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Research Article

## Figurative Language Analysis of Taylor Swift's Song Lyrics in *1989* Album

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### A B S T R A C T

This research aims to investigate the use of the most dominant types of figurative language in Taylor Swift's "1989" album. This research uses a descriptive qualitative method. It means that researchers collect the data by repeat to listen to the songs, analyze the data based on the theory chosen, and interpret the data through song lyrics analysis. The researchers choose Taylor Swift album as the object to be analyzed because the lyrics determined of figurative language used. From the analysis taken by researchers show that the song lyrics in the Taylor Swift album "1989" are dominated by Imagery (22,72%), followed by Metaphor (21,58%), Symbolism (17,04%), Hyperbole (9,09%), Personification (7,95%), Repetition (7,95%), Alliteration (5,28), Simile (4,55%), Irony (1,13%), Oxymoron (1,13%). Through the literary devices used in Taylor Swift's "1989" album, it provides a creative, imaginative, and expressive narrative to convey a feeling and message in the song lyrics. So that listeners can figure out the meaning in the song lyrics in the album "1989".

## INTRODUCTION

Language serves as a medium of communication extensively utilized within societies, enabling individuals to express ideas, thoughts, and so on (Siregar et al., 2021). To express ideas, feelings, and thoughts, as well as to promote social interaction and cultural expression, humans use a complex and structured system of communication called language, which is made up of rules for combining and interpreting symbols like words, gestures, and sounds. Santika & Sudiana (2021) states not every language uses the same vocabulary when communicating (Wayan Swarniti, 2022). Language is an arbitrary sound symbol unit that members of society use to communicate, collaborate, and identify themselves. According to

linguistic dictionaries, language is a sort of representation of human civilization and culture (Stine-Morrow et al., 2022).

Language is an effective instrument for communication because it enables us to express ideas, feelings, and thoughts clearly and precisely. But in addition to its literal use, language may also be a creative tool for expressing deeper meanings and stimulating the imagination. Figurative language, a mode of expression that goes beyond the literal to more effectively and evocatively transmit complex concepts, emotions, and imagery, is frequently used to accomplish this creative component of language. Kreuzer (1960) says that the effective thought communication can be achieved by speaking and writing with appropriate use of figurative language. Safira (2020)

represents that figurative language is a type of language used to describe persons or things in a way other than the literal sense. Figurative language is a component of semantics in linguistics. Semantics may help us understand the song's actual meaning and message (Riwaldi et al., 2023). Figurative language is when words or expressions are used in a way that goes beyond literal meaning to convey more profound or vivid idea. It uses a variety of literary tropes, including personification, similes, metaphors, hyperbole, irony, idiom, and symbolism. Written or spoken communication becomes more captivating, descriptive, and expressive when figurative language is used because it adds levels of meaning, imagery, and emotion (Sala-Suszyńska, 2016).

Many experts looked at the many forms of figurative language. In addition to the various theories put out by experts, Perrine's hypothesis describes in this study's analysis. Perrine (1969) asserted that there are ten different categories in the figurative language. The ten types that are included in this list are personification, metaphor, simile, metonymy, symbol, hyperbole, alliteration, oxymoron, synecdoche, and litotes. Consequently, there are several ways to apply figurative language.

Figurative language, one of which can be seen in song lyrics. Figurative language in songs is the form of expression which shows in the song lyric. Ibrahim, et al (2019) mentioned that they must use figurative language in song lyrics, because songwriters may express ideas that highlight the song's beauty and distinctiveness to listeners or readers (Yunanda et al., 2021). Songs can enhance the listener to understand and describe the message that needs to be known by studying them in categories (Ibrahim et al., 2019). Songs using figurative language are story telling tools that arouse feelings and ideas in addition to being melodic (Aq et al., 2024). Both experts and music lovers may investigate these songs in greater detail and comprehend their impact over time and across many platforms with the help of technologies like vibrate. A deeper understanding of the craft of songwriting and the ability of music to engage listeners on a deep level may result in investigation.

