

CHAPTER I

INTRODUCTION

This chapter presents the introduction of this research. It begins with the research background, problem, purpose, and significance and ends with the previous study related to the object of this study, namely Taylor Swift's song lyric in Folklore Album.

1.1 Research Background

Folklore is a phenomenon due to the drastic change in Taylor Swift's musical style, the surprise launch, critical and commercial success, and its influence on listeners and the music industry. Taylor creates a significant album impact and helped Taylor Swift stay relevant and innovative in her music career. The album "Folklore" by Taylor Swift is a modern literary work. The album "Folklore" has deep lyrics, a strong story, and the use of ontological metaphors and imaginative language that exhibit literary qualities that match the characteristics of modern literary works. "Folklore" is considered one of the best albums of Taylor Swift's career and receive rave reviews from fans and music critics. And now there is "Folklore," an album that will challenge popular preconceptions about Swift, establishing that she is much more than just a hit-making pop star states Darus (2020) It has garnered prestigious awards and nominations and proves that Taylor Swift is an evolving artist who continues to surprise us with her boundless creativity.

The lyrics of Taylor Swift's songs in folklore album they have beautiful meanings. Jamalus (1988, p. 7) reveals that song can be describe as art sworks in singing to musical instruments accompaniment. In addition, Hornby (1995, p. 1235) can be define song as a short rhyme or set of verses in music and aimed to be sung. Lyrics express feelings, thoughts, or messages with beautiful and meaningful words. Usually, the lyrics are short and have a rhythm that is pleasing to the ear. Firdaus states (2013, p. 100) "Lyrics are printed as a form of communication between the author and the readers". Mainly of the times, they carry a message (whatever that might be) with the purpose of inspiring the listeners, at least to think about it. Such a purpose and form of communication are entrenched in the cultural context of these people, according to their musical preference

occasion. Lyricists, like poets, use creative and imaginative language to communicate a story or message to the listener or reader.

Lyrics can be about love, sadness, happiness, or social or political issues. Remember that literature has many types, including prose, poetry, drama, and essays. Lyrics are a popular form of poetry in music, but they can also exist as a standalone piece of literature in a poetry book or literary collection. As in other literary works, lyrics also have intrinsic elements. These elements form the core or essence of the academic work and help shape the author's delivery of meaning and message to the reader. The details in this writing are stylistic elements that include the author's use of language and writing style to create a particular atmosphere, nuance, or effect in the literary work, to enhance the beauty and appeal of writing, of course, writing must use figurative language

As already written in the title of this paper about ontological metaphor, this ontological metaphor comes from the figurative language section. Pam Peters argue states (2013) Figurative Language are Words or expressions beyond their literal meanings, Aiming to create artistic effects, Vivid imagery, Comparisons, More profound significance. Its purpose is to enrich the elegance and attractiveness of writing, literature, speech, and communication in general. In figurative language, words are utilized in unconventional or metaphorical ways to convey specific meanings or ideas. This often includes making comparisons, using imagination, or employing exaggeration. Examples of figurative language encompass symbol, simile, personification, hyperbole, metonymy, irony, allegory, euphemism, onomatopoeia, and metaphor.

This study discusses the ontological types of metaphors in Taylor Swift's song lyrics in the album *Folklore*. Metaphors are part of figurative language; Lakoff and Johnson (2003, p. 4) once says that metaphors are for most people a device of the poetic imagination and the rhetorical flourish—a matter of extraordinary rather than ordinary language. Moreover, metaphor is typically viewed as characteristic of language alone, a matter of words rather than thought or action. For this reason, most people think they can get along perfectly well without metaphor. We have found, on the contrary, that metaphor is pervasive in everyday life, not just in language but in thought and action. Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical

in nature. In its development metaphor is divided into several forms divides metaphor into three types namely structural metaphor, ontological metaphor, and orientational metaphor.

