A SOCIOLINGUISTIC ANALYSIS OF EUPHEMISMS AND TABOO EXPRESSIONS IN BRUNO MARS’ 24K MAGIC ALBUM

AN UNDERGRADUATE THESIS
Presented as Partial Fulfillment of the Requirements for the Degree of Sarjana Sastra
in English Letters

By
YOHANES DAVID KURNIAWAN
Student Number: 144214004

DEPARTMENT OF ENGLISH LETTERS
FACULTY OF LETTERS
UNIVERSITAS SANATA DHARMA
YOGYAKARTA
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Defended before the Board of Examiners on
and Declared Acceptable

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Sanata Dharma University
Dean

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A SOCIOLINGUISTIC ANALYSIS OF EUPHEMISM AND TABOO
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Student number: 144214004

Approved by
Fransisca Kristanti S.Pd., M.Hum. January 20th, 2020
Dr. Fr. B. Alip M.Pd., M.A. January 20th, 2020
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Yogyakarta, January 16th 2020

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Yang menyatakan,

Yohanes David Kurniawan
“To bring unfinished business into the grave is a sin”
(Yohanes D.K, 2019)
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With love

Jojo
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ABSTRACT


The use of taboo expressions can cause unpleasant feelings toward the listener and is considered as an impolite action by the society. Therefore, euphemisms are coined to substitute the expressions considered as taboo. One of the way in stating taboo expressions and euphemisms is through songs despite the fact that taboo expressions are considered as unpleasant utterances.

This research has a purpose to see what types of taboo expressions and euphemisms found in the song lyrics in 24k Magic album written by Bruno Mars and to see the functions of each taboo expressions and euphemisms.

This research applies sociolinguistics in analyzing the taboo expressions and euphemisms in the songs. The expressions are identified by checking them in 3 different dictionaries. Using the characteristics of each types and functions of taboo expressions and euphemisms and intersects the data toward the characteristics of each other to see if there is similarities between taboo expressions and euphemisms used in the songs and explain how those expressions are used.

Among 53 euphemisms found in the album, sex euphemisms are dominating in the song with 47 expressions. This shows that Bruno mostly choose the sex topic across the album. Meanwhile, Bruno uses all of the types of taboo expressions in the songs. 8 of them are identified as vulgarity, 6 of them are identified as obscenity, 5 of them are identified as profanity, and 1 of them are identified as epithets. Most of the euphemisms categorized into vulgarity since euphemisms do not have the characteristics of rough language, meanwhile all obscenities are categorized into sexual category and 3 vulgarities are categorized into profession category. There are 6 taboo expressions identified having endearing function, 5 taboo expressions identified having creating attention function and 9 taboo expressions identified have state contempt function. There is no taboo expressions used by Bruno to provoking violent confrontation. Bruno uses most of the euphemisms as a taboo function with 38 euphemisms, 11 euphemisms used for persuading purposes, and 5 euphemisms to cover information. No euphemisms found serves the purpose of politeness. After overlapping the characteristics, Bruno only uses euphemisms for endearment and creating attention function. Meanwhile, taboo expressions that is used by Bruno only used as taboo and persuading function only.
ABSTRAK


Penggunaan ungkapan yang mengandung tabu dapat menimbulkan suasana yang kurang nyaman pada pendengarnya dan dianggap sebagai tindakan yang tidak sopan oleh masyarakat, maka dari itu, istilah eufemisme dibuat untuk menggantikan ungkapan tabu. Ungkapan tabu dan Eufemisme sering digunakan dalam lagu walaupun ungkapan tabu dianggap sebagai ungkapan yang tidak pantas.

Penelitian ini bertujuan untuk melihat tipe dari ungkapan tabu dan eufemisme yang ditemukan pada lirik lagu dalam album 24k Magic yang ditulis oleh Bruno Mars dan juga untuk melihat fungsi dari setiap ungkapan tabu dan eufemisme yang digunakan.

Penelitian ini menggunakan pendekatan sosiolinguistik untuk menganalisa ungkapan tabu dan eufemisme yang digunakan didalam lagu-lagu. Semua data didapat dari mencocokkan dengan 3 kamus yang berbeda, kemudian di silangkan dengan ciri-ciri dari setiap tipe dan fungsi dari ungkapan tabu dan eufemisme untuk melihat dan menjelaskan kesamaan didalam ungkapan tersebut dan bagaimana ungkapan tersebut digunakan.

CHAPTER I
INTRODUCTION

A. Background of the Study

Language is a media that is used by society to communicate with each other. Therefore, language is related to society as society is influencing language used in communication. Structural position in society, age, gender, and region. Moreover, traditional aspects affect the change of language, which is used in society. Wardhaugh (2006, p. 13) supports this statement by defining sociolinguistics as a branch of linguistics that investigates the relationship between language and society, which aims to see the structure and function of language in communication.

As the language develops, there are several words used to describe some things or activities which are considered rude in society and are preferred to be avoided in a conversation. These words are known as taboo expressions, derived from Tongan’s language, tabu, which means “to forbid” or “forbidden.” The taboo expressions were coined by society in referring to something which causes discomfort or displeasure as it may refer to sensitive, private, or disgusting things. The reason why certain words are considered forbidden is that they are affected by fear (to higher beings like gods), or they affect other people condition (mentally or/and physically) directly.

In order to bring taboo topics without being considered rude, euphemisms are used in conveying the idea and will still be acknowledged by the society.
Euphemisms according to Bussmann (1996, p. 388), is a rhetorical trope, which means that they are expressions used as pleasant replacements for an objectionable word which has pejorative connotations. Society sometimes uses a language which does not represent the thing which is said literally. This phenomenon usually happens as people want to smoothen the conversation, speech, or writing without reducing the meaning of what the speaker or the writer wants to convey. The expressions are intended to be less offensive, disturbing, or troubling to the listener or reader compared to the words or phrases which contain taboo expressions.

Rawson (1981, p. 4) explains further that euphemisms are in a constant state of flux (used only once). It means new euphemisms are created almost daily. Many of them are proven to be a one-day terms that are never repeated. Of those that are ratified through reuse as euphemisms, some may last for generations, even centuries, while others fade away or develop into unconscious euphemisms. They are still used, but reflexively, without being thought of their origins. In summary, it can be concluded that euphemism is developing as the language developed, although some of them are lost and forgotten.

One of the way in expressing idea is through writing songs. Yule (2010, p. 254) explained that sociolinguistics used to see the relationship between language and society. Therefore sociolinguistics plays an important role in determining the expressions and phrases used in the song lyrics as Wardhaugh (2006, p. 10) explained that every person has their unique identity due to the different exposure of social environments.
Euphemisms are often found being used to express one’s feeling through many creative media, including song lyrics. Šebková (2012, p. 7) supports this statement by saying that euphemistic expressions which refer to sex topics are often remarkably creative and amusing. As taboo topics are restricted, modern singers who want to express their feelings are often found using the euphemisms as a tool to overcome the boundary which is set by society as it will make the lyrics more acceptable in society. Songs have become one of the media in which people use euphemisms.

Bruno Mars is one of the singers who succeeds in producing songs that have sensitive topics, and are accepted worldwide. This is supported by his achievement as he launched "24k Magic" album in 2016. This album contains 9 songs; they are Chunky, That’s What I Like, Versace on the Floor, Perm, Straight Up & Down, Calling All My Lovelies, Finesse (remix ver.), and Too Good to Say Goodbye. This album reached the second position in top billboard year-end albums in 2017. On January 28th, 2018, this album won the Grammy awards for Best-Engineered Album, Best R&B Album, and Album of the Year.

English is developing, new terms are coined, and multiple meanings are rising among those previously exist. The amount of the variations of both euphemisms and taboos are growing. More and more expressions are coined in expressing and conveying messages. Therefore, research about taboo expressions and euphemisms are essential and should be continuously developed.
B. Problem Formulation

Based on the background of the studies, this research formulates more specific problems as follows,
1. What types of taboo expressions and euphemisms found in the song lyrics from Bruno Mars’ 24k Magic album?
2. What are the functions of taboo expressions and euphemisms in the song lyrics?

C. Objective of the Study

The first objective of this study is to identify the types of taboo expressions and euphemism in the song lyrics from the 24k Magic album. After finding out all of the taboo expressions and euphemisms, the next step is to compare the expressions based on the category and the functions in order to understand how the expressions are being used by Bruno in 24k Magic album.

D. Definition of Terms

In order to avoid misunderstanding of the reader of this thesis, explanations of term euphemism and taboo expressions are needed.

Euphemism a pleasant replacement for an objectionable word that has pejorative connotations. Euphemisms often lose their semantic significance, so that a new euphemism has to take its place. (Bussmann, 1996, p. 388)

Taboo expression A term that is avoided for religious, political, or sexual reasons and is usually replaced by a euphemism. (Bussmann, 1996, p. 388)
A. Review of Related Studies

This research took some references from some previous researches done in the pasts. There were 2 articles and 3 undergraduate thesis taken as references in order to raise the understanding level of the topic.

The first study is an article by Putri, Rahmayani, and Fitrawati (2018) entitled *Analysis Types and Functions of Taboo expressions in “The Wolf of Wall Street” Movie*. In this article, they provide an analysis about the types and functions of taboo expressions in “The Wolf of Wall Street” and give the data on the percentages of the types and the function of taboo expressions. In the article, they group the taboo expressions into their types and functions. They found that out of 122 utterances, 79 are obscenity, 16 are epithet, 10 are vulgarity, 10 are profanity, 4 are slang, and 3 are cursing utterances. They also found that the functions of taboo expressions used are as follows, 42 are for creating strong intrapersonal, 29 are used to provide catharsis, 21 are used to draw attention to oneself, 14 are used as endearing, 9 are used to provoking, 3 are used for showing contempt, and no taboo expressions are found for mocking authority. Furthermore, the data which were collected are not listed in the article.

In a paper presented by Šamoškaitė (2011) entitled *21st Century Political Euphemisms in English Newspapers: Semantic and Structural Study* explains about euphemism and gives a clear idea about what euphemism is. In this paper,
Samoškaitė aims to explore the political euphemisms that are used in English newspapers and to analyze their semantics and structural features. In the article, Samoškaitė listed 70 political euphemisms and categorized them based on Warren’s (1992) classification of both structural and semantic features of euphemism. The differences between Samoškaitė’s paper and this paper is that she focuses her research on the political euphemism; meanwhile, this paper focuses on euphemism which censors taboo expressions. Furthermore, the source which is used are different from each other, Samoškaitė use English newspapers and this research used songs as the object; thus, a different conclusion will be reached.

Maya (2009) wrote a thesis entitled “Common Features of Taboo expressions.” In her research, she used a corpus-based lexicography technique and have taken 221 forms of taboo expressions from three different dictionaries and the internet. She found that there are five degrees of offensiveness which are vulgar, disparaging, offensive, derogatory, and obscene. She also identified the reason why people are using taboo expressions. There are five characteristics which encourage people of using taboo expressions. There are solidarity or intimacy, anger, superiority, humiliation, and self-identity. This thesis has a transparent methodology and can be for this research. She collected utterances from internet websites and 3 different dictionaries to identify and to make sure that the data collected are taboo expressions.

Nur (2015) researched about the type and function of taboo expressions and wrote a thesis entitled A Sociolinguistic Analysis of Taboo expressions in
“Bad Teacher” Movie. She analyzed the data by using the qualitative and quantitative method by describing the condition and contexts of the dialogue and use the percentage of the categorized data in supporting her arguments. She then identified and classified taboo expressions into four types, obscenity, profanity, vulgarity, and epithet and found out that obscenity has the most usage in the movie. The result states that there are four functions of taboo expressions found in the movie, which are to show contempt, to draw attention to oneself, to be provocative, and to mock authority.

Another thesis is by Šebková (2012). She mainly discussed what euphemism is and the process of creation of euphemism and types of euphemism. According to her, there are 3 kinds of topics which people most likely avoid. There are “religion terms,” “death and illness,” and “sex.” Šebková explained that some religion terms like "hell" and "damn" are considered as taboo expressions or in other words, strong swear words. This research has a detail explanation on euphemisms, including ways on how euphemisms formed, reasons why euphemisms created, and topics which usually includes euphemisms.

Overall, all of the previous research have the same topic, which are analyzing taboo expressions or euphemisms in certain cases. This research uses some of the techniques and appendices in identifying the expressions. Meanwhile, this research is different with any of the previous research because this research intersects the functions and types of taboo expressions and euphemisms.
B. Review of related theories

1. Sociolinguistics

Society plays a vital role in shaping the language which is used. The unique identity of the interlocutors affects the word choices and accent which is used. Wardhaugh (2006, p. 10) said that individual identity is influenced by several factors such as race, social class, ethnicity, gender, religion, occupation, physical location, kinship, personal and group experience, and power. The uniqueness of an individual simply is not only because of the background only. Interactions between people can also affect the usage of the language as there are several limited expressions which are limited in a particular group only due to the results of past references which only exist inside the group. Yule (2010, p. 254) defines sociolinguistics as one of the branches of linguistics in which focus on the relationships between language and society. He also mentioned that sociolinguistics mostly deals with the social psychology, which deals with attitudes and perceptions of in-groups and out-groups, anthropology which investigates the relationship between language and culture, and sociology, the usage of language in social activity and groups.

