

CONCEPTUAL METAPHORS IN JUSTIN BIEBER'S SONG HOLY

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ABSTRACT

The purpose of this study is to reveal the use of conceptual metaphors in Justin Bieber's songs in the lyrics of his songs by focusing on identifying the domain and target domain of the metaphors used to find out the hidden or implied meaning in the song. This research method uses a qualitative descriptive method to describe and analyze the data that has been obtained from each Bieber song studied. The results of this study show that the characteristics, types of metaphors, and love schemes compared to each other in one sentence can produce diverse interpretations. In this study, the lyrics of Bieber's song 'Holy' use a lot of abstract metaphor characteristics, the type of metaphor uses a lot of orientation, and imagines a lot of space (contact) and force. So that knowing the meaning to be conveyed and the hidden intentions of the song can be understood.

Keywords: *conceptual metaphor, meaning, song, Justin Bieber, Holy*

INTRODUCTION

Metaphor is often considered to be a fundamental form of thinking and imagination. There are two understandings used when understanding metaphors, first, metaphors indicate a style of language or figure of speech and the second metaphor as manifesting a person's way or system of thinking in everyday life whether it is experienced or not (Lyra, 2018). Metaphor is also an important tool in language to convey meaning in a creative and more colourful way. The term comes from the Greek words, "meta" meaning 'above' and "pherin" meaning 'to move' or 'to change places'. In modern Greek, the term metaphor is defined as "transfer" or "transport" which means that metaphor is the transfer of an image, meaning, or quality from one expression to another (Classe, 2000). In a metaphor, one object or concept is described or explained using terms or attributes of another object or concept. This makes it possible to convey complex ideas, emotions or concepts in a more meaningful or powerful way. Metaphors are very commonly used in everyday language, literature, music, and various other forms of creative expression.

Metaphor can also be used to smooth out expression that are considered negative, taboo, and concretize problem. It describes a problem or situation indirectly or in a more beautiful way. For example, using a metaphor to describe sadness as "the rain falling on the heart" rather than saying directly "sad". This also allows the listener to more easily receive the message without feeling offended or bothered by the harshness of the language. In addition, metaphors

also concretize the problem by portraying it in a visual form or simile that is more easily understood by the listener. So, without realizing it, songs have become an inseparable part of every background of human life. Songs are organized into several stanzas by their creators to express or express ideas, thoughts, and feelings (Wiradharma, 2016).

In a song, the lyrics used are like rhythmic poetry. Poets will play with words and language to create characteristics so that they have an appeal to the lyrics or verses. Song lyrics are a person's expression about something he has experienced or seen. In expressing their experiences, words or lyrics are created that are monologues, which means that they rarely or never involve other parties to speak (Awe, 2003). The lyrics in Justin Bieber's songs are very interesting to discuss in the context of conceptual metaphors because of their wide influence, emotional richness and the experiences contained in them. He uses figurative language such as metaphors, symbols, and personification to convey messages effectively. Also in songs, he has a wide and significant audience in pop culture, therefore analyzing conceptual metaphors in Justin Bieber's songs can provide insight into how certain messages are conveyed to his audience.

In song lyrics, conceptual metaphors can be used to describe complex feelings or concepts in a more gambling or emotional way. For example, in the lyrics of the song "Sorry" by Justin Bieber 'cause I'm missing more than just your body' which illustrates that he misses the emotional closeness, connection, and bond with his partner, not just the physical aspects. Justin Bieber uses conceptual metaphors to convey the idea that his apology is not only about apologizing, but also expressing a longing for more than the physical presence of his partner.

Studying conceptual metaphors has relevance that can be noted, namely, first, about understanding language and culture which can help in understanding how certain languages and cultures express and convey abstract and complex ideas. Secondly, it is often used in literature and art to convey deeper and more complex messages. Conceptual metaphors are also often used in communication and rhetoric to make messages more interesting and help in the effective use of language in various communication contexts.

Metaphor research on this song has also been done by several previous studies including Ramadhika (2022) with the title "The Metaphor Analysis of Selected Adele's Song Lyrics". The results of this study show that metaphors have an important role in song lyrics by using words that contain metaphors to arouse curiosity and interest in knowing the meaning of the song lyrics that are being heard so as to make listeners imagine when hearing the song. Furthermore, Darmayanti (2020) examined the conceptual metaphor of love in the lyrics of Tylor Swift's song Red. The results of this study obtained conceptual love metaphor issues, namely the object of love as an item, love as a part of the body, love is a game, love is a sign, love is art, love as a sound object, love is a colour, love is a trap, and love is a problem.

