LANGUAGE STYLE USED IN BLACKPINK'S SONG LYRICS "THE ALBUM" RECORDS 2020

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Abstract

Language style is a choice of words that have more meaning and the way to show about expression in many ways. This research focus on the using language style in Blackpink's song lyrics "The Album" records 2020. The objectives of this research were to describe type and to find out the dominant type of language style in Blackpink's song lyrics "The Album" records 2020. The writer uses descriptive qualitative design, in which the data are sentences that contain of language style in the lyrics. In analyzing the data the researcher applied qualitative descriptive.The result of this study, the researcher found 33 types of Rhetorical and Figurative Language Style which consist of 9 hyperbole, 1 litoses, 1 paradox, 10 simile, 8 metaphor, 2 metonymy, 2 allegory. Three types of language style simile, hyperbole, and metaphor are dominant.

Keywords: Language Style, Song Lyrics

Abstrak

Gaya bahasa adalah pilihan kata yang mempunyai makna lebih dan cara mengungkapkan ekspresi dalam banyak hal. Penelitian ini berfokus pada penggunaan gaya bahasa dalam lirik lagu Blackpink "The Album" Records 2020. Tujuan dari penelitian ini adalah untuk mendeskripsikan tipe dan mengetahui jenis gaya bahasa yang dominan dalam lirik lagu Blackpink "The Album" Records 2020. Penulis menggunakan desain deskriptif kualitatif, dimana datanya berupa kalimat-kalimat yang mengandung gaya bahasa dalam liriknya. Dalam menganalisis data peneliti menggunakan deskriptif kualitatif. Hasil dari penelitian ini, peneliti menemukan 33 jenis Gaya Bahasa Retorika dan Figuratif yang terdiri dari 9 hiperbola, 1 litoses, 1 paradoks, 10 simile, 8 metafora, 2 metonimi, 2 alegori. Tiga jenis gaya bahasa simile, hiperbola, dan metafora dominan.

Keyword: Gaya Bahasa, Lirik Lagu

1. INTRODUCTION

Language is very important in human life, because we cannot communicate with each other without it. To communicate and build up relationship with other, individuals use language as device of their communication (Wardhaugh, 2009). To communicate implies to exchange thoughts from one individual to the others. Not only to communicate, language can also express the feelings, ideas, and opinions of other. Language also had a relation with literature because language can create beautiful literary work.

Agreeing to Sapriyani (2013: 58), language style is the choice among the other option in using language. It alludes to the way to communicates the same information by using distinctive expression. There are many way to convey a message to someone, one of them is a song. Song are an effective media for conveying message. Each song has a language style as a characteristic of her/his songwriter. The language style used in making the song makes the song more interesting and more beautiful. There are many kinds of language style such as simile, metaphor, personification, apostrophe, metonymy, synecdoche, allegory, paradox, irony, hyperbola, and litoses.

Blackpink is one of the popular girl groups from Korea. They debuted in 2016. Blackpink has many popular songs, such as; *ddu-du ddu-du, kill this love, how you like that, lovesick girl, and so on*. Researcher chose this subject because currently many young people like Korean popular music (K-Pop).The lyrics of the song have their own meaning and style. This is an example of the song lyrics from Blackpink's "*I can't see nobody else for me, no*" which is included in the Hyperbole, *"Play the part like moses, keep it fresh like roses", "* which is included in Simile, and *"Even if we're embarrassed, we are the best on the stage"* which is inculed in Metaphor. From the explanation above, the researcher would like to find out language style in the song lyrics especially in Blackpink "The Album" records 2020.

2. METHODOLOGY

The research design in this research was descriptive qualitative design because the researcher describes the details and interpret the data obtained during the research.The subject of this research conducted on Blackpink's "*The Album"* records song lyrics. They are selected from the eight selected songs; *How you like that, Ice crean, Pretty savage, Bet you wanna, Lovesick girls, Crazy over you, Love to hate me, and You Never know*. The object of this research focused on the Language Style

used in the song lyrics Blackpink's "*The* Album" records. The research instrument of this research was the researcher herself as a primary instrument and the secondary instruments were document. This research used some processes to collect the data, they were download the song lyrics for each selected songs to be analyzed through internet, then the song lyrics were printed into the script form and Identifiy the data, the researcher reads the lyrics of the song Blackpink's "*The Album*" records, then underlines/ gives color to the lyrics which are included in the type of language style. To analyze the data, the researcher has taken some steps, namely selecting the song lyrics of Blackpink's "*the album*" songs which apply the language style discussed, to focus on the song lyrics showing language style, to simplify the song lyrics by making them simpler or easier to understand, the writer gives the code for each data which are going to be analyzed. The code is given to each song title and line of the song lyrics. The eight song titles are given code; A (*How you like that*), B (*Ice cream*), C (*Pretty savage*), D (*Bet you wanna*), E (*Lovesick girls*), F (*Crazy over you*), G (*Love to hate me*), H (*You never know*), while the lines in each songs are given code the number which started from number one. For example, the code of A8 refers to the song *How you like that* and line 8, and the last drawing the conclusions.

