



**CONCEPTUAL METAPHOR IN THE LYRICS OF THE SONG SOUL MANTRA BY
AVIWKILA AS A COGNITIVE LINGUISTIC STUDY OF LIFE MOTIVATION NARRATIVE**

Helmi Wicaksono*, Ifit Novita Sari, Anang Santoso, Martutik
Universitas Islam Malang, Universitas Islam Malang, Universitas Negeri Malang, Universitas Negeri
Malang*

ARTICLE INFO

Article history:

Received: 17-12-2024

Accepted: 29-12-2024

Published: 31-12-2024

Keyword:

conceptual metaphor,
lyrics of the song soul
mantra by aviwkila,
cognitive linguistics, life
motivation narrative

ABSTRACT

This study aims to analyze conceptual metaphors in the lyrics of the song Mantra Jiwa by Aviwkila as a life motivation narrative through a cognitive linguistic approach. The research method used is descriptive qualitative. This study identifies structural, ontological, and orientational metaphors and their contributions to building motivational narratives. The findings of the study reveal that the lyrics of the song Soul Mantra by Aviwkila use conceptual metaphors to arouse emotional and conceptual involvement, which fosters a motivational perspective. This study enriches the understanding of metaphorical language in popular music and its cognitive impact.

INTRODUCTION

Cognitive linguistics is a branch of linguistics that focuses on the relationship between language, thought, and human experience in understanding the world. Cognitive linguistics is a theoretical and empirical programme that goes beyond the visible structure of language to investigate the complex background operations of cognition that create grammar, conceptualization, discourse, and thought itself (Fauconnier, G., 2006).

* Corresponding author.

E-mail addresses: helmiwicaksono@unisma.ac.id (Helmi Wicaksono)

ISSN: 2597-7385 (Online) - ISLLAC: Journal of Intensive Studies on Language, Literature, Art, and Culture is licensed under Creative Commons Attribution-ShareAlike 4.0 International License (<http://creativecommons.org/licenses/by/4.0/>).

This approach emphasizes that language is not just a means of communication, but also a reflection of human thought processes and abstract concepts. Langacker (2013: 4) and Lee (2001: 12) explain that cognitive linguistics connects the understanding and meaning of language not only with abstract ideas but also with existing experiences or schemes. One of its core theories is the conceptual metaphor theory by Lakoff and Johnson (2003: 23), which states that metaphor is not just a rhetorical device, but a framework for conceptual thinking. Over the past five years, cognitive linguistics research has grown rapidly, especially in its application to art and popular culture, exploring how metaphors shape human thought patterns (Lyra, 2021: 42; Sudaryanto, 2023: 18). This growing body of research underscores the relevance of cognitive linguistics in understanding how people interpret and interact with the world, as it reveals the deep connection between language, culture, and cognition, influencing both everyday communication and artistic expression.

Music serves as an effective medium for conveying motivational narratives due to its unique emotional power. Music is ubiquitous across human cultures as a source of affective and pleasurable experience, moving us both physically and emotionally and learning to play music shapes both brain structure and brain function (Vuust, P., 2022). Song lyrics often carry motivational messages that reinforce positive emotions in listeners. Motivational narratives are not only entertaining but also inspire changes in attitudes and perspectives on life. Research by Karlsen and Bruner (2020: 56), revealed that motivational music can influence the audience's perception of life's challenges. Musicians who utilize metaphors in song lyrics that are simple but have an emotional impact, allow listeners to experience these messages more deeply. Aviwkila is an Indonesian music duo that excels in the use of figurative language with a life-motivation theme. The selection of Aviwkila's song lyrics entitled "Soul Mantra" for this study was based on their ability to use conceptual metaphors that describe struggle, hope, and happiness.

The study of song lyrics as a form of cultural expression provides valuable insights into how music can serve as a medium for shaping societal values and personal outlooks. Research on the lyrics of the song "Soul Mantra" by Aviwkila has the potential to reveal how local popular music can function as a reflective medium that influences people's perceptions of life's challenges (Sudaryanto, 2023: 27; Lyra, 2021: 50). Aviwkila's songs

often feature metaphors that are applied creatively to build motivational narratives that resonate with the listener's experience, such as "Soul Mantra" by Aviwkila uses metaphors to convey the idea of facing life's challenges with optimism. The selection of Aviwkila's lyrics for this study was deliberate because her songs combine everyday realities with abstract expressions that highlight the beauty of language. The exploration of Aviwkila's song lyrics aims to offer new insights into the dynamics of language in local popular art (Karlsen & Bruner, 2020: 48). This supports the idea that popular music can shape and reflect people's perceptions (Lyra, 2021: 51). Aviwkila's music depicts conceptual metaphors that are easily understood by listeners.