Hutagaol (2022) entitled Critical Analysis of Metaphors and Meanings in Song Lyrics by Adele "Someone Like You". The results of this study found 11 metaphors in the song, namely 5 nominative metaphors, 3 complementary metaphors, and 3 sentence metaphors. Then, research conducted by Pratiwi (2020) with the title "An Analysis of Metaphoric Expression Found in Rihanna's Song Lyrics". The results of this study, Ameitha describes the meaning and types of metaphors found in Rihanna's songs to help more easily understand the implicit meaning of the more dominant metaphors in Rihanna's songs are pities metaphors.

Research by Sidiq, Kustantinah, and Ambarini (2023) which discusses figurative language on Justin Bieber's Purpose album. The results of this study are 27 lyrics containing figurative language, namely simile, metaphor, hyperbole, metonymic, apostrophe, and symbol. And the most dominant figurative language in Justin Bieber's Purpose album is similes, with 39%. Then metaphor 29%, hyperbole 18%, metonymy 7%, apostrophe 4%, and symbol 3%. Songwriters use similes more than other types of figurative language.

The above research provides insight into how metaphors are used in the context of popular music. However, the focus of this research will use Lakoff and Johnson's theory which may bring some significant differences, especially in the theoretical approach. This research will use the theory as the main framework that can provide more understanding of how conceptual metaphors work in human thought and language. Highlighting the cognitive

processes behind the understanding and interpretation of metaphors in song lyrics, exploring how these metaphors affect the way listeners understand and respond to music. In addition to different objects and subjects in the previous study, which used all figurative language while this study also only focuses on the use of conceptual metaphors in songs so that it can be more in-depth. This research also does not only focus on the issue of love metaphors but the entire problem contained in the song.

This research can contribute to the analysis of literature and art by highlighting the use of metaphors in popular music works, helping in understanding how human thoughts and emotions are represented and understood through language, and better understanding how metaphors are used in song lyrics to produce more meaningful and compelling works.

LITERATURE REVIEW

Lakoff and Johnson (2003) state that metaphors are often not solely figurative or only in literary works, but also exist in our daily lives. Conceptual metaphors are a type of metaphor used to convey an understanding or representation of an abstract concept by relating to a more concrete or easily understood concept. In conceptual metaphors, abstract concepts are explained or illustrated by using terms, images, or attributes of concepts that are more accessible to the mind or past experiences. And state that the basis of metaphor is understanding and experiencing one thing in terms of another or understanding and interpreting one thing in terms of another.

Conceptual metaphors can make it possible to understand a domain which is known as the target domain by comparing it with another domain which is called the source domain. The concept makes it easier for us to understand abstract ideas. For example, the metaphor 'love is a journey' in many cultures, love is often described using powerful metaphors to convey its complexity. The metaphor illustrates that love is a process that evolves and changes over time, with twists and turns and obstacles that must be faced together, which can help us understand the abstract aspects of love in a more concrete and emotional way.

Metaphors can also be used to enrich writing, attract readers' attention, or create strong images in the minds of readers or listeners. Lakoff and Johnson (1980) explain that metaphors are not just rhetorical tools, but also reflect the way we understand the world. They argue that we often use metaphors unconsciously to understand and interpret our experiences. For example, the "time is money" metaphor, in this metaphor, the concept of time is understood like money that can be invested, spent or saved. Such as the phrase "I'm wasting time" illustrates the concept of time as something valuable and needs to be managed wisely, similar to how one manages money.

In conceptual metaphor theory, there are three important analogy elements, namely: (1) the source domain element, which serves as the basis of meaning used to understand the target domain, (2) the target domain element, which is the domain that is trying to be understood using the meaning of the source domain, and (3) the mapping element, which is the conceptualization between the source domain and the target domain. (Hasbi, 2023)

Lakoff and Johnson divide conceptual metaphors into three types, including structural, orientational, and ontological metaphors. (1) structural metaphors, which transfer concepts based on everyday systematic relationships, (2) orientational metaphors, which transfer concepts based on human physical experience in the aspect of orientation, and (3) ontological metaphors, which transfer concepts through personification. (Hasbi, 2023)

The characteristics of conceptual metaphors according to Saeed's Theory (2003) include, (1) Conventional is a common metaphor so that its existence has been considered as everyday vocabulary used by the community (dead metaphor); (2) Systematic means that there is a comparison of the source and target domains that are incorporated in one point of similarity; (3) Asymmetrical, which compares two concepts that are unidirectional; (4) Abstraction, which uses the nature of something concrete to describe something abstract.

Given that conceptual metaphor is the fruit of mental construction based on the mapping between one concept to reach another, in short, conceptual metaphor is an attempt to project abstract elements that occur in the human mind into a conception that can be seen, felt and imagined by others. In this case, the theory that most often appears in the study of conceptual metaphors is the image scheme pioneered by Croft and Cruse.

