Research Article

STYLISTIC-PRAGMATIC OF A FIGURATIVE LANGUAGE AND SPEECH ACTS IN THE QUEEN ALBUM 'A NIGHT AT THE OPERA'

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Abstract: *The research was conducted to analyze stylistic pragmatic of figurative language and speech acts in Queen's songs on A Night at The Opera. The method of study is descriptive analysis. The result shows that: 1) there are six kinds of figurative language Metaphor 14 times, hyperbole 40 times, personification 19 times, simile three times, metonymy once, and synecdoche. The most dominant type of figurative language is hyperbole, which occurs 40 times. 2) 3 types of speech acts occur in this song: 12 songs, which are those 20 lines of lyrics are considered imperatives. However, there are only a few lyrics using interrogative and the rest using exclamative. 3) There are four occurrences of illocutionary acts found in the song. They are representatives, directives, commisive, and verdictives. Representative is dominant—perlocutionary acts with 14 times of occurrences. Directive occurs three times. Verdictive occurs in a relatively small number, two occurrences. The lowest type of illocutionary act is commisive as it occurs only once.*

Keywords: pragmatic; figurative language; speech acts; song analysis

Introduction

In the globalization era, mass media have an essential role in delivering news and other information to the public. Mass media, as communication media, has many functions; one of them is to give away to those who want to sell products through songs. It has been used for a long time in the trade. Nowadays, song plays a significant role in business; it can be one of the best tools to get the consumers' attention. No wonder if many songs of any products are easily found everywhere. The song is one of the necessary forms of mass language intended to persuade an audience to purchase or take desire upon the mind, ideas, services. Language is means of communication. Through language, people can express their ideas, thought, and feelings. Hornby (1987) states that language is a human and non-intensive method of communicating ideas, feelings, and desires utilizing a system of sounds and sound symbols. The language may represent explicit and implicit feelings and thoughts. It can also be described as a vehicle of thought because people can share or deliver what is put in mind through language. It produces the song, which is needed to assure people of commercials being advertised. Listeners usually hesitate to hear songs if they never or do not see the song ads yet.

In learning and understanding language, people do understand not only the form of language but also the meaning in it. People do many ways in delivering their idea to other people to understand and catch the meaning of the idea up. One of the ways that can be used is by song. Many people figure out their ideas and feeling into a song. A song is a composition of voice performed by a singer or by an instrumental song. There are many messages delivered in a song. Through song, people can convey his voice to many people to know his feelings and idea. Currently, many songs can express our feelings, such as a song with a theme of love, social, political, and others. In this time, people can speak to others through song. It means that the song can be used to deliver ideas and feeling so that people can understand what the composer means.

Like advertising, a song's primary function is to create desires, emotions, feelings, values, attitudes towards the products in its viewers. It is a medium of communication and expression, and it effectively

accomplishes the set goals. A successful song is expected to achieve five goals, i.e., attracting attention, commanding interest creating desire, inspiring conviction, and provoking action. All these five functions are inter-related and, in concert, serve to promote the selling power of the song. The song needs attractive media to achieve the producers' target, persuading the consumers to buy the product. The media used by advertisers are the channels of communication that carry the messages from the advertisers to the target consumers. The most frequently used media are newspapers, television, radio, and song. In this search, the medium of songs that the writer used is about the song because it has unique characteristics.

Songs are an undoubtedly important part of communication media since the fact shows that everybody listens to songs because people can get much information by hearing them. There are many kinds of song, such as people's weeklies, people's monthlies, men's songs, romantic songs, one of the types of that becomes phenomena is motivational songs, as they have a significant number of consumers and their circulation is considered as the highest and the most profitable than others. Songs are the most potential target consumers by the producers and copywriters.

Usually, the language of the commercial song is designed in such a way in order to be persuasive enough to stimulate the desire of the consumer to buy certain songs, which meant that the songs should not only explain what is sold but also develop an impression to the readers that they need the song being offered. It can bring more advantages to them. The language used in songs must be persuasive because it aims to persuade the consumers to buy—the products. According to Wells et al. (2003), a persuasive message has built a logical process and concerns the emotions about how the readers feel about the product, the service, or the company being advertised.