Holmes (2013, p. 1) explained that in studying linguistics, observation on different person’s language and social contexts could not be avoided. This means that language is widely varied as each person has their own way of speaking since each person has their own unique social interactions experience and social stratum. Wardhaugh (2006, p. 136) added that regional basis is an essential factor in the forming process of language. This happens because people tend to use
languages that are used, both heard and spoken, which forms up regional dialects as every place has their own unique language development progress. The greater the distance of one place to another, the larger the varieties of vocabularies and language features used.

2. Taboo Expressions and Euphemism in Western Society

Taboo expressions and euphemism which exist may influence by the culture and region of the language. This fact means that society is the primary influencer of how and why taboo expressions and euphemism used. It also means that taboo expressions and euphemisms are heavily flexible as every society has their own norms and values which vary to one another. Trudgill (2000, p. 19) observed that the most expressions which are used are closely related to sexual intercourse, body excretion, and the Christian religion. Sexual intercourse and the organs are considered as a taboo since such expressions can cause harassment and unpleasant toward the listener. Moreover, sexual activity and the organs are considered to be a more private thing. Thus, it would cause unpleasantness. The example for this case is the word fuck, penis, and vagina. Body excretion is also considered as taboo since those utterances indicate disgust feeling as body effluvia are one of means for some diseases to spread. Taboo expressions related to religion (in this case, Christian), is referring to supernatural things which cannot be perceived by human beings. Thus, the fear of something unknown is effective and considered as strong expressions which lead to over-usage of the expressions. The examples of Christian taboo expressions are hell and damn.
In referring to such taboo expressions without saying the words which considered as taboo expressions, euphemism is used as the purpose of the invention of euphemism is to replace words which considered as rude and inappropriate in society. It is safe to say that euphemism and taboo expressions are co-existed to one another as the euphemism has a purpose of smoothening the conversation by reducing expressions which are considered rude in society. Wardhaugh (2006, p. 238) said that some words are not stated directly, not because they cannot be said, but because it should not be said directly and if discussed, should be in a manner which is acceptable by society such as using roundabout words.

3. Taboo expressions

Radcliffe-Brown (1935) in Keith and Kate (2006, p. 2-3) cited explained that taboo expressions were derived from Tongan's language tabu in Polynesia, the word means 'to forbid', 'forbidden' and can be applied to any sort of prohibition. A rule of etiquettes or orders issued by a chief may be expressed by using the word tabu. Keith and Kate (p. 2-3) explained that taboo expressions are expressions that are used to refer to words that could cause discomfort and displeasure to people as the topics are connected to things which are private or sorrowful which affects other people's condition; either mental or physical condition.

a. Types of taboo expressions

Taboo expressions in society vary one to another because the purpose of every each of expressions has different characteristics. According to Batistella
(2005, p. 72) categorized taboo expressions into 4 types. There are profanity, obscenity, vulgarity, and epithets.

i. **Profanity**

Profanity is a religious cursing (Battistella, 2005, p. 72). It means that all the cursing using words related to something considered as sacred. Despite the usage, it is not used against a particular religion or sacred thing, but it is used as a reaction toward some instances based on the context. For example:

Danny: “Let’s get the hell out of here!”
Jason: “Yeah, school sucks!”

“Hell” in Christianity religion, is considered as the eternal punishment place where the evil resides. Therefore, it is considered as a taboo to talk about “hell” without a proper context as it means that people who use the words lightly is considered as someone who take lightly of “hell”. In the expressions above, Danny uses the word “hell” to emphasize that he hates school and want to go to another place as soon as possible.

ii. **Obscenity**

Obscenity is expressions which designed incite lust or depravity. In a way, it also creates a disgusting impression toward people and has an abhorrent factor to morality and virtue. Battistella (2005, p. 72) also explains obscenity also involves sex differentiating anatomy, sexual intercourse, or excretes function, which uttered in rough language. Observe this example:

Jean: “Let’s strip her first, and we can go fuck and rape her.”
Felix: “I’ll go get the camera.”
In the example above, “fuck” is categorized as obscenity as it has a sexual factor as it means to have sex literally.

iii. Vulgarity

Vulgarity means the language of everyday people. In other words, vulgarism reflects the crudeness of the street language. Battistella (2005, p.72) explains that vulgarity and obscenity consist of same words such as words involved with sex anatomy, excretion, or sexual intercourse, but vulgarity and obscenity have different intensity as vulgarity is considered milder as vulgarity tends to “offensive in language,” unlike obscenity which incites “disgust or inciting lust.” For example:

John : “This exercise is a pain in the ass, bro, it never ends.”
Ben : “Kinda agree with ya.”

The phrase “a pain in the ass” is used by John in describing the exercise, which emphasizes how troublesome it is for John.

iv. Epithets

Epithets are expressions which produced as an outburst of sudden emotion and usually done in high volume and powerful voices in the form of sudden frustrations or sense of hostility. According to Battistella (2005, p. 72), epithets refer to race, ethnicity, gender, appearance, sexuality, and disability. For example:

Maya :”Are you retarded? Stop wears my clothes, you idiot brother!”

The word “retarded” is used to express the anger of Maya in seeing her brother wearing her clothes. “retarded” is also a curse word which included in disability category; therefore it can be categorized into epithets.
b. **Function of Taboo Expressions**

Wardhaugh (2006, p. 239) explains that there are four functions of taboo expressions which are creating attention, provoking a violent confrontation, endearing, and showing contempt.

i. **Creating Attention**

Taboo expressions can be used to draw attention from the listener. Sentences with taboo expressions are mostly in the form of loud volume utterances. Naturally, it has a noticeable factor as it has strong connotations. Mc Edward (in Mc Guire 1973: 5-6), explained that speakers should gain interest through the use of strong, powerful language which connotation can stimulate an instant reaction of the audience. The example is as follows:

Sean : ”What the fuck are you doing? The fucking car just died!”
Alex : ”I’m trying okay?”

The word “fuck” is used to get Alex’s attention to fix the car as the car stop working and to indicate the angry emotions from Sean.

ii. **Provoking Violent Confrontation**

One of taboo expressions usage purpose is to get reactions (anger, violent behaviour) of the listener. Liedlich supported this idea by stating that “Taboo expressions is the most effective rhetorical method available to agitators for inciting a violent response” (Liedlich, 1973, p. 111). The example of this is as follows:

Ben : “You sings like a bitch!”
Jenny : “What did you say?!”
In the example, Ben try to provoking Jenny by saying that her voice is terrible. By using the word “bitch,” Jenny feels provokinged as she thinks she sings just fine; therefore, she feels angry.

iii. Endearing

This term is a condition when somebody calls their friends’ names or nicknames with swear words without causing anger, so they use the swear words not to insult, to curse, to mock, or to offend their friends. In contrast, the swear words are used to shows solidarity, respect, and affection to bring a closer relationship between people. (Liedlich, 1973, p. 111). For example:

Carl: “Ah, shit, here we go again.”
Wilson: “Man, I was just tellin’ a joke on the lil’ nigga.”

The word “nigger” (usually pronounced as nigga), is a word which shows the racist behaviour toward black-skinned people. However, nigger can also be used as a mark of solidarity between black-skinned people.

iv. Stating Contempt

Contempt is the feeling that a person or a thing is worthless or beneath consideration. It means that taboo expressions can be used to express the anger of someone towards mistake or action which demerit the speaker. The act of stating the contempt of others could happen if the speaker thinks that their position is higher or at least the same as the listener. The example of this can be seen as follow:

Ben: “I told you stupid-ass bitch not to be doin’ that shit!”
Ann: “I don’t know dude. Marijuana is not mine!”
The word “ass-bitch” used here to indicate that Bambang has considered Ani as a useless person as she found contraband which could cause a commotion if they are found out by the police.

4. Euphemism

According to Bussmann (1996, p. 388), Euphemism is a pleasant replacement words or phrases for an objectionable word that has a pejorative connotation. In other words, it is an expression to add more politeness without reducing the meaning of the message so that the speakers have the same concept, although the object discussed is not mentioned directly. Fromkin, Rodman, and Hyams (2003, p. 479) depict this relation by giving the definition for euphemism as expressions (words or phrases) used to replace taboo expressions or avoid unpleasant subjects. From there we can agree that euphemism vocabulary grows with taboo word side by side as every taboo word invented, the need to invent a word to replace it is also developed in order to avoid the usage of taboo expressions. Keith and Kate (1991, p. 11) define euphemism as an alternative to a dispreferred expression, in order to avoid possible loss of face: either one's own face or, through giving offence, that of the audience, or of some third party.

In understanding the true nature of euphemisms, the need to understand their nature is needed. Rawson (1981, p. 1-2) explained that euphemism could be divided into two types generally, positive euphemisms and negative euphemisms. The positive euphemisms are to inflate and magnify the meaning behind euphemized words so that it will have a grander impression. Meanwhile, the negative euphemisms have deflated and diminished characteristic. They are
defensive in nature and suppressing the effect of taboo expressions as it eradicating the expressions which cause unpleasant by using roundabout words as people prefer to avoid using taboo expressions directly.

a. **Types of Euphemisms**

Samoškatė (2011, p. 13-15) explained that there are six types of euphemisms, divided by the semantic categories; profession, disease, death, sex, crime, and political euphemism.

i. **Profession Euphemisms**

In the past, euphemism exists to refer specific profession as jobs were classified into different classes and status in society; thus, some of these occupations are considered low and rude. For example:

Ann: “What is your father’s job, Ben?”

Ben: “My father works as a **sanitary engineer**. He keeps the town clean of garbage every day!”

“Sanitary engineer” is a euphemism for garbage man as garbage man has a role in maintaining the cleanliness and sanitation of the city.

ii. **Disease Euphemisms**

Euphemism is needed in referring diseases because it helps in reducing the shock in conveying the disease to patients and avoiding a heart attack. For example:

Jenny: “So, how bad is the condition of my son, doctor?”

Doctor: “I’m sorry to inform you that your son got **lung trouble**, ma’am.”

“Lung trouble” is a euphemism for tuberculosis, a disease that is infamous for infecting lung area and is difficult to be cured. Euphemism is often used by
doctors in order not to surprise the patients or people related to them and to avoid a heart attack.

iii. **Death Euphemisms**

Death is something which is feared by people; thus, people tend to avoid mentioning death directly. This can be done by the coinage of euphemism which refers to the word death. For example:

Priest : “It is said in Genesis 3:19, ‘for you are dust, and to dust you shall return.’ We all shall praise the Lord as long as we live before we breathe our last breath.”

“To dust you shall return” and “breathe the last breath” are included into death euphemism as those expressions can be used to refer death. In the bible, it is said that human is made from dust; therefore, after the decomposing process complete on a human corpse, they will become dust. In order to survive, human also needs to breathe, and when a human dies, they will stop breathing process. Therefore, breathe the last breath means death.

iv. **Sex Euphemisms**

Unlike taboo expressions which formed because of fear like death and disease, sex euphemism approach utterances which contains pleasure, hidden in allusions which refers to intimate physical activity. The reason why there are so many coined euphemisms about sex is that it is considered something indecent and private matter, yet sex is one of the essential cycles in human's life which unavoidable. Thus, roundabout expressions about sex are invented.

The varieties of sex euphemism (and dysphemism) are diverse. It is not only limited to the sexual intercourse activity but also utterances of the organs involved
and the event following which is pregnancy. Šebková (2012, p. 26) support this idea by stating that "almost any human activity, including housework, can serve as euphemisms of sex, with the help of context. The unique and widely various utterances lead to unclear utterances as it may have a double meaning. Thus, it sparks curiosity in listener or reader and this curiosity cause interest. Sex euphemisms are similar to a riddle as it has an amusing factor for people as it has an ambiguity characteristic. For example:

Barney: "Ooh, why, Lily Aldrin, you saucy little harlot. Could it be that before Marshall took a swim, someone else tested the water?"

(Taken from How I Met Your Mother season 2 episode 12)

In this scenario, the expressions “took a swim” and “tested the water” are related to sex euphemism. Those expressions are used to create a pleasant atmosphere for the audience. “took a swim” means that to dive into the water in a pool, lake, or sea, but in this case, it means to take the virginity of someone. We can achieve this statement by comparing it to “test the water.” Before swimming, sometimes people test the water to measure the temperature of the water by dipping their foot into the water. Comparing to “took a swim,” “test the water” is symbolizing foreplay, which makes the virginity of women are not taken yet.

In some special cases, a euphemism can be categorized into both sex euphemism and profession euphemism if the expressions are referring to the job which is related to sexual intercourse such as “prostitute” or “pimp.”

v. Crime Euphemisms

Crime is the act of violation of rules or norms in society. Such an act is included in the taboo activity; thus, euphemisms are needed in referring to
whether the criminal act itself or to the people doing it because taboo and euphemism are co-existing. Examples of crime euphemisms are as follows:

Brian :”Did our candyman brought down by the police?”  
Bruno :”Aye mate, they took the hero too.”

