

An Analysis of Metaphor Used in Bruno Mars' Songs

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ABSTRACT

This study discussed the use of metaphors in the lyrics of Bruno Mars' songs. A metaphor is a form of figurative language that applies a phrase or expression to something beyond its literal meaning. The purpose of this research is to identify the types of metaphors used in Bruno Mars' songs and to interpret the possible meanings of these metaphors. This study employs a qualitative method with content analysis techniques. The data were obtained from transcripts of Bruno Mars' song lyrics, which were analyzed using a checklist instrument table as a data collection tool. The theory used to analyze the data is the classification of metaphors according to Lakoff and Johnson (1980). The results show that there are three types of metaphors in Bruno Mars' song lyrics: 13 structural metaphor data, 33 ontological metaphor data, and 11 orientational metaphor data. It can be concluded that ontological metaphors are the most dominant type. This is because Bruno Mars tends to express his emotions by attributing human characteristics to inanimate objects, thereby creating a more vivid visualization of experience for the listener. The implication of this study is to increase awareness and appreciation of metaphor usage in everyday language as well as in educational contexts.

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1. INTRODUCTION

Language functions as a fundamental tool for communication, serving multiple purposes in everyday life. It is an essential means through which individuals express thoughts, convey information, and interact with others. Its purpose is to convey the language's meaning and concepts. The vocabulary used to express one's desires or emotions to other people. Yule (2010) states, humans are continually generate novel expressions and utterances by utilizing their linguistic capabilities to articulate specific phenomena and contexts.

Figurative language is a way of using words creatively to express meanings beyond their literal sense. Knickerbocker and Reninger (1963) propose a theory positing that figurative language comprises nine distinct types, including simile, metaphor, personification, allusion, paradox, irony, hyperbole, synecdoche, and metonymy. According to Keraf (2009), it helps convey ideas in a unique and personal way, often reflecting the writer's identity. It is commonly found in everyday communication, such as conversations, news, ads, novels, poetry, and songs, and it usually has a specific effect on the audience.

Metaphor is a linguistic tool used to express meanings by comparing things based on perceived similarities, even if the words are not meant literally. It is commonly found in poetry, literature, conversation, and song lyrics to create deeper emotional or conceptual meaning. Metaphor is a rhetorical tactic that creates an intuitive analogy by substituting one word or expression for another (Yang, 2023). Metaphor, according to Punter (2007), is figurative language that compares two distinct objects or concepts. Metaphors do not use the words

"like" or "as" to make these analogies, in contrast to parables. According to Goatly (1997), a metaphor is when a linguistic unit is employed to express a peculiar or nonliteral allusion to a thing, process, or concept. Metaphor, in its broadest definition, is a rhetorical device that compares or describes a primary subject with a secondary one. According to Lakoff and Johnson (1980), metaphors serve as a fundamental instrument for the development of poetry, imagination, and stylistic expression for most individuals. They represent a form of language that transcends ordinary usage, embodying an exceptional mode of communication. In other words, metaphors are frequently employed to convey meaning through language by utilizing figurative or non-literal expressions. Metaphors help enhance the beauty and impact of language and are widely used not only in everyday communication but also in fields like education, politics, and especially music and poetry.

Metaphors and songs are closely connected because both express thoughts, ideas, and emotions (Knowless and Moon 2005). Metaphors help explain abstract concepts using concrete language, making complex ideas easier to understand. Songwriters often use metaphors in lyrics to communicate their feelings and messages more creatively and clearly. Songs are a universal form of communication that can be understood and felt by people from different cultures, languages, and backgrounds. Even when the language is unfamiliar, listeners can still connect with the emotions and meanings behind the lyrics. Songs also reflect real-life experiences and can influence people's emotions, making them feel happy, sad, or inspired. This makes songs relatable to people of all ages and cultures, as they express shared human experiences. People love songs not only because the songs evoke feelings or emotions in the readers, but also because songs are close to people's feelings and because songs can also be connected to daily life experiences. According to Groke and Wigram (2007), there is no question that people of all ages can relate to song lyrics since they depict universal parts of life that transcend age, culture, and upbringing.

Songs with lyrics that primarily communicate in English are referred to be English songs. This encompasses a diverse range of musical genres, such as pop, rock, hip-hop, jazz, blues, country, among others, which are integrated into our daily linguistic expressions. They all share the use of English in their lyrics. These songs' usage of English makes it possible for listeners in many countries who might not speak the same native tongue to enjoy them, fostering the exchange of music and culture across linguistic and national divides.

