above, it is considered that message is an idea of speaker or a writer it can be informed. In a song, message means a message or information from the author to others either directly or which can be heard in written form in a lyric that be present. By knowing and understading the messages by the author of a song we can know the intent of the content of the song.



## 2.6 Jay Z

Jay Z was born on 4th December 1969, in Brooklyn New York City. He is an American rapper, entrepreneur and investor. When he was only 11 years old, his father abandoned the family and he was independently raised by his mother. The family lived in the drug infested 'Marcy Projects', where violence and gun-culture were also prevalent. It was in this sort of a neighborhood that he was also raised.

He studied at George Westinghouse Career and Technical Education High School, Eli Whitney High School and Trenton Central High School. Here, he was classmates with future performers, Busta Rhymes and The Notorious B.I.G. His interest in music was sparked from very early on when he received a boom box for his birthday from his mother. he began free styling, scripting lyrics and tailed the music by many populer artist of the time.

He is not only one of the most sucessful rappers but also a sucessful entrepreneur who owns an entertainment company named 'Roc Nation'. As an entrepreneur, he owns the 40/40 Club, Def Jam Records, Roc Nation Sports, Roc-A-Fella and he is also a qualified NBA sports representative. Recently, Jay-Z was ranked as one of the most successful artists of the millennium and was also placed next to the likes of iconic rappers including 50 Cent, Nelly and Eminem. Most of his works reflect bits and pieces of his troubled, drug-ridden childhood. Despite coming from a very run-of-the-mill background, Jay-Z is a millionaire artist today and continues to mesmerize fans with his enchanting records. Work aside, he has been extremely reserved about his private life and also managed to keep his



figurative language theory, such as English Translation, novel, movie, and so on. Here, the researcher review them to make-sure that it can help the researcher in doing her research to guide her and also to avoid duplicating or copying similar previous research about the topic since the research conducted by the researcher must be original.

First is from Anita (2012). She observed kinds of figurative language used in English Translation text of Surah Maryam by Yusuf Ali. She identifies some figurative languages based on Robert Frost's theory, and then she also identifies the contextual meaning of those expressions using contextual theory and truth-conditioning theory. The result of her reseach shows that there are eighteen kinds of figurative languages found in English translation text of Surah Maryam and the dominant type of figurative language is symbol.

The second is from Yuri and Rosa (2013). Both of them focused their study in analyzing the types of figurative language in internet advertisements and were classified into male and female products. The findings of this study showed that the use of figurative language in the internet advertisement gives big influence in promoting the product.

The third is Saputri (2014). Her research focuses on identifying the types of figurative language and the contextual meaning used in Rick Riordan's novel. The method used in this research is documentation method. Meanwhile to analyze the types of figurative language she used theory proposed by Leech. In the result of her research shows that there are 93 sentences that have figurative language and the dominant type of figurative language is simile. She also explain that the author of

this novel uses simile to explain circumstances, to describe the characters, to express emotion of the characters, and to make his writing more vivid and entertaining.

The fourth is Rohman (2015). In his research, he explored six types of figurative language which are used in Harry Potter movie. In his research, he also used Kennedy theory to classify the types of figurative expressions. Rohman classified 10 figurative expressions in three categories, comparative, contradictory, and relation. The result of his research showed that there were 20 utterances contains figurative language in Harry Potter movie and the most figurative languages used is Simile, so Simile is the dominant figurative language of the utterances used by the selected characters.

Then, the last previous research also has done by Ayuningsih (2015). She proposes two research problem, those are the kinds of figurative language and the reason of figurative language in Hans Christian Andersons fairy tales. In her research, she used Perrine's theory to found and classification the types of figurative language that appeared in the Hans Christian Andersons fairy tales. She concluded that there were seven types of figurative language which were used in Hans Christian Andersons fairy tales. They are simile, metaphor, paradox, hyperbole, personification, symbols and synecdoche. She counted the data and found the most often used figure of speech in her research is hyperbole.

In conducting this research, a review from a journal about figurative language is also needed to give more overview about it. The only journal reviewed here is the one with the following detail. The article is entitled "Learners"

Representation of their Affective Domain through Figurative Language in a Web-Based Learning Environment” from journal Stefaniamanca (Distance Education) (Melbourne: May 2007). This journal explains the study that investigates how the participants of an online learning course employ figurative language to express their emotions and feelings during the learning experience. It purposes to analyze the distribution of figurative language across the course to understand if the figurative language elicits the creation of new figurative language, and to classify recurring types of conceptual categories. The result shows that figurative language use increases in coincidence with crucial, social event; it does not necessarily encourage the production of further figurative language; and it allows participants to represent their affective domain and to conceptualize the learning environment in an original manner. Stefaniamanca’s journal analyzes the affective domain of figurative in a website, while in the present study only the meaning of figurative language is analyzed.

However, in practice, the research of their research has differences with my study because in addition to the source data and different data. In the current research the researcher used types of figurative language related to Jay Z’s hip hop songs especially ‘The Black’ Album. It is because this research used Jay Z’s hip hop Songs On The Black Album as the data source, this album contained many types of figurative language thus the researcher uses it as a restriction to categorize figurative language terms based on Perrine’s theory (1987:61-109).