

METAPHOR ON SONG LYRICS IN THE ALBUM “BORN TO DIE” BY LANA DEL REY: A SEMANTIC ANALYSIS

Nafiza Meiliana Rahmat¹, Dianita²

^{1,2} English Department, Faculty of Humanities Widyatama University

dianita@widyatama.ac.id , meiliana.nafiza@widyatama.ac.id

Corresponding author: Nafiza Meiliana Rahmat, Widyatama University

E-mail: meiliana.nafiza@widyatama.ac.id

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Abstract:

This research aims to explore and analyze one of figurative language types; metaphors within the lyrics of Lana Del Rey's "Born To Die" album using a qualitative approach. According to Keraf, G. (2001). in Diction and Style (p. 139), "Metaphor is a kind of analogy that compares two things, but in the form of a short" (2001:139). Additionally, it focuses on identifying the various types of metaphors and understanding their functions within the context of the music. The analysis focuses on three types of metaphors: ontological, orientational, and structural, drawing from George Lakoff and Johnson's theory in "Metaphors We Lived By" (1980). Additionally, the study explores ten metaphor functions based on Karin and Robert Pittner's work in "Beitrage zu sprache & sprachen 2" (1998), encompassing expressive, cognitive, constitutive, ornamental, explanatory, aesthetic, heuristic, naming, referential, and persuasive functions. The research method involves a thorough examination of song lyrics to discern the contextual use of metaphors. Through the document study technique, data collection ensues, followed by a qualitative analysis to identify metaphor types and their associated functions. The research study on Lana Del Rey's "Born To Die" album on Spotify involves a preliminary study, problem formulation, and appropriate research method selection. Data collection involves analyzing lyrics, identifying metaphors, and categorizing data using metaphor theories. The study concludes with conclusions and discussion of findings. The analysis of metaphors in Lana Del Rey's "Born To Die" album reveals a total of 27 instances, with 10 ontological metaphors, 10 orientational metaphors, and 7 structural metaphors. Additionally, the study unveils metaphor functions, including expressive (12 instances), aesthetic (3 instances), cognitive (6 instances), persuasive (1 instance), referential (1 instance), constitutive (1 instance), explanatory (1 instance), ornamental (1 instance), and heuristic (1 instance). The anticipated outcomes of this study aspire to enhance comprehension regarding the pervasive role of metaphors in daily life.



Keyword: semantics; types of metaphor; functions of metaphor

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INTRODUCTION

Figurative language appears unconsciously in daily activities, such as when humans are communicating, reading books or song lyrics, and also when writing. According to Lazar (2003), "Figurative language can provide a useful springboard for integrated skills work and to stimulate reading, speaking, and writing skills" (p. 13, as cited in Hutaaruk & Bertaria Sohnata, 2017). (Lazar, p.13, 2003 in Hutaaruk & Bertaria Sohnata, 2017) When listening to songs and reading the lyrics, without realizing it, there is figurative language that is read because figurative language often appears in songs, books and movies. This study discusses one type of figurative language, namely metaphor. This chapter discusses five important things in this study which include background, problem identification, research objectives and benefits, problem boundaries, and writing systematics.

Language is very important for every individual because language is the main communication tool. The role of language is as a tool to connect between one person and another. Language is a tool to express oneself, feelings, desires, ideas, and thoughts. The language discussed in this research is figurative language. Theory Guide, Woolard & Schieffelin (1994) argued "Language represents an arbitrary set of symbols employed by a social collective for communication, collaboration, and self-identification." (Woolard & Schieffelin, p.119, 1994 in Isah Cahyani & Daris Hadiananto, 2018). This research will focus more on figurative language and narrow down where it focuses on one of the figurative languages, namely metaphor. There are several definitions of figurative language. According to Perrine (1992), "Figure of speech may be defined as any way of saying something other than the ordinary way" (Perrine, p.61, 1992 in Prasetyo & Yulianti, 2022) it can be interpreted that figurative language is a way of saying something other than by using the usual way. There is also a theory according to Wren (1981), "Figurative expression is a departure from the ordinary form of expression or the ordinary course of ideas to produce a greater effect" (Wren, p.488, 1981 in Cahyani et al., 2021).