Nevertheless, before an ad can influence a potential consumer, the advertiser must first persuade them to notice it. An integral way that this is made manifest is through language and, specifically, figurative language. Results from previous studies have also indicated that songs with figures are called more often and liked better by consumers (Becker & McClintock, 1967; Jagiello et al., 2019). This condition then encourages the writer to observe further the use of figurative language, which is under stylistic and pragmatics, in the song's language in people's lifestyle music. In this regard, the song also has a speaker performs when making an utterance defined in terms of a speaker's intention and the listeners' effect. Essentially, it is the action that the speaker hopes to provoke in his or her audience. In this term, it is called a speech act. It, usually, might be requests, warnings, promises, apologies, greetings, or any number of declarations. In communication, indeed, not only do speakers produce utterances. They do things with utterances when they speak because language is used to explain words and perform an action intended to affect the hearer. Those actions that are performed via utterances are called speech acts (Yule, 1996).

The song is interesting to be analyzed because almost everyone knows and sees songs in their daily life, and the language used in the song is unique. Companies cannot sell music without songs because they use songs to introduce and promote their product. The writer takes the songs from Queen with their album "A Night at The Opera," published in the 1970s as the object of study. Due to this research's interest, the band Queen was chosen since it is considered one of the world's most genius and unique music industry bands. Besides, there are many mysterious and exciting lyrics in it, and in 2018, it was recently uploaded again in the film "Bohemian Rhapsody" to memorize their masterpiece. Therefore, it is easier to find and choose songs that contain figurative language and speech acts.

Understanding language in the figurative language and speech act is becoming increasingly complex, with one of the objectives being to understand in theory or practice, even though both have already been applied in public media, such as in music. However, listeners have not been able to grasp the intent. Likewise, at the school level, both among students. Even at universities/colleges, this subject is still limited in understanding, namely pragmatics. Therefore, an appropriate method of understanding is expected to increase listeners' understanding of music both in figurative language and speech acts.

The mastery of figurative language and speech acts that will be applied in this study is one of the writer's strategies to improve the ability to speak English at the student and general level, especially in listening to music that contains deep meaning.

Based on the research background, there is an exciting point of the topic to be analyzed. That is about language deviation, which is called figurative language. The figurative language and speech act in Queen's Song is the main focus to be analyzed. There are some problems related to the topic that can be identified. The first problem is the use of language itself. A song is created to persuade listeners to hear the song; thus, it should arrange the song's language to be interested. The are many variations, both in

verbal and written forms, in how the writer uses the language. Sometimes, those variations in advertisement language create an ambiguity that needs to be investigated.

The second problem is how the song's language could affect the target listener to listen to the song. In this problem, there would be a correlation between the song's language and the writer's medium to affect the target listener's opinion about the song. The analysis of this problem then focuses on the behavior and attitude of the listeners to the song.

The third problem identified is about values that are showing songs. Like any other works, a song also contains the values possessed by the writer. These values are essential to creating an image both to the song and the listeners who use them. The created image then will influence the social value about the essence of having the song.

Unfortunately, limited time and accessibility make it impossible for the writer to analyze them entirely. Considering the wide range of problems and the accessibility of the writer in analyzing them, he specifies the analysis on the first problem. The use of figurative language and speech act in phrases and sentences in Queen's songs is the research's focus. The figurative language and speech acts in the songs are identified and analyzed based on their types and how they are used in Queen's songs. As advertising is the "persuasive speech act" that uses figurative language speech act to persuade the listeners, it is essential to reveal how the writer uses its strategy to manipulate song language to achieve its aims. Therefore, it is better to explain both the stylistic and pragmatics of language used in those selected song texts.

