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Analysis of Hyperbole and Irony on the Texts of Bruno Mars's Song Lyrics

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Abstract: This research aimed to explain the kinds and meanings of hyperbole and irony in the lyrics of Bruno Mars' songs using the Sari theory, because the phenomenon occurs very often in song lyrics, there are meanings that are not in accordance with our understanding if we do not know the meaning and purpose of the lyrics of the song. The researchers selected these Bruno Mars songs as the subject of analyzed because these songs are very popular among teenagers at this time and the songs also contain a lot of hyperbole and irony. The researchers used descriptive qualitative design by employing content analysis to answer the research question. The data were document that is five lyrics of Bruno Mars, song such as "It will Rain", "Talking to the Moon", "Grenade", "Just the Way You Are", and "Count on Me". In data collection, the researchers analyzed the data based on the following steps: first, to identify the kinds of hyperbole and irony in the text of the lyrics of the song Bruno Mars, beginning with reading the transcript of the lyrics. Second, classifying the kinds of hyperbole and irony on the texts of Bruno Mars's song lyrics. There are two types of hyperbole such as exaggerating numbers and quantities and three kinds of irony such as verbal irony, situational irony, and dramatic irony. Third, identify the meaning of hyperbole and irony in the lyric text of Bruno Mars' song. And fourth, draw conclusions and provide suggestions. From the research, it is found that the lyrics of this song have 15 data containing hyperbole and 11 data containing irony. The total data type of hyperbole and irony is 26 data.

Keywords: Analysis, semantics, hyperbole, irony, song

INTRODUCTION

Language is a tool for conveying certain ideas, thoughts and information from one person to another. Language is an arbitrary or the main communication system for humans, language is a system that connects sounds on signs with meanings. Devianty (2018:2) stated that language is a communication tool used to convey intentions, ideas, messages, and feelings to others. Humans are creatures that interact and socialize with other humans. With human language can be easily connected with other people. According to Kreidler (1998:19) as cited in Marpaung (2019:51), Language is a system of symbols that people use to communicate with one another. Symbols can be pronounced, written, or signed by hand. Language is essential to human communication because it allows us to express ourselves. In writing or orally, it can convey people's thoughts, knowledge and emotions. Language is a communication system; useful for comparing it with other communication systems (Sitanggang et al, 2019). The researchers came to the conclusion that language is essential for communication because of what has been said thus far, so that using language will help us to make our lives easier to communicate with others.

Information can be obtained through communication. The sender delivers the information, but only a few messages are understood by the receiver, while others go completely unnoticed. Anyone receiving information must be able to decipher its intended meaning. According to Steinberg (2007:1) as cited in Sinaga et al (2020), communication is one form language use where people make utterances to each other. In communication process, there is interaction, the interaction between the speaker and the receiver in giving and

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receiving information. Anyone receiving information must be able to decipher its intended meaning. To form socialization, people need language to make it easier for them to understand the information they want to convey. Communication is a process when one or more people convey, create information to connect with other people and the environment, therefore language is a communication tool in the achievement of information (Pardede and Herman, 2020). In communication, information and understanding are transmitted from one person to another (Herman et al, 2019; Keyton, 2011:1). Based on the explanation above, the researchers concluded that communication as a prose of conveying information, ideas, emotions, skills, etc. Conducted using symbols or words, images, numbers, graphs, etc. communication is the process of conveying a message that a person does to others, with the aim of informing, changing the attitude, opinion or behavior of the person.

Imaginative work that shows human life in society and can be enjoyed by the public as well as understood by the public is called literature. According to Frederik (2008:4), literature is fundamentally an expression of live through the medium of language. Frederik (2008:5) stated that mastering the language is a matter of degree and knowing the meanings of all the words may be not enough for a full response to literature. Literature is everything that has been written. It includes poetry, comic, novel and song lyric. According to Moody in Yastanti et al (2018:34), we are born with a desire to tell stories, to arrange words in pleasing patterns, and to express certain aspects of our human experience through language. In other words, literature is based on a person's personal experience and uses writing to tell a more compelling story that incorporates a variety of different elements. Based on the explanation above, the researchers conclude that literature is like art. It is played by imagination, but in the form of text, songs, novels or poems. Opinions and perspectives on literature differ from person to person. However, literature is not things, but a way to understand things.