“Candyman” means the drug seller. This could happen as the shape of the drug are similar to candy. “The hero” refers to heroin, as the word hero is an abbreviation of heroin. Drugs are considered as an illegal commodity; therefore, those expressions are categorized into crime euphemism.

vi. Political Euphemisms

As we know that euphemism can be used as a tool to reduce the level of the unpleasantness of a term in a sentence. It means that euphemism is often seen in government speech in order to understate the facts as euphemisms has a purpose of saving face (Allan 1991, p. 11) and can be used in conveying the message to the public citizen. For example,

Abby :”Police took action towards college students during the rally yesterday by using lachrymatory gas to control the situation.”

“Police action” is the euphemism for aggression. This expression is used to see from the perspective of the police. Despite both of the expressions, aggression and police action, are referring to attack to the civilian, the impression of police action has less impact since people will assume that the action taken is because of reaction, not by their initiate.

b. Function of Euphemisms

Euphemisms are invented not without reasons as euphemisms serve several functions in the usage of a language. There are 4 functions of euphemism
which are polite function, taboo (censoring) function, covering function, and persuading function.

i. **Polite Function**

In communication, society prefers to avoid things which are considered rude, inelegant and cause unpleasant when heard. Therefore, euphemism often used in conversations as a euphemism has a characteristic of creating vagueness. Channel (1994, p. 36) cited from supported this by stating that "Vagueness is used as one way of adhering to politeness rules for a particular culture, and of not threatening face" (Channel, 1994, p. 36). The usage of euphemism also helps people to be considerate to others as it is necessary to create a pleasant atmosphere and feelings in the conversation. The need for being polite to the others are closely related to the face theory explained by Allan (1991, p. 11) as he stated that

“A euphemism is used as an alternative to a dispreferred expression, in order to avoid possible loss of face: either one's own face or, through giving offence, that of the audience, or of some third party.”

Here is an example of how euphemism is used for politeness:

Jim : “What do you think of my crush?”
John : “She is rather plain looking, though?”
Jim : “Don’t be like that, She is very kind to people, and I like her because of it.”

In conversations, people tend to use less derogatory expressions in referring the others (such as prefer using “plain-looking” or “not ugly” instead of “ugly” or “awful”) because such diction may affect the relationships between people as the intensity level is different.
ii. Taboo Function (censorship)

A euphemism substitutes words which are considered unpleasant or embarrassing. One of the forms of expressions which are considered unpleasant is taboo expressions. Therefore, euphemism has a function to censor words which included in taboo expressions. Allan (2006) defined censorship as "The suppression or prohibition of speech or writing that is condemned as subversive of the common good." (Allan, 2006, p. 13). It means that the act of substitution of sacred utterances into euphemism is considered as the act of censorship as the function of sensors is to reduce the level of embarrassment and unpleasantness in the expressions by using other expressions in referring the same thing. An example of this, taken from a Youtuber video:

Felix : “They are fricking! In front of Sven!”

The word “fuck” is changed into “frick” is commonly used by YouTubers to avoid demonetizing due to the problem of dirty words policy.

iii. Covering Function

Euphemism contains hidden meaning in each expression. The act of hiding the real nature behind words are often found in order to hide certain information between interlocutors. The usage of euphemism change the impression of people and simultaneously cover up facts and not giving out information that the speaker possesses, which create the vagueness factor. For example:

Reporter : “The White House’s shutdown has a huge impact on American’s economic activity which caused by the economic depression in January 2019.”
“Depression” has a weaker impression if compared to “crises.” Therefore, “depression” is used to reduce the panic impact of society.

iv. Persuading Function

In some cases, euphemism has a role in heightened up a word only just by using other words. Euphemism has the ability in changing the impression of human's perception so that the usage of euphemism helps in persuading people for manipulating or getting people into doing something favourable for the speaker. Therefore, euphemism can be used in promoting something to add more impression. For example:

Benny: “This car is considered as a compact car and easy to park.”

In advertising, “compact car” is used instead of a “small car.” Both of them has the same meaning, yet give a different impression. “Small” is associated with inadequate and cheap. On the other hand, "compact" emphasizes the artistic and delicate image.

5. Intersections of Taboo Expressions and Euphemisms Types

It is important to note that all of the euphemisms are not qualified to be said as taboo expressions as both of them have different characteristics to one another. Therefore, this section is only explaining about characteristics which overlapping to one another.

a. Sex Euphemisms and Vulgarity

Sex euphemisms are expressions which are related to sexual expressions. Therefore, sexual euphemisms can be categorized into vulgarity as both of them
are compatible with the characteristics of *Appearances, Inciting Lust* and *Sexual related. Appearance* which is qualified for this overlapping expressions are those which has the same *Inciting Lust* factor. Meanwhile, every expression which incite lust must have relationship with sexual activity. Therefore, all vulgarity expressions are included in sex euphemism since both of them are compatible to each other due to the similarities of each other. Sex euphemism and vulgarity are also qualified to intersect because both of them has no rough language characteristics.

b. **Profession Euphemisms and Vulgarity**

Vulgarity possess the quality of being offensive towards others. In the society, some occupations are considered better than the others, meanwhile some of them are considered as bad occupation in the society such as prostitutes or garbage collector. Therefore, occupation may also have the ability to be offensive toward other people.

c. **Exclusive Characteristics**

Characteristics which can only be found in euphemisms are *lawbreaking* characteristics. Thus, all of the crime euphemisms are not overlapping with the taboo expressions. Meanwhile in taboo expressions, the characteristics which only limited to taboo expressions are *incite depravity/disgust, rough language, excretes burst of emotion*, and *sacred*. Therefore, obscenity, epithets and profanity are not overlapping with euphemisms.

Obscenity has the characteristics of *incite depravity / disgust, incite lust, excretes* and most importantly, *rough language*. The reason why no euphemisms
are found categorized into obscenity is because of the *rough language* factor since euphemism’s characteristics contradict with *rough language* aspects. Euphemism is used in order to smoothen the conversation. Therefore, euphemism is used to reduce the level of disgust or depravity (while it may promote the level of lust) which contradicts the characteristics of obscenity.

Epithets has the qualities of bursting out emotions. Meanwhile, euphemism make use of indirect and rounding words. This contradiction proves that all of euphemisms does not overlapping to epithets.

*Excretes* are belong to the characteristics of both vulgarity and obscenity. The reason why this characteristics is not compatible to euphemisms is because every expression which refers or using words that contain *excretes* factor is inciting disgust or depravity, which is considered as rude and inappropriate in society.

6. **Intersections of Taboo Expressions and Euphemisms Functions**

There are several characteristics that is overlapping between taboo expressions and euphemisms. From taboo functions characteristics, there are *strong and powerful*, *feedback*, *praise*, and *affection*. Meanwhile from the euphemism functions characteristics, there are *referring to taboo content* and *persuading* characteristics.

a. **Endearing and Persuading Function**

The characteristics of *praise* and *affection* which describes the function of endearing may also be found in persuading function in the euphemism. This shows that *praise* and *affection* can be used in smooth talking and persuading
other people as the characteristics may overlap with one another. This case usually can be found in the act of flirting.

b. **Endearing and Covering Function**

In *praising* and *showing affection*, an expressions may be conveyed creatively by people. One of the ways is to convey the message in a rounded words by using euphemism. By hiding information, the level of affection and praising will be raised after being understood by the intended person or people as it becomes an exclusive expressions which only chosen people are able to decipher; to show that the intended person or people is special.

c. **Creating Attention and Taboo Function**

In order to create attention, an expression must have the quality of being able to get *feedback* from other people. Meanwhile, taboo expression has a characteristics of grabbing attention of other people. Therefore, an expressions may have an overlapping qualities of both getting *feedback* and referring *taboo* at the same time.

d. **Stating Contempt and Taboo Function**

In order to show disrespect or *insult* other people, it is common to practice insults using an expression containing *taboo* related expressions. This may happen due to the characteristics of taboo expressions which can be used to show oneself that the person has higher status and to show that others are in the lower position.

e. **Exclusive Characteristics**

From the characteristics of taboo functions, there are two characteristics which can only be found in taboo expressions. There are *insults* and *express*
anger. Meanwhile, from the perspective of euphemism functions, there are three characteristics which only exists in euphemisms expressions. Those are censorship, vagueness / ambiguity, and hide information.

Insults and express anger are the form of being offensive and direct so that other people would feel displeased. Those characteristics are exclusive only in the “stating contempt” and “provoking violence” taboo functions. Therefore, no stating contempt and provoking violence taboo functions can be found in euphemism as euphemism has the characteristics of making unpleasant words become more acceptable, thus, these contradictions causing the incompatible between stating contempt and provoking violence taboo functions and euphemism.

Taboo expressions have the properties of being direct in conveying the message. Therefore, there is no possibility exist in taboo expressions which possess the characteristics of censorship, vagueness / ambiguity, and hide information as those characteristics may only be applied in indirect utterances.

C. Theoretical Framework

There are several theories used in analyzing the data and processing it. Sociolinguistics theory is used in order to limit the scope of the research. In order to answer the first problem, the classification of types and functions of taboo expressions by Battistella and Wardaugh is used to identify the taboo expressions. In order to classify each expression into the categories, every expression was evaluated by the characteristics of each category, then see whether it have the
characteristics of a certain category or not. For example, taboo expressions “Jesus” is classified into profanity because “Jesus” have the characteristics of “related to sacred things.” “Jesus” in Christianity, is considered as the God, and even in the second Ten Commandments it is said that “Thou shalt not take the name of the Lord thy God in vain.” Therefore it is considered as a taboo expressions if being used lightly. This was also be done in identifying the types and functions of euphemisms found in the songs. The data is compared to the characteristics of classification of types and functions of euphemism by Samoškatė in order to determine the category of each data and how it was used.
CHAPTER III

METHODOLOGY

A. Object of the Study

The objects observed in this study are song lyrics in 24k Magic album which written by Bruno Mars. 24k Magic album is produced by Shampoo Press & Curl and released by Atlantic Records on November 18th, 2016. There are nine songs included, which are 24k Magic, Chunky, That’s What I Like, Versace on the Floor, Perm, Straight Up & Down, Calling All My Lovelies, Finesse (feat. Cardi B), and Too Good to Say Goodbye.

The duration of the songs included in 24k Magic album is between 3 minutes and 7 seconds and 4 minutes and 41 seconds with the shortest duration song in the album is Chunky, while the song which has the longest duration is Too Good to Say Goodbye. Meanwhile, the number of words of each song are between 334 words and 583 words. The song which consists of the smallest number of words is Versace on the Floor. Meanwhile, Finesse (feat. Cardi B) has the most words.

24k Magic is written and composed by Bruno Mars, Phillip Lawrence, and Brody Brown. Chunky is written by Bruno Mars, Philip Lawrence, James Fauntleroy, and Brody Brown. That’s What I Like is written by Bruno Mars, Philip Lawrence, James Fauntleroy, Brody Brown, Ray Charles McCullough II, Ray Romulus, Jeremy Reeves, and Jonathan Yip. Versace on the Floor is written by Bruno Mars, Philip Lawrence, James Fauntleroy, and Brody Brown. Perm is
written by Bruno Mars, Philip Lawrence, James Fauntleroy, Brody Brown, Trevor Lawrence Jr and Homer Steinweiss. *Straight Up & Down* is written by Bruno Mars, Philip Lawrence, James Fauntleroy, Brody Brown, Marc Gay, Carl “Groove” Martin, and T-Pain. *Calling All My Lovelies* is written by Bruno Mars, Philip Lawrence, James Fauntleroy, Brody Brown, Jeff Bhasker, and Emile Haynie. *Finesse (feat. Cardi B)* is written by Bruno Mars, Philip Lawrence, James Fauntleroy, Brody Brown, Cardi B, Jeremy Reeves, Charles McCullough II, and Jonathan Yip. This song was originally launched without the featuring of Cardi B, but in this research, this version is chosen because it has higher popularity (measured by the number of people viewed the lyrics in genius.com) than the original version. *Too Good to Say Goodbye* is written by Bruno Mars, Philip Lawrence, Babyface, Jeff Bhasker, and Brody Brown. The objects are taken from website [https://genius.com/](https://genius.com/) which contain the song lyrics and extra information of the songs which verified by the artist.

This research is focused on Bruno’s social condition which determines the theme of each song. Therefore, it is important to notice that all of the songs included in the album have Bruno Mars as the lyrics contributor.

**B. Approach of the Study**

This research applied a qualitative research approach because the research focused on explaining how the expressions, both euphemisms and taboo expressions which are used by Bruno Mars in *24k Magic* album. Sociolinguistics has a function to identify which words fall into taboo expressions and which lines are considered as a euphemism by society. Furthermore, the sociolinguistic
approach is essential to determine how taboo expressions and euphemism is applied by seeing the function of the taboo expressions and euphemism used in Bruno Mars’ 24k Magic album songs.