The investigation of the intended purpose and the use of figurative language and speech act in Queen's songs is fascinating. As it now is a study that could be analyzed from many majors, the writer tries to understand advertising, especially in advertisements. Since this research, the language style, and how language is used in Queen's songs are analyzed, the writer employs a stylistic-pragmatic analysis. Based on the Formulation of the research above, the objectives of the research are to analyze and to know about the types of figurative language and speech act appearance in the Queen's songs, The figurative language and speech act used in the organization of the Queen's songs and The figurative language and speech act used in the Queen's songs.

Method

This research was qualitative. However, the researcher also used a quantitative approach in processing the data. Qualitative research produces a narrative or textual description of the phenomena under study, whereas quantitative research specifies numerical assignment to the phenomena under study (VanderStoep & Johnson, 2008). This research described the phenomena of the use of figurative language in advertisements in phrases and sentences. However, the research was also conducted quantitatively, in which it also stated the findings in the form of numbers. The form of numbers was used only to strengthen the interpretation, so the primary analysis was conducted qualitatively.

To be more specific, the type of this research was mostly descriptive qualitative research. The analysis of descriptive research is aimed at providing a detailed description or illustrating phenomena. The purpose of qualitative research is more descriptive than predictive (VanderStoep & Johnson, 2008). The goal is to understand, in-depth, the viewpoint of a research participant. Thus, because all understanding is constructed, different research participants will have different interpretations based on their own experience and the social system they interact.

This research paid great attention to every prominent phenomenon during the investigation of the primary data, *Queen's song* advertisements. It also tried to give an adequate description of the phenomena' factual data and provided a logical and rational interpretation based on relevant theories.The researcher investigated the phenomena of figurative language and speech act in one of Queen's albums and specified its focus to the particular use of figurative language in the research object. However, not all types of figurative language were investigated. In this study, the researcher focused on analyzing the tropes that mostly appear in the advertisement's text. Then, the researcher also analyzed the types of speech acts in those selected songs to determine how these songs' creative language is arranged and works.

This study's primary data source was the print advertisements in *Queen's song* issued in the 1970s. Thus, it analyzes Queen's songs' song lyrics in a night in Opera that used figurative language and speech acts. It takes these lyrics as the data source that is taken from kapanlagi.com (kapanlagi.com, 2019). On this website, we can find any lyrics that we want to look for, especially the song lyrics by Queen Band.

Besides, it asks other friends which one of Queen's songs has a figurative language and speech act, and this method can quickly help the writer do this research.

This study analyzed the English songs' text containing title and body text, including phrases and sentences as the data. The principal analysis was about the occurrence of some figurative language and speech acts commonly used in the advertisement: Synecdoche, Metonymy, Metaphor, Simile, Personification, and Hyperbole. The types of lyric text analyzed were both product and service advertisements.

The main instrument of this research was the writer himself. One of the characteristics of qualitative research is that the research uses human beings or the writer himself/herself as the main instrument of the research (Sugiyono, 2009, 2016). According to Moleong (2017), in qualitative research, the researcher becomes the designer, data collector, analyst, interpreter, and result reporter. In qualitative research, the human investigator is the primary instrument for gathering and analyzing data.

This research, therefore, uses the instrument in conducting the research. The research instrument is the researcher himself because the research does not need a questionnaire. The writer directly observed the song lyric data on kapanlagi.com because it is easy to find the lyric on this website. Kapan lagi.com is a widely used website search for words to find the song's lyrics; we can find various songs we requested.

Another instrument used in the research was a data sheet. The data sheet became the device to categorize and classify the data into some types of figurative language: synecdoche, metonymy, metaphor, simile, personification, and hyperbole; to determine the use of figurative language in the organization of advertisement text and to explain the speech acts of the data: locutionary act, illocutionary act, and perlocutionary act.

There were two techniques used to collect the data in this study. They were reading and note-taking. Reading was done by reading the advertisements then determining the type of figurative language in those selected advertisements. In contrast, note-taking was done by writing the advertisements related to the researcher's interpretation then transferring them into a data sheet. The researcher chose only English and full-page advertisements to be investigated. The consideration was that readers quickly noticed the full-page advertisements.