The definitions of figurative language according by Perrine (Prasetyo & Yulianti, 2022) and Wren (Cahyani et al., 2021) share a common thread in highlighting its use for conveying meanings indirectly or unusually. Both underscore that figurative language serves as a distinctive form of expression, deviating from conventional language use. However, the emphasis in each perspective differs. Perrine accentuates that figurative language serves as a means to convey ideas in a manner distinct from the norm. In contrast, Wren posits that figurative language represents a unique form of expression or idea aimed at achieving a heightened impact. These viewpoints converge in recognizing the unconventional nature of figurative language, but they diverge in their focus on its specific purpose—whether conveying something distinct from the usual or creating a greater effect through unconventional expression.

Figurative language has several types, which according to (Perrine 1992 in Prasetyo & Yulianti, 2022), "Identifies ten types of figurative language, namely metaphor, simile, personification, metonymy, symbol, allegory, paradox, hyperbole, and irony." The focus of this research is one of the types of figurative language, namely metaphor where metaphor itself is an analogy to compare two things. There is a theory according to Gorys Keraf "Metaphor is a kind of analogy that compares two things, but in the form of a short" (Gorys Keraf, 2009 in Hutaaruk & Bertaria Sohnata, 2017). There are also metaphors according to George Lakoff and Johnson (1980) published in

a book entitled "Metaphors We Live By" (Lakoff & Johnson, 1980) proposed three types of metaphors. First, ontological metaphor refers to the use of metaphors to explain an abstract concept by referring to a physical or concrete entity. Second, orientational metaphor, involves mapping between a more abstract concept into a physical space or orientation. Third, structural metaphors are concerned with mapping relationships or structures from one concept to another (Lakoff & Johnson, 1980). For example, the expression "this relationship is reaching a turning point" takes the concept of structural change in a relationship and maps it onto the concept of a turning point in physical movement. All of which shows how metaphors are not just linguistic devices, but also ways we make sense of the world around us by utilizing pre-existing structures of thought and perception. Figurative language appears in literary works such as poetry and songs, especially songs used by singers to convey messages imaginatively and figuratively which aims to make listeners get a certain effect from the language style used (Kusumawardhani & Octari Adelina, 2020). An example of a songwriter and singer who often uses figurative language is Lana Del Rey, whose songs are very popular. Lana Del Rey's songs involve understanding how to use figurative language in her lyrics to create powerful stories, express deep emotions, and create a more intense and sharp musical experience for the listener. Because Lana's songs use a lot of figurative language, especially metaphors, especially on the album "Born To Die", this is the reason for the researcher discusses the proposal with the title "METAPHOR ON SONG LYRICS IN ALBUM BORN TO DIE BY LANA DEL REY: A SEMANTIC ANALYSIS."

Based on the background above, the following are the identification of problems in this scientific research, the research questions of this study are formulated as below:

1. What types of metaphors are used in Lana Del Rey's song lyrics in the album "Born To Die" and the transfer of meaning that occurs from one domain concept to another through the use of metaphors?
2. What are the functions of metaphors used in Lana Del Rey's song lyrics?

LITERATURE REVIEW

Semantics

The word semantics comes from Greek, the noun *sema* which means "sign" or "symbol", can be interpreted in the verb *semaino* which means "to mark" or "to symbolize". Semantics is a branch of linguistics that discusses the meaning of language, codes, words, phrases, and sentences. (Monalisa & Windi, 2019). "Semantics is one of the components of grammar. In addition to the components of syntax and phonology, semantic studies can also be used for techniques for analyzing distinguishing features or distinctive features". There is another theory according to Griffiths (2006), "The study of toolkit for meaning: knowledge encoded in the vocabulary of the language and its patterns for building more elaborate meaning, up to the level of sentence meaning" (Dinata Jakautama & Bustam, 2022 in Griffiths, p.1, 2006). Griffiths states that semantics as a toolbox for meaning, encoding knowledge of the vocabulary of the language and its structures for building more elaborate meaning, up to the level of sentence meaning.

If drawn from the two definitions according to the experts above, in essence semantics is a component of grammar and a branch of linguistics that contains things related to meaning to how to understand meaning in a word, phrase, and sentence. Semantics can also be interpreted as a tool for encoding knowledge in the vocabulary of a language and its structures to develop a more detailed meaning so that it can be communicated in a language.