C. Method of the Study

1. Data Collection

The taboo expressions and euphemisms were taken from Bruno Mars’ album “24k Magic” song lyrics collected before. First, the lyrics were collected from http://genius.com and being processed by omitting refrain parts and repeated lines to avoid redundant phrases. If the expressions which had the same words and meaning found, they were listed if the same expression was used in different lines with no repetition. Second, the lines used in the songs were identified by using the Batistella (2005, p.72) identification of taboo expressions and compared the expressions in the lyrics with the characteristics of each taboo expressions which classified by Batistella. In the other hand, in determining the euphemisms, the lyrics were compared to the characteristics of euphemisms according to Samoškatė (2011, p. 13-15). Expressions which was found then rechecked with the theme of the songs. Finally, an online dictionary www.urbandictionary.com was also used as a source to confirm that the data was considered as taboo expressions or euphemism. Moreover a dictionary written by Hugh Rawson entitled “A Dictionary of Euphemisms and Other Doubletalks” is also used in order to confirm the words whether it is taboo or not. Furthermore, a thesis by Shirley Maya entitled “Common Features of English Taboo Words” contains a list of words which are considered as taboo expressions so that the list is being used in
confirming taboo expressions. These references are essential in determining euphemisms and taboo expressions. The collected taboo expressions and euphemism became the data for this study.

2. Data Analysis

Data which were collected, both taboo expressions and euphemism, then were categorized into their category respectively. This was done by analyzing each expression with the characteristics of each category which seen from sociolinguistics aspects. For example, the word “ass” which exist in some of the songs are categorized into obscenity category because it involves sex anatomy. After categorizing, both taboo expressions and euphemism were explained based on the categories and gave an example in the song for each type of it. Furthermore, the analysis also applied to the crossings of both taboo expressions and euphemism and their characteristics.

After each category of both taboo expressions and euphemism were explained, the next step taken was to analyze the function of those expressions in order to understand how those expressions were used in the songs. This was done by comparing the usage of both taboo expressions and euphemism with the characteristics of the functions of both of them, respectively. Every analysis was also was given examples each in order to understand fully how the expressions were functioning as. Meanwhile, the category of both types and functions of euphemism and taboo expressions which did not possess a single data was explained in the bigger sub-chapter.
CHAPTER IV
ANALYSIS (RESULTS AND DISCUSSIONS)

A. Types of Taboo Expressions and Euphemisms in Bruno Mars 24k Magic Album

24k Magic album, written by Bruno Mars contains 53 euphemisms and 20 taboo expressions. Table 1 illustrate the distribution of euphemisms and taboo expressions in 24k Magic album. From the table, it can be observed that Bruno uses more euphemisms than taboo expressions in the songs across the album.

Table 1 Distribution of Euphemism and Taboo Expression Found in 24k Magic Album

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Number of Euphemisms</th>
<th>Number of Taboo expressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>“24k Magic”</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>“Chunky”</td>
<td>15</td>
<td>1</td>
</tr>
<tr>
<td>“That’s What I Like”</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>“Versace on the floor”</td>
<td>8</td>
<td>-</td>
</tr>
<tr>
<td>“Perm”</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>“Straight Up &amp; Down”</td>
<td>11</td>
<td>2</td>
</tr>
<tr>
<td>“Calling All My Lovelies”</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>“Finesse (Remixed Ver.)”</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>“Too Good To Say Goodbye”</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>53</strong></td>
<td><strong>20</strong></td>
</tr>
</tbody>
</table>

Based on the table, it can be concluded that euphemism and taboo expression cannot be found in the song “Too Good to Say Goodbye,” and in “Versace on the Floor,” only euphemisms observed. Meanwhile, euphemisms and taboo expressions can be found in the other seven songs.
1. Types of Taboo Expressions in Bruno Mars 24k Magic Album

Taboo expressions in the songs were identified by using the theory of taboo expressions by Battistella (2005), which categorized into 4 types of taboo expressions; those are profanity, obscenity, vulgarity, and epithets. Table 2 illustrates the distribution of taboo expressions after being categorized based on the characteristics of each expression.

Table 2 Taboo Expressions Types Categorization

<table>
<thead>
<tr>
<th>Data types</th>
<th>Taboo Expressions Types</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taboo expressions</td>
<td>Profanity</td>
<td>Obscenity</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>

a. Profanity

i. Sacred Characteristics in Profanity

In the album, Bruno uses 5 taboo expressions with the characteristics of profanity. Those expressions are categorized into profanity category because those expressions considered crossing the boundary of taboo or using sacred words in expressing the idea.

“Got to blame it on Jesus hashtag blessed, they ain’t ready for me”
24k Magic – Bruno Mars (2nd Verse, line 8-9)

“Hi, you've reached Halle Berry. Sorry I can't get to the phone right now, but if you leave your name and number, I'll get right back to you Damn...”
Calling All my Lovelies – Bruno Mars (bridge, line 8-10)

“Sendin' me straight to voicemail, suga, what the hell?”
Calling All My Lovelies - Bruno Mars (2nd verse, line 2)

The first expressions falls into profanity category. “Jesus” is considered as the child of God in Christianity. As a result, His entity is considered a sacred...
being in society. Therefore, referring His name as something lightly is considered as profanity as seen from the phrase “blame it on Jesus”. The word “blessed” is also a condition which may only be used in religion purpose. Therefore, according to Batistella (2005) classification, by using the word “bless” and “Jesus” without a proper context is also considered as profanity as both of them are related to something which is considered sacred.

In the second example, the word “damn” is a term used by the Christian, which means to be condemned by God to suffer eternal punishment in hell. Because of the word, “damn” is related to sacred belief, this expression is included in profanity according to Batistella (2005) categorization.

In the last example, the word “hell” is also considered sacred by Christian as it refers to the place where the devil is and serve as a punishment place if people do not obey the teachings. Therefore, by using the phrase “what the hell” is included into profanity as the phrase indicates that the word “hell” is used lightly and underestimated.

b. Obscenity

i. Rough Language and Disgust / Depravity Characteristics in Obscenity

Every taboo expressions which has the properties of rough language is categorized into obscenity. This characteristics is the point to disguise obscenity from vulgarity since obscenity focuses on inciting disgust / depravity toward other people. In the album, there are 6 taboo expressions observed as obscenity due to the possession of these characteristics.
“My big fat ass got all them boys hooked”  
Finesse (Remixed ver.) – Bruno Mars feat. Cardi B (1st verse, line 6)

“Sex by the fire at night”  
24k Magic – Bruno Mars (chorus, line 5)

In the first example, the word “ass” is referring to the buttocks of Cardi B as she is showing off her luxurious life. Moreover, the word “ass” also has the characteristic of inciting disgust toward the listener since the word “ass” literally refers to buttocks. Therefore, it is considered as a rough language. From here, we can identify that the word “ass” according to Batistella (2005) can be included in obscenity.

The word “sex” above, according to Batistella (2005) can be considered as obscenity because the word “sex” refers to the activity of having sexual intercourse, which is considered as a rough language by society. Thus, “sex” is categorized into obscenity.

ii. Lustful Characteristics in Obscenity

Bruno uses obscenity as one of the ways to incite lust of other people. In the album, Bruno uses 3 expressions of obscenity which has the characteristic of incite lust. One of them is the explained line above “sex by the fire at night”. We can see from the previous example of the word “sex” which explained from the perspective of rough language. The word “sex” also has the qualities of inciting lust because in the line “sex by the fire at night”, Bruno has able to demonstrate that the word “sex” sounds more pleasurable and interesting by comparing the phrase to “gold jewelry so bright” and “strawberry champagne on ice”, which is considered as a special gifts for women.
c. Vulgarity

i. Excretes Characteristics in Vulgarity

In the 24k Magic album, Bruno is identified using 2 vulgarity expressions which contain excrete characteristics. All of the expressions found having excrete characteristics are using the word “shit”.

“Shut that shit down on sight”
Finesse (Remix Ver.) - Bruno Mars Ft. Cardi B (pre-chorus, line 7)

In the first example, we can see that the word “shit” is used by Bruno without using an emotion burst. Moreover, “shit” has the qualities of excretes, but in the song, Bruno uses the word “shit” not to refer an actual feces, but the expression is used to refer to the thoughts of being alone is better than forming a duet dance with Bruno. Therefore, the word “shit” can be categorized into Vulgarity.

ii. Offensive and Appearances Characteristics in Vulgarity

Bruno is observed using 8 vulgarity expressions which contain an offensive characteristics. This shows that Bruno uses the offensive characteristics in vulgarity to show that offensive language is now being used in daily life and it is not that rare anymore.

Furthermore, all 5 expressions which observed having the characteristics of appearance is also possess the characteristics of offensive. This shows that all of the appearance expressions used by Bruno can be used to be offensive.

“Bad bitches and ugly ass friends”

24k Magic – Bruno Mars (2nd verse line 2)
The word “bitches” and “ass” refers to the appearances of people which referred to “hustler” and “gangster” later on in the song. In these examples, “bitches” and “ass” signifies that the appearance is not good enough for Bruno so that he mocks the people which is not worthy for his party.

d. Epithets

i. Excretes and Emotion Burst Characteristics in Epithets

In the 24k Magic album, only one Epithets observed. The expression possess 2 characteristics; excretes and emotion burst.

“Oh shit, I’m a dangerous man with some money on my pocket (keep up!)”

24k Magic – Bruno Mars (1st verse, line 12 and pre-chorus line 1)

On the example, Bruno uses the expressions “shit” by yelling out loud. “Shit” is the waste product from living being and because of it, it can be identified having the characteristics of excrete. It is essential to notice that in the expression above, Bruno does not uses epithets to express anger, but he uses the epithet to show that he feels excited about himself which makes the expression qualifies the characteristics of emotion burst.

2. Types of Euphemisms in Bruno Mars 24k Magic album songs

After being observed, it turns out that Bruno uses only 3 types of euphemism out of 6. Most of the euphemisms used are categorized into sex euphemism with 47 euphemisms out of 54 expressions found.
Table 3 Euphemism Types Categorization

<table>
<thead>
<tr>
<th>Types of data</th>
<th>Euphemism Types</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Profession</td>
<td>Disease</td>
</tr>
<tr>
<td>Euphemism</td>
<td>3</td>
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</tbody>
</table>

Out of 54 euphemisms found in the album, Bruno uses 47 expressions of which has the characteristics of sex euphemism. Meanwhile, 3 of the expressions which included in sex euphemism are also categorized into profession euphemism. The other 4 expressions belong to the crime euphemism. On the other hand, diseases, death, and political euphemism are not used in the album since Bruno mostly talks about having fun in a party and about girls in his songs, which has no relationship with those 3 types of euphemism.

a. Sex Euphemism

i. Sexual Characteristics in Sex Euphemisms

Sex euphemism is all euphemisms which express an idea of anything related to sex, including the human body parts and the activity of sexual intercourse or activity for inciting lust which leads to sexual intercourse. As Bruno composing songs, he creatively uses 47 euphemisms which has this characteristics across 9 songs in the album.

“Cause once we get going, we rolling, we'll cha-cha 'til the morning”
Chuckey – Bruno Mars (2nd verse, line 3)

In the examples above, Bruno uses 3 different expressions which considered as a sex euphemism. “We get going,” “we rolling,” and “we’ll cha-cha ‘til the morning.” All of them has a connection with having sexual intercourse. This can be seen by the usage of the word “we” in each of the expressions.
Chunky is a song that talks about Bruno flirting with a girl and try to recruit the girl for having sexual intercourse for the night. We can see that Bruno creatively plays with the words as he uses 3 different expressions to state the same idea in the same line.

“We’ll cha-cha ‘til the morning” is the expression perceived as a sex euphemism. It can be seen from the usage of the word “cha-cha,” shortened from “cha-cha-cha” means Latin dance that involves swaying hip movements and in fast-paced. What is unique about cha-cha is that the movements include many physical contacts and the dance is done by a couple, male and female. Moreover, it is famous for the costume as in a competition, the costume for the ladies is done in peek-a-boo style. In sexual intercourse, a male inserts his penis into the vagina of a woman. After that, there will be a fast hip movement in order to let out the sperm into the vagina. This is usually done where the woman is naked or semi-naked, using a few pieces of clothing only. Furthermore, the phrase “til’ the morning” indicates that the activity of doing “cha-cha” is at night time, while the activity of sexual intercourse is usually also done at night. Comparing all of those factors above it is confirmed that “cha-cha til’ the morning” refers to the sexual intercourse in this expression. Thus, according to Samoškatė (2011), every euphemism which related to sexual intercourse is categorized into sex euphemism.

