

**A SEMANTIC ANALYSIS OF FIGURATIVE LANGUAGE IN RED ALBUM  
(TAYLOR'S VERSION) BY TAYLOR SWIFT**

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**ABSTRACT**

This study was conducted to find out the figurative languages used in Taylor Swift's Red Album covering the songs; Red, 22, I Knew You Were Trouble, Everything Has Changes, We Are Never Ever Getting Back Together, The Moment I Knew, Come Back Be There, and Girl at Home. The types, functions, and semantic meanings of figurative languages used in those songs were analyzed in this study. The data were obtained through observation and document analysis in which the observation sheet and check-list became the research instruments. The collected data were analyzed by using Qualitative Data Analysis. The results revealed that there were nine types of figurative languages; metaphor, simile, personification, synecdoche, metonymy, paradox, hyperbole, irony, and alliteration. It was also found that there were three functions of figurative languages; expressive, inferential, and poetic. Meanwhile, there were three semantic meanings found; denotative, connotative, and affective.

**Keywords:** Figurative language, Song, Taylor Swift

**UNDIKSHA**

# ANALISIS SEMANTIK PADA MAJAS YANG TERDAPAT DALAM ALBUM “RED” (VERSI TAYLOR) OLEH TAYLOR SWIFT

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Penelitian saat ini dilaksanakan guna menemukan majas yang digunakan pada album “Red” yang dibawakan oleh Taylor Swift yang terdiri dari lagu berjudul; *Red*, *22*, *I Knew You Were Trouble*, *Everything Has Changes*, *We Are Never Ever Getting Back Together*, *The Moment I Knew*, *Come Back Be There*, dan *Girl at Home*. Jenis, fungsi, serta makna semantik dalam majas yang digunakan juga dianalisis pada penelitian kali ini. Data dikumpulkan melalui observasi dan analisis dokumen dengan menggunakan lembar observasi dan *checklist*. Data yang dikumpulkan kemudian dianalisis dengan menggunakan teknik analisis data kualitatif. Hasil penelitian menunjukkan terdapat Sembilan jenis majas yang digunakan, yaitu; metafor, simile, personifikasi, sinekdot, metonim, paradox, hiperbola, ironi, dan aliterasi. Terdapat tiga fungsi dari majas tersebut yaitu; ekspresi, inferensi, dan puitis. Sedangkan terdapat tiga makna semantik yaitu; denotatif, konotatif, dan afektif.

**Kata Kunci:** Lagu, Majas, Taylor Swift