The next step was transferring the notes into a data sheet. After the data which contain phrases and sentences were identified, they were transferred into a data sheet. The datasheet was used to make the data analysis easier. The datasheet consists of quotation and code (data number and the name/month/year of magazine edition). The datasheet consists of three parts of the analysis. The first part was used to identify the advertisements containing figurative language. The next part was about how figurative language was used in the organization of those texts. Next, the last part was used to determine the types of speech acts of those selected advertisements. As a result, there was a data sheet used to classify the data.

This research used the referential technique of analysis that was under the heading of observing studies. This type of analysis was used to reveal the content of a book or text that explored the author's condition or society when it was written. Wiersma (2006) states that data analysis in qualitative research is a successive approximation of an accurate description and interpretation of a phenomenon. The processes of data analysis were stated in detail below.

After coding all sentences used in the advertisements, the researcher analyzed the figurative language types in those advertisement texts. The types of figurative language that were being analyzed mostly occur in advertisements: synecdoche, metonymy, metaphor, simile, personification, and hyperbole. The figurative language found in each advertisement was typed in bold, and phrases or sentences containing figurative language were marked in italic to clarify which sentence contained figures of speech. Next, the researcher identified the use of figurative language in the organization of advertisement text. After that, the researcher identified the figurative language types and revealed the speech acts in each figurative language. Qualitative research requires validity and reliability as quantitative research. Such factors are crucial in the research including qualitative one:

1. Credibility

Credibility is the fixation of credible or reliable qualitative research findings from participants' points of view in the research. The steps needed to receive credibility are as follows: (1) member-checking to the number and give code of the research data based on sub-focus, the continue by making from to check if there is data left to be analyzed, (2) Discussion with colleagues: it can be done by asking help to evaluate the data that the writer analyzes. The discussion needs to be done to check whether the writer has been

analyzed all of the data, (3) Researcher's Accuracy: a writer needs to read repeatedly and check all the analyzed data to match it with recapitulation.

2. Transferability

Transferability is the strength of qualitative research's finding that can be generalized or transferred to a different context or setting from generalization. The writer can elevate the research findings by describing their context with the core assumption of that particular research. In this research, transferability has been received by analyzing the text in each textbook's reading section based on the SQ3R Method in respondent data to achieve a detailed result. The finding, therefore, can be an element for further research.

3. Dependability

Dependability is the importance of considering the changeover in the research's context. The writer is responsible for explaining the changeover that happened in the setting and how those changes influenced the writer's approach.

In this research, dependability will be done by taking notes of all research findings. In the process of analyzing the data, the writer will repeatedly read all the reading worksheet that has been based on SQ3R Method to match them with relevant theories.

4. Conformability

Conformability or objectivity is confirmation of the obtained research is finding by others. In this research context, conformability will be conducted by competent experts in a similar field.

The research finds that being obtained will be confirmed to the advisors who have expertise in the particular field.

Results and Discussion

As explained in the objectives of the research, this research is aimed at identifying and explaining the figurative language that exists in the advertisement texts used by the writer based on its types and analyzing the speech acts of the advertisement texts containing figurative language used in Queen's Songs on the album of A Night at The Opera. This chapter provides the results of this research divided into two parts, i.e., findings and discussion. The data findings show figurative language's appearance and its speech acts found in Queen's Songs on the album Night at The Opera. Meanwhile, the discussion presents the analysis based on the research objectives. The discussion section explores each figurative language's analysis, how the figurative language used in Queen's Songs on the album of Night at The Opera advertisement, and its speech acts.

1. Figurative Language in Queen's Songs on Album of A Night At The Opera
a. Figurative Language by Comparison and Substitution

There are types of figurative language grouped in comparison and substitution: simile, metaphor, allusion, analogy, allegory, synecdoche, personification, symbol, overstatement, understatement, paradox, irony, antithesis, oxymoron, parallelism, symbol, euphemism, and metonymy. However, in this study, only three types are analyzed since they are commonly found in Queen's songs on the album A Night at The Opera. Those types of figurative language are simile, metaphor, and metonymy.