Once the last example is being perceived, the researcher is able to draw conclusion that “we get going” and “we rolling” is the part of the process before having sexual intercourse as “we get going” indicates the start of activity, and “we rolling” is in the middle of the activity. In doing sexual intercourse, building up
the mood and lust is important in order to enjoy the sexual activity fully. Therefore, “we get going” can also be interpreted as in warming up stage, “we rolling” means ready for the best part stage, and “cha-cha” means the climax of sexual intercourse.

b. Profession Euphemism

ii. Occupation Characteristics in Profession Euphemism

In the album, Bruno only uses 3 expressions which identified have the characteristics of occupation. All of them are identified in the song Chunky only across 9 songs in the 24k Magic album.

“She got to shake her little something
Throwing that thing from left, right, side-to-side
She got to have her own money
Shout out to the girls that pay their rent on time”

Chunky – Bruno Mars (1st verse, line 1-4)

“Yeah, them the ones I'm trying to recruit”

Chunky – Bruno Mars (chorus, line 4)

At the first example, the vital part that needs to be emphasized is the word “she.” This is an essential part because occupations are closely related to money and in this line, Bruno uses the words “got to have her own money” means that he is referring to the girls which qualification is able to get money herself, by working. In the previous line, Bruno is describing girls that shake their buttocks. Therefore, it can be concluded that he is describing the girls which occupation is shaking her buttocks as indicated in the phrase “have her own money” which indicates a job. Therefore, it can be summarized that Bruno is describing prostitute work. This fact makes the expressions are classified into profession euphemism according to Samoškatė (2011).
In the second example “the girls that pay rent on time.” This phrase indicates that in order to be able to pay rent, one must have an income, which came from working and having a job. Therefore, this phrase can also be interpreted as the girls that have a job. After identifying that, as referred in the previous line “she got to shake her little something,” a job which requires a girl to be able to shake buttocks is a prostitute. Therefore, according to Samoškatė (2011), this phrase can be categorized into both sexual and profession euphemism.

In order for a job hunter to get a job, they need to join the recruitment from the company before being accepted and employed. The important part from the phrase “the ones I’m trying to recruit” is the word “recruit” as it indicates that Bruno is looking for someone which qualifies his criteria stated in the previous lines. Therefore, this phrase can be categorized into a profession euphemism as Bruno is “recruiting” the girl.

c. Crime Euphemism

i. Lawbreaking Characteristics in Crime Euphemism

Crime is an activity that involves breaking the law. As we know that in the album, most of the songs are about having a party and flirting to girls. Meanwhile, at a party, it is common to find some parties that use illegal drugs or illegal drinks prohibited by the law. Therefore, Bruno uses some subtle words in inviting people in the songs to use drugs. Observe these examples:

“I gotta show ’em how a pimp get it in
First, take your sip (sip), do your dip (dip)”
24k Magic – Bruno Mars (2nd verse, line 4-5)

“This liquor got both of us faded, so gone, so gone, so gone”
Straight Up & Down (2nd verse, line 1)
Sipping is an activity of drinking by taking a small mouthfuls portion. In the example above, Bruno is trying to give an example for someone in enjoying a party as to be seen in the phrase “get it in” means to be able to join in the party. In a party referred by Bruno, the only available drink either regular water or alcoholic drinks. Therefore, the word “sip” can also be used to refer to drink alcohol. Meanwhile, consuming an alcoholic drink is considered as breaking the law. Therefore, this expression can be included in crime euphemism as according to Samoškatė (2011), crime euphemism is an expression related to violation of the law.

In the second example, it can be observed from the word “liquor” which means alcohol. Moreover, the word “faded” and “so gone” refers to the state of someone that is drunk. Meanwhile, getting drunk is considered as breaking the law. Therefore, the phrase “This liquor got both of us faded, so gone” is considered as a crime euphemism as the expressions reflect a violating a rule in society.

3. Intersection of Characteristics of Taboo Expression and Euphemism in Bruno Mars 24k Magic album songs

In the expressions found used by Bruno in 24k Magic, there are 47 sex euphemisms identified having inciting lust characteristics and categorized into vulgarity, 9 sex euphemisms which has the features of describing appearance, 6 obscenities which has the characteristics of sexual and categorized into sex category, and 3 vulgarity which categorized into profession category.
There are no euphemisms that is used by Bruno which can be categorized into obscenity and epithets due to the incompatible characteristics. In the other hand, taboo expressions which is used by Bruno in the 24k Magic album can only be categorized into sexual and profession category. Therefore, crime category are only limited to euphemisms only.

a. Lustful Characteristics in Sex Euphemism and Vulgarity

Euphemisms which is used by Bruno can be categorized into vulgarity due to the similarities properties of inciting lust. There are 47 sex euphemisms found overlapping with the characteristics of vulgarity are included into vulgarity due to the similarity of absence of rough language and having the characteristics of inciting lust.

“Cause once we get going, we rolling, we'll cha-cha 'til the morning”

Chunky – Bruno Mars (2nd verse, line 3)

From the example above, we can see that Bruno is using euphemisms, as explained before, that contains the characteristics of sexual. All of the expressions above may also included in vulgarity since all of them have an absence of rough language characteristics due to the effect of characteristics of euphemism. Therefore, all vulgarity which used by Bruno while analyzed in this way is categorized into vulgarity.

b. Appearance Characteristics in Sex Euphemism and Vulgarity

In the album, Bruno uses 9 sex euphemisms which has the features of describing appearance. In describing someone’s appearance, Bruno uses expressions which also has the qualities of inciting lust so that all of the
expressions that Bruno used which describes appearance are sexual and therefore every expressions are included in sex euphemism and may also be included in vulgarity.

“Turn around and drop it for a player, drop-drop it for me”
That’s What I Like - Bruno Mars (1st verse, line 7)

“Drop it”, according to urban dictionary, is a common expression which refers to the activity of girls dropping down their buttocks in order to incite the lust of the male. In the expressions above, “it” refers to the appearance of the buttocks of the female parts. Therefore, it can be concluded that in disguising an appearance of part of body, Bruno uses only those expressions which has the characteristics of inciting lust and sexual, therefore the expressions may also be included in vulgarity since the expressions used do not have the rough language characteristics.

c. Offensive Characteristics and Insults in Profession Euphemism and Vulgarity

In using a euphemism which has the characteristics of occupation, Bruno also uses them to offend other people. There are several occupations which considered lower than the other one and therefore, it is possible to use an occupation as an offensive expressions, which included into vulgarity. In the album, Bruno uses 3 profession euphemisms which has the characteristics of offensive and insults and can be categorized into vulgarity.

“Second verse for the hustlas (hustlas), gangstas (gangstas)”
24k Magic - Bruno Mars (2nd verse, line 1)
“Hustlas” (refers to Hustler), according to the urban dictionary, is another word to describe a prostitute but still considered as a rough language by society. prostitute is a job which is considered as a taboo and considered low by society. Therefore, the expression “hustlas” can be used in order to insults someone else and to offend another person.

“Gangstas” (refers to gangsters) is another word for members of criminal that involving themselves in an activity that includes violating the law. Samoškatė (2011) explained that all expressions related to violating law belong to crime expressions; meanwhile gangster can also be defined as a job that involves criminal activity in it. Therefore, “gangstas” can be used to offend people as society considers that gangster is a low-life job.

d. Sexual Characteristics in Obscenity and Sex Category

In the album, Bruno uses Obscenity directly refers a taboo expressions which has the characteristics of inciting disgust or lust in rough language. Therefore all 6 obscenities that Bruno uses are included in sex category. What is needed to be underlined is that all of the vulgarity expressions that Bruno uses is not compatible to sex category because all of the vulgarity, although using the taboo terms, is not referring to the taboo content itself.

“Sex by the fire at night”

That’s What I Like - Bruno Mars (chorus, line 7)

In this expression, Bruno stated the word “sex” as he refers to the literal meaning, which is to have sexual intercourse. Therefore, this expressions has the characteristics of inciting lust and expressed in rough language. Therefore this
expressions is qualified as obscenity and can be categorized into sex category since it is related to the sexual activity.

B. Functions of Euphemism and Taboo Expression in Bruno Mars 24k Magic Album

In the 24k Magic album, written by Bruno Mars, based on the taboo functions categorization, there are 30 euphemisms are a match for the taboo categorization. Meanwhile, the other 20 expressions are from taboo expressions.

Table 4 Intersections of Taboo Expressions and Euphemisms with Taboo Function Categorization

<table>
<thead>
<tr>
<th>Types of Data</th>
<th>Taboo Functions Category</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Creating Attention</td>
<td></td>
</tr>
<tr>
<td>Taboo Expressions</td>
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<td>20</td>
</tr>
<tr>
<td></td>
<td>Provoking Violence</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Endearing</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Stating Contempt</td>
<td>9</td>
</tr>
<tr>
<td>Euphemisms</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>Total</td>
<td>18</td>
<td>50</td>
</tr>
</tbody>
</table>

The euphemism used by Bruno Mars has suitable characteristics with creating attention and endearing function only. Meanwhile, provoking violence function is not observed in all expressions across all songs in the 24k Magic album. Moreover, stating contempt function only exists in taboo expressions only.
There is no polite function found in the euphemism and taboo expressions in the album. Moreover, no covering function can be identified in taboo expressions used by Bruno Mars, meanwhile covering functions observed in the euphemisms.

There are several overlapping characteristics found between the expressions used by Bruno in the album. There are 5 endearing which is identified overlapping with the characteristics of persuading function based on praise and persuading, 3 taboo expressions which identified in stating contempt and taboo function based on praise characteristics, 18 euphemisms which categorized into taboo function is also included in endearing category. 7 taboo function euphemisms possess the characteristics of praise and included in endearing function, 11 euphemisms identified having the characteristics of affection which included into taboo and endearing function, 2 expressions which has the characteristics of praise endearing which also included in covering function, and 12 euphemisms which has the characteristics of taboo content which can be classified into creating attention categorization and taboo function.
1. **Functions of Taboo Expressions Characteristics in Bruno Mars 24k Magic Album**

Bruno is observed using the taboo expressions significantly spread across 9 songs in the album. He uses 5 taboo expressions to create attention, 6 expressions to show endearment and 20 expressions to state contempt. Meanwhile, provocative violence characteristics are not identified in all of the taboo expressions found in the 24k Magic album.

<table>
<thead>
<tr>
<th>Types of Data</th>
<th>Taboo Functions Category</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taboo expressions</td>
<td>Creating Attention</td>
<td>Provoking Violence</td>
</tr>
</tbody>
</table>

Here, Bruno avoids the usage of taboo expressions for provocative violence. It is interesting because taboo expressions in real life is possible for provoking other people rather than only to create attention or to show endearment, yet Bruno prefers not to use taboo expressions for provoking violence in the 24k album so that he will be judged as an excellent hosts of party and have a great personality by society.

a. **Creating Attention**

i. **Strong and Powerful Characteristics of in Creating Attention**

One of the taboo expressions functions which commonly applied is to attract attention from another person. In this case, taboo expressions are expressed by using loud utterance or in a powerful manner so that it is strong enough to pull
the attention of either specific someone or not. Commonly, by using taboo expressions, it will trigger the anger feeling of other people due to the rudeness and roughness of the language, but in the album, Bruno used some of the taboo expressions not only to express anger and to provoking but also to show his excitement and disappointment towards not only people in the songs but also the listeners of the song.

“*Oh shit,*
*I’m a dangerous man with some money on my pocket (keep up!)*”

*24k Magic – Bruno Mars* (1st verse, line 12 and pre-chorus line 1)

“In the first example, it is observed that Bruno uses the word “shit” in order to show the excitement that he feels and how happy he is as he is satisfied with his effort for pulling up such a fun party. This expression is considered functioning as creating attention because of the way he expresses the word “shit” with such strong and powerful utterance so that people acknowledge the excitement he feels.

In the second example, the previous line is a voicemail of the girl Bruno is dating at the time named Halle Berry. In the voicemail, Berry is talking in a sensual manner, which ends with kissing on the phone. Responding to this, Bruno uttered the word “damn” as a response to his disappointment toward Berry in a low, but powerful voice in order to draw attention to the listener and make the listeners affected by a stronger impact toward the feelings Bruno undergoes and let people that listen to his songs understand more about what he feels.
ii. **Feedback and Express Anger Characteristics in Creating Attention**

In the album, Bruno is identified using 4 taboo expressions that has the characteristics of feedback. By using taboo expressions, Bruno is expecting other people in the song to give reaction to what he is saying so that he creates attention in order to get the reaction of other people.

In the album, 2 taboo expressions are identified having an *express anger* characteristics and one of them is overlapping with the *feedback* characteristics. This shows that by using taboo expressions, he can show the anger and disappointment that he felt through the taboo expressions used to attract the attention of the other party to give reaction to what he feels.

“*Shut that shit down on sight*”
Finesse (Remix Ver.) - Bruno Mars Ft. Cardi B (pre-chorus, line 7)

“*Sendin’ me straight to voicemail, suga, what the hell?*”
Calling All My Lovelies - Bruno Mars (2\(^{nd}\) verse, line 2)

In the first example, Bruno is asking a girl to dance together with him so that he uses the word “shit” in order to highlight the attitude of the girl which he does not like of being selfish and want to do the dance alone hoping that the girl notices him and do the dance together.