One solo performer that employs metaphors in his songs is Bruno Mars. Given the above data, the author is interested in learning what kind of metaphor Bruno Mars use to make his songs so well-liked and entertaining. American solo artist Bruno Mars is well-known throughout the world. Because Bruno Mars is well-known for his upbeat and heartfelt songs, fans want to listen to them nonstop. The author chose Bruno Mars as the subject of the study because of the intriguing facts presented above. The researcher selected seven songs as follows: Talking to the Moon, Just the Way You Are, Grenade, Locked Out of Heaven, When I Was Your Man, That's What I Like, and 24K Magic.

This study selected seven Bruno Mars songs because they are popular, rich in lyrics, and thematically relevant for analyzing metaphors in modern music. The songs explore themes like love, loss, desire, and nostalgia, which align with various metaphor types. According to Zbikowski (2002), music expresses metaphors that reflect human cognitive structures such as categorization, cross-domain mapping, and conceptual models. These songs were chosen to show how Bruno Mars uses metaphors to convey meaning, emotion, and artistic identity.

The relevant study that correlate to this study is the article conducted by Pertiwi & Wibowo (2025). The results of their study found 15 data of structural metaphor, 20 data of ontological metaphor, and 2 data of orientational metaphor. It can be conluded that ontological metaphor was the most frequently appeared in their study, because the songs they analyzed mostly illustrated human traits, emotional experiences, and created a complex and emotionally intimate bond with the audience.

Another research from Ramadhika (2022) demonstrated using the same theoretical framework that was Lakoff and Johnson (1980). The findings of Ramadhika's (2022) study revealed a total of 21 structural metaphors, 12 ontological metaphors, and 6 orientational metaphors, with structural metaphors being the most frequently used type in Adele's songs. This was because Adele's songs tended to be narrative and emotional in nature.

This paper investigated the use and types of metaphors in selected songs by Bruno Mars to understand how metaphors functioned as a tool for expressing emotions, ideas, and cultural meanings in contemporary music. The research questions were formulated into the following questions:

1. What types of metaphor were used in the lyrics of Bruno Mars' song?
2. What the possible meaning of metaphor was used in the lyrics of Bruno Mars' song?

2. METHOD

2.1 Research Design

This research used qualitative research method. Creswell (2013) asserts that the process, meaning, and comprehension of words or images were the focus of qualitative research. Moreover, Creswell (2013) emphasizes that qualitative researchers are required to engage directly with individuals, settings, or institutions to observe and document behaviors within their natural contexts. He further characterized qualitative research as an approach aimed at exploring and interpreting the meanings individuals or groups ascribe to social and human issues. Researchers can analyze, provide context, and depict data from natural settings by doing qualitative research.

The researcher employed a qualitative approach due to the descriptive nature of the data, which consisted of textual analysis within the field of literary studies. According to Vanderstoep & Johnston (2009) is to produce narrative or textual descriptions of the phenomena that will be researched. So, the study focused on identifying metaphors in Bruno Mars' song lyrics by analyzing metaphorical language and examining word choices within phrases to categorize various types of metaphorical expressions. The sources of data for textual analysis may include documents, films, newspapers, artworks, web pages, and other media artifacts.

2.2 The Data and Data Sources

The sources of data for this research were taken from the website of Azlyric.com. The data for this study comprised a selection of songs released in the early 2010s. Accordingly, the researcher selected seven tracks from Bruno Mars' discography, specifically from the following albums: Doo-Wops & Hooligans (2010), Unorthodox Jukebox (2012), and 24K Magic (2016). The songs chosen for analysis were: Talking to the Moon, Just the Way You Are, Grenade, Locked Out of Heaven, When I Was Your Man, That's What I Like, and 24K Magic. The seven selected songs were listed in Table 1.

Table 1. Bruno Mars' Selected Songs

No.	Song Title	Year	Album
1.	Talking to the Moon	2011	Doo-Woops & Hooligans (2010)
2.	Just the Way You Are	2010	Doo-Woops & Hooligans (2010)
3.	Grenade	2010	Doo-Woops & Hooligans (2010)
4.	Locked Out of Heaven	2012	Unorthodox Jukebox (2012)
5.	When I Was Your Man	2013	Unorthodox Jukebox (2012)
6.	That's What I Like	2017	24K Magic (2016)
7.	24K Magic	2016	24K Magic (2016)

2.3 Instrument of The Research

In this study, two instruments were utilized: the primary instrument was the researcher herself, while the secondary instrument consisted of a checklist. As stated by Patton (2003), a checklist is a tool designed to ensure the collection of reliable and high-quality data in qualitative research, support systematic analysis, and assist in the presentation of findings. In this research, the researcher constructed a checklist aligned with the data derived from the document or content analysis of the script. The checklist comprised metaphorical utterances, which were classified based on Lakoff and Johnson's (1980) theory, encompassing structural, orientational, and ontological metaphors. In this research, the checklist was used to obtain more detailed data to address the research question.