Language is a powerful tool for shaping human thought and perception, as it reflects the way people conceptualize and interact with the world. Conceptual metaphor is a key concept in cognitive linguistics introduced by Lakoff and Johnson (2003: 23). Metaphor (Kridalaksana, 2008) is the use of other words or expressions for other objects or concepts based on metaphor or similarity. This metaphor functions to understand and express abstract concepts through a more concrete conceptual framework. For example, the metaphor "life is a journey" describes life as a series of steps or a physical journey with a destination, obstacles, and an endpoint. This shows that language not only conveys information but also reflects how humans understand the world through cognitive processes (Lakoff & Johnson, 2003: 13). Conceptual metaphors are often used to communicate complex ideas in an accessible and relevant way. Research by Luna and Pereira (2021: 22), revealed that conceptual metaphors in popular art forms, such as music, play an important role in building emotionally impactful narratives. This metaphor allows listeners to understand universal themes as motivational narratives of life, such as struggle, hope, and love, through creative expression with everyday experiences.

Motivational life narratives are a recurring theme in various art forms, including music. These narratives usually include messages that inspire individuals to face life's challenges with an optimistic attitude. From a cognitive linguistic perspective, these narratives are often conveyed through metaphors that simplify complex ideas, making them easier for listeners to understand as the metaphor "Lighting a Candle in the Darkness" is often used to describe the process of finding hope in challenging situations (Luna & Pereira, 2021: 19). Motivational music, such as Aviwkila's "Soul Mantra" is very

close to listeners because of its universal emotional appeal and easy-to-understand language. This narrative not only provides entertainment but also psychological support through uplifting messages. This is in line with the findings of Karlsen and Bruner (2020: 56), that music greatly influences human emotions and behavior. Thus, motivational songs serve as a bridge between emotional expression and personal empowerment, making them a powerful medium for fostering resilience and positivity in listeners.

The use of song lyrics as a medium for exploring conceptual metaphors has gained significant attention in cognitive linguistics, as it offers unique insights into how language shapes thought and emotion. Previous studies, such as Lyra's (2021: 47), study on Taylor Swift's song lyrics about love metaphors, highlight how popular art can serve as an important medium for understanding human cognitive structures. Another study by Sudaryanto (2020: 34) on indie song lyrics found that conceptual metaphors reflect cultural identity. Meanwhile, Karlsen & Bruner (2020: 60) explored how metaphors in popular music globally influence audience cognition. However, this study stands out because it focuses on motivational narratives in a local context through the lyrics of Aviwkila's song "Soul Mantra" Thus, this study provides a new perspective on cognitive linguistics about Indonesian popular culture and seeks to contribute to the understanding of the role of conceptual metaphors in shaping human cognition and perception (Sudaryanto, 2023: 18; Luna & Pereira, 2021: 50). Therefore, the objectives of this study are as follows.

1. Analyze the types of conceptual metaphors contained in the lyrics of the song "Soul Mantra" by Aviwkila with the theme of life motivation.
2. Analyze the metaphors in the lyrics of the song "Soul Mantra" by Aviwkila with the theme of life motivation according to Lakoff & Johnson's conceptual metaphor theory.
3. Analyze the conceptual metaphors that build the narrative of life motivation in the lyrics of the song "Soul Mantra" by Aviwkila.

METHOD

This study uses a qualitative approach with a descriptive method. The qualitative approach was chosen because this study aims to deeply understand the phenomenon of conceptual metaphors in the lyrics of the song "Soul Mantra" by Aviwkila

in the context of human experience (Creswell, 2014: 22). The descriptive method is used to describe the types of conceptual metaphors that exist and explain how these metaphors build motivational narratives in the lyrics of the song "Soul Mantra" by Aviwkila. This study focuses on the lyrics of the song "Soul Mantra" by Aviwkila, with the theme of a motivating life narrative as its main object. Primary data in the form of the lyrics of the song "Soul Mantra" by Aviwkila are analyzed for their conceptual metaphors, while secondary data comes from articles, books, and previous research that are relevant to cognitive linguistics and conceptual metaphors (Sudaryanto, 2023: 31). Furthermore, Denzin and Lincoln (2018:10) emphasize that qualitative research allows researchers to explore complex phenomena within specific contexts, providing a deeper and more nuanced understanding of the subject matter. Therefore, analyzing the conceptual metaphors in the song's lyrics is not only a linguistic endeavor but also a way to uncover the underlying cognitive and cultural dimensions that shape motivational narratives in human communication.