On the other hand, in the second example, Bruno is expressing his anger through the expression “what the hell”. By expressing his anger, Bruno is demanding a reply and reaction from the other party for the actions that they have done to him and demand a reason why he gets that treatment so that he creates attention by using taboo expressions.
b. Endearing

i. Praise and Affection Characteristics in Endearing

In the album, Bruno uses 6 taboo expressions to show endearment toward the subject in the songs. Despite the rudeness in using taboo expressions, Bruno succeeds in using taboo expressions as a way to praise another person or to show affection toward another person through the songs.

“You and your ass invited”
That’s What I Like – Bruno Mars (1st verse, line 3)

“Cool jewelry shining so bright,
Strawberry champagne on ice
Lucky for you that’s what I like, that’s what I like
Lucky for you that’s what I like, that’s what I like
Sex by the fire at night
Silk sheets and diamonds all white”
That’s What I Like – Bruno Mars (chorus, line 1-6)

In the first example, Bruno is repetitively referring to the same person with two different expressions: “you” and “your ass.” It is important to remember that Bruno is a millionaire and is respected around the world, so by using the word “your ass,” he is not only acknowledging the person, but also the body shape of a girl. Therefore, the word “your ass” here is a sort of compliment toward the girls as he shows an interesting motion toward the girl.

In the second example, commonly without a context, the word “sex” will be considered as rude and may cause displeasure toward others, but in this case, the line “sex by the fire at night” is compared to line “cool jewelry shining so bright,” “strawberry champagne on ice,” and “silk sheets and diamonds all white.” These three lines are considered as presents which girls like the most to show
affection toward a girl. Therefore, Bruno uses the word “sex by the fire at night” to show his affections toward the girl.

c. Stating Contempt

i. Praise Characteristics in Stating Contempt

Stating Contempt is one of the functions of taboo expressions in which we convey our anger or show disrespect manner and demerit others. Despite the classification done by Wardaugh (2006), some of the euphemisms used by Bruno for stating contempt are conveyed by raising up his position rather than to demerit the others. In the album, Bruno uses 9 expressions of taboo expressions, which are considered into this category.

“We too fresh
Got to blame it on Jesus
Hashtag blessed they ain’t ready for me”

*24k Magic* – Bruno Mars (2nd verse, line 7-9)

In the example, we can see how Bruno uses taboo expressions in stating contempt in another way. Bruno is observed praising himself in the line “blame it on Jesus” and “hashtag blessed” to show how fresh and cool he is in order to compare himself to people the previous lines “gangstas” and “hustlas.” By praising himself, Bruno believes and shows that he has a higher status in the place.

ii. Insults Characteristics in Stating Contempt

There are 6 taboo expressions which have the characteristics of insults in *24k magic* album. Bruno uses insults in the songs to show disrespect towards people that in his mind will ruin the party that he hosts so that he insults them to change their attitude if they want to stay in the party.
“Second verse for the hustlas (hustlas) gangstas (gangstas)
Bad bitches and ugly ass friends”

24k Magic – Bruno Mars (2nd verse, line 1-2)

In the example, Bruno uses taboo expressions to insult other people in describing hustlers and gangsters. Both of the expressions in the first example are used by Bruno to show disrespect manner towards people who have the quality of disturbing the comfort of other people as hustlers and gangsters are considered as an occupation that is considered taboo in society. Therefore, Bruno use the word “bitches” and “ass” to show that he disrespects those occupation by comparing people works as hustlers and gangsters with taboo expressions.

2. Functions of Euphemisms in Bruno Mars 24k Magic Album

Out of four types of euphemism, Bruno is observed only using three of the euphemism types only; covering, persuading, and taboo function. Out of 53, Bruno uses 5 euphemisms to cover up some information. Meanwhile, 38 euphemisms are included in the taboo function. There is 11 euphemism which categorized into the persuading function category; meanwhile no euphemisms found qualified for the polite function category.

Table 7 Euphemism Function Categorization

<table>
<thead>
<tr>
<th>Types of Data</th>
<th>Euphemism Functions Category</th>
<th>Total</th>
</tr>
</thead>
<tbody>
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<td>Persuading Function</td>
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</tr>
<tr>
<td>Euphemism</td>
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</tr>
</tbody>
</table>

In the album, Bruno uses no euphemisms to keep the politeness level. This happens due to the influence of the background of Bruno, and the theme of the songs affects the usage of the expressions he chose. In the album, it is observed
that in every song, Bruno places himself in a position where he considers himself in a higher position than the others, as we can see from the previous findings of some taboo expressions which belong to “state contempt” functions in taboo expressions functions category. By stating that he is above other people in the songs, the reason for Bruno to be polite to other people has gone, as he does not need to save his face toward the others.

a. **Covering Function**

i. **Information Hiding Characteristics in Covering Function**

In the album, Bruno uses 5 euphemisms which included in covering function with *information hiding* characteristics. In disguising the purpose of the expressions, he chooses complicated words so that his intention is not easily understood by other people.

*First, take your sip (sip), do your dip (dip)*

24k Magic – Bruno Mars (2nd verse, line 4-5)

In the word “sip”, Bruno refers to alcoholic drinks which means that he wants his guests to at least get drunk in order to fully enjoy the party. On the other hand, having the guests intoxicated raises his chance to have sexual intercourse with the guests. By using the word “sip”, Bruno is able to cover up his true intention in the party.

This also applies to the second part of the expressions. The word “dip” means “jacuzzi”. Jacuzzi is one of the attractions in a party which involves a warm water bath. Meanwhile, it is a tradition of people in the party to be naked before entering the jacuzzi. Therefore, by telling people to do their “dip”, Bruno disguise his true intention of asking sex arousal from his guests.
b. Taboo Function

i. Taboo Content Characteristics in Taboo Function

In the album, Bruno uses 38 euphemisms in expressing taboo related expressions. From this fact, a conclusion can be drawn as most of the euphemisms used are taboo related expressions as he cleverly hides the taboo into rounding words, which is more pleasurable for the listener while censoring the lyrics.

“I’ll rent a beach house in Miami
Wake up with no jammies”
24k Magic – Bruno Mars (1st verse, line 8-9)

“Freakin’ me baby, while I’m freakin’ you”
Straight Up & Down – Bruno Mars (bridge, line 7)

In the first example, Bruno cleverly chooses the words carefully in explaining taboo related expressions. In the phrase “wake up with no jammies,” Bruno explains the experience of being naked after waking up in the morning. Meanwhile, waking up naked in the morning can also be interpreted as having sex the night before. Therefore, Bruno censors the activity of sexual intercourse with the phrase above and as explained before, sexual intercourse is considered a taboo activity by society. In conclusion, this expression is considered as stating the taboo related kinds of stuff; therefore, included in the taboo function.

In expressing a taboo content, it is not a must to use complicated and rounding words. Another way in expressing a taboo content is by using puns of the words. In the second example, Bruno uses the word “freakin” in expressing the feelings he has toward the girl. While it is true that “freakin” has a meaning that someone is respecting and adoring, it is also can be used to substitute the
word “fucking” since both of them have the same first sound. These puns is often found in order to create a better impression to the listener.

c. Persuading Function

i. Persuading Characteristics in Persuading Function

There are 11 euphemisms found which used by Bruno in the 24k Magic album that have the characteristics of persuading. As we know, the theme of the songs on the album is either having fun at a party or having a conversation with a girl. Therefore, it was expected that Bruno would use some expressions to persuade girls across the songs.

“If you get naughty baby, here's my phone”

Chunky – Bruno Mars (pre-chorus, line 2)

In the example, we can see that Bruno offers the girl a deal to have sexual intercourse with him if she is interested too. This indirectly states that Bruno persuades the girl to have sexual intercourse with him as Bruno wants her to call him by giving her his number. This is done by positioning himself into a place where he does not force the girl, but just an offer, which makes it more effective in persuading someone and use euphemism to subtly add the flirting aspects, which in results, affecting the level of persuading into the higher states.

3. Intersection of Euphemism and Taboo Expression Functions in Bruno Mars 24k Magic Album

Across the album, there are 5 taboo expressions with endearing functions identified having persuading characteristics, 3 taboo expressions which identified having characteristics of insults and taboo content categorized into both stating contempt function and taboo function, 3 taboo expressions which identified
having characteristics of *praise* and *taboo content* categorized into both stating contempt function and taboo function, 5 taboo expressions identified having *affection* and *praise* characteristics also has the characteristics of *taboo content* and categorized into both endearing and taboo category, 2 taboo expressions which identified having *praise* characteristic also identified having *information hiding* characteristics and categorized into both endearing and covering functions, and 12 euphemisms which has the characteristics of both *taboo content* and *feedback* and categorized into both taboo and creating attention functions.

Based on the data above, it is observed that expressions which is used by Bruno that is limited only to taboo expressions is stating contempt as euphemisms do not qualifies the characteristics of *demerit others*. In the other hand, no taboo expressions are categorized into covering function as all of the taboo expressions do not possess the quality of *information hiding* and *ambiguity* characteristics.

a. **Characteristics of Praise and Persuading in Endearing and Persuading Functions**

One of the ways in persuading a girl is by flirting. By using flirtatious expressions, Bruno is able to achieve what he really wants from the girl he talks to, which is to have sexual intercourse. By praising the girl, he shows that he is interested in the girl and indirectly offering to have sexual intercourse with him. In the album, there are 5 endearing functions which is identified overlapping with the characteristics of persuading function.

“Oh you got *what I want*
Girl you got *what I need*
*Thirty-seven, twenty-seven, forty-two, ooh*”

Chunky – Bruno Mars (bridge, line 1-3)
In the example, we can see that there are several persuading euphemisms. In the last line, Bruno is referring to the three sizes of the girl he is talking to, namely busts, waists, and hips. The first two expressions are supporting the statement that he likes the three sizes of the girl as those two expressions are referring to the last expressions. Here, Bruno is showing a fascinating impression in order to praise the girl and to persuade the girl to have sexual intercourse with him by flirting with the girl.

b. **Insults Characteristics in Stating Contempt and Taboo Function**

Out of 9 taboo expressions which categorized into stating contempt, only 3 of them can also be categorized into taboo function. It is a common practice that insults in the form of taboo expressions usually refers to a taboo function.

> “Second verse for the **hustlas** (**hustlas**) **gangstas** (**gangstas**) Bad bitches and ugly ass friends”
> 24k Magic – Bruno Mars (2nd verse, line 1-2)

It has been stated in previous explanation that “hustlas” and “gangstas” are used by Bruno in order to show that he has a higher status than people he refers to. Moreover, “hustlas” and “gangstas” are considered as a taboo occupation in society, therefore Bruno uses these taboo expressions in order to insults people.

c. **Praise Characteristics in Stating Contempt and Taboo Function**

There are 3 expressions which identified having both praise and taboo content characteristics. By praising himself, Bruno is able to show contempt to compare himself and other people in the party.

> “My big fat ass got all them boys hooked”
> Finesse (Remix ver.) – Bruno Mars feat. Cardi B (1st chorus, line 6)
The word “ass” in the example signifies that Cardi B is boasting out her buttocks and comparing hers to the others in the party. Therefore, she shows disrespect attitude toward other people by stating that her buttocks is better than the others as she is able to get many luxurious things from the boys in the party. The word “ass” is included in the taboo function because it literally refers to buttocks, and thus, the word “ass” is considered as taboo content by society.

d. Taboo Content, Praise, and Affection Characteristics in Endearing and Taboo Function

Bruno uses 5 taboo expressions which has taboo content characteristics that is included in endearing categorization. Bruno uses expressions with a taboo content in order to show affection or to praise another person.

“Don't be stingy with your big ol’ butt
You got a booty like.”

Perm - Bruno Mars (pre-chorus, line 4-5)

In the example above, Bruno uses the word “butt” and “booty” to refer to the buttocks of the girl he is talking with and both of the expressions are identified have taboo content characteristics because of it. The purpose of Bruno using those expressions are to show affection toward the girl by using flirtatious act of teasing.

On the other hand, 18 euphemisms which categorized into taboo function is also included in endearing category. 7 of them possess the characteristics of praise meanwhile the other 11 euphemisms identified having the characteristics of affection.

“Head to toe so player”

24k Magic - Bruno Mars (chorus, line 3)
“I unzip the back to watch it fall
While I kiss your neck and shoulders”

Versace on the Floor - Bruno Mars (2nd verse, line 1-2)

In the first example, Bruno is referring a person that is considered having a high standard as a “player”. Meanwhile, the word “player” refers to someone that has multiple intimate relationships which also known as playboy. The act of having multiple intimate relationships at a time is considered taboo by Christian and therefore, the word “player” is categorized into taboo function because it has a taboo content characteristics.