In addition to improving the music's aesthetic value, figurative language analysis in songs serves pedagogical, cultural, and sociological objectives by facilitating the more inventive and indirect articulation of difficult concepts and feelings. A lot of people use the language they hear in songs to help them in their everyday lives. People hear the song to pass the time or to learn the meaning of a language. Nowadays, a lot of individuals want to listen to music, especially western music. Individuals are frequently captivated to a vocalist with lovely music and lyrics. Since each song composer has a

different approach to writing songs, some songs have exquisite language that contrasts with the language we use on a daily basis. Damayanti & Agung (2022) explained that songs are meant to represent the artists' thoughts and give listeners messages that may be ideological, social, cultural, or even personal (Bora et al., n.d., 2023).

The previous analysis mentioned by Hayati Milana and Havid Ardi (2020) '*An Analysis of Figurative Language in the Song Lyrics by Saif Adam*' give suggestion to conduct the similar topic or expand more about literary analysis with other features and aspect. And second journal by Ni Wayan Swarniti (2022) '*Analysis of Figurative Language in "Easy on Me" Song Lyrics*' have uncomplete types of figurative language that the researchers find. Based on the gaps of those previous research, the researchers discover the space to do more analysis about Figurative Language. As it mentioned on first journal that it can expand more about literary analysis and complete the types of figurative language. It means that, the first journal are not all the figurative languages used. On the second journal cannot be found such as alliteration, synecdoche, and oxymoron. The novelty of this study will discuss figurative language analysis of Taylor swift's song lyrics in "1989" album and finds more types figurative language that using in song lyrics consist of personification, simile, metaphors, hyperbole, metonymy, synecdoche, symbolism, alliteration, oxymoron, and litotes.

The researchers then formulate the following research questions: (1) what are the types of figurative languages that exist in Taylor Swift's song lyrics in 1989 album, and (2) what are the figurative language representing the meaning in Taylor Swift's song lyric in 1989 album. The two questions are explained using the framework of Perrine's (2009) theory to examine the figurative language in as many as thirteen songs from the album "1989".

## METHOD

This research is using descriptive qualitative method. The researchers collect the data, analysis and interpret the data. Collect, analyze, and interpret data by listening to the song and reading the lyrics to identify each type of figurative language. Primary, first-hand textual data collection and analysis utilizing certain interpretive techniques are the goals of qualitative research (Taherdoost, 2022).

Sandelowski (2000) explains that the aim of qualitative descriptive research is to identify the who, what, and where of occurrences through a variety of data collection techniques. Sandelowski and Barroso (2003) state the data processing and subsequent presentation of research findings within qualitative research studies generally can range from studies with a relatively low amount of

interpretation to those with significant levels of interpretation (Doyle et al., 2020).

The study of figurative language in Taylor Swift’s 1989 album was the main goal of this study. Because it signaled Swift’s shift from country to pop music and demonstrated her development as a songwriter, the album was chosen for its importance in her discography. 1989 was a culturally significant work that also garnered critical praise, won numerous prizes, and was commercially successful. Because of these elements, the album was a valuable resource for researching the use of figurative language. There are 13 songs in the album.

The researchers use a variety of procedures to collect data from several sources that relevant to accomplish this research. There are several procedures that the researcher conducts to analyze figurative language in song lyrics.

The following Steps were engaged in the analysis:

1. Dissecting the lyrics: Every song’s lyrics were divided into separate words and phrases.
2. Classifying Figurative Language: Metaphors, similes, personifications, hyperboles, and other figurative expressions were recognized and arranged according to their type.
3. Contextual analysis: to determine the meaning and purpose of each figurative element, it was examined in light of the song’s overarching subject and message.

By using this systematic approach, the study shed light on how Taylor Swift used figurative language to create memorable and emotive songs for her 1989 album.