Data collection techniques were carried out through (1) Documentation, namely collecting and verifying the lyrics of the song "Soul Mantra" by Aviwkila, which are relevant to the theme of life motivation. The lyrics of the song "Soul Mantra" by Aviwkila were obtained from official platforms such as YouTube, Spotify, and the Aviwkila website, (2) Literature Study, namely reviewing previous theories and research related to cognitive linguistics and conceptual metaphors from the lyrics of the song "Soul Mantra" by Aviwkila, and (3) Discourse Analysis, namely using discourse analysis techniques to identify conceptual metaphors in the lyrics of the song "Soul Mantra" by Aviwkila based on the theory of Lakoff & Johnson (2003: 14). These methods ensure that the study is grounded in credible data sources and theoretical frameworks, thereby enhancing the validity and reliability of the research findings.

Data analysis was carried out with the following steps: (1) data reduction, namely identifying conceptual metaphors in the lyrics of the song "Soul Mantra" by Aviwkila and selecting data that is relevant to the research objectives; (2) data presentation, namely categorizing metaphors based on conceptual metaphor theory: structural, ontological, and orientational metaphors (Lakoff & Johnson, 2003: 13), and (3) Conclusion Drawing, namely concluding the role of conceptual metaphors in building a narrative of life motivation in the lyrics of the song "Soul Mantra" by Aviwkila and its implications for the

listener's mindset (Miles, Huberman, & Saldana, 2014: 33). Data validity was maintained through triangulation of data sources, by comparing the results of the song lyrics analysis with previous theories and research. In addition, discussions with cognitive linguistics experts were conducted to ensure consistency of data interpretation.

FINDINGS AND DISCUSSION

The results of the study focused on the analysis of (1) conceptual metaphors, (2) identification of motivation, and (3) its classification according to Lakoff & Johnson's theory from the lyrics of the song "Soul Mantra" by Aviwkila. The results of the discussion describe (1) the analysis of the types of conceptual metaphors contained in the lyrics of the song "Soul Mantra" by Aviwkila with the theme of life motivation, (2) the analysis of the metaphors contained in the lyrics of the song "Soul Mantra" by Aviwkila with the theme of life motivation according to Lakoff & Johnson's conceptual metaphor theory, and (3) the analysis of conceptual metaphors that build the narrative of life motivation in the lyrics of the song "Soul Mantra" by Aviwkila. The explanation of the two studies is as follows.

Research Findings

1. Song lyrics "Soul Mantra" oleh Aviwkila

Song Title: Soul Mantra

Singer: Aviwkila

I deserve to be happy

I deserve to be worthy I am valuable

Healthy and full of smiles

Full of luck

Confident and truly charming

I am the best version of myself

Lucky happy calm soul

I deserve to be loved, my heart is always happy

My life is easy & truly abundant

Chorus:

This life feels truly perfect

Everything is there without me asking

Oh God I am happy

My body and soul are happy

I can't stop saying ALHAMDULILLAH

2. Conceptual Metaphor Analysis of the Lyrics of the Song "Soul Mantra" by Aviwkila

The song "Soul Mantra" by Aviwkila uses several conceptual metaphors that play an important role in conveying the themes of happiness, self-esteem, and empowerment. These conceptual metaphors are explored in detail as follows.

a. "I deserve to deserve to be happy"

The lyrics of this song embody the metaphor that happiness is self-esteem. The concept of deserving happiness is connected to the idea that happiness is not an external condition but a state that arises from the recognition of one's own worth and worthiness. In a cognitive linguistic study, the lyrics of the song reflect a structural metaphor that happiness is framed as something that can be owned or deserved. This encourages listeners to internalize a sense of self-esteem and the right to a positive emotional state. This metaphor is the basis for setting the tone of the song, as it motivates individuals to affirm their self-esteem as a prerequisite for happiness.

b. "My life is easy & truly abundant"