Nowadays, most people enjoy listening to music. They like to spend their free time listening to music because life would be bland without it. Sitorus and Herman (2019) as cited in Saragih (2021:2016) stated that song is a way to communicate with humans that make it possible to work together. Song is considered as a communication system with other people using sound and song to express feelings, ideas, emotions or thoughts. Meanwhile according to Salwa and Liskinasih (2016:21), short poem or number of lines set to music is called a song. In other words, learning English by singing is a fun way to improve your language skills in general. Adding a musical arrangement to the song is an option, according to Abdurahman (2013:1). song lyrics (text): generally accepted belief that the song lyrics reveal the feelings and thoughts of the writer in certain ways. The lyrics of the song can actually appear at any time when we think of something, it's just that what we think is not accompanied by tone or rhythm. Song lyrics are a series of words that are pitched, song lyrics are not as easy as composing a composition, but can be obtained from various inspirations. According to Sinaga, Herman and Marpaung (2020), "Song lyrics is a part of poetry that is very interesting because it has meaning from one lyric to another lyric and also the language of lyrics is different from other literary work such as drama, prose, film studies, and children literature (Thao and Herman, 2021). Lyrics are also a way for someone to express themselves about something they've heard or felt. Song lyrics are different from other literary works; the text is sort but has a deep meaning for the readers. In music there is a figurative language of text which is the language of communication. Song lyrics, the researchers say, are a form of informative literature because they use figurative language to convey information that has a literal meaning. As a result, in order to fully appreciate it, listeners must dig deeper into the lyrics, explaining or paying particular attention to the meaning of any difficult vocabulary. Figurative language used in the lyrics of the song must be understood in order to fully appreciate the meaning of the lyrics.

Figurative language is one part from the field of language. The use of figure of speech in songs is an important factor the authors to convey their ideas and make the listener was more interested to sings of songs and too know what is the meaning of songs it. One wide definition, figure of speech can be said as a way to show something in the different way. But on the narrow definition, figure of speech is a language or expression which is different from what has been expressed. According to Börjesson (2011:5) in English, literal and figurative meanings are used interchangeably It is not necessary to interpret what is said in literal language because it refers to the true context. Symbolic meaning, on the other hand, refers to the underlying meaning that is communicated through the use of sentences and paragraphs themselves. It is possible to decipher the meaning of a song lyric by looking for literary references, especially in the song's figurative language. For Cuddon (2013:279), figurative language includes figures of speech such as metaphor, simile, and hyperbole

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(and other similar expressions). Figurative language is used to enhance the story of the song by comparing or identifying one thing with another that has a deeper meaning or is more abstract but is still familiar to the audience. Conclusion: Figurative meaning refers to implicit (non-literal) meaning in sentences or paragraphs.

Figurative language is a language or expression used verbally to describe or clarify an intention, idea or message of a speaker by comparing it with other thing. Nainggolan et al (2021) says it is important for the reader or listener to understand the meaning of figurative language to understand the lyrics of the song. If the reader or listener has difficulty understanding the lyrics of the song, then they will not understand what the singer is actually singing. Finding out the meaning of the lyrics in the song is important because we understand what the intent and purpose of writing the lyrics of the song is. When listening to a song one may not focus on the lyrics used in the song, especially if the song contains figurative elements figure of speech hyperbole and irony. Usually they only like it because the music is good, or even because they like the singer. In music there is a type of figurative language in text which is the language of communication. Meanwhile, the phenomenon is very often occured in the sentence of song lyrics, there are meanings that are not in accordance with our understanding if we do not know the meaning and purpose of the lyrics of the song. As example, the song by Bruno Mars entitled: "Young Girls"