In the second example, Bruno is describing one of the acts in doing sexual intercourse which known as necking to arouse the lust of the people before having sex. This activity is famous for showing affection towards the partner as it shows that both of them has an intimate relationships. Since the activity itself is part of the sexual activity, the expressions is included in taboo functions as sexual intercourse is considered as a taboo content by society.

e. **Praise and Information Hiding Characteristics in Endearing and Covering Function**

In the album, Bruno uses 2 expressions in showing respect and endearing toward someone which also included in covering function. By hiding information of praise, Bruno is able to raise the level of affection after being understood by the intended person or people as it becomes an exclusive expressions which only chosen people are able to decipher; to show that the intended person or people is special.
“She got to have her own money
Shout out to the girls that pay their rent on time”

Chunky – Bruno Mars (1st verse, line 3-4)

In the examples, Bruno is referring to a prostitute and by using the phrases "she got to have her own money" and "girls that pay their rent on time", he shows that he respects the occupation that the girl he is flirting to has. He hides the information of prostitute with a very ambiguous words in the expressions “she got to have her own money” and “girls that pay their rent on time” as it may refers to any female which is independent and strong, but the previous line refers to a job which requires to shake buttocks. Bruno uses this complicated words in order to raise the level of respect he wants to show toward the girl.

f. Taboo Content and Feedback Characteristics in Creating Attention and Taboo Function

There are 12 euphemisms used by Bruno across the album which contain taboo content which can be classified into creating attention categorization. In using those expressions, Bruno not only expecting the reaction from people he is referring to in the songs, but also to get the reaction from the listener of the songs so that it will have more impact to the listener and raise the level of attention and fondness to the songs.

“So many pretty girls around me and they waking up the rocket (keep up)”

24k Magic - Bruno Mars (pre-chorus, line 2)

“‘If you get naughty baby, here’s my phone”

Chunky – Bruno Mars (pre-chorus, line 2)

In the first example, Bruno uses the expression to grab the attention of the listener by using a creative and original euphemism. By using the euphemism,
Bruno has a purpose to get a reaction from the listener of the songs as the expressions is fresh and new, which leads to the raise of the level of interested reactions from the listener. Moreover, the expression are referring to a condition of getting aroused and compare the word “rocket” to penis. By using expressions which contain taboo, the level of interest toward the expression will be increased further.

In the second example, Bruno use the word “get naughty” in order to grab the attention of the listener of the song. It may promote the level of attention of the listener because many people will understand the expression because it is a famous expressions to refer to a condition of being horny. Thus, due to many people can relate to this expressions, the level of getting reactions will be higher and Bruno is able to grab more attention toward the listener of his song.
CHAPTER V
CONCLUSION

24k Magic album, written by Bruno Mars, contains 53 euphemisms and 20 taboo expressions. Taboo expression cannot be found in the song “Too Good to Say Goodbye,” and in “Versace on the Floor,” only euphemisms observed. Meanwhile, euphemisms and taboo expressions can be found in the other seven songs.

Taboo expressions which is found used fairly by Bruno. 5 expressions used for creating attention, 6 expressions used for endearing, and 9 are used for stating contempt. No expressions indicates provoking violence functions found in the album. Therefore we can say that Bruno is not looking for confrontation or provoking someone to be angry to him. In the other hand, most of the euphemisms are used for the taboo functions with 38 euphemisms. This proves that Bruno mostly used euphemisms for smoothing the language used and to censor taboo words.

There are 5 taboo expressions are included in the profanity category. 9 taboo expressions are included in the vulgarity category, 6 of the taboo expressions belong to obscenity category, and 1 of the taboo expressions belong to epithet category. Overall, Bruno uses all types of taboo expressions in expressing his idea in 24k Magic album.

Out of 54 euphemisms found in the album, Bruno uses 47 expressions of which has the characteristics of sex euphemism. Meanwhile, 3 profession
euphemism. The other 4 euphemisms belong to the crime euphemism. No euphemism found categorized into disease, death, and political euphemism.

In the *24k Magic* album by Bruno Mars, there are 50 euphemisms intersecting with the characteristics of taboo expressions and vulgarity is the most used types with 47 euphemisms the other 3 euphemisms are categorized into profanity. Meanwhile, none of the euphemism is classified into epithets, and obscenity.

Not all of the taboo expressions can be identified and categorized into euphemism categorization. Out of 20 taboo expressions, only 9 of them can be identified into euphemism categories by intersecting the characteristics of each category; 6 of the expressions can be categorized into sex-related, 3 categorized into profession related and none can be categorized into crime, diseases, political, and death category.

In the *24k Magic* album, written by Bruno Mars, based on the taboo functions categorization, 50 expressions can be identified using the identification of taboo functions. Thirty euphemisms are a match for the taboo categorization. Meanwhile, the other 20 expressions are from taboo expressions.

The euphemisms used by Bruno Mars have suitable characteristics with the creating attention and endearing function only. There are 18 euphemisms which can be categorized into endearing function, and 12 euphemisms which categorized into creating attention function. Meanwhile, provoking violence function is not observed in all expressions across all songs in the *24k Magic* album. Moreover, stating contempt function only exists in taboo expressions only.
There are many overlapping characteristics between the expressions used by Bruno in the album. There are 5 endearing functions identified overlapping with the characteristics of persuading function based on praise and persuading characteristics, 3 taboo expressions which identified in stating contempt and taboo function based on praise characteristics, 18 euphemisms which are categorized into taboo function is also included in endearing function. 7 taboo function euphemisms identified having the characteristics of praise and included in endearing function, 11 euphemisms identified having the characteristics of affection which included into taboo and endearing function, 2 expressions which has the characteristics of praise endearing function which also included in covering function, and 12 euphemisms which has the characteristics of taboo content which can be classified into creating attention categorization and taboo function.

There are no polite functions found in the euphemism and taboo expressions in the album. Moreover, no covering function can be identified in taboo expressions used by Bruno Mars, meanwhile covering functions observed in the euphemisms.
REFERENCES


APPENDICES

Appendix 1. Song Lyrics in 24k Magic Album by Bruno Mars

24K Magic

Tonight
I just want to take you higher
Throw your hands up in the sky
Let's set this party off right

Players, put yo' pinky rings up to the moon
Girls, what y'all trying to do?
Twenty four karat magic in the air
Head to toe so player
Look out uh

Pop pop, it's show time (show time)
Show time (show time)
Guess who's back again?
Oh they don't know? (Go on tell 'em)
Oh they don't know? (Go on tell 'em)
I bet they know soon as we walk in (showin' up)
Wearing Cuban links (ya)
Designer minks (ya)
Inglewood's finest shoes (whoop, whoop)
Don't look too hard might hurt ya'self
Known to give the color red the blues
Oh shit,
I'm a dangerous man with some money in my pocket (keep up)
So many pretty girls around me and they waking up the rocket (keep up)
Why you mad, fix ya face, ain't my fault y'all be jocking (keep up)
Players only, come on
Put your pinky rings up to the moon
Girls, what y'all trying to do?
Twenty four karat magic in the air
Head to toe so player
Uh, look out!

Second verse for the hustlas (hustlas) gangstas (gangstas)
Bad bitches and ya ugly ass friends (haha)
Can I preach? (uh oh) can I preach? (uh oh)
I gotta show 'em how a pimp get it in
First, take your sip (sip), do your dip (dip)
Spend your money like money ain't shit (whoop, whoop)
We too fresh
Got to blame in on Jesus
Hashtag blessed, they ain't ready for me

I'm a dangerous man with some money in my pocket (keep up)
So many pretty girls around me and they waking up the rocket (keep up)
Why you mad, fix ya face, ain't my fault y'all be jocking (keep up)

Players only, come on
Put your pinky rings up to the moon
Hey girls
What y'all trying to do? (What y'all trying to do?)
Twenty four karat magic in the air
Head to toe so player
Uh, look out!

everywhere I go they be like
Ooh, so player
Everywhere I go they be like (ooh, so player ooh)
Oh everywhere I go they be like (ooh, so player ooh)
Now, now, now watch me break it down like (uh) 
Twenty four karat, twenty four karat magic 
What's that sound (twenty four karat, twenty four karat magic) 
Come on now 
Twenty four karat, twenty four karat magic 
Don't fight the feeling, invite the feeling 

Just put your pinky rings up to the moon 
Girls, what y'all trying to do? (Tell me what y'all trying to do) 
Twenty four karat magic in the air 
Head to toe so player (hands up!) 
Put your pinky rings up to the moon 
Girls, what y'all trying to do? (Do) 
Twenty four karat magic in the air 
Head to toe so player (twenty four karat) uh, look out 

**Chunky**

She got to shake her little something (shake her little something), ooh 
Throwing that thing from left, right, side-to-side 
She got to have her own money (she got her own money), oh yeah 
Shout out to the girls that pay their rent on time 

If you ain't here to party take your ass back home 
If you getting naughty, baby here's my phone 
Slide with your boy to the bar 
Slide with your boy to the car 
I've been searching everywhere and now here you are 

Ooh, chunky 
Looking for them girls with the big old hoops 
That drop it down in daisy dukes (I wanna get down) 
Yeah, them the ones I'm trying to recruit
I'm looking at you
Yeah, you, baby (baby, baby)

Now let me hear you say you ready (I'm ready), oh yeah
Girl, you better have you hair weave strapped on tight
'Cause once we get going, we rolling, we'll cha-cha 'til the morning
So just say alright (alright)

If you ain't here to party take your ass back home
If you getting naughty, baby here's my phone
Slide with your boy to the bar
Slide with your boy to the car
I've been searching everywhere and now here you are

Ooh, chunky
Looking for them girls with the big old hoops
That drop it down in daisy dukes (I wanna get down)
Yeah, them the ones I'm trying to recruit
I'm looking at you
Yeah, you, baby (baby, baby)

Ow, you got what I want (I got what you want)
Girl, you got what I need (I got what you need)
Thirty-seven, twenty-seven, forty-two, ooh
Squeeze all of that into my coupe
Girl, I, I choo-oose you

Chunky
Looking for them girls with the big old hoops
That drop it down in daisy dukes (I wanna get down)
Yeah, them the ones I'm trying to recruit
I'm looking at you
Yeah, you, baby
Chunky
Looking for them girls with the big old hoops
That drop it down in daisy dukes (I wanna get down)
Yeah, them the ones I'm trying to recruit
Hey, I'm looking at you
Yeah, you, baby (baby, baby)

That's What I Like

Hey, hey, hey
I got a condo in Manhattan
Baby girl, what's hatnin'?
You and your ass invited
So gon' and get to clappin'
Go pop it for a player, pop-pop it for me
Turn around and drop it for a player, drop-drop it for me

I'll rent a beach house in Miami
Wake up with no jammies (nope)
Lobster tail for dinner
Julio, serve that scampi
You got it if you want it, got, got it if you want it
Said you got it if you want it, take my wallet if you want it, now

Jump in the Cadillac
(Girl, let's put some miles on it)
Anything you want
(Just to put a smile on you)
You deserve it baby, you deserve it all
And I'm gonna give it to you
Cool jewelry shining so bright
Strawberry champagne on ice
Lucky for you, that's what I like, that's what I like
Lucky for you, that's what I like, that's what I like
Sex by the fire at night
Silk sheets and diamonds all white
Lucky for you, that's what I like, that's what I like
Lucky for you, that's what I like, that's what I like

I'm talkin' trips to Puerto Rico
Say the word and we go
You can be my freaka
Girl, I'll be a fleeko, mamacita
I will never make a promise that I can't keep
I promise that your smile ain't gon' never leave
Shopping sprees in Paris
Everything twenty-four karats
Take a look in that mirror (take a look)
Now tell me who's the fairest
Is it you? (is it you?) is it me? (is it me?)
Say it's us (say it's us) and I'll agree, baby

Jump in the Cadillac
(Girl, let's put some miles on it)
Anything you want
(Just to put a smile on you)
You deserve it baby, you deserve it all
And I'm gonna give it to you

Cool jewelry shining so bright
Strawberry champagne on ice
Lucky for you, that's what I like, that's what I like
Lucky for you, that's what I like, that's what I like
Sex by the fire at night
Silk sheets and diamonds all white
Lucky for you, that's what I like, that's what I like
Lucky for you, that's what I like, that's what I like

You say you want a good time
Well here I am, baby, here I am, baby
Talk to me, talk to me, talk to me
Talk to me, tell me what's on your mind
What's on your mind
If you want it, girl, come and get it
All this is here for you
Tell me baby, tell me, tell me baby
What you tryna do

Cool jewelry shining so bright
Strawberry champagne on ice
Lucky for you, that's what I like, that's what I like (that's what I like)
Lucky for you, that's what I like, that's what I like
Sex by the fire at night
Silk sheets and diamonds all white
Lucky for you, that's what I like, that's what I like (that's what I like)
Lucky for you, that's what I like, that's what I like

**Versace on the Floor**

Let's take our time tonight, girl
Above us all the stars are watchin'
There's no place I'd rather be in this world
Your eyes are where I'm lost in
Underneath the chandelier
We're dancin' all alone
There's no reason to hide
What we're feelin' inside
Right now

So baby let's just turn down the lights
And close the door
Ooh I love that dress
But you won't need it anymore
No you won't need it no more
Let's just kiss 'til we're naked, baby

Versace on the floor
Ooh take it off for me, for me, for me now, girl
Versace on the floor
Ooh take it off for me, for me, for me now, girl, mmm

I unzip the back to watch it fall
While I kiss your neck and shoulders
No don't be afraid to show it all
I'll be right here ready to hold you
Girl you know you're perfect from
Your head down to your heels
Don't be confused by my smile
'Cause I ain't ever been more for real, for real

So just turn down the lights (down the lights)
And close the door (close the door)
Ooh I love that dress
But you won't need it anymore
No you won't need it no more
Let's just kiss 'til we're naked, baby

Versace on the floor
Ooh take it off for me, for me, for me now, girl
Versace on the floor
Ooh take it off for me, for me, for me now, girl
Dance

can you feel it?
(It's warmin' up) can you feel it?
(It's warmin' up) can you feel it, baby?
(It's warmin' up)
Oh, seems like you're ready for more, more, more
Let's just kiss 'til we're naked

Ooh, Versace on the floor, hey baby
Take it off for me, for me, for me now, girl
Versace on the floor
Oh take it off for me, for me, for me now, girl

Perm

Now look at you, been walking in here looking all pretty and angry and mean and good
Now I know you didn't get your hair done so you could just sit down and just sit still
Aye, we tryna have a good time tonight, let's go baby!

