

FIGURATIVE LANGUAGE USED IN JENNIE FROM BLACKPINK INTERVIEW WITH ELLE MAGAZINE

Miftahul Hasanah¹, Yuliyanto Sabat², Sulistyaningsih³

STKIP PGRI Sidoarjo, Indonesia

¹ hasanahmiftah07@gmail.com, ² sabatkeren@gmail.com, ³ sulistyaningsih3112@mail.com

Abstract

Jennie, a popular star with millions of fans, used fictional language in an exclusive interview with ELLE magazine. She used figurative language to attract attention, bring personal stories to life, and create profound impressions. Jennie's unique speaking style blended fictional meaning and authentic self-expression, solidifying her position as a modern pop icon. This study used qualitative-descriptive research to accurately describe the object and explain the data in a systematic and thorough manner. The data for this study came from Jennie from Blackpink's YouTube channel, Elle. The documentary technique was used to collect data, which was applied to written or visual materials in order to identify certain qualities of the material, such as textbooks, speeches, ads, or any of these. Based on data taken by researchers, they found that there were 25 sentences, 5 of which contained figurative language and 20 of which did not contain it. In 5 sentences containing figurative language, there were 1 sentences using hyperbole, 3 with metaphors and 1 with repetitions. Jennie effectively used metaphors, personification, idioms, and repetitions to convey her emotions and reality in an interview, creating captivating images and a concise message.

Keywords: Figurative Language; Interview; Jennie

INTRODUCTION

Korean culture has undergone a remarkable global expansion over the last two decades, a phenomenon commonly referred to as the "Korean Wave" or Hallyu, as elucidated by Larasati (2018). This cultural surge represents a concentrated and far-reaching dissemination of Korean culture across various domains, significantly influencing the preferences of millennials worldwide. This influence is evident in the growing adoption of Korean skincare and makeup products, a burgeoning interest in Korean cuisine, and the rising popularity of Korean fashion. As a global celebrity and esteemed fashion icon, Jennie frequently graces the pages of prestigious fashion magazines for photo shoots and interviews. Interviews, as described by Moleong (2017), serve as structured dialogues aimed at achieving specific objectives, with two key participants: the interviewer and the interviewee. For celebrities like Jennie, interviews serve as a crucial avenue for communication with their fans. In 2022, the renowned fashion magazine ELLE exclusively interviewed Jennie for an article titled "JENNIE Reveals Her Biggest Cheerleader & Life As A BLACKPINK Girl | Ask Me Anything | ELLE," providing a platform for her to connect with her audience. Magazines, as highlighted by Priscilia (2015), serve as mediums for cultural transmission, education, social influence, and various media-related functions.

Jennie's profound influence stems from her adept communication skills, a vital attribute for idols in the entertainment industry. Effective communication enables idols like Jennie to forge connections with fans and media, thereby accomplishing their objectives. Global stars employ specialized tactics to cultivate a positive public image, emphasizing authenticity and active engagement to foster intimate connections with their fan base, as noted by Tofani (2023).

Furthermore, this study holds significance for students interested in English language acquisition, offering potential integration into school curricula. English language learning can be facilitated through diverse activities such as film viewing, music listening, and observing English-language dialogues or interviews. However, viewers may encounter challenges understanding figurative language, potentially leading to misinterpretation. This research aims to enhance viewers' comprehension of figurative language, thereby enriching their language proficiency.

Figurative language, as explained by Ratna (2017), deviates from literal meaning to provide information through nuanced expressions, adding aesthetic value to speech. Herbert L. Colston (2015) underlines the diverse nature of figurative language, covering various linguistic aspects. The use of figurative language aims to ensure effective reception of information, foster meaningful relationships and reduce the risk of misinterpretation. This study provides a thorough exploration of seven distinct forms of figurative language: repetition, parallelism, personification, metaphor, simile, and hyperbole, as outlined by Fitria (2018). In order to gain deeper insights into these six types of figurative language, each will be elucidated individually in the subsequent paragraphs.

First, Repetition, as a form of figurative language, involves the repetition of a word or phrase within a sentence to emphasize and create a poetic or rhythmic effect. Its usage extends to various purposes such as highlighting humor, conveying threats, or emphasizing intensity, mood, and imagery, among others (Liontas, 2018).

Second, parallelism, which is the repetition of sounds, meanings and structures, is used to organise and highlight relationships between concepts. The basic form of parallelism involves the repetition of a single word with slight variations in meaning, such as "ordain and establish" or "overtake and surpass." Shaw (1972:275) points out that sometimes parallelism can involve three or more units, and parallelism can also be reversed to emphasise a concept more strongly.