I spent all my money on a big old fancy car (1) **(hyperbole)**
Til the birds start calling my name (2)
You'll be the death of me, the death of me but impossible (3) **(irony)**
I get lost in the words I say (4)

From the example, in this lyric contains the meaning of hyperbole and irony. In the lyrics of song no (1) "I spent all my money on a big old fancy car", in this song it is clear that there is a hyperbole figure of speech because the lyrics of the song express an exaggerated and unreasonable meaning. Because we know that no one will want to spend all his money to buy a big old luxury car. Meanwhile in the lyrics no (3) "You'll be the death of me, the death of me but impossible" there is an irony figure of speech because it is used to hide the facts that happened. According to our understanding the lyrics of this song we cannot accept because the lyrics you will be my death, my death but impossible, here it is clear to hide the facts contained in the lyrics of the song.

Previous research conducted by Millisani (2018), she conducted the research entitled "An Analysis of Hyperbole and Irony on the Text of Song Talyor Swift Album". This thesis aims to discover the song Taylor Swift album reputation's characteristic hyperbole and irony, as well as the figure of speech category that appears most frequently in the text. Data were gathered from Taylor Swift's new album, "Reputation," which was released in August 2017, using qualitative research because the data were in the form of written or oral words. See if you can identify any sentences or words in Taylor Swift's "Reputation" album where she uses figure of speech in her lyrics. In this section, the author uses only two types of metaphors. They're full of exaggeration and witticisms. Underlining the sentences or words that use figures of speech. Hyperbole is the most frequently employed figure of speech in some songs.

Here, this research will talk about hyperbole and irony in the lyrics of Bruno Mars' songs. In the figure of speech, hyperbole and irony are used by artists because they want to exaggerate the feeling that they have to give a certain effect to the listener or to show the quality of their feelings. Based on the description above, the researchers are interested in conducting research entitled "Analysis of Hyperbole and Irony on the Texts of Bruno Mars' Song Lyrics".

RESEARCH METHODOLOGY

It was decided to use a descriptive qualitative approach to conduct this investigation. Descriptive qualitative analysis was used by the researchers because they collected data, analyzed it, and then came to a conclusion. According to Bogdan & Biklen (2007:5) as cited in Thao, Sinaga and Herman (2021), research done with words or pictures rather than numbers is referred to as qualitative. This study explores the results of data analysis in the form of statements. Qualitative research, according to Litosseliti (2010:52), is concerned

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with patterns and structures, as well as how something is. Qualitative method is able to be used to reveal and comprehend something behind hidden phenomena which does not be known anymore (Manurung et al, 2020). This also can be used to gather the information about something that only known by few people. The study was also done as part of a research project at the library. Books, magazines, newspapers, songs, movies, and papers and articles made up the bulk of the materials.

According to Arikunto (2006:118), Data is a fact or a number that comes from registration research. When it comes to qualitative analysis, the information gathered in this study takes the form of lyrics from Bruno Mars songs that contain hyperbole and irony.

Sources of data in this study are subjects whose data can be obtained (Simanjuntak et al, 2021). The researchers focused on the analysis of figure of speech hyperbole and irony in the lyrics of Bruno Mars' songs which use figurative language. The data is taken from the internet in the form of the lyres of songs. Through browser from internet https://en.wikipedia.org/wiki/_Bruno_Mars_discography all the albums are inside. Bruno Mars's song lyrics consists album Doo-Wops & Hooligans.

The researchers chose Bruno Mars song lyrics because in song lyrics the composer show the love feeling and sadness, so that can be found in hyperbole and irony. Composer use hyperbole and irony in their songs because they want to exaggerate the feeling that they have to give a certain effect to the listeners or to show the quality of their feeling. Love is a recurring theme in Bruno Mars' music. Many types of love are discussed in this book, including romantic love, platonic love, unrequited love, love that can't be reached, hateful love, and love that causes harm.