[Verse 1: Bruno Mars and (Backing Vocalists)]
It's my birthday (No it's not)
But I still look good though (Hot comb hot)
I bet you want an autograph (For you and your friends)
Gotta do it in the penthouse
That's where I keep my pen
[Pre-Chorus]
What you can't dance? Ain't got rhythm?
What you got a man? I don't see you with him
Put your phone down, let's get it
Forget your Instagram and your Twitter
Got me like woah, wait a minute
You need to take a minute
Loosen them shoulders up
Pour it up, let's work

[Chorus]
Throw some perm on your attitude
Girl you gotta relax, ooh
Let me show you what you got to do
You gotta lay it back
Matter of fact? Band, show her how to lay it back!
Show her how to lay it back
Show her how to lay it back
Show her how to lay it back
Alright!

[Verse 2: Bruno Mars and (Backing Vocalists)]
Come on baby I love you (No you don't)
You never know, I might though (Can't say I won't, ah)
There's that smile I'm looking for (Was that so hard?)
If you ever need to smile again girl, take my card

[Pre-Chorus]
Razzle-dazzle, never gon' stop
What you want is what I got
You wanna get down? You gotta get up
Don't be stingy with your big ol' butt
You got a booty like
Woah, wait a minute
I'm just playing with you
Loosen them shoulders up
Pour it up, let's work

[Chorus]
Throw some perm on your attitude
Girl you gotta relax, ooh
Let me show you what you got to do
You gotta lay it back
Matter of fact? Band, show her how to lay it back!
Show her how to lay it back
Show her how to lay it back
Show her how to lay it back
Alright!

[Interlude]
Aye, now you got it baby. You tryna have some fun tonight, you just gotta follow these simple instructions, you ready?

[Bridge]
You need activate your sexy (*activate your sexy*)
Silky, smooth and snap (*silky, smooth and snap*)
Now lean with it (*lean*), throw a lil sheen in it (*sheen*)
Then pat, pat, pat 'til it's flat
One more time
You need activate your sexy (*activate your sexy*)
Silky, smooth and snap (*silky, smooth and snap*)
Now lean with it (*lean*), throw a lil sheen in it (*sheen*)
Then pat, pat, pat 'til it's flat

[Chorus]
I'll sing it again
Throw some perm on your attitude
Girl you gotta relax, ooh
Let me show you what you got to do
You gotta lay it back
Matter of fact? Band, show her how to lay it back!
Show her how to lay it back
Show her how to lay it back
Show her how to lay it back
Alright!

STRaight Up & Down

[Verse 1]
Girl I bet your momma named you good lookin'
'Cause you sure look good to me
My attention, oh, yes, you just took it
You're probably the finest thing that I ever seen
And nobody at the party droppin' it low like the way that you do
You got me sayin', "Damn girl, break it down for me"

[Pre-Chorus]
Take it nice and slow, let me watch while you turn around
Just back it up on me girl, right now, right now
[Chorus]
I got your body rockin' side to side (Straight up!)
I put you on and now you're feelin' right (Straight up!)
I know exactly what is on your mind (Straight up!)
Oh baby we gon' have some fun tonight
Straight up and down
(Straight up, straight up, straight up)
Straight up and down
(Straight up, straight up, straight up)
Oh I know exactly what is on your mind
Oh baby we gon' have some fun tonight
Straight up and down

[Verse 2]
This liquor got both of us faded, so gone, so gone
But your booty deserve a celebration
And I'm gonna celebrate it all night long
Come on here and show me why you got the whole club starin' at you
You got me sayin', "Damn girl, break it down for me"

[Pre-Chorus]
Take it nice and slow, let me watch while you turn around
Just back it up on me girl, right now, right now

[Chorus]
I got your body rockin' side to side (Straight up!)
I put you on and now you're feelin' right (Straight up!)
I know exactly what is on your mind (Straight up!)
Oh baby we gon' have some fun tonight
Straight up and down
(Straight up, straight up, straight up)
Straight up and down
(Straight up, straight up, straight up)
Oh I know exactly what is on your mind
Oh baby we gon’ have some fun tonight
Straight up and down

[Bridge]
Girl tell me when you're ready
Ready to go
Just say the word
And then we’ll take this home
Don't you fight the feelin'
'Cause I feel it too
Freakin' me baby, while I'm freakin' you

[Chorus]
I got your body rockin' side to side (Straight up!)
I put you on and now you're feelin' right (Straight up!)
I know exactly what is on your mind (Straight up!)
Oh baby we gon' have some fun tonight
Straight up and down
(Straight up, straight up, straight up)
Straight up and down
(Straight up, straight up, straight up)
Oh I know exactly what is on your mind
Oh baby we gon’ have some fun tonight
Straight up and down
Calling All My Lovelies

[Verse 1]
I got too many girls on hold for you to be so bold
Too many on my team for you to act so mean
You say you wanna go and have fun, well you ain't the only one
If I ring, don't let it ring too long or I'm gone

[Pre-Chorus]
I got Alicia waitin', Aisha waitin'
All the eesha's waitin' on me
So why you contemplatin'? Playa hatin'?
If this is how it's gonna be

[Chorus]
I'm calling all my lovelies (calling all my lovelies)
'Cause I can't get a hold of you
Since you ain't thinking of me (since you ain't thinking of me)
Oh, look what you're making me do

[Verse 2]
Honey pie, I'm far too fly to be on standby
Sendin' me straight to voicemail, suga, what the hell?
Oh, you ought to be ashamed, playin' these childish games
I don't get down like that, tell me where you at, hit me back

[Pre-Chorus]
I got Alicia waitin', Aisha waitin'
All the eesha's waitin' on me
So why you contemplatin'? Playa hatin'?
If this is how it's gonna be

[Chorus]
I'm calling all my lovelies (calling all my lovelies)
'Cause I can't get a hold of you
Since you ain't thinking of me (since you ain't thinking of me)
Oh, look what you're making me do

[Bridge]
Pick up the phone, pick up the phone
'Cause all this loving needs a home
Oh no, look at what you started, baby
Now I'm left here broken hearted, baby
There's a pain in my chest I cannot explain
I told myself I wasn't gon' cry
But somebody's gotta come dry these eyes 'cause

Hi, you've reached Halle Berry. Sorry I can't get to the phone right now but if you leave your name and number, I'll get right back to you.

Damn...

[Chorus]
I'm calling calling calling calling all my lovelies
'Cause I can't get a hold of you
Oh, since you ain't thinking of me (since you ain't thinking of me, baby)
Look what you're making me do

[Outro]
Pick up the phone, pick up the phone
'Cause all this loving needs a home, oh
Finesse (Remixed Ver)

[Verse 1: Cardi B]
Drop top Porsche (Porsche), Rollie on my wrist (wrist)
Diamonds up and down my chain (aha)
Cardi B, straight stuntin', can't tell me nothin'
Bossed up and I changed the game (you see me?)
It's my big Bronx boogie, got all them girls shook (shook)
My big fat ass got all them boys hooked (hooked)
I went from dollar bills, now we poppin' rubber bands (ha)
Bruno sang to me while I do my money dance like ayy
Flexin' on the 'Gram like ayy
Hit the Lil' Jon, okay (okay), okay (okay)
Oh yeah, we drippin' in finesse and getting paid, ow

[Verse 2: Bruno Mars]
Ooh, don't we look good together?
There's a reason why they watch all night long (all night long)
Yeah, I know we'll turn heads forever (forever)
So tonight, I'm gonna show you off

[Pre-Chorus: Bruno Mars]
When I'm walkin' with you
I watch the whole room change
Baby, that's what you do
No, my baby, don't play
Blame it on my confidence
Oh, blame it on your measurements
Shut that shit down on sight
That's right

[Chorus: Bruno Mars]
We out here drippin' in finesse
It don't make no sense
Out here drippin' in finesse
You know it, you know it
We out here drippin' in finesse
It don't make no sense
Out here drippin' in finesse
You know it, you know it

[Verse 3: Bruno Mars]
Now slow it down for me, baby (slow it down now)
'Cause I love the way it feels when we grind (we grind)
Yeah, our connection's so magnetic on the floor
Nothing can stop us tonight

[Pre-Chorus: Bruno Mars]
When I'm walkin' with you
I watch the whole room change
Baby, that's what you do
No, my baby, don't play
Blame it on my confidence
Oh, blame it on your measurements
Shut that shit down on sight
That's right
[Chorus: Bruno Mars]
We out here drippin' in finesse
It don't make no sense
Out here drippin' in finesse
You know it, you know it
We out here drippin' in finesse
It don't make no sense
Out here drippin' in finesse
You know it, you know it

[Bridge: Bruno Mars & Cardi B]
Fellas, grab your ladies if your lady fine
Tell her she the one, she the one for life (woo)
Ladies, grab your fellas and let's do this right (do this right)
If you're on one like me in mind (ow!)
Yeah, we got it goin' on, got it goin' on
Don't it feel so good to be us? (ayy)
Yeah, we got it goin' on, got it goin' on (yeah)
Girl, we got it goin' on
Yeah, we got it goin' on, got it goin' on (hey)
Don't it feel so good to be us, ayy? (feels so good on you)
Yeah, we got it goin' on, got it goin' on

[Chorus: Bruno Mars]
We out here drippin' in finesse (we drippin' on them)
It don't make no sense
Out here drippin' in finesse
You know it, you know it
We out here drippin' in finesse with my baby
It don't make no sense
Out here drippin' in finesse
You know it, you know it (yeah, you know we got it goin' on)

[Outro: Cardi B & Bruno Mars / Both]
Yeah, we got it goin' on, got it goin' on
Don't it feel so good to be us, ayy?
Yeah, we got it goin' on, got it goin' on
You know it, you know it
Yeah, we got it goin' on, got it goin' on
Girl, we got it
Don't it feel so good to be us, ayy?
Yeah, we got it goin' on, got it goin' on
You know it, you know it

Too Good to Say Goodbye

[Verse 1]
I've made mistakes
I could have treated you better
I let you get away
There goes my happily ever after

[Pre-Chorus]
Tell me why, why can't we try and start again?
This can't be how our story ends
You're more than my girl, you're my best friend
Tell me you remember when
Ooh, when I was your man and you were my girl
It was you and me against the world
[Chorus]
Baby, ain't nobody gonna love me like the way you do
And you ain't never gonna find a love like mine
Tell me what can I do to make it up to you?
'Cause what we got's too good to say goodbye, goodbye

[Verse 2]
Yeah, I'm still in love with you darlin'
I know you feel the same
Oh, what's the point of both of us being broken-hearted?
I pray it's never too late

[Pre-Chorus]
So tell me, why, why can't we try and start again?
This can't be how our story ends
You're more than my girl, you're my best friend
Tell me you remember when
I was your man and you were my girl
It was you and me against the world

[Chorus]
Baby, ain't nobody gonna love me like the way you do
And you ain't never gonna find a love like mine
Tell me what can I do to make it up to you?
'Cause what we got's too good to say goodbye, goodbye

[Bridge]
(Oh, don't you give up)
Girl won't you listen?
(Don't you give up)
It's you that I'm missin'
(Don't you give up)
Take my hand, I wanna go, I wanna go
(All the way)
If we're gonna fight this fight for better days
I know we're gonna make it
This is the chance, let's take it

[Chorus]
Baby, ain't nobody gonna love me like the way you do
(No, no, no, no)
And you ain't never gonna find a love like mine
(Oh, tell me)
Tell me what can I do to make it up to you?
'Cause what we got's too good to say goodbye
(Come on, come on) goodbye (Oh baby, baby)
Baby, ain't nobody gonna love me like the way you do
And you ain't never gonna find a love like mine
(Oh, tell me)
Tell me what can I do to make it up to you?
'Cause what we got's too good to say goodbye, goodbye