**RESULTS AND DISCUSSION**

**Result**

**Types of Figurative Language in Taylor Swift’s Song Lyrics**

The researchers used Perrine’s (2009) theory to examine the figurative language. There are thirteen songs from the album “1989” in this result. The research of this linguistics analysis aims to talk about the meaning of specific phrases or sentences that are used in the lyrics of Taylor Swift’s songs from the “1989” album. The types of figurative language are found in Taylor Swift’s songs from “1989” album as a follow:

**Song Title: Style**

**Table 1** Figurative Language in “Style”

No	Figurative Language	Lyrics	Line	Meaning
1	Repetition	Red lip classic thing that you like	11	The phrase “classic thing that” has a rhythmic aspect to it since the ‘t’ sound is repeated twice.
2	Metaphor	You got that James Dean daydream look in your eye	10	The person has a dreamy, classic, and iconic appearance, similar to James Dean.
		And I got that red lip classic thing that I like.	11	The metaphor highlights the speaker’s ageless, classic appearance, which exudes glamour and vintage style.
3	Imagery	Midnight, you come and pick me up, no headlights.	1 – 2	This sentence creates the suspenseful and enigmatic atmosphere of a late-night meeting through imagery.
		The lights are off, he’s taking off his coat.	21	The use of visual imagery creates a private and slightly tense moment.
4	Symbolism	We never go out of style.	13	This suggest that their bond is ageless and unchanging, much like traditional fashion designs, and symbolises the eternal character of their partnership.
		Just take me home	20	The expression denotes a profound emotional yearning for solace, reconnection, and a trip back to a location or condition in which the speaker is most comfortable and understood.

**Song Title: Blank Space**

**Table 2** Figurative Language in “Blank Space”

No	Figurative Language	Lyrics	Line	Meaning
1	Simile	Darling, I’m nightmare dressed like a daydream	47	A way to describe someone’s appearance, suggesting that their outfit is dreamy, surreal, or enchanting in a way that captivates attention, much like a daydream would.
2	Imagery	Cherry lips, crystal skies.	32	Enhances the impression of romance and glamour by painting an image of a dreamy, almost surreal scenario.
		Stolen kisses, pretty lies.	34	To portray the seductive and deceitful elements of the partnership.
3	Symbolism	So it’s gonna be forever or it’s gonna go down in flames.	16 – 17	The phrase “forever” denotes a continuing partnership, while the phrase “go down in flames” denotes a dramatic and terrible ending.
		Magic, madness, heaven, sin.	3	The contrasts and excesses of the connection are brought to light by these opposing symbols.
4	Irony	I can make the bad guys good for a weekend	15	Highlighting the transient nature of such adjustments, her brief effect over someone’s behaviour.
5	Personification	Boys only want love if it’s torture.	63	This makes the need for love that boys have for girls seem like a painful, difficult endeavour.

**Song Title: This Love**

**Table 3** Figurative Language in “This Love”

No	Figurative Language	Lyrics	Line	Meaning
1	Symbolism	You showed up just in time.	23	Represents the notion that love might come into one’s life just when it’s required, suggesting a sense of fate or destiny.
		This love left a permanent mark.	29	Represents the long-lasting effects of this love on the person’s life and heart.
2	Imagery	Clear blue water, high tide came and brought you in.	1 – 2	Describes a calm setting that is disturbed by a high tide, signifying an unanticipated return of love, using dramatic imagery.
		Lantern burning, flickered in my mind for only you	18 – 19	Brings to mid the image of a flickering lantern, which stands for a steadfast but ephemeral hope or memory.
3	Repetition	This love is alive back from the dead.	12	With the return of a supposedly lost love, the idea of resurrection is repeated.
4	Alliteration	Tossing, turning, struggled through the night.	15 – 16	A line that has rhythm and resonance is created by repeating the ‘t’ sound.
5	Metaphor	This love is good, this love is bad.	10 – 11	Likens the state of love to a variable that can experience both good and negative phases.
		In silent screams and wildest dreams.	7 – 8	Compares deep, spoken, emotions to whispers and unmet wants to the greatest fantasies.
6	personification	This love is glowing in the dark.	30	Illustrates love’s ability to shine, implying that it may bring light into the darkest of circumstances.
7	Hyperbole	This love is alive back from the dead	39	Oversimplification of the significance and depth of the love.