Third, personification serves as a rhetorical tool wherein human qualities are attributed to an object, creating the illusion that it can display behaviors resembling those of humans. Fitria (2018) describes this concept as the act of imbuing animals, objects, and even natural phenomena with attributes and actions typically associated with human beings. This process entails the transfer of human characteristics, including behavior, character, physical traits, emotions, and thoughts, to entities that do not inherently possess human qualities.

Fourth, metaphor involves directly explaining or describing one object by using another while preserving the intended meaning. As Lukmana et al. (2019) outline, metaphors serve to compare two items indirectly without explicitly illustrating their similarities in words. It is crucial to distinguish between metaphors and similes, despite their common use for making comparisons. Metaphors assert that something is essentially another thing, whereas similes highlight a resemblance by stating that something is like something else.

Fifth, simile is a type of figurative language, draws a comparison between two distinct entities by highlighting their similarities, typically employing connecting words.. As explained by Syafitri and Marlinton (2018), simile serves to present two fundamentally different objects side by side, illustrating the similarity between them by using words such as 'like' and 'as'. In a deeper context, simile acts as a literary device that helps to create vivid imagery and enhance the reader's understanding by drawing parallelisms between different things. The use of similes adds nuance and imaginative power to language, enriching descriptions. Comparisons expressed through explicit terms such as 'like' or 'as' allow the audience to better understand complex ideas or emotions by associating them with more familiar or concrete concepts. Thus, similes contribute to depth and expressivity in language, providing a creative means in the process of communication both in writing and orally.

Sixth, hyperbole is a literary device characterized by extreme exaggeration. According to Fitria (2018), it involves purposefully overstating or making an exaggerated statement, often for

comedic or dramatic effect, sometimes to the point where it may seem illogical. In hyperbole, carefully chosen words are used to create a sense of drama or emphasis.

To complete this research, the following is added to Jennie's biography, whose real name is Kim Jennie, was born in Anyang, Gyeonggi, South Korea, on January 16, 1996. Jennie Blackpink is the only child in her family. But Jennie and her family moved to Auckland, New Zealand, for about 5 years. Jennie attended ACG Parnell College. her solo song released in 2018 achieved great achievements and even won various awards in South Korea. And two years after the song was released, Jennie broke a new record again. Her debut song became the most streamed Korean song on Spotify. So far, the song has reached 240 million streams on Spotify. This led to Jennie beating Psy, who had hit the same record with the song Gangnam Style. The news was welcomed with enthusiasm by her fans. This makes the hashtag #RECORDSETTERJENNIEKIM quite popular on Twitter.

In this study, Jennie engaged in an interview with ELLE Magazine, featured in a video titled "JeNNIE Reveals Her Biggest Cheerleader & Life As A BLACKPINK Girl | Ask Me Anything | ELLE" on ELLE magazine's YouTube channel. The motivation for this inquiry stems from Jennie's notable impact in the entertainment sector, highlighted by the interview video on ELLE's YouTube channel, which has amassed 6,514,822 views, surpassing the channel's subscriber count of 2.32 million. This demonstrates Jennie's significant impact in the entertainment world. This study can serve as a valuable resource for fans of Blackpink or K-pop who wish to decipher the figurative language used in Jennie's interview with ELLE as a form of effective communication strategy. Therefore, this research is very important to describe Jennie's use of figurative language and to explain the meaning of the figurative language used by her.

METHOD

This study employs qualitative research methods to provide contemporary insights beneficial for scientific progress and pertinent to diverse issues. It seeks to comprehend phenomena like behavior, perceptions, motivations, and actions from the perspective of research participants (Moleong, 2017). Employing a qualitative-descriptive approach, the research aims to precisely depict the research subject and systematically elucidate the data. Data sourced from Jennie's (of Blackpink) YouTube channel, as disclosed in the ELLE magazine interview, undergoes documentary techniques to discern attributes in written or visual materials such as textbooks, speeches, advertisements, or analogous sources. Thematic analysis is then applied to the collected data, involving the identification, tracking, and interpretation of emerging thematic patterns, facilitating a structured and systematic exploration of qualitative data.

RESULTS AND DISCUSSION

Results

The result of this research delves into an examination of the figurative expressions employed in Jennie Blackpink's interview with ELLE, presenting comprehensive data to substantiate research findings and arguments. The analysis entails a thorough identification of the various types of figurative language used during the conversation, shedding light on how these linguistic elements impact the audience's comprehension and reactions. The outcomes not only affirm the alignment of the data with the research hypotheses but also contribute significantly to enhancing our insight into the utilization of figurative language in celebrity interviews. Consequently, this dataset becomes a valuable addition to our comprehension of the pivotal role played by figurative language in communication and interviews within the realm of entertainment.

