1. INTRODUCTION

1.1 Background of the Study

The human need to communicate with each other. In human life communication is often confronted with each other in a container both formal and informal. Formal communication style using language that is more structured, less sociable, personality becomes more regular, and rarely use inappropriate jokes and emotions more manageable. Casual communication style is more relaxed and use everyday language structure is more slang. This communication style is more likely to play around and make jokes and emotions more freely to be expressed.

Billionger (1975:14) says, “Language is a system of vocal auditory communication, interacting with the experience of it’s user, employing conventional signs composed of arbitrary patterned sound units and assembled according to set rules.” Or in the other words means that language is a system of comunication tools in vocal auditory using convencial signs and symbols that has been assembled.

Many languages in the world has a characteristic of a region or country. for example, Indonesia has many local languages but Indonesia has a unified language, that is Indonesian. And the world's international language is English. With good communication can make a good relationship with each other. With language we can describe our feeling, asking with each other people, we can express our ideas, and tell other people what we want to do.
In communication we often use language style to represent the feelings to make it more interesting for the listener. Knowing language style, is expected to facilitate the communication process and can minimize this. Human cannot do anything without language.

Without language, human cannnot understand what the purpose and direction each other people. William A. Haviland says, Language is a sound system that, when combined according to certain rules pose a meaning that can be captured by all the people who speak it. It means if people understand the language used in a conversation that will allow the other person to understand the intent and purpose of the speaker. In the talk, the speaker and the listener are equally aware that there are rules that govern its actions, the use of language, and interpretation of the actions and speech of his interlocutor.

Palmer (1976) says that semantics is the study of meaning in language. Therefore if someone wants to discuss the figurative expression, it means that she or he can not be escaped from the semantics, because it is impossible for someone to talk about figurative expression without knowing semantics. So, figurative expression always relates to semantics.

Each participant is responsible for the acts of said acts and irregularities against the rules of language in social interaction. We often encounter quite a lot of figurative language, as there are poems in the language of literature and many other languages in writing. In addition, there are other meanings or definitions that describe metaphorically, namely the use of force to get the feel of a particular language that creates the impression of a more imaginative word.
Talking about various, examples of such figures of speech, metaphors, personification, hyperbole, Allegory and others that are important for us. An interesting style and certainly will make every reader to be more interested.

The use of figure of speech in a poem or story becomes absolutely necessary if we want the writing to be interesting or not. Therefore, a good ability in speaking absolutely necessary for those who want to wrestle the world of writing, be it a novel, a poem, or literary. So develop a diverse range of language settings in your thoughts and your writing in a book every day, so that your brain is getting trained and increasingly high imaginative figurative language to create an attractive style. Some kind style of language Broadly speaking, figuratively can be divided into four classes or groups. And the four kinds of tropes, each of which has a derivative and a type of category.

Here is a figure of speech and Their Various kinds example:

1) Simile

Disclosure explicitly stated by comparison with prepositions and liaison, such as, "for instance".

For example: *Do you think that I like the water, such as Aan and Annie fell in love sacrifice everything.*

2) Metaphor

Metaphor is a figure of speech that expresses a direct expression in the form of analogical comparison. The use of a word or group of words is not the real meaning.

For example: *Library is a repository of knowledge.*
3) Hyperbole

Hyperbole is a figure of speech figure in the form of overstatement facts with the aim of giving the impression of depth or ask for attention

For example: *His voice boomed splitting the sky.*

4) Personification

Personification is a figure of speech in which a thing, an idea or an animal is given human attributes. The non-human objects are portrayed in such a way that we feel they have the ability to act like human beings.

For example: *My heart will go on.*

Figurative language and many other styles such language there are allegorical, symbolic, metonym, synecdoche, antithesis, paradox, litotes, parallelism, climax, s tautology, irony, cynicism.

In this paper, the writer tries to analyze the metaphor as an object because the writer thought the metaphor is very easy to learn and in the analysis. Metaphor is one part of figurative language which is the most common and widely used. Metaphor is a figure of speech that identifies something as being the same as some unrelated thing for rhetorical effect, thus highlighting the similarities between the two. While a simile compares two items, a metaphor may compare or directly equate them, and so does not necessarily apply any distancing words of comparison, such as "like" or "as".

A metaphor is a type of analogy and is closely related to other rhetorical figures of speech which achieve their effects via association, comparison or resemblance - including allegory, hyperboles, and simile. The English metaphor
derived from the 16th-century old french word “Meta” which mean over and “Porcini” which mean to carry, metaphore simply means to carry from one place to another.

Writer will analyze the lyrics of the songs, because in the lyrics songs we often find metaphore. Writer try to write metaphore in taylor swift’s songs. Taylor swift is in the know often use or express her feelings in her songs. And many people loves her songs especially teenegers. Taylor Alison Swift is the top singer she was born December 13, 1989. She is the song writer and the pop singer.

1.2 The Problem of Study

After listen the Taylor Swift songs and reading the lyric, writer found many metaphore in that song lyrics. Whereas many people who do not understand the metaphor becomes not understand what the intent and purpose of the song, and for some people who understand the metaphore the songs be beautiful and attractive for the hearing. The writer here tries to analyze metaphore of Taylor Swift's song lyrics. The first is to find out the types of metaphor in Taylor Swift’s song lyrics. and the second, the writer tries to analyze the meaning of each metaphore found in Taylor Swift's song lyrics.

1.3 The Purpose of Study

The purpose of this study is to explain what is metaphor and kind of metaphor like simile, Hyperbole and Personification. So that the readers who cannot understand metaphor be understand and like the song which has many
metaphor. Readers can understand the meaning of Taylor Swift’s song lyrics which use metaphor.

1.4 The Scope of the Study

The scope needed for an activity report on studies that have been conducted. This paper not only paper but there is science in this paper writer tries to analyze meanings of metaphor found in song lyrics and analyze metaphors in type of Hyperbole, Simile, and Personification of Taylor Swift's song lyrics.

1.5 The Method of Study

The writer took some data from resources Taylor Swift’s lyrics, some books in the library and the internet. That research can support to analyze the metaphor. In this paper, library very helpful for writer to write this paper. The writer reading and collecting some data and making some notes until making the conclusion of the metaphor. Some books in the library helps to collect the data from this paper. Writer searches internet to gather some information about metaphors. Some of the books outside the library also helps provide information about the types of metaphors. The writer reading and collecting some data and making some notes until making the conclusion of the metaphor.

1.5 The Reason for the Choosing This Topic.

The reason writer for the choosing this topic is language is growing and extends even to convey meaning and purpose. Sometimes someone using figurative language. In this paper the writer interested in discussing and analyzing the metaphors in the lyrics of the song, because as we know many songs are expressing feelings using a figure of speech, without losing the
meaning. A lot of them are not familiar with the metaphor considers the song was not interesting to heard. When using the metaphor of the song became very beautiful. The writer would like to express or analyze metaphor in lyrics, especially in the Taylor Swift's song lyrics.