This research focuses on analysis of ontological metaphors in Taylor Swift's song lyrics in the album Folklore. Lakoff and Johnson (2003, p. 26) also states that Ontological metaphors, that is, ways of viewing events, activities, emotions, ideas, etc., as entities and substances. ontological metaphors have three types, namely; container metaphor, **Entity and substance metaphors**, and **Personification**. Ontological metaphors serve various purposes, and the various kinds of metaphors there are reflect the kinds of purposes served. Ontological metaphors specifically define an abstract thought using a familiar or concrete example in daily life. For instance, the sentence, "love is you" can be analyzed to have the sense of ontological metaphor as it defines the abstract concept of love to have the same meaning as a concrete form of you. From this, we can see that structural metaphors are useful to describe a concept that is hard to understand to be easily interpreted as it has the actual physical form in real life. In this research, the writer applies the theory proposed by Lakoff and Johnson.

To recognize examples of ontological metaphors in the lyrics of songs in Taylor Swift's "Folklore" album, here are some examples:

- In the song "My Tears Ricochet":

Ontological Metaphor: "If I'm dead to you, why are you at the wake?"

Interpretation: In this line, Swift uses a metaphor to describe how a relationship that has ended still affects her feelings. The question "If I'm dead to you, why are you at the wake?" illustrates the contradiction in feelings and existence.

- In the song "Exile" (feat. Bon Iver):

Ontological Metaphor: "You're not my homeland anymore, so what am I defending now?"

Interpretation: Swift uses this metaphor to convey the feeling of losing a place that is usually considered a place of refuge and security. In this context, the relationship that has ended is similar to the loss of a "homeland" which leads to the question "what am I defending now?" about what is still worth fighting for after that loss.

In Taylor swift's songs, the researcher finds a lot of Ontological metaphor style, which is become intrested view for the researcher itself to doing this research about Ontologycal Metaphor. Beside that the writer chooses Taylor swift's songs because these album The folklore album shows that one song after another can be like the chapters in a novel, and Swift gets listeners to look closely at the lyrics and then get immersed in the story thanks to the included melodies and tunes. This study focuses on types, and the implicit meaning of the Ontologycal metaphor. the researcher is going to conduct this study to investigate the real interpretation and hopelly, it can help the readers interpret the figurative languages and ontological metaphor. Then this paper entitled: **"Ontological Metaphor in Taylor swift's song lyric in the folklore album"**

This research is inspired by several previous studies. This research has some similarities with some previous studies that discuss similar topics. First previous is a thesis by Siska Mento in 2013 entitled "An Analysis of Metaphor in William Wordsworth Poems." In the idea, Siska analyzed the use of metaphor in poems by William Wordsworth. Her research includes an analysis of the various types of metaphors found in Wordsworth's poetry and an interpretation of the meaning of each metaphor. The researcher used four steps in the data collection process: analysis, identification, classification, and interpretation. The research was then analyzed using a semiotic approach to explain how symbols are used in comparing two things as the concept of metaphor. This research is categorized by referring to Lakoff's theory of metaphor, namely conceptual metaphor and synesthetic metaphor. The results show that ten metaphors in the nine poems of William Wordsworth have been analyzed. Lakoff's theory is also used to identify the types of metaphors found in the study, this previous studies related to the research in discussing about interpretation of meaning in song lyric and analyzed the lyric.

The second previous is "Analysis of metaphor in Michael jackson's song lyric in the history album" by Yogi Muhamad Firdaus English Departement of Adab and Humanities faculty, Universitas Islam Negeri Sunan Gunung Djati. That research discusses aims to find out the metaphors which exist in the song lyrics of the Folklore album by Taylor Swift. This research uses descriptive method as a way to find out the research's problems. In collecting data, the author search metaphor in every stanza of the song lyrics,

this previous study related to the research in discussing about metaphor and types of them. The findings reveal that out of 27 song lyrics in the History album, there are 67 metaphors. The researcher identified 51 instances of conventional metaphors, two structural metaphors, five ontological metaphors, and nine orientational metaphors. The song lyrics in the History album by Michael Jackson encompass four types of metaphors. Among these four types, conventional metaphors are the most prevalent in Michael Jackson's song lyrics in the History Album.

The third previous study is Ontological metaphor in Adele's selected song lyrics by Bindra Gisca Maya. The article discusses the Ontological metaphor found in Adele's songs. It aim to determine the types of ontological metaphor and their meanings. Lakoff and Johnson's theory conceptual metaphor is used in analyzing the data. From 21 Data collected entity and substance metaphor (11 data) is type of metaphor mostly used followed by container (6 data), 6 data belong to personification (6 data). And entity and substance metaphor (2 data). By using metaphor, the writer of those song lyrics wants to give deep impression and deeper meaning rather than use literal language.