2.4 Data Collection Technique

Several kinds of procedures were followed in order to gather the data, the researcher began:

1. Downloading the lyrics.
2. Printing the script text.
3. Identifying all metaphor by using Lakoff and Johnson's (1980) theory in Bruno Mars' song lyrics.
4. Coding the data
5. Classifying metaphor

2.5 Data Analysis of The Research

Perry Jr. (2011) stated that researchers must ensure their findings answer the research questions. Therefore, the main purpose of data analysis was to find results that respond to those questions. In this study, the analysis was based on Lakoff and Johnson's (1980) metaphor theory. The process of data analysis entailed several steps: first, the researcher beginning with the collection of song lyrics sourced from the website azlyric.com. Thereafter, a thorough review of the lyrics was conducted to guarantee that no relevant detail was missed. Then, the researcher highlighted and coded the lyrics that contained metaphors. Next, the researcher proceeded to classify the different categories of metaphors occurring in the songs of Bruno Mars. Afterwards, each type of metaphor was analyzed and recorded in a checklist

table. Subsequently, the researcher interpreted the analyzed data to address the research question. Finally, the findings were reported and the research was concluded.

3. RESULTS AND DISCUSSION

Results

3.1 The Type of Metaphors Used in Bruno Mars' Song Lyrics

This section presented the findings corresponding to the first research question, which focused on the types of metaphors identified in Bruno Mars' songs. In order to categorize the various types of metaphors, this study applied the theoretical framework developed by Lakoff and Johnson (1980), who distinguished among three main categories of metaphor: structural, ontological, and orientational. The table below displayed the results of the analysis regarding the various metaphor types identified in the selected songs.

Table 2. Total Data of Metaphor in Bruno Mars' Songs

No.	Song Title	Types of Metaphor			Total
		Structural	Ontological	Oriental	
1.	Talking To The Moon	2	6	4	12
2.	Just The Way You Are	0	3	0	3
3.	Grenade	6	7	1	14
4.	Locked Out Of Heaven	2	2	1	5
5.	When I Was Your Man	0	8	2	10
6.	That's What I Like	2	2	0	4
7.	24K Magic	1	5	3	9
Total		13	33	11	57

Based on the data presented in the preceding table, a total of 57 metaphorical utterances were identified in Bruno Mars' songs. There were 13 data of structural metaphors, 33 data of ontological metaphors, and 11 data of orientational metaphors. It could be concluded that the most frequently used type of metaphor was the ontological metaphor, with a total of 33 instances, while the orientational metaphor was the least frequently used type in Bruno Mars' songs, with a total of 11 instances. This study also analyzed selected examples from three songs representing each type of metaphor.

1. Structural Metaphor

According to Lakoff and Johnson (1980), structural metaphors structure one concept through another. The following Bruno Mars song titles exemplify this type:

a) *Song title: Talking To The Moon*

Datum 2: Tryna get to you (S.1 L.22)

The phrase "tryna get to you" was identified as a structural metaphor, in which the abstract concept of *love represented as physical journey*. The phrase illustrated an emotional effort to connect with someone who was far away, but it was conveyed as if it were a physical journey. This reflected the characteristics of a structural metaphor, in which the source domain was physical movement, while the target domain was emotional effort or longing.

b) *Song title: Grenade*

Datum 4: I'd catch a grenade for you (S.3 L.14)

A structural metaphor was identified in the phrase "I'd catch a grenade for you". The abstract concept conveyed in this phrase was that *love is sacrifice* or *love is danger*. According to Lakoff and Johnson (1980), a structural metaphor occurs when one concept is understood and explained in terms of another conceptual structure. In this example, the concept of "sacrifice in love" was illustrated through a military experience such as "catching a grenade," whereby the concept of "war" was employed to represent the sacrificial nature of love.

c) *Song title: Locked Out Of Heaven*

Datum 10: But swimming in your water is something spiritual (S.4 L.12)

In the third song, Locked Out of Heaven, a structural metaphor was identified in the phrase "but swimming in your water is something spiritual". This phrase employed a structural metaphor

because it constructed the meaning of emotional intimacy through the conceptual framework of a physical experience **swimming** which, in this context, was portrayed or interpreted as something **spiritual**.