**Song Title: Shake it off**

**Table 4** Figurative Language in “Shake it off”

No.	Figurative Language	Lyrics	Line	Meaning
1	Imagery	I'm lightning on my feet.	22	Paints a clear picture of a person moving rapidly and briskly, implying confidence and agility.
		And that's what they don't see.	23	Encourages listeners to envision the hidden facets of her character and behaviour by implying that there is more to her than meets the eye.
2	Repetition	I shake it off, I shake it off.	16	Emphasises the key point of letting go of criticism and negativity by repeating the phrase.
3	Simile	It's like I got this music in my mind.	11	It gives the impression that she is resilient and in constant motion, comparing her tenacity to an unstoppable force.
4	Hyperbole	I go on too many dates.	5	Emphasises a casual attitude by exaggerating her social life.
5	Metaphor	Heartbreakers gonna break	17	Compares individuals who hurt people's feelings (heartbreakers) to those who will hurt people in the future.
6	Alliteration	Fakers gonna fake	18	The sentence is memorable and catchy because of the "f" sound's recurrence.

**Song Title: I Wish You Would**

**Table 5** Figurative Language in "I Wish You Would"

No.	Figurative Language	Lyrics	Line	Meaning
1	Imagery	It's 2 A.M. in your car Windows down, I pass my street The memories street.	1 - 3	The nostalgic image of a late-night drive with the windows down evokes memories of earlier times spent with the person.
2	Hyperbole	And I wish you were right here, right now It's all good I wish you would	12 - 14	This exaggerated display of desire highlights the depth of feeling and heightens the yearning for the person's presence.
3	Metaphor	We're crooked love in a straight line down	18 - 19	Highlight their relationship's unusual character in the face of social conventions by equating it with a crooked line on a straight path.
4	Personification	I wish we could go back and remember what we were fighting for	29 - 30	Personifying the act of remembering suggests that memories have the ability to rekindle past relationships.

**Song Title: Bad Blood**

**Table 6** Figurative Language in "Bad Blood"

No.	Figurative Language	Lyrics	Line	Meaning
1	Simile	Salt in the wound like you're laughing right at me	16	It compares being laughed at to having salt in the wound.
2	Alliteration	Cause baby, now we got bad blood	4	Repeating the letter "b" produces a rhythmic and resonant line.
		If you live like that, you live with ghosts. If you love like that, blood runs cold	50	Because "live" and "like" sounds are used repeatedly, the statement is memorable and catchy.
3	Oxymoron	You know it used to be mad love	2	It says, "Love is crazy, and when you're crazy, you're usually not in love."
4	Metaphor	Now we got problems and I don't think we can solve 'em you made a really deep cut	5 - 7	It is drawing a comparison between issues and a severe cut.
5	Hyperbole	Did you have to do this? I was thinking that you could be trusted	9 - 10	This exaggerated query amplifies the effect of the perceived betrayal by highlighting the speaker's shock and displeasure.

**Song Title: Wildest Dream**

**Table 7** Figurative Language in "Wildest Dream"

No.	Figurative Language	Lyrics	Line	Meaning
1	Imagery	He said, "Let's get out of this town Drive out of the city, away from the crowds	1 - 2	Describes of leaving a busy city for a more tranquil setting in this queue is striking.
2		Red lips and rosy cheeks	13	To help the listener visualise the subject by using visual imagery.
3	Symbolism	He's so tall and handsome as hell	6	A person's idealised or dreamy quality is symbolised by their height and attractiveness.
		Standing in a nice dress, staring at the sunset, babe.	11 - 12	Sunsets can represent the conclusion of a lovely thing, like a romantic relationship.
4	Metaphor	Say you'll see me again Even if it's just in your wildest dream.	14 - 15	"Wildest Dreams" refers to the most idealised or fanciful form of a person's desires or imagination.
5	Hyperbole	You'll see me in hindsight Tangled up with you all night	33 - 34	The phrase "all night" is overdone to highlight how intense and long the recollection is.
6	personification	Someday when you leave me, I bet these memories, Follow you around	36 - 38	human memories are endowed with the capacity to track an individual, highlighting their tenacity and influence.