The third previous is "Analysis of Metaphorical Meanings in Sir Walter Raleigh's Poems," written by Nurhayati in 2014. This research analyzes the use of metaphors in 12 poems by Sir Walter Raleigh. Nurhayati used the reading method to collect data in her research. This method is used to identify sentences that contain metaphors. The results showed 20 cases of metaphor, including two instances of anthropomorphic metaphor and seven points from abstract to concrete. In addition, this study also found that there are metaphors that do not follow Ulman's theory.

The author's thesis has similarities with the three previous studies in terms of the object of study, namely metaphor. However, there is a difference in the subject of analysis used. This research uses Taylor Swift's song lyrics as the subject of investigation. This research focuses on the ontological types of metaphors used in Taylor Swift's song lyrics, which is different from previous studies that used other subjects. Although all previous studies have the same references, this research focuses on analyzing the ontological metaphors in Taylor Swift's song lyrics. In addition, this research will also explore the meaning of each ontological metaphor contained in Taylor Swift's song lyrics. This

research will analyze sixteen songs, including: "The 1", "Cardigan," "the last great American Dynasty," "Exile (feat. Bon Iver)", "my tears ricochet," "Mirrorball," "Seven," "August," "this is me trying," "illicit affairs," "invisible string," "mad woman," "epiphany," "betty," "peace," and "hoax." This previous related to the research in discussing about metaphorical meaning in Taylor Swift's song in Folklore album.

1.2 Statement of Problem

Based on the description above, the problem of this research is about the ontological metaphor on Taylor Swift's song lyric in the Folklore Album. It is formulated by two questions, they are:

1. What types of Ontological metaphors are exposed in Taylor Swift's song lyric in the Folklore Album?
2. What are the denotative and connotative meanings of Taylor Swift's song lyric in Folklore album?

1.3 Research Purpose

Based on the statement of the problem above, this research aims to identify Ontological metaphor in Taylor Swift's song lyric in Folklore Album which has several objectives, namely:

1. To find out types of Ontological metaphor in Taylor Swift's song lyric in the Folklore album.
2. To explain the denotative and connotative meaning in Taylor Swift's song lyric in Folklore album

1.4 Research Significance

Based on the background, statement of problem and research objective above, the primary goal of this research was to yield theoretical and practical benefits. It aimed to contribute to the field of English Literature analysis, specifically concerning ontological metaphors present in Taylor Swift's song lyrics. Additionally, the research aimed to foster an appreciation for literary works in the form of song lyrics. The findings are anticipated to expand the existing knowledge about song lyrics as a literary art form, demonstrating that they offer more than mere entertainment value. This study also seeks to draw comparisons with previous research, particularly in analyzing song lyrics as literary pieces.

Furthermore, it could serve as a source of inspiration for students, providing fresh ideas and insights into contemporary literature, exemplified by Taylor Swift's folklore album.

1.5 Definition of Key Terms

Ontological: refers to the branch of philosophy that deals with the nature of being, existence, and reality.

Metaphor: Lakoff and Johnson stated (2003, p. 4) Metaphor is for most people a device of the poetic imagination and the rhetorical flourish—a matter of extraordinary rather than ordinary language. Moreover, metaphor is typically viewed as characteristic of language alone, a matter of words rather than thought or action. For this reason, most people think they can get along perfectly well without metaphor.

Ontological Metaphor: ontological metaphors, that is, ways of viewing events, activities, emotions, ideas, etc., as entities and substances. Ontological metaphors serve various purposes, and the various kinds of metaphors there are reflect the kinds of purposes served.

Types of Ontological Metaphor: three categories of ontological metaphors, there are container metaphor, **Entity and substance metaphors**, and **Personification** described by Lakoff and Johnson (2003)

Folklore: The eighth album of Taylor Swift was released on July 24 2020, catching fans by surprise with minimal prior promotion. This album represented a notable departure from Swift's usual pop-oriented sound and embraced a more reflective and indie-folk-inspired style.