Simile and metaphor are both comparisons between things essentially unlike. The only distinction is the use of comparative words or phrases in those types. In a simile, the comparison is explicit, indicated by the addition or use of some comparison words or phrase, such as like, then, as, similar to, seems, or resembles. In metaphor, the comparison is implied, but without using the words or phrases used in simile. Moreover, metonymy is the use of something that is closely related to the things that it means. It means that the name of a thing is substituted for that of another closely associated with it. In Queen's Songs on the album A Night at The Opera, published in 1977, there are 14 occurrences of metaphor, three simile occurrences, and five times occurrence of metonymy. However, simile only appears three times, and it means the least among them in the album. Indeed, metaphor becomes the most dominant type of figurative language by comparison and substitution in Queen's Songs on the album A Night at The Opera.
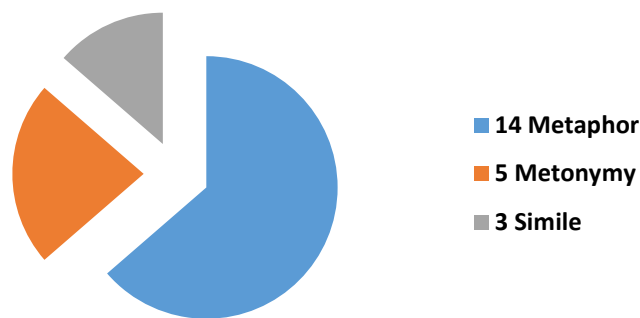
- 14 Metaphor
- 5 Metonymy
- 3 Simile

Diagram 1. Comparison and Substitution

b. Figurative Language by Representation

There are three types of figurative language grouped by representation: synecdoche, personification, and symbol. However, only synecdoche and personification are chosen to be analyzed in this study. Synecdoche simplifies what is being talked about by stating significant detail only. Personification gives the attributes of a human being to an animal, an object, or an idea. It gives animals, objects, ideas, and human qualities as if they can act and perform human actions. In Queen's songs on the album A Night at The Opera published in 1977, personification appears 19 times, and synecdoche appears just nine times. Personification is the most dominant type of figurative language by representation, which appears in Queen's songs on the album A Night at The Opera.
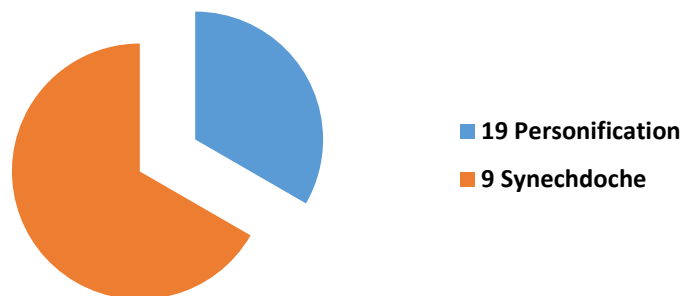

- 19 Personification
- 9 Synechdoche

Diagram 2. Representation

c. Figurative Language by Contrast

In this study, hyperbole is chosen to be analyzed among the four figurative language types by contrast. Hyperbole is the type of figurative language that contains excessive statements. In Queen's Songs of Album of A Night At The Opera advertisement published in 1977, hyperbole occurs 40 times.

2. How Figurative Language is Organized in Queen '3 Songs on the album of Night At The Opera Text

Titles are words in the leading position of the songs. Typically, it will be read first and are positioned to draw the most attention. In Queen's Songs on the album *A Night at The Opera,* published in 1977, 10 titles are containing figurative language on the album. Body text is the central portion and satisfies the reader's curiosity after reading the title. In Queen's Songs on the album A Night at The Opera, published in 1977, there are 91 times in which figurative language is used in the body copy.

3. Speech Acts in Queen's Songs on the album of *A Night the Opera*
a. Locutionary Act

Locutionary act means the act of saying something. The purpose of this is just to inform the reader. Usually, locutionary acts can be observed through linguistic features in the form of recognizable grammatical utterances. In this study, as the text containing figurative language in print advertisement is considered as locutionary act, there are four types of sentences that are being analyzed: declarative interrogatives, imperatives, and exclamations.