2. Ontological Metaphor

Ontological metaphors gave abstract concepts a concrete form and served as key tools for interpreting human experience (Lakoff & Johnson, 1980), as seen in several of Bruno Mars' song titles:

a) *Song title: Just The Way You Are*

Datum 9: The whole **world** stops and stares for a while (S.2 L.20)

The word "world" referred to a planet that inherently could neither stop nor gaze, as it was not a living entity. However, in the lyric, the world was portrayed as a tangible entity, resembling a living being or a human. The phrase was classified as an ontological metaphor according to Lakoff and Johnson (1980), in which the abstract concept was *world was depicted as an entity capable of performing human actions*.

b) *Song title: When I Was Your Man*

Datum 22: 'Cause my **heart** breaks a little when I hear your name (S.5 L.4)

Furthermore, this phrase conveyed the feeling of sadness or heartbreak by depicting the "heart" as if it could physically break, like a tangible object. This was categorized as an ontological metaphor because the abstract emotion was conceptualized as a concrete object capable of damage. The expression "heart breaks" also served as an example of personification, in which the abstract concept of the *heart is treated as a physical object*, in accordance with the theory proposed by Lakoff and Johnson (1980).

c) *Song title: 24K Magic*

Datum 35: Don't fight the **feelin'**, invite the **feelin'** (S.7 L.55)

Then, the song 24K Magic was identified as containing an ontological metaphor. The word "feeling" was portrayed as an abstract concept conceptualized either as *feeling is a physical object that could be fought or invited*. According to Lakoff and Johnson (1980), this is referred to as an ontological metaphor, which occurs when abstract entities such as emotions are treated as if they were concrete objects.

3. Orientational Metaphor

Orientational metaphors organized systems of concepts based on spatial orientations—such as up-down, in-out, and front-back—rather than linking individual concepts (Lakoff & Johnson, 1980). Several of Bruno Mars' song titles illustrated this metaphor type:

a) *Song title: Talking To The Moon*

Datum 3: 'Cause when the sun goes **down** (S.1 L.17)

Based on the song Talking to the Moon, the phrase "cause when the sun goes down" was identified as an orientational metaphor. According to the theory of orientational metaphor, emotional or psychological concepts were often expressed using spatial directions, in which the concept of down was associated with something negative or sorrowful. Thus, it signified the presence of a spatial concept, where *down* was conceptualized as *sadness*.

b) *Song title: When I Was Your Man*

Datum 7: Oh, I know I'm probably much too **late** (S.3 L.43)

Furthermore, the song When I Was Your Man was identified to contain an orientational metaphor. According to the theory of orientational metaphor proposed by Lakoff and Johnson (1980), abstract concepts such as time were also mapped onto spatial orientations. Time was conceptualized with a front-back orientation, in which the future was positioned in front and the past behind. Therefore, the word *late* was associated with the concept of the *past*.

c) *Song title: 24K Magic*

Datum 8: I just wanna take you **higher** (S.7 L.2)

In the third song of 24K Magic, an orientational metaphor was identified in the phrase "I just wanna take you higher" The word *higher* did not refer to a physically elevated place, but was instead used figuratively to describe a more joyful or pleasant emotional state. This served as an example of an orientational metaphor based on the conceptual metaphor *happy is up*. According to Lakoff and Johnson (1980), the upward direction that is *higher* was frequently associated with positive experiences such as *happiness* or an *uplifted mood*.

3.2 The Possible Meaning of Metaphor Used in Bruno Mars' Song Lyrics

This section presented the possible meaning of the metaphors identified in Bruno Mars' songs. The researcher only presented three metaphorical expressions for each type of metaphor. The possible meaning

of the metaphor used were analyzed by the researcher through the application theory of metaphor proposed by Lakoff and Johnson (1980) as follows:

1. Structural Metaphor

a) Datum 2: Tryna **get to you** (S.1 L.22)

Talking to the Moon song portrayed a deep sense of loss and a metaphorical attempt to reconnect emotionally with a departed loved one. Thus, the possible meaning of this phrase was that a man was striving intensely emotionally to get closer to or gain the attention of the person he loved, and the struggle was depicted as a journey toward a destination.