The metaphor of Life is interpreted as abundance that all is already there and available. The idea of life being abundant rather than difficult or rare transforms the idea of life into a positive force. This is an ontological metaphor, where life itself is conceptualized as something that can be abundant with possibilities, ease, and richness, both material and emotional. The lyrics of the song promote a view of life that is not limited by obstacles but instead is full of opportunities for fulfillment. The positive framing of the metaphor aligns with the motivational tone of the song, which encourages the listener to approach life with a sense of ease and hope for prosperity.

c. "I am the best version of myself"

These lyrics represent a self-improvement metaphor that the self can truly be the best version of each of us without any distinction. This ontological metaphor is particularly important in the context of motivation and self-development, suggesting that individuals can continually grow and improve their abilities and characteristics. The use of "the best version" evokes an image of perfection that one can achieve through conscious effort and reflection, fostering a growth mindset in the audience. This metaphor motivates the listener to see themselves as a work in progress, inspiring them to strive for improvement.

d. "I am worthy of love, my heart is always happy"

The metaphor of love is the source of happiness. The heart, which is often associated with emotions, is seen as a source of happiness, especially when filled with love. This metaphor aligns with the concept that love and happiness are closely linked, suggesting that love nurtures an individual's emotional and mental well-being. The heart as a metaphorical place for joy and reinforces the importance of self-compassion or reciprocity in achieving emotional fulfillment, thus making love a fundamental pillar in the pursuit of happiness.

e. "Life feels so perfect, everything is there without me asking"

The lyrics of this song encapsulate the metaphor of Life is a gift. Life in this case, is presented as something that provides abundantly and effortlessly. The phrase "everything is there without me asking" suggests that the rewards of life are given freely, reinforcing the idea that by cultivating the right mindset, one can easily attract positivity and abundance. This metaphor reflects the broader societal belief in the law of attraction, where positive thoughts and actions lead to positive outcomes in life.

3. Motivational Identification of the Lyrics of the Song "Soul Mantra" by Aviwkila

The lyrics of the song "Soul Mantra" by Aviwkila carry strong motivational messages and elevate the listener through affirmation of self-esteem, gratitude, and a positive mental attitude. Each line of the song's lyrics contributes to a cohesive narrative that inspires personal growth and emotional well-being. The explanation of the motivational identification in the lyrics of the song "Soul Mantra" by Aviwkila is as follows.

a. "I deserve I deserve to be happy"

The lyrics of this song emphasize the concept of self-acceptance as the basis for happiness and the right of a person to be happy. The lyrics of this song directly address internal doubts or social pressures that often undermine personal joy. Repeated affirmations create a mantra-like effect and strengthen the listener's belief in self-worth.

b. "I deserve I deserve to be valuable"

The affirmation of being valuable is a statement of self-worth. It reflects the motivational perspective that self-awareness is essential to achieving personal

and emotional fulfillment. The lyrics inspire listeners to recognize their worth independently of external validation, a recurring theme in positive psychology.

c. "Confident and truly charming"

The lyrics of this song combine self-confidence with the concept of encouraging a positive self-image. The phrase suggests that personal charisma comes from self-confidence, linking attractiveness to a highly emotional state. The lyrics of this song motivate the listener to develop self-confidence as a path to inner and outer beauty.

d. "I become the best version of myself"

The idea of becoming the best version of oneself aligns with the motivational philosophy that advocates continuous self-improvement. The lyrics of this song promote personal development, showing that individuals can strive towards higher potential while understanding themselves as more valuable. The motivational aspect lies in the emphasis on the self.

e. "My life is easy & truly abundant"

The theme of abundance reflects a positive outlook on life. Life is lived with ease. A view of life that emphasizes a belief that "it is easy and abundant". The lyrics of this song motivate the listener to adopt a mindset of gratitude and optimism, which is very important for maintaining emotional resilience.

f. "Life feels so perfect, everything is there without me asking"

The lyrics of the song underscore the theme of gratitude by recognizing life's blessings as gifts. This can motivate individuals to appreciate what they have and not focus on what they don't have, thus creating a principle that will open awareness to things that are unthinkable.

g. "Oh God I'm happy, my body and soul are happy"

The lyrics of the song combine spiritual gratitude with physical and emotional well-being. The lyrics motivate the listener to seek harmony between body, mind, and soul, thus framing happiness as a holistic experience that goes beyond material issues.

h. "I never stop saying ALHAMDULILLAH"

Gratitude is at the heart of the lyrics of this song. Consistent expressions of gratitude will connect personal motivation with a sense of closeness to God. This

can inspire listeners to cultivate gratitude as a daily practice, making this song an interesting tool for increasing emotions and motivation between self and God.