Table 1. Analysis the contextual meaning of figurative language

No	Sentence	Type of figurative	analysis
1.	"I can't leave my house without headphones"	No figurative language	The use of the word "can't" or can't in the sentence is a form of hyperbole used to strengthen the message that headphones are very important to her..
2.	"I feel the most powerful when I'm BlackPink"	Metaphor	she said that he felt the strongest when she became Black Pink, which means that being part of the group gave her great strength and confidence.
3.	"The place I called home is my house with my dogs and my family"	Metaphor	She said that the place she called home was her home with her dog and her family, which means that the house gave him a great sense of comfort and happiness.
4.	"I'm gonna go with it's okay to slow down and take your time"	No figurative language	-
5.	"I'm actually literally shaking inside"	Hyperbole	say that she is very nervous or scared, which means that she feels trembling inside. However, the use of the word "literally" in the sentence is a hyperbole used to reinforce the message that the speaker really feels trembling inside.

6.	“we didn't sleep for a good four days,and we had to shoot right through it”.	No figurative language	-
7.	“everything that has been a dream of mine”	Metaphor	It means verything that becomes a dream or hope is like a dream for him.
8.	“when those moments go by, I get really proud. So proud, proud me”.	Repetition	Repetition of words or phrases to give emphasis or rhetorical effect. In the sentence, the speaker repeats the word "proud" to emphasize his feelings of arrogance. The use of such repetitions gives a strong rhetorical effect and shows a high level of pride.
9.	“So I have it in my bag pretty much every day”.	No figurative language	-
10.	“cause I love listening to music”.	No figurative language	-
11.	“Performing on stage,interacting with fans”	No figurative language	-
12.	“Well I've gotten a lot of advices in my life”	No figurative language	-
13.	“So the last time I was in set, was I think for our video Shut Down for BlackPink”	No figurative language	-
14.	“And there was a lot of choreography to do, which we actually learned in the spot”.	No figurative language	-
15.	“that was very memorable”	No figurative language	-
16.	I always like to stay creative every day.If I watch anything,if I listen to anything, I try to be inspired.	No figurative language	-
17.	“But recently, I'll have to say,working on a new album Born Pink for Black Pink.	No figurative language	-

	Just being in the studio”.		
18.	“hanging out with the girls and our producer, Teddy”.	No figurative language	-
19.	“So I think, yeah, being in the studio”.	No figurative language	-
20.	“The Chanel look that I had last March in Paris”.	No figurative language	-
21.	“I had a black puffy jacket with a subtle Chanel logo and a matching set inside a cute mini skirt and a corset”.	No figurative language	-
22.	“I did this really cute braided hair that I've never tried before”.	No figurative language	-
23.	“We love supporting each other and like always rooting for what they've got going on in their lives”.	No figurative language	-
24.	“That I get really shy when I'm speaking English, and when I'm doing interviews”.	No figurative language	-
25.	“it's really amazing 'cause I don't really get the time to appreciate”.	No figurative language	-

Discussion

This research is a descriptive qualitative study that discusses the use of figurative language and its meaning in Jennie's exclusive interview from the Blackpink music group documented in ELLE magazine. The purpose of the research is to describe the types of figurative language used by Jennie, its contextual meaning, and how the use of figurative language affects the dynamics of conversation and audience response.

The author uses data collection techniques in the form of documentary techniques by using written or visual materials such as book texts, speeches, advertisements, etc. The data collected is then analysed thematically. The collected data was then analysed thematically to identify themes, patterns, and interesting elements in the content.

The results showed that out of 25 words in the discourse, there were five sentences that used figurative language, including hyperbole and metaphor. Repetition was also detected in some sentences. Figurative language in Jennie's conversation with ELLE is classified as an element that reinforces messages, portrays emotions, and helps build a positive image for Jennie and Blackpink. For example, the use of metaphors can give a strong emotional dimension to the topics discussed.

This research highlights the importance of communication, especially for an idol like Jennie, in connecting with fans and the media. The use of figurative language is considered a communicative strategy that influences communicative goals, such as building emotional connections and a positive public image.

Although this study contributes to the understanding of an idol's use of figurative language, there are limitations in the small sample size, involving only one interview with one Blackpink member, Jennie. Therefore, future research should use a larger sample for generalisation of the findings.

This study provides important insights for fans and learners of English, illustrating the experience of figurative language used by an idol such as Jennie. The research findings can be applied as a guide in learning English through activities such as watching movies, listening to music, and reading English video texts or dialogues.