Metaphors

Metaphor is the use of words or expressions that involve transferring meaning from one thing to another that has a similar relationship. There are several definitions of metaphor according to severe experts, such as Abdul Chaer's opinion in (Kusumawardhani & Octari Adelina, 2020), namely "Metaphor is a style that expresses something by equating or comparing it with something else." According to the book "Metaphors We Live By" by George Lakoff and Johnson (1980) "Metaphor is a tool that allows people to apply what they know about their direct physical and social experiences to gain a better understanding of more abstract concepts such as work, time, mental activity, and feelings." (Lakoff & Johnson, 1980) The last is a theory from the book entitled "Diction and Style" According to Gorys Keraf (2001:139) "Metaphor is a kind of analogy that compares two things, but in the form of a short." This means that in a metaphor two things are compared directly.

Here are some examples of metaphorical sentences found in the book by George Lakoff and Johnson:

[1] "Love is journey"

The sentence "Love is journey" (Lakoff & Johnson, 1980) is a metaphor because it uses the word "journey" to describe or represent the concept of "love". In a metaphor, one concept or idea is used to represent and describe another concept or idea, to provide a deeper understanding or a more vivid picture. In this case, "love" is thought of as a "journey". This metaphor can be interpreted to mean that a love relationship has the same conceptual meaning as a life journey in this context, with all its twists and turns, experiences, and stages of development. This is not a literal use of the word "journey", but as a symbol or comparison to express certain aspects of the experience of love. The use of metaphors can make language richer and give an extra dimension to the understanding of a concept or idea.

[2] "The mind is a machine"

The sentence "The mind is a machine" (Lakoff & Johnson, 1980) can be considered a metaphor because it associates or equates the mind with a machine. The mind is not a machine, but by using the word "machine," this statement creates a comparison or symbol to describe the nature or workings of the mind. In this metaphor, the mind is likened to an entity that can be operated, understood, and controlled in a similar way to how a machine can be operated by humans. This metaphor can help people understand the complexity and functionality of the mind by comparing it to something more concrete and measurable, such as a machine. As a result, the use of the word "machine" provides an additional dimension to our understanding of the nature and potential of the human mind.

[3] "Healthy is up"

The sentence "Healthy is up" (Lakoff & Johnson, 1980) can be considered a metaphor because the word "UP" is used to represent or symbolize a state of health. Literally, "UP" means up, but in this context, the word becomes a symbol or comparison for health. This statement creates an image that health is likened to a better level or position, as high or as far as possible from an unhealthy condition. This metaphor can provide a deeper understanding of the importance of maintaining health by portraying health as a positive and desirable achievement, just as we want to be above or improve in terms of well-being and health.

Types of Metaphors

Metaphors have many types or types, which can be seen from various aspects or points of view. Some are based on structure, concept, subject, and others. Experts often have different opinions about classifying these types of metaphors, some divide them into six types such as Max Black in (Pramudita & Hanidar, 2019), and some have three types with smaller sub-types in them such as George Lakoff and Mark Johnson. In their book "Metaphors We Live By" (1980), the famous linguists (Lakoff & Johnson, 1980) describe several types or types of metaphors. This subchapter will present a special emphasis on these types of metaphors. George Lakoff and Johnson (1980), introduced the idea of conceptual metaphor, which means that language is not only used to communicate but also describes the way people think and understand abstract concepts in everyday life. There are three types of metaphors outlined by the two that will be discussed in this study. Including structural, ontological, and orientational metaphors (Lakoff & Johnson, 1980) It is hoped that by studying these different types of metaphors, we can better understand how language reflects and shapes the way we see and understand our world.

Overview of the book "Metaphors We Live By," this important book co-authored by George Lakoff and Mark Johnson published in 1980, explores the pervasive role of metaphors in shaping human language and thought. George Lakoff and Johnson (Lakoff & Johnson, 1980) argue that metaphors are not simply expressions of language but are essential components of conceptual systems, influencing how we see, think, and act about the world. They reveal the metaphors that underlie our understanding of abstract concepts and shape experience through close observation of our everyday language use. This book challenges the traditional understanding that metaphors are merely decorations, providing compelling evidence of their important role in human cognitive processes and communication.