**Song Title: Clean**

**Table 8** Figurative Language in "Clean"

No.	Figurative Language	Lyrics	Line	Meaning
1	Simile	You're still all over me like a wine-stained dress I can't wear anymore	4 - 5	In order to highlight how difficult it is to forget the past and how it is still evident, this simile likens the relationship's aftereffects to a wine stain.
2	Metaphor	The drought was the very worst	1	It emphasises the emotional emptiness and desolation felt when a relationship ends by drawing a comparison between it and a drought.
		Rain came pouring down	8	This metaphor stands for purification and rebirth, denoting the process of recovering from a trying time.
3	Imagery	When the flowers that we'd grown together died of thirst	29	An emotional drought is further supported by this imagery, which paints a clear picture of a relationship that was once vibrant but has since wilted.
4	Personification	The water filled my lungs	16	This gives the water human qualities and makes it seem as though emotions are overwhelming it.
5	Symbolism	Rain came pouring down	8	In the song, rain is a symbolize of purification and rebirth, implying that an emotional storm has passed and that a fresh start and clarity have emerged.

**Song Title: Out of the woods**

**Table 9** Figurative Language in "Out of the woods"

No.	Figurative Language	Lyrics	Line	Meaning
1	Metaphor	The rest of the world was black and white but we were in screaming color	7 - 8	Their relationship's vitality and passion are contrasted with everything else's dullness in this metaphor.
		We were built to fall apart	21	This allegory implies that their union was doomed to fail because of its intrinsic instability.
2	Repetition	Are we out of the woods yet? Are we out of the woods yet?	10	The conversation is still filled with doubt and worry, as seen by the frequent questions.
3	Simile	Baby, like we stood a chance	27	By equating their sense of optimism or faith in their relationship with having a chance, this analogy highlights their underlying doubts.
4	Hyperbole	Ooh, your necklace hanging from my neck, the night we couldn't quite forget, when we decided, we decided, to move the furniture so we could dance	23 - 26	This emphasises the relevance of a particular memory in the relationship by exaggerating its significance.
5	Imagery	Looking at it now, Last December, We were built to fall apart	19 - 21	"Last December" conjures up a warm, fuzzy memory by offering a precise, vivid temporal reference.
		Your necklace hanging from my neck	23	This imagery conjured an intense sense of intimacy and closeness.
6	Symbolism	The woods		"The woods" stand for uncertainty, danger, and anxiety; they also symbolize the difficulties and tensions that exist in a relationship. Asking if they are "out of the woods yet" is a common way to express the need for stability and clarity.
7	Alliteration	The monsters turned out to be just trees	45	The rhythmic effect produced by the repeated "t" sound in "monsters turned out to be trees" improves the song's lyrical quality.

**Song Title: I Know Places**

**Table 10** Figurative Language in "I Know Places"

No.	Figurative Language	Lyrics	Line	Meaning
1	Metaphor	You stand with your hand on my waistline	4	This metaphor draws attention to how close-knit and guarded the relationship is.
		They are the hunters, we are the foxes	13	Emphasises the couple's desire to flee and hide from the outside world by comparing them to foxes that are being hunted.
2	Imagery	Love's fragile little flame, it could burn out	10	Conveys the idea that love is fragile and must be handled carefully in order to continue blazing.
		Light flash and we'll run for the fences	19	The vivid impression of a couple running from an obtrusive circumstance that is produced by this imagery highlight the need for escape and haste.
3	Repetition	I know places, I know places	17 - 18	The speaker's assurance in locating secure havens for their connection is emphasised by the recurrence of this statement.
4	Symbolism	The hunters		"The hunters" stand in for those, like the media or critical outsiders, who are attempting to snoop on or interfere with their relationship.
		The foxes		"The foxes" represent the couple's attempts to keep their relationship secret and shield it from prying eyes.
5	Alliteration	Loose lips sink ships all the damn time	21	The "s" sound is repeated, producing a rhythmic effect that highlight the risk associated with gossip and casual conversation.
6	Personification	Loose lips sink ships	21	This personification implies that thoughtless speech has the potential to destroy something significant, in this case, their relationship.