The researchers selected ten songs; the songs titled It will Rain, Talking to The Moon, Grenade, Just the Way You are, and Count on Me, Because in these ten songs the lyrics use a lot of hyperbole and irony and the listener will find it difficult to understand the meaning of the song while in the other songs it can still be understood by the listener.

Sugiyono (2012:224) stated that because obtaining data is the primary goal of the research, data collection techniques are an important part of research strategies. Researchers would be unable to collect complete data if they did not understand the methodology used to collect it. The researchers would carry out the following activities to achieve this goal:

1. Searching

   Collecting information began with a search. Researchers should look up the lyrics to a song they're interested in studying. However, in order to make the lyrics as accurate as possible, the researchers used the internet to find the song's lyrics.

2. Reading

   The researchers read the lyrics aloud after transcribing them. It was intended for the reader to comprehend the entire text, particularly the irony and hyperbole found therein.

3. Identifying

   The researchers spotted hyperbole and irony in the text as they read it.

Researchers would collect data and then use these analysis methods to examine it. The data analysis phase of qualitative research is the most difficult and mysterious (Ary et al, 2010:418). Data analysis is a process of inspecting, cleaning, transforming, and in this research the researchers used content analysis model to analyze the data, because the model has characteristic that can discuss written information deeply, and this model is appropriate with the research which is analyze the written document such as magazine, newspaper, advertisement, novel, song's lyric etc.

According to Lumbantobing et al (2021), As a research method for subjective interpretation of text data's content, content analysis uses systematic coding and pattern identification in order to provide insight and understanding into the phenomenon. This research is qualitative study, so that the data were analyzed by using several steps. The data were analyzed in the following steps:

1. Identifying the kinds of hyperbole and irony on the text song lyric of Bruno Mars with start by reading the transcript of lyrics.
2. Classifying the kinds of kinds of hyperbole and irony on the text song lyric of Bruno Mars. There are two kinds of hyperbole such as overstatement of numbers and quantity and three kinds of irony such as verbal irony, situational irony, and dramatic irony.

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3.   Identifying the meaning of hyperbole and irony on the text song lyric of Bruno Mars.
4. Drawing the conclusion and giving suggestion.