In their book "Metaphors We Live By" George Lakoff and Mark Johnson introduce the concept of three types of metaphors that form the basis of our understanding of the world. First, structural metaphors involve mapping the structure or organization of a concrete domain onto an abstract domain. For example, in the metaphor "Argument is war" (Lakoff & Johnson, p.9, 1980) the elements of war such as attack and defense are structurally mapped onto the elements of arguing. Second, orientational metaphors involve mapping spatial relationships into abstract domains. For example, in the metaphor "Happy is up" (Lakoff & Johnson, p.16, 1980) happiness is associated with an upward direction, reflecting a positive spatial orientation in our language and thoughts. Finally, ontological metaphors involve mapping the properties or characteristics of one entity onto another. In the metaphor "Time is money" (Lakoff

& Johnson, p.12, 1980) the properties of money, such as value and importance, are applied to the concept of time. Through these three types of metaphors, Lakoff and Johnson (Lakoff & Johnson, 1980) illustrate how language is not only a communication tool but also a catalyst in shaping our understanding of complex reality.

Structural Metaphors

According to Lakoff, G., & Johnson, M. (2003). *Metaphors We Live By*. The University of Chicago Press, Chicago. (Original work published 1980), they state "Structural metaphor is one concept that is metaphorically structured within another concept." These metaphors go beyond linguistic expression and influence the way we see and understand abstract concepts through the lens of more concrete and familiar structures. An example can be seen from the book, the metaphor "Argument is war" which describes the conceptual structure of war mapped onto the domain of an argument, using elements such as defense, attack, and strategy adopted or interpreted into everyday language and thinking. In the structure of war, an argument is defined as a fight in which each side attempts to defend their position. This metaphor affects not only language but also the way we think about arguments, creating visual and emotional images involving strategy and attacking which are elements of war when in a conversation of ideas. This understanding helps to structure abstract concepts using structures we are already familiar with, which provides a stronger cognitive foundation and is linked to real-world situations. Therefore, structural metaphors show how structural mappings color human language and thought to give meaning to abstract concepts.

Oriental Metaphors

As described in the book "Metaphors We Live By" by George Lakoff and Mark Johnson, orientational metaphors involve mapping direction or spatial orientation from one conceptual domain to another (Lakoff & Johnson, 1980) In these metaphors, abstract concepts are interpreted and understood through analogies with more concrete physical directions or positions. This type of metaphor changes the way people see and attribute meaning. It can be seen from the example depicted in the "Happy is up" metaphor, creating a positive relationship between emotional state and spatial orientation.

This concept explains how spatial associations influence thinking, where the word "up" to the sky is often perceived positively and describes situations such as happiness. By providing a visual form and a path that can be followed to build abstract concepts, orientational metaphors enrich understanding of the non-physical world. The metaphorical sentence "Happy is up" shows how our language and thoughts metaphorically describe the relationship between the spatial dimension and the emotional dimension, where the upward direction is a visual symbol of happiness. By understanding that spatial orientation is used in language to subconsciously assign meaning, we can better understand the complexity of our everyday thinking and interpretation.

Ontological Metaphors

Ontological metaphor, a key concept in George Lakoff and Mark Johnson's "Metaphors We Live By", reveals how we understand abstract ideas through the lens of more concrete experiences (Lakoff & Johnson, 1980). This metaphor involves understanding one conceptual domain by mapping it metaphorically to another. Ontological metaphors permeate everyday language, influencing how we speak and understand things like love, relationships, or time. The understanding of abstract concepts through ontological metaphors is not just linguistic; it also affects the way we think and see the world, highlighting the close relationship between language, thought, and concrete experience that shapes the way we understand and interact with our environment.

It can be seen in the example of the metaphor "Time is money" referring to money concepts such as value and importance. This mapping not only changes the definition of time but also removes the understanding that time has a value that can be invested or spent. Time as an expendable value, is measured as a linear dimension in daily life by using this ontological metaphor. It is crucial to understand the importance of efficiency, and how to calculate the value of time in daily activities through this mapping. Therefore, the ontological metaphor "Time is money" links the concept of money with the concept of time, connecting both fields.

Function of Metaphors

Some of the world's linguists have created a deep understanding of the various kinds of metaphors and their functions in language. Apart from dividing them into several types or types of metaphors, linguists have also discovered several functions of the metaphors. The collection of metaphor functions comes from a synopsis of important publications on metaphor (Karin Pittner & Robert J. Pittner, 1998; Lakoff & Johnson, 1980). There are ten functions of metaphor: explanatory, constitutive, persuasive, ornamental, cognitive, referential, expressive, naming, heuristic, and aesthetic.