b) Datum 4: I'd **catch a grenade** for you (S.3 L.14)

The song Grenade conveyed a message of unappreciated sacrifice, using the metaphor "catch a grenade" to illustrate a man's willingness to risk his life for love. Therefore, the possible meaning of this expression was about someone who was willing to sacrifice everything, even their life and body, for the person they love.

c) Datum 10: But **swimming** in your water is something spiritual (S.4 L.12)

The song Locked Out of Heaven metaphorically conveyed the power of an intense romantic relationship by transforming a physical experience like "swimming" into something spiritual. Thus, the possible meaning referred to a connection with a partner that felt deeply unified and spiritually resonant not merely as a form of physical pleasure, but as something that touched the emotions, soul, and inner existence.

2. Ontological Metaphor

a) Datum 9: The whole **world** stops and stares for a while (S.2 L.20)

The song Just The Way You Are expressed romantic admiration and promoted self-confidence by affirming that all women are beautiful as they are. Then, the possible meaning of this phrase was to illustrate how extraordinary and captivating the woman's presence was, to the extent that the vast world appeared to pause and be mesmerized solely by her beauty.

b) Datum 22: 'Cause my **heart** breaks a little when I hear your name (S.5 L.4)

The song When I Was Your Man expressed guilt and loss due to the man's mistakes, highlighting how everything changed after the breakup and metaphorically portraying heartbreak as a physically felt emotion. So, the possible meaning of this phrase was when hearing the name of the person he loved, the man experienced a deep sense of sadness.

c) Datum 35: Don't fight the **feelin'**, invite the feelin' (S.7 L.55)

With its energetic tone and stylish lyrics, 24K Magic conveyed a sense of euphoria, luxury, and self-confidence. The possible meaning of this phrase was that it encouraged individuals to have fun, remain enthusiastic, enjoy the atmosphere, and allow emotions to flow freely when experiencing joy or being in a festive party.

3. Orientational Metaphor

a) Datum 3: 'Cause when the sun goes **down** (S.1 L.17)

The song of Talking To The Moon reflected a sense of despair and a lingering hope. It also conveyed deep emotions about a love that could not be forgotten. So, the possible meaning of this phrase was about loneliness that arose as the surrounding world began to darken and where the feeling of longing was very deep, the man started talking to the moon and hoped someone would hear and respond.

b) Datum 7: Oh, I know I'm probably much too **late** (S.3 L.43)

The song of Grenade conveyed a message of deep regret from a man who had lost the person he loved due to his own negligence. In the word of "too late", it implied that the opportunity or moment had already passed. Therefore, the possible meaning was that the man felt he had already lost the opportunity to make things right.

c) Datum 8: I just wanna take you **higher** (S.7 L.2)

The song of 24K Magic portrayed a glamorous and confident atmosphere of someone who enjoyed their life in luxury such as wearing expensive clothes, gold jewelry, and being surrounded by friends while partying. Thus, the possible meaning of this phrase was that the man intended to elevate the people to experience euphoria, joy, and heightened energy, both emotionally and within the context of a party atmosphere.

Discussion

The objectives of this research were to identify the types of metaphor employed in the song of Bruno Mars, as well as the possible meaning used. The researcher used Lakoff and Johnson's (1980) theory to examine the types of metaphor and the possible meaning in songs of Bruno Mars. According to the theory, there were three

categories of metaphor: structural metaphor, ontological metaphor, and orientational metaphor. Based on the findings, there were found 57 metaphorical expressions within the lyrics of Bruno Mars' songs. Considering the data, ontological metaphor emerged as the most frequently occurring type of metaphor, whereas orientational metaphor was identified as the least frequent.

Based on the result of this research, the most frequently used type of metaphor in Bruno Mars' songs was the ontological metaphor. Ontological metaphors were predominantly employed in his songs because many of them treated abstract concepts as if they were living entities or tangible objects. As explained by Lakoff and Johnson (1980), ontological metaphor was a type of conceptual metaphor used to understand abstract experiences by perceiving them as tangible entities, objects, or substances. In the context of Bruno Mars' songs, the use of ontological metaphor was highly dominant, as the lyrics often aimed to convey complex emotions such as love, loss, regret, and sacrifice through concrete imagery that was more easily understood by listeners.