<i>Space</i>	<i>Up-Down, Front-Back, Left-Right, Near-far, Center-Periphery, Contact</i>
<i>Scale</i>	<i>Path</i>
<i>Container</i>	<i>Containment, In-Out, Surface, Full-Empty, Content</i>
<i>Force</i>	<i>Balance, Counterforce, Compulsion, Restraint, Enablement, Blockage, Diversion, Attraction</i>
<i>Unity / Multiplicity</i>	<i>Merging, Collection, Splitting, Iteration, Part-Whole, Mass-Count, Link</i>
<i>Identity</i>	<i>Matching, Superimposition</i>
<i>Existence</i>	<i>Removal, Bounded Space, Cycle, Object, Process</i>

Figure 1. Skema Citra Croft and Cruse

METHODOLOGY

This research is qualitative descriptive research. Creswell (2007) defines descriptive qualitative research as research that seeks an in-depth understanding of the phenomena being observed through the collection and analysis of data in the form of words, images, and sounds.

The research object in this study is the identification of metaphors in Justin Bieber's song lyrics. Song lyrics express a person's feelings or thoughts, one of which uses metaphorical language to convey messages in a more complex manner.

The subject of this research is song lyrics written by Justin Bieber who is a Canadian national singer and songwriter who has won numerous awards throughout his career, including the American Music Award as Artist of the Year in 2010 and 2012 and in 2016 became the first artist to pass 10 billion total views on Vevo.

The determination of the theme in this study is because the author really likes to hear songs from Justin Bieber, when listening to his songs, the author often hears sentences that are conveyed using figurative language, thus making his songs must be heard properly to get the meaning he wants to convey. And it is also still rare for conceptual metaphor research to use Justin Bieber's song 'Holy' as a research subject. Then the author identifies each lyric that contains metaphors and provides information on which lines are the bait. After the data is identified, then the data is analyzed. In analyzing the meaning, the author analyzes starting from the interpretation of the song to analyzing the meaning of each lyric by using Lakoff and Johnson's theory to determine the target and source.

DISCUSSION

This researcher uses Justin Bieber's songs "Holy" from the album titled 'Justice' which was released on March 19, 2021, to test the theory that researchers use with the data that researchers find below:

Data	Holy Song Lyrics	Metaphor Characteristics (Saeed Theory)	Types of Metaphors (Lakoff Johnson Theory)	Image Scheme (Croft and Cruse Theory)	Comparison Description
1	<i>I hear a lot about sinner Don't think that I'll be a saint (first verse)</i>	Asymmetric	Structural	Identity (Matching)	<i>Sinners: Saint</i> Comparing the adjectives 'sinner' and 'saint' points to an imbalance and doubt.
2	<i>But I might go down to the river (first verse)</i>	Abstract	Orientational	Existence (Process)	<i>Going to the river.</i> The nature of 'river' is to wash away, so this means that the songwriter feels like he is being washed away by a river. The river in question could be a situation/problem.
3	<i>'Cause the way that the sky opens up when we touch. (first verse)</i>	Abstract	Orientational	Space (Contact)	<i>The sky opens up when we touch.</i> The author wants to show that the touch she experienced was so overwhelming that it led her to see the sky split open.
4	<i>The way you hold me, feels so holy. (refrain)</i>	Abstract	Orientational	Space (Contact), Container. (full/empty)	<i>You : Holy</i> The word 'you' refers to the partner who is hugging her, while the word 'holy' is to describe how the hug feels. The comparison links the physical act with the emotional experience that results from the hug.

5	<i>Runnin' to the altar like a track star</i> (second verse)	Abstract	Orientational	Force	<i>Runnin' : like a track star.</i> Running or processing something like a shooting star (very fast) means wanting to rush to achieve something.
6	<i>I don't believe in nirvana But the way that we love in the night gave me life.</i> (third verse)	Systematic	Orientational	Force (Enablement)	<i>I don't believe in nirvana.</i> In this passage, there is a comparison of love at night with the spiritual concept of nirvana, where she does not believe in the concept of nirvana but indirectly uses the love she experiences as something that gives her a new life.

From the data above, the researcher found the relationship between Saeed's characteristic theory, Lakoff and Johnson's metaphor division theory, and Croft and Cruse's image scheme theory. Reaffirming the function of metaphor itself is to project the results of mental processing into rough conceptions that can be experienced by others, therefore the three theories that the author uses aim to describe a sentence containing metaphor and classify it into characteristics, types and image schemes so that the sentence can be understood in meaning. Once again, the purpose of this study is to emphasize that metaphor is a style of language or diction that functions to project a person's 'state' by describing what he feels or thinks into a concept that can be experienced by others.