METHODS

To analyze the data, a research method is needed. In general, research methods are scientific ways to obtain data with specific purposes and uses. Sugiyono (2013, p. 3) states that "The scientific method means that research activities are based on scientific characteristics, namely rational, empirical, and systematic." Chapter 3 Research Methodology is no less important than other chapters, this chapter contains an explanation or description of research procedures by researchers used to analyze data with the aim of answering the problems of a study. The following are the sub-chapters of Chapter 3 Research Methodology. The approach method used in this research is a qualitative approach. The qualitative approach is a naturalistic research approach because it is analyzed inductively and carried out in natural conditions. The theory used or accompanying this research method is the theory of "Metaphor is a tool that allows people to apply what they know about their direct physical and social experiences to gain a better understanding of more abstract concepts such as work, time, mental activity, and feelings." (Lakoff & Johnson, 1980). The object of research is the part that is the center of attention of the research itself. The research object used in this research is figurative language, more precisely the metaphors contained in the

song lyrics in the album "Born To Die" by Lana Del Rey. The way to get research data is to research and examine Lana Del Rey's song lyrics through Spotify and conduct document studies by referring to existing literature in previous books and journals.

RESULTS AND DISCUSSION

After deciding what research method to use, the next step is the process of analyzing the data that has been collected from relevant sources. The purpose of this chapter is to provide an interpretation of the data that has been processed so that it can explain the results or findings of the analysis. This chapter explains some examples of data analysis as a sample of this research. One type of figurative language, namely metaphor, has been found in the song lyrics on the album "Born To Die" by Lana Del Rey.

Ontological Metaphor With Expressive Function

The lyrics: *"Choose your last words, This is the last time, 'Cause you and I, we were born to die"*

01:42-01:54 (*Born To Die*, 2012)

In the presented lyrics, an ontological metaphor emerges within the lyrics "Choose your last words, This is the last time, 'Cause you and I, we were born to die." The term "Choose," originally associated with the selection of literal "last words," undergoes a conceptual shift, expanding to encompass broader life decisions. This metaphor transcends mere linguistic choices, creating a vivid and symbolic depiction of pivotal decisions shaping one's life trajectory. Additionally, the term "Cause" underscores a cause-and-effect relationship, emphasizing the decision's role in the overarching theme of life as an inevitable journey towards death. This word choice constructs an ontological metaphor, highlighting the causal link between the decision and its fateful outcomes. The word "'Cause" signifies a profound shift in conceptual meaning, moving beyond a simple cause-and-effect relationship between choosing last words and their consequences. Instead, it delves into the deeper causes of life and humanity's destiny towards mortality. Through these ontological metaphors, the lyrics transition from a focus on literal last words to a portrayal of life's experiences and fate, encapsulating the entire journey from birth to death.

This ontological metaphor, predominantly characterized by the expressive function of the words "choose" and "cause," transcends literal meanings. The term "choose" transforms into an expressive metaphor, elevating the act of choosing last words beyond linguistic selection to symbolize a significant life decision. Likewise, "cause" extends beyond a mere cause-and-effect sequence, becoming a potent metaphorical device connecting the choice to life's inherent destiny. These expressive metaphors serve as a vehicle for the singer to convey profound emotions associated with the human condition and the inescapable reality of death, leaving a poignant and enduring impact on the listener.

Orientation Metaphor With Persuasive Function

The lyrics: *"Likes to watch me in the **glass room**, bathroom, Château Marmont"*

01:38-01:42 (*Off To The Races*, 2012)

In the lyrics of the song, particularly the phrase "Likes to watch me in the glass room, bathroom, Château Marmont," there is a distinct employment of an orientational metaphor, notably observed in the term "glass room," which conveys spatial orientation characteristics inherent in orientational metaphors. Describing a transparent space, the phrase implies a lack of privacy, suggesting that everything occurring within the room is observable by those outside. This concept of the "glass room" serves as a symbolic representation of the singer's experience, expressing a state of diminished privacy in her life. The inclusion of "Château Marmont," a renowned luxury hotel in Los Angeles where Lana Del Rey and her then-partner spent time together seeking seclusion from external interference, adds a specific context to the lyric. The phrase "Likes to watch me in the glass room, bathroom, Château Marmont" creates a conceptual displacement, initially rooted in the general concept of visual observation or monitoring. Through the orientational metaphor, the meaning shifts to a more intimate and profound dimension, emphasizing specific locations like the "glass room" and "bathroom" in Château Marmont.

