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Jurnal Penelitian Semantik dan Pragmatik tentang Album Bruno Mars

A Semantic and Pragmatic Research Journal on Bruno Mars' Album

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Artikel Review

Article History:

Received: 06 Dec, 2025

Revised: 07 Jan, 2026

Accepted: 21 Jan, 2026

Kata Kunci:

Metafora, Metafora Konseptual, Lirik Lagu, Bruno Mars, Doo-Wops & Hooligans, Gaya Bahasa

Keywords:

Metaphor, Conceptual Metaphor, Song Lyrics, Bruno Mars, Doo-Wops & Hooligans, Stylistics

DOI: [10.56338/jks.v9i1.10149](https://doi.org/10.56338/jks.v9i1.10149)

ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi, mengklasifikasikan, dan menganalisis makna konseptual metafora yang terdapat dalam lirik lagu album debut Bruno Mars, *Doo-Wops & Hooligans* (2010). Metafora, sebagai bentuk bahasa kiasan, sangat penting dalam memperkaya makna dan kedalaman emosional lirik lagu. Album ini mengeksplorasi berbagai tema seperti cinta, patah hati, dan ambisi, dan diperkirakan mengandung beragam ekspresi metaforis. Penelitian ini menggunakan metode deskriptif kualitatif berdasarkan Teori Metafora Konseptual (CMT) yang diusulkan oleh Lakoff dan Johnson. Data yang dikumpulkan mencakup semua lirik dari album *Doo-Wops & Hooligans*. Proses analisis terdiri dari tiga tahap: (1) mengidentifikasi frasa dan kalimat yang mengandung metafora, (2) mengklasifikasikan metafora tersebut ke dalam jenis-jenis seperti struktural, orientasional, atau ontologis, dan (3) menafsirkan makna konseptual yang disampaikan melalui metafora tersebut. Hasil menunjukkan bahwa terdapat sejumlah besar metafora yang digunakan dalam lirik. Metafora-metafora ini sering menyampaikan ide-ide seperti "Cinta adalah Perang" (seperti dalam 'Grenade'), "Cinta adalah Perjalanan" atau "Cinta adalah Cahaya/Kegelapan," dan "Emosi adalah Benda Fisik" (seperti hati yang rapuh). Metafora-metafora ini melampaui pilihan gaya semata dan berfungsi untuk membuat ide-ide abstrak seperti emosi dan hubungan menjadi lebih konkret dan dapat dipahami oleh audiens.

ABSTRACT

*This research seeks to identify, classify, and examine the conceptual meanings of metaphors present in the song lyrics of Bruno Mars' debut album, *Doo-Wops & Hooligans* (2010). Metaphors, as a form of figurative language, are essential in enhancing the meaning and emotional depth of song lyrics. The album explores various themes such as love, heartbreak, and ambition, and is anticipated to include a wide range of metaphorical expressions. The study utilizes a qualitative descriptive method based on the Conceptual Metaphor Theory (CMT) proposed by Lakoff and Johnson. The data collected includes all the lyrics from the *Doo-Wops & Hooligans* album. The analysis process consists of three stages: (1) identifying phrases and sentences that contain*

metaphors, (2) categorizing these metaphors into types such as structural, orientational, or ontological, and (3) interpreting the conceptual meanings conveyed through these metaphors. The results show that a considerable number of metaphors are used within the lyrics. These metaphors often convey ideas such as "Love is War" (as seen in "Grenade"), "Love is a Journey" or "Love is Light/Darkness," and "Emotions are Physical Objects" (such as a fragile heart). These metaphors go beyond mere stylistic choices and serve to make abstract ideas like emotions and relationships more tangible and relatable to the audience.

INTRODUCTION

Pop music is one of the most influential forms of artistic expression globally, reflecting culture, emotions, and the human experience (Simpson, 2004). One of the main reasons for music's appeal lies in its lyrics, which often go beyond simple words to communicate deep and memorable ideas. In this context, the use of figurative language, especially metaphor, plays an important role in shaping meaning and emotional resonance in song lyrics (Perrine, 1992).

Metaphor is a fundamental tool in language that not only enhances the meaning of a text but also helps people understand complex or abstract ideas—such as love, time, or life's difficulties—by relating them to more familiar and concrete experiences (Lakoff & Johnson, 1980; Kövecses, 2010). In the study of song lyrics, analyzing metaphors can reveal how artists express universal themes and translate personal emotions into shared human experiences (Gibbs, 2008).

Bruno Mars's musical work, particularly his debut album *Doo-Wops & Hooligans* (2010), provides a relevant object of analysis. The album is well known for its blend of pop, R&B, reggae, and soul genres, as well as its commercial and critical success through songs such as "Just the Way You Are" and "Grenade" (Mars, 2010). The lyrics explore themes of love, heartbreak, loyalty, and personal struggle, and are characterized by strong emotional expression.

Although *Doo-Wops & Hooligans* has attracted considerable attention from music critics and cultural commentators, there remains a relative lack of linguistic research that specifically examines the conceptual metaphors embedded in its lyrics. Previous studies on song lyrics have shown that metaphors play a crucial role in constructing meaning and emotional appeal in popular music, yet detailed conceptual metaphor analysis of this album is still limited (Alimuddin, 2017; Setiawan & Widayastuti, 2018).