An example of a comparison regarding conceptual metaphor according to Lakoff and Johnson's theory is in the sentence 'Time is Money'. The sentence compares two different nouns namely 'time' and 'money'. Literally time and money are two different elements, but because the two words are juxtaposed, it produces an effect that refers to the meaning of 'valuable/valuable' considering that the source elements of time and money are two things that have value for a subject. By considering the source, then moving on to the target element by mapping the meaning contained in it, 'Time is money' is a metaphor that shows that a meaning is different from its constituent base word.

Researchers observe the data obtained with the theories that have been listed at the beginning, a hypothesis can be drawn that conceptual metaphors have very diverse forms and variations. Especially if the research on conceptual metaphors is based on data obtained from modern popular artworks. The lyrics of the song 'Holy' in data number 1 to number 6 contain various conceptual metaphors which according to the author are complex mental fruits to be analyzed.

The first data is the first sentence of the first verse of the song "Holy", namely "I hear a lot about sinners. Don't think that I'll be a saint." The sentence contains asymmetrical characteristics that contain two words with different meanings, namely sinners and saints. The type of metaphor in this sentence is a structural metaphor that describes something that can happen in everyday life. Then the image scheme contained in this sentence is identity, namely, the songwriter wants to describe that his position is in the middle of a world that makes him question his identity.

When viewed in the table, the lyrics in the song "Holy" from Justin Bieber use more metaphors with abstract characteristics to describe a feeling, situation and condition felt by the songwriter. Here the songwriter wants to describe a feeling, situation and condition that cannot be explained simply, and wants to emphasize the side that what the songwriter feels is something that is very memorable in his memory. Although the characteristics are the same, data numbers 2,3,4, and 5 contain different types of metaphors and image schemes, which can be observed in the table that researchers have presented above. For example, the second data "**But I might go down to the river**" contains a conceptual metaphor with an orientational type that describes a feeling or sensation that the songwriter wants to convey. The sentence from the second data has an image scheme in the form of Existence (process) which, when combined with the type and characteristics of the metaphor, the sentence "**But I might go down to the river**" means "I might get swept away into a (complicated) situation."

3	<i>'Cause the way that the sky opens up when we touch.</i> (first verse)	Abstract	Ontology	Space (Contact)
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Data number three above contains conceptual metaphors that have abstract characteristics, are of the ontology type and have a space (contact) image scheme that shows the songwriter is in a memorable situation with someone that creates a contact in a space dimension. This type of ontology metaphor compares *the sky opens up* in the form of personification with *when we touch*.

6	<i>I don't believe in nirvana But the way that we love in the night gave me life.</i> (third verse)	Systematic	Orientalational	Force (Enablement)
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Data number 6 has systematic characteristics that emphasize the point that the situation is a situation that can occur in everyday life. It is orientational because of the phrase I don't believe in nirvana which compares the love felt at night with the concept of 'nirvana'. Although she states that she does not believe in nirvana, she uses the love she feels at night as something that gives new life. Then, followed by the word 'but' then followed again by the sentence **that we love in the night gave me life**. It gives a schematic image that the songwriter intends to portray hope and opening the heart to the one thing that is intended.

CONCLUSION AND RECOMMENDATION

From the research conducted by the author, it can be concluded that conceptual metaphor is an effort to project abstract thoughts into a concept. The theories that the author uses, namely, Saeed's theory, Lakoff and Johnson and Croft and Cruse's theory help in describing the meaning of a sentence containing conceptual metaphors in the song "Holy" by Justin Bieber. In the data presented by the researcher, it can be observed that when different characteristics, types of metaphors and image schemes meet in one sentence, it can produce different explanations. Of course, the function of the description is to find out the meaning that the songwriter wants to convey, so that the hidden or implicit meaning of the song can be understood by others.

Future research on this study could analyze the influence of listeners' emotions, perceptions, and thoughts, as well as their psychological implications in the context of personal and social experiences. and data collection to understand how listeners to understand how they interpret metaphors in these songs and how their interpretations are different or similar to Justin Bieber's original intentions.

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ABOUT THE AUTHORS

Selvia is a final year student at Universitas Komputer Indonesia, Bandung, Indonesia. The research made is a study of conceptual metaphors in the song 'Holy' by Justin Bieber which provides new insights into how Justin Bieber wants to convey the feelings or experiences he has experienced. It is known that Justin Bieber uses metaphorical language to communicate emotional messages through his work to the listeners of his songs.

Dr. Nungki Heriyati, M.A. obtained a doctorate degree from Universitas Indonesia. Her focus of research including women, narrative, language, history, and trauma. She has become lecturer from 2009 in English Department and currently also become the head of UNIKOM's career center division.