RESEARCH FINDINGS AND DISCUSSION
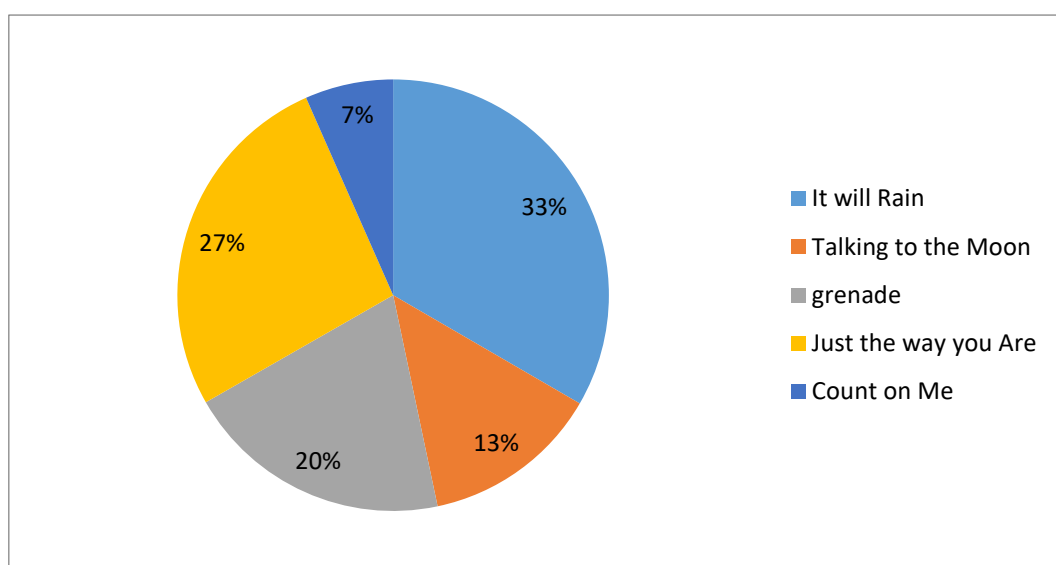
RESEARCH FINDINGS

After analyzing five songs by Bruno Mars into hyperbole and irony, the researchers found that:
1.   Based on data analysis, the researchers found that there are five kinds of hyperbole and irony found in the lyrics of the song Bruno Mars, the kinds of hyperbole is overstatement of numbers and quantity and impossible description. Meanwhile the kinds of irony are: verbal irony, situational irony, and dramatic irony.

Based on the analysis, the researchers found the percentage of kinds hyperbole and irony are found in the 5 Bruno Mars songs. It can be seen in the following table.

Table 1 The Kinds of Hyperbole Found on the Texts of Bruno Mars's Song Lyrics

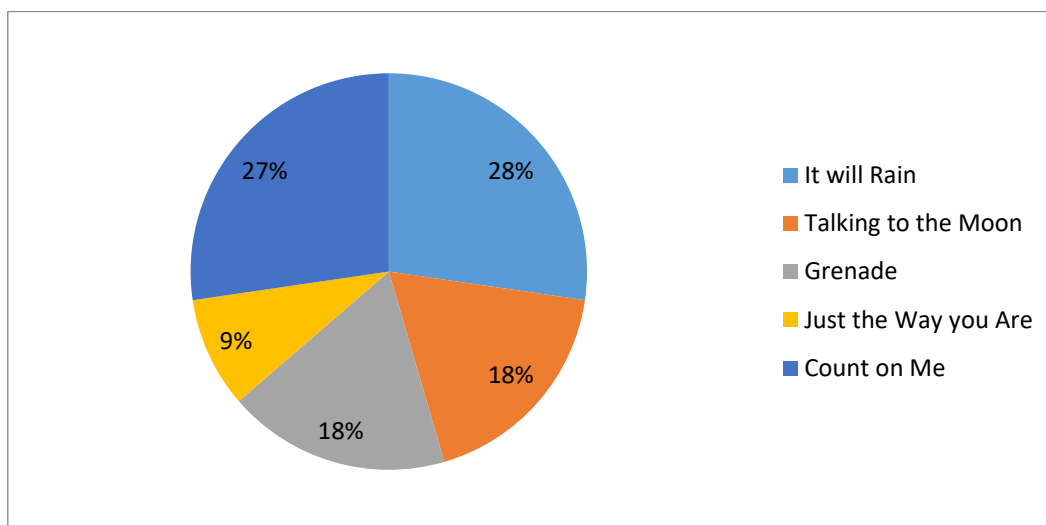| NO	Title songs	Overstatement of numbers and quantity	Impossible Description	Percentage
1.	It will Rain	1	4	33,33%
2.	Talking to the Moon	2	-	13,33%
3.	Grenade	1	2	20%
4.	Just the Way You Are	3	1	26,66%
5.	Count on Me	1	-	6,66%
Total		8	7	99,78

Chart 1 The Percentage of Hyperbole Found on the Texts of Bruno Mars's Song Lyrics

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Based on the table of kinds of hyperbole above, there are five songs from the lyrics of the song Bruno Mars. The research found that there were 15 figure of speech hyperbole in the lyrics of song Bruno Mars. In here, the researchers found several percent included in the lyrics of the song, "It will Rain 33.33%", Talking to the Moon 13.33%", "Grenade 20%", "Just the Way You Are 26.66%", and "Count on Me 6.66%. Here, the researchers found more use of the kinds of overstatement of numbers and quantity.

