

CHAPTER I

INTRODUCTION

This chapter presents Background of The Research, Statement of The Problem, Objective of The Research, Purpose of the Research, Significance of The Research, Scope of The Research, and Operational of Definition.

1.1 Background of The Research

As a social human, we always meet and communicate with another person. We need to communicate with other to share our purposes and gain information from others. We use language as a tool to communicate with others. A language is a system communication that consists of a set of sound that use by people for talking or writing. Communicate with other people not only directly, in modern era we often use digital tools to communicate with others.

In digital era everyone has smartphone or other gadgets, and it has been the priority in their life. There also have many social platforms that can entertain people that using smartphone. Social platform has many benefits such as full of update information, entertaining videos, entertaining stories, games, etc. One of the famous social platforms is TikTok. Data from wallaroomedia.com, the TikTok app has been downloaded over 2.7 billion times worldwide, as reported by Sensor Tower in December, 2020. In January 2021, TikTok had [62 million](#) downloads. It means that TikTok has been loved by people. Most of them loved to scrolling dance challenges or something that be trend on TikTok. [TikTok users by age](#): 10-19 – 32.5%, 20-29 – 29.5%, 30-39 – 16.4%, 40-49 – 13.9%, 50+ – 7.1%. This means that student age is the highest user of TikTok.

According to Hariyanto (2017) in Aryawan L.P.K.F, Suarnajaya I.W & Swandana I.W, besides asmeans to communicate, language is usuallyused to express people's emotion, theirthought, ideas, feeling, or even their reactionover certain situation that happens in their life. Most of it we can find in literature works, as example is song. Song is a media that heard every day, also in TikTok

there are dance challenges that use songs and easily make it a trend. Indirectly, they will be remembering the lyrics even though it is correct or not. Usually, they only trying to remembering the lyrics but do not know about the meaning of the songs. Song usually have meaning full message from the singer. Sometimes lyrics use words that different or hard to understand. Because lyrics is part of literature, and most of literature use figurative language. According to Groys Keraf (2009:113) in Wibisono, Widodo (2019:158), figurative language or style is a way of showing mind through a special language that shows the soul and the characteristic of the writer (language user). A good language style has to certain three elements, three are: sincerity, respectful, and attractive. It means that figurative language is a special language that have special meaning itself. Another perspective from Beckson and Ganz (1975: p.80) says that Figurative language is a language that makes us communicate using a particular device or what is called a figure of speech, mostly aimed at comparing different objects with the aim of achieving literal language. We can say that figurative language use figure of speech to show the message with indirect meaning or connotative. If we do not understand each of the word in the lyrics, we will not get the message that the writer wants to convey.

Based on the problem, the writer wants to analyze the type and meaning of figurative language found on TikTok trending lyrics.

1.2 Statement of The Problem

Based on the background of the research above, the writer formulates the statement of the problem: What are the types and meaning of figurative language found on TikTok trending lyrics?

1.3 Objective of The Research

In this study, the objective of study is: To find out the types and the meaning of figurative language found in TikTok trending lyrics.

1.4 Significance of The Research

From this research, the writer hope that:

1. Theoretically, the writer hope that this research can improve our knowledge about English especially about figure of speech or figurative language.
2. Practically, the result of the research can make readers get new experience and knowledge about figurative language. So, they can improve their language skills.
3. It can be a reference for the further researchers who want to analyze about the figurative language.

1.5 Scope of The Research

The writer limits this research by analyzing the figurative language in TikTok trend song lyrics. The writer uses descriptive analysis for this research. The writer uses Kennedy and Gioia theory to help in analyzing the figurative language in TikTok trend song lyrics. TikTok has many trends with popular songs, so it is impossible for the writer to analyze all of songs. The writer looks into TikTok song chart to find the popular songs, so the writer only focuses on five popular songs. The writer takes the data from worldwidetune.com that posted on 26 July 2023 08.32 A.M. by Silu Maharjan, there are:

1. SZA – Big Boy
2. Rema & Selena Gomez – Calm Down
3. Ice Spice & PinkPantheress – Boy's a Liar Pt.2
4. Sam Smith & Kim Petras - Unholy
5. Armani White – BILLIE EILISH

1.6 Operational of Definition

In order to avoid the misunderstanding of this study to the readers, the definition of key terms is uses to make it clear in comprehending this study, such as:

1. Figurative Language

Figurative language is commonly understood to refer to language that is embellished and poetic and uses imagery to achieve a special effect. Ersyadi Mu'amar Yudha(2018:1).

2. Song

Song is a musical composition that sung or performed by human voice. Song usually be the way to conveyed the message or idea from the writer.

3. Lyrics

Lyrics are the combination of words to a song. Lyrics usually contained the feeling of the writer or singer.

4. TikTok

TikTok is a popular social media that allows users to create, watch, and share 15-second videos shot on mobile devices or webcams. With its personalized feeds of quirky short videos set to music and sound effects, the app is notable for its addictive quality and high levels of engagement. (Investopedia.com)