Beyond the lack of privacy depicted by the "glass room," the lyrics reveal the singer's feelings of discomfort and anxiety. This orientational metaphor serves an expressive function, notably evident in the term "glass room," which conveys the emotions associated with transparency and a lack of privacy. The phrase evokes nuanced sentiments such as discomfort and anxiety, providing a means to express deep emotional layers. Additionally, the use of "bathroom," typically considered an intensely private space, further accentuates the contrast between expected privacy and the open exposure faced by the lyrical subject. This expressive layer enriches the metaphor, underscoring the stark disparity between the traditionally private and the openly exposed aspects of the singer's experiences.

Structural Metaphor With Constitutive Function

The lyrics: *"Money is the **anthem of success**"*

0:27-0:30 (*National Anthem*, 2012)

The lyrics "Money is the anthem of success" from Lana Del Rey's song "National Anthem" exemplify a structural metaphor, employing the concept of the "anthem of success" to streamline the understanding of success. This phrase encapsulates a structural metaphor, characterizing money as a hymn or anthem of success. In this interpretation, "anthem" is utilized to encompass the structural concept or arrangement of the hymn, symbolizing the abstract concept of success. By portraying money as the "anthem of success," the lyrics suggest that money is not merely a component of success but is, in fact, the ultimate representation or fundamental symbol of success itself. This structural metaphor, embedded in the phrase "anthem of success," simplifies the multifaceted concept of success by reducing it to a single primary dimension – money. While success can encompass various factors such as personal achievement, happiness, relationships, and social contribution, the lyrics, by

equating success with money, disregard these alternative aspects, concentrating on financial wealth as the paramount or even sole measure of success. Structural metaphors play a crucial role in shaping and directing the way we perceive certain concepts, and in this instance, the "anthem of success" constructs a thought structure where money is perceived as the core or essence of success. Within the lyrics of "Money is the anthem of success" by Lana Del Rey, a shift in the concept or domain of meaning is evident, connecting the divergent concepts of money and the hymn of success to convey a novel meaning. Money is elevated to the status of the "anthem of success," analogous to a hymn representing honour and glory in a sacred context.

The metaphor in data 21 serves a constitutive function, actively molding and defining the concept of success within the narrative context of the song. By asserting that money is the 'anthem' or definitive symbol of success, the lyrics provide a clear and strong definition of what success means in the context of this song. The use of the word "anthem" linked in the context of money provides an understanding of success that makes the dominant aspect of financial wealth. This provides a clear structure and focuses attention on wealth as the main marker of success, to the exclusion of other factors that also contribute to a broader understanding of success. Through these aspects, the metaphor in the lyrics of "Money is the anthem of success" has a strong constitutive function, actively shaping and defining the concept of success in the context of the song's narrative, and potentially influencing listeners' perceptions and values about what counts as success.

CONCLUSION

The conclusion of this analysis is that figurative language, especially metaphors, often appears in everyday life without many people realizing it, appearing in poems, sentences, and even songs that are often listened to. Metaphors or figurative language can be found in songs, to convey the expressions and ideas of a songwriter without having to write the actual meaning of the song. The types of metaphors that appear in Lana Del Rey's songs in the album "Born To Die," are ontological metaphors, orientational metaphors, and structural metaphors. From the data examined in Chapter IV, there are 10 types of ontological metaphors, 10 types of orientational metaphors, and 7 structural metaphors. With sub-types referring to as much as 1 data, quantifying as much as 1 data, identifying aspects with as much as 4 data, identifying causes with as much as 2 data, and finally setting goals and motivating as much as 2 data. There are also 10 types of structural metaphors with sub-types of authority as many as 2 types of data, evading the issue as much as 3 data, bargaining as much as 1 data, and flattening expression as much as 1 data. The functions of metaphors that appear in Lana Del Rey's songs in the album "Born To Die," are metaphors with functions (expressive, cognitive, constitutive, ornamental, explanatory, aesthetic, heuristic, naming, referential, persuasive). There are 12 expressive functions, 3 aesthetic functions, 6 cognitive, 1 persuasive, 1 referential, 1 constitutive, 1 explanatory, 1 ornamental, and 1 heuristic. There is no naming function in the data.

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