Table 2 The Kinds of Irony Found on the Texts Bruno Mars's Song Lyrics

NO	Title songs	Verbal Irony	Situational Irony	Dramatic Irony	Percentage
1.	It will Rain	-	2	1	27,27
2.	Talking to the Moon	-	-	2	18,18%
3.	Grenade	1	1	-	18,18%
4.	Just the Way You Are	-	1	-	9,09%
5.	Count on Me	-	1	2	27,27%
Total		1	5	5	99,99%

Chart 2 The Percentage of Irony Found on the Texts of Bruno Mars Song Lyrics

Based on the table of kinds of irony above, there are five songs from the lyrics of the song Bruno Mars. The research found that 11 figure of speech irony in the lyrics of song Bruno Mars. In here, the researchers found several percent included in the song lyrics, "It will Rain 33.33%", Talking to the Moon 13.33", "Grenade 20%", "Just the Way You Are 26.66", and "Count on Me 6.66%. Here, the researchers found more use of the kinds of overstatement of numbers and quantity.

2. Based on data analysis, the researchers found that there is a meaning of hyperbole and irony contained in the lyrics song of Bruno Mars.
   a. The researchers found the meaning of hyperbole in the song lyrics of Bruno Mars' Doo-Wops & Hooligans album, entitled "It will Rain", "Talking to the Moon", "Grenade", "Just the Way You Are", and "Count on Me". In the research, the researchers found all the meanings of hyperbole in the song

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lyrics of Bruno Mars Doo-Wops & Hooligans album, the meaning in the lyrics of the song Bruno Mars discusses the struggle of a man who really loves a woman, where a man does not want to lose the woman he loves, in the lyrics of this song there are many there is a meaning that exaggerates the struggle of a man to fight for the woman he loves so much. In the lyrics of this song, the researchers found many meanings of hyperbole in the song lyrics of Bruno Mars' Doo-Wops & Hooligans album.

b. The researchers found the meaning of irony in the song lyrics of Bruno Mars' Doo-Wops & Hooligans album, entitled "It will Rain", "Talking to the Moon", "Grenade", "Just the Way You Are", and "Count on Me". In the research, the researchers found all the meanings of irony in the song lyrics of Bruno Mars' Doo-Wops & Hooligans album. The meaning in the song lyrics of Bruno mars Doo-Wops & Hooligans album, this song describes the struggle of a man who really loves a woman, where a man does not want to lose the woman he loves, in the lyrics of this song there are many subtle satire meanings that tell the struggle his love for a woman. In the lyrics of this song, the researchers found many meanings of irony in the song lyrics of Bruno Mars' Doo-Wops & Hooligans album.

DISCUSSION

After analyzed and classified the data above, the researchers would like made discussion clearly about hyperbole and irony. Besides, this discussion also answers the researchers question in chapter one. This discussion mentions about kinds and meanings of hyperbole and irony in Bruno Mars song lyrics.

In the first song "It will Rain" the kinds and meanings of hyperbole and irony found are 8 data. There are 5 kinds of hyperbole data and 3 kinds of irony. There are 5 data in figure of speech hyperbole, there are 1 data kinds of overstatement of numbers and quantity and there are 4 data kinds of impossible description in this song there are more kinds of impossible description. Meanwhile, in the figure of speech irony there are 3 data, there is 1 data on the kinds of verbal irony, there are 2 data on the kinds of situational irony, while in the kinds of dramatic irony there is no data found at all. In the lyrics of the second song "Talking to the Moon" found 4 data on the kinds and meaning of hyperbole and irony. There are 2 data in figure of speech hyperbole, there are 2 data kinds of overstatement of numbers and quantity while the impossible description kinds do not find any data at all. In the figure of speech irony there are 2 data, in the kinds of verbal irony and situational irony there is no data found, while in the kinds of dramatic irony there are 2 data found. In the lyrics of the third song "Grenade" there are 5 data found on the kinds and meanings of hyperbole and irony. There are 3 data in figure of speech hyperbole, 1 data is in the kinds of overstatement of numbers and quantity and there are 2 data contained in the kind's impossible description. While in the figure of speech irony there are 2 data, 1 data is in the kinds of verbal irony, 1 data is found in the type of situational irony and in the kinds of dramatic irony there is no irony. In the lyrics of the fourth song "Just the way you Are" there are 5 data found on the kinds and meanings of hyperbole and irony. There are 4 data found in figure of speech hyperbole, 3 data found in the kinds of overstatement of numbers and quantity and there is 1 data found in the kind's impossible description. While in the figure of speech irony there is 1 data, namely in the kinds of situational irony there is 1 data, while in the kinds of verbal irony and dramatic irony there is no data. In the lyrics of the last song, namely the fifth "Count on Me", there are 4 data on the kinds and meanings of hyperbole and irony. There is 1 data found in figure of speech hyperbole, 1 data is found in the kinds of overstatement of numbers and quantity, while in the impossible description kinds no data is found. In the kinds of irony there are 3 data, in the kinds of verbal irony there is no data found, in the kinds of situational irony there is 1 data, while in the dramatic kinds there are 2 data.