4. Lakoff & Johnson's Theory Classification of the Lyrics of the Song "Soul Mantra" by Aviwkila

The lyrics of the song "Soul Mantra" by Aviwkila can be analyzed using three main classifications of conceptual metaphors proposed by Lakoff and Johnson (2003): structural, ontological, and orientational. Every listener of this song will be invited to interpret the three conceptual metaphors, such as expressions of happiness, self-esteem, and gratitude packaged in easy-to-understand language. The explanation of the classification of Lakoff & Johnson's theory of the lyrics of the song "Soul Mantra" by Aviwkila is as follows.

a. Structural Metaphor

Structural metaphor involves mapping complex abstract concepts into more concrete structures so that they can be understood. This appears in the lyrics "I am able, I am happy" that happiness is presented as something real and achievable, which shows that being "worthy" is a psychological structure for obtaining joy. This metaphor encourages individuals to view happiness as a goal in life. In addition, it is also found in the lyrics "I am the best version of myself", these lyrics use a structural metaphor of self-improvement as a process of life. The phrase "best version" implies that the self is like a project or product that can be refined, structured, and optimized for better results.

b. Ontological Metaphor

An ontological metaphor is an abstract experiential concept with a focus that can be owned, contained, or controlled. This is like in the lyrics "My body and soul are happy", The lyrics personify happiness as a state that permeates the body and soul. Listeners can focus on the experience of emotional well-being as a substance that can be measured or observed. This metaphor reflects the connection between physical and emotional health. In addition, in the lyrics "My life is easy & abundant", life is metaphorically conceptualized as a container or resource that can be abundant and sufficient. This ontological perspective emphasizes gratitude and the perception of prosperity as a condition that is always present.

c. Orientational Metaphor

Orientational metaphors are based on relationships and experiences, such as up-down, inside-out, or forward-backward, to structure abstract ideas. This is found in the lyrics "Confident and truly charming", that self-confidence is metaphorically in a high position with a positive mental state. Charm and self-confidence are felt as a form of someone's presence. In addition, it is also found in the lyrics "Life feels truly perfect", that the perfection of life is implied as a high or noble state, strengthening the metaphor of an upward orientation as a symbol of positivity, success, and satisfaction.

Discussion

1. Analysis of Conceptual Metaphor Types Found in the Lyrics of the Song "Soul Mantra" by Aviwkila with the Theme of Life Motivation

The song "Soul Mantra" by Aviwkila presents a web of conceptual metaphors that are described abstractly but expressed in easy-to-understand language based on everyday experiences. The lyrics are carefully crafted to convey motivation and empowerment, relying on structural, ontological, and orientational metaphors to create strong emotional resonance. The detailed discussion of these types of metaphors as reflected in the lyrics, is as follows.

a. Structural Metaphor: Happiness and Self-Esteem as Achievable Goals

The lyrics of the song "I am able, I am happy", reflect a structural metaphor, which describes happiness as a goal and a manifestation of a person's sense of self-esteem. Lakoff & Johnson (2003: 14), emphasize that structural metaphors allow complex ideas to be framed as systematic processes, allowing individuals to visualize abstract concepts such as happiness as the result of personal efforts. This framing is empowering and suggests that happiness can be achieved through self-validation, in line with contemporary psychological studies that emphasize self-compassion as a path to well-being (Neff, 2011: 48).

b. Ontological Metaphor: Emotional State as Tangible Entity

The lyrics of the song "Tubing my soul is happy", show that happiness is personified as something that "fills" the body and soul. Emotional states as substances contained in physical or spiritual containers are difficult to find, except with deep contemplation. This ontological metaphor reflects Lakoff's idea (2008: 25), that emotions are often treated

as entities that we can have or lose. Studies in cognitive linguistics have shown that such metaphors will help listeners manage abstract emotions through physical experiences, which foster deeper emotional connections (Gibbs, 2017: 232). In addition, it is also found in the lyrics of the song "My life is easy & abundant", using the metaphor of life as a container that can be filled with abundance. This reinforces the perception of prosperity and ease (Luna & Pereira, 2021: 50). The idea that life itself can be "full" or "empty" is a universal metaphor that simplifies complex thinking.