Metaphors function as a cognitive mechanism that enables listeners to grasp and interpret the depth of emotions conveyed through music (Lakoff, 1993). For example, the line from the song "Grenade," "I'd catch a grenade for ya," illustrates how an extreme act of sacrifice is used to symbolize the profound and painful nature of love. This expression aligns with the conceptual metaphor LOVE IS WAR or LOVE AS EXISTENTIAL SACRIFICE, in which emotional commitment is framed through images of danger and life-threatening situations (Lakoff & Johnson, 1980; Kövecses, 2005).

Based on this context, this study aims to address the following research questions: (1) what types of metaphors are found in the lyrics of the songs on the album *Doo-Wops & Hooligans*; (2) how the conceptual meanings of these metaphors, as interpreted through Lakoff and Johnson's Conceptual Metaphor Theory, reflect the main themes of the album; and (3) how these metaphors enhance the narrative power and emotional impact of Bruno Mars's song lyrics. Accordingly, the objectives of this study are to identify and classify metaphors found in the album's lyrics, to analyze their underlying conceptual meanings through the framework of Conceptual Metaphor Theory (CMT), and to examine the contribution of metaphors to the storytelling and emotional appeal of Bruno Mars's songwriting.

METHODS

Research Design

This study employs a qualitative descriptive method. A qualitative approach is appropriate because the research focuses on describing, understanding, and interpreting deeper contextual and non-

numerical meanings found in song lyrics. The primary objective is to identify and explain metaphorical expressions as a linguistic phenomenon, particularly within the framework of conceptual metaphor analysis (Creswell, 2014).

RESULTS AND DISCUSSION

Identification of Dominant Conceptual Metaphors

The analysis of all song lyrics from the album *Doo-Wops & Hooligans* reveals that Bruno Mars frequently employs conceptual metaphors to express themes of love, heartbreak, loyalty, and emotional vulnerability. Based on Lakoff and Johnson's (1980) classification, three dominant conceptual metaphors were identified.

Love Is War/Existential Sacrifice

This metaphor uses language related to war, danger, and life-threatening situations to represent the intensity and pain of love. Expressions involving grenades or bullets emphasize that emotional devotion may demand extreme sacrifice. This metaphor is clearly reflected in the lyric "*I'd catch a grenade for ya*" from the song "Grenade," which conceptualizes love as a battlefield where emotional commitment outweighs physical safety (Lakoff & Johnson, 1980; Kövecses, 2005).

Love Is Treasure/Valuable Physical Object

This metaphor conceptualizes love as something rare, precious, and highly valuable, comparable to gold or luxury items. True love is portrayed as something that does not require improvement because its value already exists. This idea is reflected in the lyric "*When I see your face, there's not a thing that I would change, 'cause you're amazing just the way you are*" from "Just the Way You Are," which emphasizes inherent worth and emotional appreciation (Kövecses, 2010).

Emotions Are Physical Objects (Fragile and Damaged)

In this metaphor, internal emotions such as the heart or soul are depicted as tangible objects that can be broken, damaged, or malfunction. Emotional pain is therefore understood as physical injury. This is illustrated in the lyric "*If you ever left me broken*" from "The Lazy Song," where heartbreak is conceptualized as actual physical damage (Gibbs, 2008).

Contributions Of Metaphors To Lyrics Appeal

The use of metaphors contributes significantly to the emotional appeal of the lyrics. First, metaphors make abstract emotions more vivid and concrete, allowing listeners to emotionally engage with the song's message. Second, metaphors help create a strong narrative by transforming personal experiences into universal stories of love, sacrifice, and loss (Perrine, 1992).

Relevance Of Conceptual Metaphors In Song Lyrics

According to Conceptual Metaphor Theory, humans understand abstract concepts by mapping them onto concrete experiences (Lakoff & Johnson, 1980). In "Grenade," the depiction of love as a dangerous and sacrificial act intensifies the emotional message more effectively than a literal expression of affection. Similarly, in "Just the Way You Are," love is conceptualized as a valuable treasure, emphasizing its importance and emotional significance.

Contribution of Metaphors to Bruno Mars' Style

The consistent use of powerful conceptual metaphors is a defining characteristic of Bruno Mars's songwriting style on this album. By employing culturally familiar metaphors such as war and physical injury, Mars enables listeners to visualize emotional experiences more clearly, making his songs relatable and emotionally impactful (Charteris-Black, 2004).

CONCLUSION

This study demonstrates that the lyrics in Bruno Mars's album *Doo-Wops & Hooligans* extensively employ conceptual metaphors to convey emotional depth and narrative strength. Rather than expressing love and heartbreak directly, Mars utilizes metaphors to transform abstract emotions

into concrete and vivid experiences. Three dominant metaphor systems were identified: LOVE IS WAR, LOVE IS TREASURE, and EMOTIONS ARE FRAGILE PHYSICAL OBJECTS. These metaphors not only enhance the emotional impact of the lyrics but also contribute significantly to Bruno Mars's distinctive songwriting style.

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