**Song Title: Welcome to New York**

**Table 11** Figurative Language in "Welcome to New York"

No.	Figurative Language	Lyrics	Line	Meaning
1	Imagery	Walkin' through a crowd, the village is aglow	1	The imagery offers a clear sense of New York's busy and energetic atmosphere, implying a bright and well-lit setting.
		Everybody here was someone else before	16	The theme of reinvention and the city's diverse population are suggested.
2	Repetition	Welcome to New York, Welcome to New York	7	This line is repeated several times in the song, which serves to emphasise the themes of arrival and novelty.
3	Symbolism	Welcome to New York	7	New York is a place of ambitions, chances, and fresh starts. It stands for the promise and thrill of making a fresh start in a large city.
4	Metaphor	It's a new soundtrack, I could dance to this beat, beat forevermore	10	Highlight how exciting and exhilarating the city is by equating living in New York with a brand-new soundtrack.
		The lights are so bright, but they never blind me, me	11	The glittering lights of New York symbolise potential and exhilaration that are striking but manageable.
5	Personification	Like any great love, it keeps you guessing	14	A city, that never ceases to amaze and captivate, New York is like a romantic partner.

**Song Title: All you have to do was stay**

**Table 12** Figurative Language in “All you have to do was stay”

No.	Figurative Language	Lyrics	Line	Meaning
1	Imagery	People like you always want back the love they gave away	1	This phrase effectively conveys the idea of giving and receiving love by evoking the concept of a tangible object and love.
2	Repetition	Stay	5	“Stay” is used several times in the chorus to highlight how straightforward the request is and how frustrating it is when it is refused.
3	Hyperbole	Then why'd you have to go and lock me out when I let you in?	8	Though it's improbable that there was an actual lock involved, this sentence exaggerates the sentiments of betrayal and exclusion.
4	Symbolism	Now you say you want it back	9	“it” represents the relationship or emotional commitment that was already relinquished.
5	Metaphor	Let me remind you, This was what you wanted	31 – 32	In order to bring up previous goals and deeds, the word “reminding” is used metaphorically in this sentence.

**Song Title: How you get the girl**

**Table 13** Figurative Language in “How you get the girl”

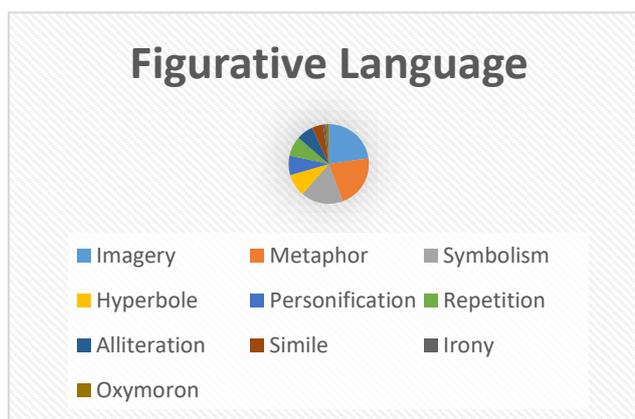
No.	Figurative Language	Lyrics	Line	Meaning
1	Metaphor	Stand there like a ghost	1	This suggests that the reason the person appears lifeless or haunting is because of their emotional condition by drawing a comparison between their presence and that of a ghost.
2	Imagery	And that's how it works, That's how you get the girl	7 – 8	This imagery helps you visualise the acts or processes required to win someone back.
3	Hyperbole	Broke your heart, I'll put it back together	12	This line emphasises the work and commitment to fix the relationship, exaggerating the capacity to mend emotional harm.
4	Symbolism	Remind her how it used to be, be	18	Reminding someone represents the ability of nostalgia and memories to rekindle a relationship.

**Discussion**

The researchers describe ten types of figurative language of Taylor Swift’s song lyric from the album “1989”. The ten types of figurative languages are imagery, metaphor, symbolism, hyperbole, personification, repetition, alliteration, simile, irony, and oxymoron. The researchers examine thirteen song lyrics and uses the data to find instances of figurative language.