c. Orientational Metaphor: Upward Movement as a Symbol of Positivity

The lyrics of the song "Confident and Really Charming" use an orientational metaphor, that confidence and charm are associated with an upward direction, which symbolizes improvement and growth. Lakoff and Johnson (2003: 15) assert that orientational metaphors such as "up is good" come from physical experiences, such as standing upright which is associated with health and vitality. This relationship is evident in the context of motivation because upward metaphors often signify empowerment and success. It is also found in the lyrics of the song "Life feels really perfect", referring to the metaphor of perfection as a high or elevated state. According to Kovecses (2020: 12), this metaphor is an integral part of human cognition, which maps the physical experience of elevation to the abstract concept of fulfillment and achievement. The perfection of life as a metaphorical culmination in the lyrics reinforces a positive worldview that aligns with the broader motivational theme in the music.

d. Integration of Metaphors for a Cohesive Motivational Narrative

Collectively, the structural, ontological, and orientational metaphors in the lyrics of Aviwkila's "Soul Mantra" create a cohesive narrative that motivates listeners to embrace self-esteem, gratitude, and optimism. The metaphors complement each other by framing abstract emotional states as attainable, real, and uplifting. This can bring the listener's lived experience as noted by Zoltan (2017: 89), that music that uses conceptual metaphors can effectively shape listeners' attitudes and inspire action.

2. Metaphor Analysis in the Lyrics of the Song "Soul Mantra" by Aviwkila with the Theme of Life Motivation According to Lakoff & Johnson's Conceptual Metaphor Theory

The lyrics of the song "Soul Mantra" by Aviwkila present various conceptual metaphors that effectively convey the theme of motivation and self-empowerment. The framework of Lakoff & Johnson (2003), this metaphor reveals deeper insights into an abstract concept such as happiness, self-esteem, and abundance framed linguistically to inspire and resonate with listeners. The explanation of the metaphors in the lyrics of the song "Soul Mantra" by Aviwkila with the theme of life motivation according to Lakoff & Johnson's conceptual metaphor theory is as follows.

a. Metaphors that Frame Happiness and Self-Esteem

The lyrics of the song "I am able, I am happy", use the metaphor of happiness that can be achieved and show that happiness can not only be achieved but also requires effort. According to Lakoff & Johnson (2003: 14), structural metaphors organize abstract domains such as emotions into systematic relationships that are in line with human cognition. The lyrics of this song frame happiness as a direct result of self-esteem, which encourages a sense of control over emotional well-being. Recent studies on motivational discourse in music emphasize that such metaphors empower individuals to view themselves as agents of change (Gibbs, 2017: 232).

b. Metaphors that Highlight Emotional Satisfaction

The idea of happiness embodied in the lyrics of the song "Tubing makes my soul happy", reflects the ontological metaphor that emotions are at the heart of all forms of soulfulness. Happiness is described as a tangible state within the body and soul. Lakoff (2008: 25), argues that the metaphor connects abstract feelings with physical states, thereby enhancing connectedness. The presence of emotions as part of one's physical self will emphasize well-being, in line with the increasing recognition of the mind-body relationship in recent cognitive linguistics research (Kovecses, 2020: 12).

c. Abundance and Perfection as Motivational Constructs

The lyrics of the song "My life is easy & really abundant", mean that life is a container filled with abundance, using the metaphor of life will trigger soulfulness. This is in line with the observation of Lakoff & Johnson (2003: 30), that motivational construction is a general cognitive model that greatly influences the psyche. The phrase shows a life enriched with resources and opportunities, which strengthens gratitude and optimism. In addition, it is also found in the lyrics of the song "This life feels so perfect", describing perfection as a higher state, which is in line with the orientation metaphor. This upward framing highlights achievement and satisfaction, which motivates listeners to aspire towards a positive and higher sense of self.

