CHAPTER I

INTRODUCTION

In this chapter presents the background, problem, objectives, significance and the limitation of the research.

1.1 Background of the Study

Communication is important for humans and all living things in the world to interact with each other. Language is used in communication from to know or understand something. Without language, there is no way humans will communicate with each other. Karimah et al (2022) describe language is a system of arbitrary sound symbols used by members of social groups to work together, communicate and identify themselves. People can express themselves through language, thoughts, and feelings. Humans communicate using their respective language styles in communicating. Language style refers to the way that a person uses language to communicate, it can be formal, informal, or somewhere in between. In songs, the use of language style can vary depending on the genre of music, the singer or songrwriter, and the intended audience. For example, language style is often used in pop songs to create a sense of excitement or fun. In contrast, language style is more likely to be used in country songs to express strong emotions, such as love or loss.

According to Loveana et al (2021), song is a sound composition or sound played by a singer or by musical instruments. The functions of the song are as a medium to express the person's emotions and moods, as a medium of communication with others, and as entertainment. The song also contains the authors feelings that want to share with others. They can be used to convey a

variety of feelings, share experiences, and establish a personal connection with listeners.

From the description of the song above, it can be seen that the song has a message that is conveyed using the emotions of the songwriters which is poured into the lyrics of the song using a certain language style. Part of language style that is usually used by songwriters is often called figurative language. Figurative language in general, functions to provide imaginative pleasure for readers, so that abstract things become concrete and can be enjoyed by readers. According to Ismail et al (2020), figurative language does not mean exactly what it says, but instead forces the reader to create an imaginative leap in order to comprehend an author's point. It means that figurative language has different meanings from actual words or sentences so the reader will be difficult to understand. Abrams (2009) says that figurative language consists of 17 types: alliteration, allusion, imagery, metaphor, personification, simile, allegory, ambiguity, irony, antithesis, metonymy, onomatopoeia, paradox, pun, understatement, synecdoke, and hyperbole.

One of the figurative language that is often found in songs is hyperbole. Hyperbole can also be interpreted as emphasizing a point with an exaggerated statement. Hyperbolic expression often makes people confused. According to Claridge (2011), hyperbole aims to emphasize something. It attempts to exaggerate something or make it more dramatic or tragic. According to Astina et al (2021), the reasons for using hyperbole by songwriters is to create a sense of drama or excitement, songs that use hyperbole are more likely to be perceived as exciting and stimulating.

Several previous studies that discuss hyperbole are Najoan et al (2022) that discuss about hyperbole in Moana movie, Hawung (2022) discuss about hidden meaning of hyperbole used in the song lyric of Justin Bieber's album "Changes", also one of the previous literary works that discussed this topic: is a research paper by Astina et al (2021), this study reveals the meaning of the hyperbole in album "The Chainsmoker" where this study discusses specifically the hyperbole contained in the lyrics on the album "The Chainsmoker". The researcher found quite a lot of hyperbolic data in it;

"We only said goodbye with words I died a hundred times You go back to her And I go back to Black, black, black" (Back to Black-AMY Winehouse-line 13)
The hyperbole impression is seen in the word "*I died a hundred times*". The meaning of the song is someone whose love is betrayed and their lover returns to their previous love, the sentence above gives an impression of sadness. The quotation above is expressed by the reasercher as their result of the research.

From the explanation above, this research discussed a similar topic. However, the novelty of this research from some of the previous studies described above is this research was find out about the forms of hyperbolic expression based on Claridge theory as she stated that there are seven forms of hyperbole: single-word hyperbole, phrasal hyperbole, clausal hyperbole, numerical hyperbole, the role of the superlative in hyperbole, comparison, and repetition, and the impact of hyperbolic expression in the song, so that music listeners can understand and interpret hyperbole in the songs they enjoy.

The researcher interested in using song lyrics as the data and taken from the album "NICOLE" by NIKI. The researcher chose this album as the object of

research because some of the songs from this album are also very popular, such as High School in Jakarta, which is used on TikTok for more than 112 thousand videos, has 27 million viewers on YouTube, and has 98 million listeners on Spotify. Ocean & Engines is also one of the most popular songs from this album, with 5.3 million viewers on YouTube and 63 million listeners on Spotify. Backburner has 19 million listeners on Spotify and uses more than 3,000 videos on TikTok. Moreover, there are many more songs from this album that are popular. Besides, according to the researcher, the data that will be analyzed has many songs that contain hyperbolic expression, and hyperbolic expression in songs sometimes confuse the listeners. Through this research, listeners can enjoy the song more by knowing the meaning of the hyperbolic expression in the lyrics of the songs on NICOLE's album..NIKI play a lot of words in the lyrics of this album to make more expressive or theatric.

NIKI is also the researcher's favorite singer because NIKI is a very talented young singer, she has won several awards, including the MTV Europe Music Award and the MTV Video Music Award. NIKI has also performed at several major music festivals, including Coachella, Lollapalooza, and Austin City Limits. NICOLE's album also ranks 19th on the Billboard 200 chart in 2022. Making NIKI one of the most successful Indonesian artists in the world, she has gained many fans all over the world with her beautiful music and poetic lyrics. Therefore, the title of this research is Hyperbolic Expression in The Album NICOLE by NIKI

1.2 Problem of the Study

Based on the background described above, the researcher formulated the main problems in this study:

1. What Hyperbolic Expression forms are found in the album NICOLE by NIKI?

2. How did the impact of the using Hyperbolic Expression in the album NICOLE by NIKI?

1.3 Objectives of The Study

Based on the formulation of the problem, the objectives of this study are as follows:

1. To find out which forms are hyperbolic expressions found in the song lyrics on the album NICOLE by NIKI are classified into.

2. To find out the impact of the using Hyperbolic Expression in the album NICOLE by NIKI.

1.4 Significance of The Study

This research is expected to help readers understand more about figurative language, especially hyperbolic expression, and may also be used as a reference for those who are interested in conducting similar studies about hyperbole. This research expectedly will contribute theoretically and practically to understanding the hyperbolic expression. It is also useful for viewers who listen to the album NICOLE by NIKI to gain new knowledge regarding the formulas of hyperbolic expression contained in this album.

1.5 Limitation of The Study

In this research, the researcher only focus on identifying forms of hyperbole, which are single-word hyperbole, phrasal hyperbole, clausal hyperbole, numerical hyperbole, the role of the superlative, comparison, and repetition. And also the impact of the using Hyperbolic Expression in those

song lyrics. The theory that used is Claridge (2011). The data were taken from

the album "NICOLE" by NIKI. This album consists of 12 songs.