**Table 14: Types of Figurative Languages Found in “1989” Song Lyrics Album.**

No.	Types of Figurative Language	Frequency	Percentage (%)
1	Imagery	20	22,72%
2	Metaphor	18	21,58%
3	Symbolism	15	17,04%
4	Hyperbole	8	9,09%
5	Personification	7	7,95%
6	Repetition	7	7,95%
7	Alliteration	6	5,28%
8	Simile	5	4,55%
9	Irony	1	1,13%
10	Oxymoron	1	1,13%
<b>Total</b>		<b>88</b>	<b>100,00%</b>



**Figure 1** Chart Types of Figurative Language Found in “1889” Song Lyrics Album.

From the data above, the researchers found eighty-eight figurative languages used in thirteen songs in the album “1989.” There are twenty of Imagery (22,72%), nineteen of Metaphor (21,58%), fifteen of Symbolism (17,04%), eight of Hyperbole (9,09%), seven of Personification (7,95%), seven of Repetition (7,95%), six of Alliteration (5,28%), four of Simile (4,55%), one of Irony (1,13%), and one of Oxymoron (1,13%) from 100% data.

The researchers found the meaning of figurative language in Taylor Swift songs in “1989”. Taylor Swift’s “1989” album features figurative language that deepens the emotional impact and richly visualizes her songs. Taylor Swift used figurative language in “1989” album, which includes imagery, metaphor, symbolism, hyperbole, personification, repetition, alliteration, simile, irony, and oxymoron, makes it easier for her to make complex emotions and situations understandable and powerful. Taylor Swift’s 1989” album uses figurative language in her lyrics could be due to the following analysis:

**a. Feeling expression**

Figurative language facilitates more intense feeling expression clearly. There are amplifying emotions, creating vivid imagery, expressing the inexpressible,

engaging the senses, building relatability, evoking empathy, conveying complexity.

### b. Imagery

The imagery draws in the listener imagine. Ultimately, the imagery in lyrics or text guides the listener's imagination to visualize and emotionally experience what the speaker is conveying, allowing for a deeper, more immersive connection with the theme or emotion being explored

### c. Relatability

The songs are more approachable because of the figurative language, which frequently draws on shared cultural allusions or life experiences. The metaphor and similes employed allow listeners to draw parallels with their own experiences. It creates a bridge between the creator and the audience, offering validation, comfort, and connection. By tapping into shared human experiences, relatable content helps foster empathy, understanding, and a sense of belonging, making it a powerful tool for emotional engagement.

### d. Creative Narration

Narration with creatives summary makes storytelling more imaginative and captivating. Figurative language can add complexity and intrigue to a story by expressing feelings in ways that are more engaging than straightforward.

### e. Recallability

It reflects how well content sticks in the mind of the audience, often due to emotional, cognitive, or sensory engagement. The more something resonates, stands out, or is repeated, the more likely it is to be recalled. It is a combination of impact, simplicity, relevance, and emotional connection that makes content memorable, and it plays a crucial role in creating lasting impressions, whether in advertising, music, literature, or communication in general.

## CONCLUSION

Based on the observation to the Taylor Swift's album, there are ten of figurative languages found in Taylor Swift's "1989" album by using a theory of Perrine's. Imagery shows 22,72 %, Metaphor 21,58%, Symbolism 17,04%, Hyperbole 9,09%, Personification 7,95%, Repetition 7 95%, Alliteration 5,28%, Simile 4,55%, irony 1,13%, and Oxymoron 1,13%.

Taylor Swift's skill in utilizing literary devices to portray nuanced emotions and tales is demonstrated by examining figurative language in her "1989" album. Swift's skilful blending of personification, metaphor, simile, symbolism, and other literary elements creates a captivating and significant lyrical fabric. The complexity and diversity of

Swift's song writing have been emphasized in this analysis, demonstrating Swift's ability to write songs that have a profound emotional impact on a wide range of listeners. Swift tells stories and challenges listeners to delve into the depths of human experience through her deft use of figurative language.

Therefore, in case a further study about this concept is on progress by the other researchers, it is recommended to use this analysis as a source of information and inspiration to gain a deeper understanding of Figurative Language. At least, this research may help other researchers to conduct on meaning by referring to this research. With the same reference theory of Perrine or other experts can be implied too.

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