In Queen's Songs on the album Night At The Opera, published in 1977, 49 points contain figurative language in which those figurative sentences are considered declarative. Next, there are 22 points in which the sentence are considered imperatives. On the other hand, only 11 times is using interrogative and 48 times using exclamative.

Diagram 3. Locutionary

b. Illocutionary Act

There are six types of illocutionary acts based on Searle (quoted in Miller and Eimas, 1995:373-374): representative, directive, commissive, expressive, declaration, and verdictive. However, only four types of illocutionary acts: representatives, directives, commissive, and verdictives, are found in this study. Among those types of illocutionary acts found, representative becomes the most dominant by ten times of occurrences. The second most dominant illocutionary act is directives by six times of occurrences. On the other hand, veridictive occurs twice, and there is only one commissive that occurred.
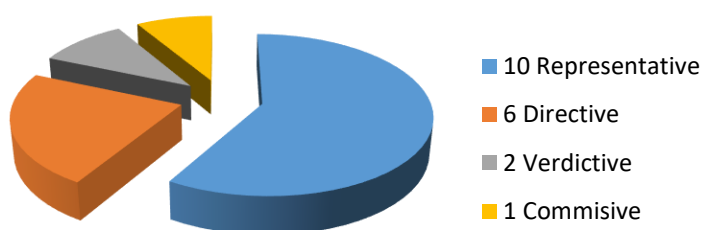

Diagram 4. Illocutionary

c. Perlocutionary Act

Since the perlocutionary act is the act of affecting or persuading someone to do something or, in other words, creating an utterance with a function to affect the hearer, here perlocutionary acts occur in 35 lines of all song lyrics containing figurative language.

Conclusions

The six types of figurative language that commonly appear in the advertisement are found in the album *A Night at The Opera*. Metaphor (14 times), hyperbole (40 times), personification (19 times), simile (three times), metonymy (once), and synecdoche (once). The most dominant type of figurative language is hyperbole, which occurs 40 times. In these songs, the writer uses metaphor because it can help suggest the right kind of emotive associations for the songs. Consumers see the connection between the literal and

figurative meaning of an item. The application of metaphor plays an essential role in lyrics, making advertisements attractive, informative, and persuasive. Undoubtedly, metaphor contributes to promoting the sale of products and helps make advertised services succeed and flourish.

Related to the organization of print ads in *Album of a Night at The Opera*, the figurative language mostly occurs in the headline of advertisement text by 12 times of occurrences. On the other hand, six songs put the figurative language in the body text, and only two rests containing figurative language are placed in the sub-headline. The writer tends to put figurative language in the title of the song since the headline is the theme and center of the advertisement. As the center of the song, a title has to catch the readers' and listeners' attention since they target the song being advertised. A title must be unique, an interesting one to give the reader and listeners an impression and make them want to listen more to what is being sung. Therefore, the use of figurative language can make a title of print song lyrics more attractive.

Twelve songs contain figurative language in which those figurative sentences are considered declarative found in this study. Next, there are 20 song lyrics in which the sentence are considered imperatives. On the other hand, there are only a few lyrics using interrogative, and the rest of the advertisement using exclamative. The use of declarative is expected in the advertisement since it aims to provide the readers with information about the song. Among six proposed types of existed based on Searle (Searle, 1968, 1969; Searle et al., 1980), there are four types of illocutionary acts found in *Album of A Night At The Opera*s. They are representatives, directives, commisive, and verdictices. Representative is dominant. Illocutionary acts with six times of occurrences. Directive occurs three times. Meanwhile, verdictice occurs in a relatively small number, two occurrences. The lowest type of illocutionary act is commisive as it occurs only once. Representative is common in advertising since advertising has the primary purpose of introducing the song and service by making some claims and assertions about its quality. Therefore, the consumer will have the interest to buy the product or using the service. On the other hand, there is no conclusion for perlocutionary act analysis since the perlocutionary act of the song's text is dealt with the outcome of the song advertisement itself.

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