3. FINDINGS AND DISCUSSIONS

The researcher indetified 11 types of language style according to Gorys Keraf, but the researcher only found 7 types of language style from 33 sentences contained in 8 songs of Blackpink's *"The Album"* records 2020, namely paradox, hyperbole, litoses, simile, metaphor, metonymy, and allegory. Then there are 4 types of language style theory according to Gorys Keraf that is not found in this research, namely apostrophe, personification, synendoche, and irony.

a. Rhetorica Language Style

Rhetorica language style is rhetoric, which questions the science of how to seek truth through dialogue as a technique. Because the truth can be produced by itself.

1) Paradox

Paradox is language style that contains apparently contradiction with the fact, the following is some example of it;

(a) I'll meet you with my bags at the door (D2)

The llyric of **I'll meet you with my bags at the door** song entitled "*Bet You Wanna*". This sentence is paradox, maybe a statement that she is going to meet her boyfriend is a true statement. But she did not actually meet him at the door, she might

meet in a cafe, park or some other place. In this sentence the songwriter uses words that are contrary to their true intention. This is called paradox.

2) Hyperbole

Hyperbole is an exaggeration more than the fact. The language can make attention to the reader and it is an exaggeration of object. For better understanding about hyperbole, the following is some example of it;

(a) I crumbled before your eyes (A2)

The lyric of **I crumble before your eyes** song entitled "*How You Like That*" it contains an expression of hyperbole, because of the lyric piece shows exaggerated statement or something sound many or more. We can see the songwriter used sentence "I crumbled before your eyes" who actually wants to show someone sadness.

3) Litoses

Litotes is figure of speech that express thing by modest and graceful. This style is used to shrink the reality for the purpose of humbling. The following is the example of litotes. For better understanding about litoses, the following is example of it;

(a) Born skinny, bitch, thin, no matter of how much weight I gain (C9)

The lyric of **Born skinny, bitch, thin, no matter of how much weight I gain** song entitled "*Pretty Savage*" in this song including of litoses. The songwriter expressed about her feeling for her size of body. These lyrics specifically refer to girls who are born with a thin body. However, she revealed that being born thin didn't bother her at all. And is referred to thin by Blackpink is well built is the body desired by the women and coveted by each partner.

b. Figurative Language Style

Figurative language style is figurative language (Indonesian Literature), which in Indonesian is better known as the term majas, is a form of deviation from the language used everyday or standard language, deviation of meaning, and deviation of the wording in order to obtain more specific meaning such as comparing or associate two things.

1) Simile

Simile means a comparison between two object using like, than, or as. The word "smile" and "similar" come from the same Latin word, similes, which mean "like" a smile different from metaphor by keeping the three items separate and asking the audience to find similar features instead of saying they are the something. Similes are introduced by like or as a comparison between two object using like or as.

(a) Again, in this draker place, shine like stars (A30)

The lyric of **Again, in this draker place, shine like stars** song entitled "*How You Like That*" That piece of lyric is categorized as Simile, because here there is an expression of using word "like" as an element of simile because the song writer compared shinning dark place with the word "like stars".

2) Metaphor

Metaphor is a figure of speech which compare two things directly, but in a simple form, the following is some example of it;

(a) You're the only touch, yeah, they get it melting (B21)

The lyric of **You're the only touch, yeah, they get it melting** song entitled "*Ice Cream*" based on the piece of lyric above shows figurative language of metaphor. Here there is a comparison between "*touch*" and "*melting*". That mean is the only touch compare that no one else can make melt.

3) Metonymy

Metonymy is a close relationship which uses the name of thing, a person, or characteristic as a substitute or something itself. The following is some example of it;

(a) Pedal to the metal in my La Ferra (B40)

The lyric of **Pedal to the metal in my La Ferra** song entitled "*Ice Cream*". The means of La Ferra is a car, the songwriter don't use word car, but mention the name of car. So it called using metonymy.

4) Allegory

Allegory can be said to be an extended metaphor. Allegory is a comparison on deeper note. When compared to metaphor, allegories can be part of a longer comparison. Allegory which takes the place of other object or actions, includes more important points than metaphor. The following is some example of it;

(a) But you'll never know unless you walk in my shoes (H15)

The lyric of **But you'll never know unless you walk in my shoes** song entitled "*You Never Know*" figuratively has a meaning that is not said literally in it. In these lyric "*walk in my shoes*" it means life, the life we live in this world only we know. Other people will never know what's really going in our life, unless they become us. This lyric shows the comparison of the life that is actually exprienced with the life that only seen by others. So that's called using allegory.

4. CONCLUSIONS

The researcher draws conclusions based on the findings. The language style found in Blackpink's song lyrics "*The Album*" records 2020, there are 33 sentences

belonging to 7 types of language style. Rhetorical language style consists of 9 hyperbole, 1 litoses, 1 paradox, and figurative language style consists 10 simile, 8 metaphor, 2 metonymy, and 2 allegory, while the type of apostrophe, personification, synendoche, and irony is not found. The three type of language style simile, hyperbole, and metaphor are dominant. The types of language style in the song lyrics are the main tools in conveying messages through lyrics that give special effects to beautify and futher strengthen the meaning of certain messages relate to the lyrics.

5. REFERENCES

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