In light of the results of this study, the researchers discovered a previous study conducted by Millisani (2018), she conducted the researchers entitled "An Analysis of Hyperbole and Irony on the Text of Song Taylor Swift Album" this thesis deals with discovering characteristics such as those of hyperbole and irony in song Taylor Swift album reputation and discovering which figure of speech category appears most frequently within text of song Taylor Swift album reputation. Data were gathered from Taylor Swift's new album, "Reputation," which was released in August 2017, using qualitative research because the data were in the form of written or oral words. See if you can identify any sentences or words in Taylor Swift's "Reputation" album where she uses figure of speech in her lyrics. In this section, the author uses only two types of metaphors.

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They're full of exaggeration and witticisms. Highlighting the sentences or words that use figures of speech. Hyperbole is the most frequently employed figure of speech in some songs.

There are similarities, the first uses the same method that is qualitative research and the second is the theory used by Sari (2010:2) about the kinds of figurative language. The difference between the two researches is that the first researchers and the second researchers analyzed several songs from different singers, the first researchers analyzed song lyrics of Taylor Swift and the second researchers analyzed song lyrics of Bruno Mars. The second differences which the first researchers discussed the characteristics of hyperbole and irony while the second researchers discussed the kinds and meanings hyperbole and irony.

CONCLUSIONS

Based on the findings and discussion in previous sub point, the researchers can conclude that:
1. There are different kinds of hyperbole and irony used in Bruno Mars' song lyrics based on semantics. The kinds were differentiated to be hyperbole kinds, namely: Overstatement of numbers and quantity and Impossible Description. Meanwhile the types of irony are: Verbal Irony, Situational Irony, and Dramatic Irony. The song's lyrics which were analyzed in this research did not include the five kinds of hyperbole and irony. There are three song lyrics that contain the five types of hyperbole and irony. hyperbole kinds lyrics of the songs "It will Rain", "Grenade" and "Just the Way you Are", while the other two songs only include one kinds of figure of speech hyperbole. The kinds of irony of the song lyrics "Talking to the Moon", and "Count on Me", while the other two songs only include two kinds of figure of speech irony.
2. The researchers found there are five kinds of hyperbole and irony on Bruno Mars song lyrics based on semantics they are, the kinds of hyperbole is Overstatement of numbers there are 8(53,3%) and quantity and Impossible Description there are 7(46,6%). while the kinds of irony is Verbal Irony there are 4(36,3%), Situational Irony there are 4(36,3), and Dramatic Irony there are 3(27,2). The dominant type of hyperbole and irony analyzed in the lyrics of this Bruno Mars song is hyperbole (99.98%).

In this study, the researchers concluded that in a song lyric the use of hyperbole and irony figure of speech is really needed. Because with the use of figure of speech hyperbole and irony, besides the song lyrics are more meaningful, the song lyrics will also be easier to understand the meaning contained in it. Then the harmonization of the figure of speech hyperbole and irony that appears in the lyrics of the song makes it more meaningful and the meaning contained in it is conveyed to the listeners of the song. Furthermore, this research is expected to be a reference for readers to better understand knowledge about figure of speech hyperbole and irony.

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