CONCLUSION

Based on the research results presented, it can be concluded that this study reveals the use of figurative language in Blackpink's Jennie's exclusive interview with ELLE magazine. There are 25 sentences in the interview, with 5 of them containing figurative language, including hyperbole, metaphor, and repetition. From the results, it was found that the use of figurative language, including metaphors, personification, and idioms, significantly improved the quality of the narrative, increased audience engagement, and shaped a better public image for Jennie as a member of Blackpink.

However, this study has limitations, namely the small sample size, which consists of only one interview with one Blackpink member, Jennie, which may make the generalisability of the findings limited. Therefore, future research could utilise a larger sample size to understand more about the use of figurative language in interview contexts such as this.

As such, this study makes a significant contribution in expanding the understanding of figurative language use in celebrity interviews, as well as providing a foundation for further research in this area.

ACKNOWLEDGMENTS

With the completion of this Scientific Paper, the author would like to express his deepest gratitude to Allah SWT for His guidance, Mrs Sulistyaningsih, M.Pd and Mr Yuliyanto Sabat, M.Pd for their guidance, Mr Yasin and Mrs Mudjiati for their parental support, myself and friends who have provided endless encouragement, as well as YG Entertainment and Jennie Blackpink who have provided inspiration to complete this scientific paper.

REFERENCES

- Colston, H. L. (1997). Salting a wound or sugaring a pill: The pragmatic functions of ironic criticism. *Discourse processes*, 23(1), 25-45.
- El-Samir, S. F. (2014). Politeness: A Socio-Pragmatic Study. *Journal of the College of Languages (JCL)*, (28), 1-37.
- Fitria, T. N. (2018). Figurative language used in one direction's album entitled up all night. *ELITE*, 5(01).
- Larasati, D. (2018). Globalization on culture and identity: Pengaruh dan eksistensi hallyu (korean-wave) versus westernisasi di indonesia. *Jurnal Hubungan Internasional*, 11(1), 109-120.
- Liontas, J. I. (2018). Exploring figurative language across the curriculum. *The TESOL Encyclopedia of English Language Teaching*, 1-9.
- Lukmana, D., Rosa, R. N., & Marlina, L. (2019). An analysis of metaphor in the lyrics of selected Minangkabau songs. *English Language and Literature*, 8(3).

- Meyrina, P. P. (2015). *Kajian Semiotika Perubahan Maskot Majalah Anak-Anak 'Bobo' Pada Tahun 1973, 2007, Dan 2009* (Doctoral dissertation, Institut Seni Indonesia Yogyakarta).
- Moleong, L. J. (2017). *Qualitative Research Methods*, 36th printing, Bandung: PT. Teen Rosdakarya Offset.
- Muhammad, F., Hidayat, D. N., & Alek, A. (2021). An analysis of figurative language in Maroon 5–Nobody's Love song lyrics. *Wanastra: Jurnal Bahasa dan Sastra*, 13(1), 32-38.
- Paul, R. (2020). Language disorders. In *Handbook of clinical neurology* (Vol. 174, pp. 21-35). Elsevier.
- Perrine, L. (1974). *Structure, sound, and sense*. Harcoury Brace Jovanovich: Inc. New York.
- Ratna, A. P. (2017). An analysis of figurative language found in Katy Perry's song entitled "Firework". *Lingua Scientia*, 24(2), 45-58.
- Rocha, P. I., Caldeira de Oliveira, J. H., & Giraldi, J. D. M. E. (2020). Marketing communications via celebrity endorsement: an integrative review. *Benchmarking: An International Journal*, 27(7), 2233-2259.
- Saragih, D. Y. (2021). An analysis of metaphor in batak toba song lyrics (mother love's theme). *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 4(2), 2013-2021.
- Setiawati, W., & Maryani, M. (2018). An Analysis Of Figurative Language In Taylor Swift's Song Lyrics. *PROJECT (Professional Journal of English Education)*, 1(3), 261-268.
- Syafitri, D., & Marlinton, M. (2018). An analysis of figurative language used in Edgar Allan Poe's poems. *Linguistic, English Education and Art (LEEA) Journal*, 2(1), 43-59.
- Syahrina, A. (2019). *A stylistic study of figurative language in Katy Perry's Song lyrics from Witness Album* (Bachelor's thesis, Fakultas Adab dan Humaniora UIN Syarif Hidayatullah Jakarta).
- Tofani, A. Z. (2023). Weverse Sebagai Sarana Komunikasi Fans Dengan Idol (Studi Pada Interaksi Seventeen Dan Carat). *Prosiding Konferensi Nasional Sosial dan Politik (KONASPOL)*, 1, 349-358.