According to Pertiwi & Wibowo (2025), in their article discussed about the metaphor in "Dizzy Up the Girl" song album by the Goo Goo Dolls. This article found that the type of metaphor which appeared the most frequently in Goo Goo Dolls' songs was the ontological metaphor. They claimed that ontological metaphors, which linked human characteristics to impersonal ideas, were widely used in the album and greatly increased the songs' emotional resonance and psychological nuance. Songs like "Dizzy" and "Bullet Proof" illustrated this by contrasting diametrically opposed human traits and illustrating emotional experiences, creating a complex and emotionally close bond with the audience.

Based on the analysis, structural metaphors in Bruno Mars' songs, as defined by Lakoff and Johnson (1980), were used to express emotions by mapping one concept onto another. For example, in Grenade, the phrase "I'd catch a grenade for you" illustrated the metaphor love is sacrifice, highlighting the singer's unreciprocated devotion and emotional betrayal. The researcher found that ontological metaphors were the most frequently used in Bruno Mars' songs. Based on Lakoff and Johnson's (1980) theory, these metaphors allow abstract concepts like emotions and experiences to be understood as if they had physical attributes. For instance, in the song Talking to the Moon, the moon is personified as a being that can be spoken to, reflecting how the songwriter expresses emotion by giving human traits to inanimate objects, making the lyrics more vivid and relatable for listeners. The orientational metaphor, as defined by Lakoff and Johnson (1980), involves spatial oppositions such as up-down or in-out to represent emotional states. In When I Was Your Man, the phrase "tear me down" reflects an orientational metaphor, symbolizing the songwriter's lingering emotional pain.

The appearance of possible meanings within the three main themes found in each of Bruno Mars' albums such as love and regret, sacrifice and pain, and luxury and pleasure did not occur by chance, but rather resulted from a creative process shaped by cultural, psychological, and musical contexts integrated into artistic expression. This aligned with Meyer (1956) in his book *Emotion and Meaning in Music*, which stated that musical meaning does not arise solely from musical structure but also from its relationship to the listener's expectations, emotional experiences, and cultural norms. In other words, the shift in themes and meanings from one album to another reflected an adaptation to changes in collective emotion and evolving social contexts.

A previous study by Ramadhika (2022), entitled "The Metaphor Analysis of Selected Adele's Song Lyrics", using the same theoretical framework, found different results. The study identified 21 structural metaphors, 16 ontological metaphors, and 6 orientational metaphors, with structural metaphor being the most dominant. Adele's emotionally driven and narrative lyrics required strong metaphorical structures to express personal experiences and inner struggles, helping listeners relate through vivid and familiar imagery.

Meanwhile, in the present study, ontological metaphor was identified as the most dominant type in Bruno Mars' songs. This finding emerged because Bruno Mars expressed the meanings of his songs by transforming abstract concepts such as love, sadness, happiness, or longing into tangible objects or entities that could be imagined by the listeners (ontological metaphor) in each of his albums. Most of the songs in Bruno Mars' albums addressed themes of love, heartbreak, longing, happiness, and sacrifice within relationship.

4. CONCLUSION

The analysis showed that ontological metaphor was the most frequently used, as it helped convey abstract emotions like love and longing in a more concrete and relatable way. In contrast, orientational metaphor was the least used, likely because Bruno Mars' songs relied more on the expressive and visually impactful nature of structural and ontological metaphors. In addition, based on the themes that emerged from Bruno Mars' albums, the findings of this study demonstrated a consistent tendency in the use of ontological metaphors. This indicated that there was no significant difference in the dominant type of metaphor across the three albums. Regardless of the release year, the songs by Bruno Mars that were analyzed predominantly employed ontological metaphors to represent abstract concepts such as feelings, thoughts, and relationships by treating them as if they possessed physical form or concrete characteristics.

Meanwhile, the possible meaning of the metaphors used could be interpreted as indicating that most songs in Bruno Mars' main albums focused on the theme of love, because love is a universal theme that easily accepted by listeners from various backgrounds. However, differences in interpreting the possible meanings emerged because each album reflected the singer's emotional development, musical style, and personal experiences, all of which evolved over time. In addition, the meanings of the metaphors in each album were also influenced by the social and cultural contexts at the time of the album's release.

Based on the study's conclusions, the researcher proposed the following recommendations:

- a. For English learners: This study encourages the use of English songs with conceptual metaphors to enhance linguistic competence and support literary analysis, particularly in understanding figurative language in song lyrics.
- b. For future researchers: It is suggested to broaden the research scope to various genres or media (e.g., films, novels, poetry, political speeches) and to apply different theoretical frameworks to the same dataset for a more comprehensive analysis of metaphors in Bruno Mars' songs.

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