3. Conceptual Metaphor Analysis that Builds a Motivational Narrative of Life in the Lyrics of the Song "Soul Mantra" by Aviwkila

The lyrics of the song "Soul Mantra" by Aviwkila are rich in conceptual metaphors that create a motivational narrative about self-esteem, happiness, and abundance. Exploration of metaphors that build narratives will be deeply connected to the listener's experience. The analysis of conceptual metaphors that build a motivational narrative of life in the lyrics of the song "Soul Mantra" by Aviwkila is as follows.

a. Self-esteem as the Foundation of Motivation

The lyrics of the song "I am able, I am happy" build the metaphor of happiness as a right. This places the narrative of happiness as an inherent right, encouraging listeners to recognize the value of self-esteem. Lakoff and Johnson (2003: 14), explain that the metaphor transforms abstract feelings into accessible constructs, making them an integral part of the narrative. This framework is supported by Kovecses (2020: 16), who identifies the metaphor of self-esteem as important in motivational texts, especially in contexts that promote resilience and optimism.

b. The Embodiment of Well-Being

The lyrics of the song "My body and soul are happy", a metaphor that creates an emotional narrative, is the key to a feeling, which presents happiness, as a real quality that fills the body and soul. Lakoff (2008: 27), notes that the ontological metaphor bridges the gap between emotion and physical existence, making it

acceptable. The presence of happiness in the physical self of the listener, the lyrics strengthen the view of well-being. Luna and Pereira (2021: 52), argue that this embodied metaphor encourages a deeper connection between emotional and physical states, which is important in the context of motivation.

c. Life as a Realm of Abundance

The lyrics of the song "My life is easy & really abundant", introduce a metaphor that creates a narrative of life as a container of happiness. Life is described as something abundant with the persuasive power of grateful thoughts. This is in line with the Lakoff & Johnson (2003: 30) container scheme, which emphasizes fulfillment and gratitude. The lyrics motivate listeners to understand life as something rich and supportive, thus fostering a sense of appreciation. In addition, it is also found in the lyrics of the song "This life feels so perfect", using an orientation metaphor by bringing up a narrative of perfection with increased competence. Kovecses (2020: 25), identifies upward metaphors as common in motivational discourse because these metaphors signify achievement and aspiration.

d. Gratitude as the Main Theme

The repeated phrase "Alhamdulillah" strengthens the narrative with a metaphor that brings up the narrative of gratitude as the path to happiness. This emphasizes the importance of recognition in achieving emotional balance. Neff (2011: 18), highlights that the metaphor of gratitude functions as an effective tool in fostering satisfaction and psychological well-being. These metaphors collectively build a narrative where self-esteem, well-being, abundance, and gratitude meet to create a motivational message. The integration of structural, ontological, and orientation metaphors ensures that the lyrics of this song are very close to the listener, empowering them to embrace positivity and resilience.

REFERENCES

- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage Publications.
- Denzin, N. K., & Lincoln, Y. S. (2018). *The Sage handbook of qualitative research* (5th ed.). Sage Publications.
- Fauconnier, G. (2006). *Cognitive Linguistics. Encyclopedia of Cognitive Science*.

- Gibbs, R. W. (2017). *Metaphor Wars: Conceptual Metaphors in Human Life*. Cambridge University Press.
- Karlsen, D., & Bruner, G. (2020). *Narratives in Popular Music: A Cognitive Linguistic Approach*.
- Kovecses, Z. (2020). *Metaphor: A Practical Introduction*. Oxford University Press.
- Kridalaksana, H. (2008). *Kamus Linguistik. Edisi Keempat*. Jakarta: PT Gramedia Pustaka Utama.
- Lakoff, G. (2008). *The Neural Theory of Metaphor*. In *The Cambridge Handbook of Metaphor and Thought*.
- Lakoff, G., & Johnson, M. (2003). *Metaphors We Live By*. University of Chicago Press.
- Langacker, R. W. (2013). *Essentials of Cognitive Grammar*. Oxford University Press.
- Lee, D. (2001). *Cognitive Linguistics: An Introduction*. Oxford University Press.
- Luna, D., & Pereira, C. (2021). *Cultural and Emotional Influences on Metaphor Processing*. *Journal of Cognitive Linguistics*, 42(3), 48–62.
- Lyra, M. (2021). *Cognitive Linguistics in Popular Music*. *Metalingua Journal*, Vol. 18, No. 1.
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative Data Analysis: A Methods Sourcebook*. Sage Publications.
- Neff, K. (2011). *Self-Compassion: The Proven Power of Being Kind to Yourself*. HarperCollins.
- Sudaryanto. (2015). *Metode dan Aneka Teknik Analisis Bahasa: Pengantar Penelitian Wahana Kebudayaan Secara Linguistik*.
- Sudaryanto. (2020). *Conceptual Metaphors in Indie Music Lyrics*. *Journal of Linguistic Studies*.
- Sudaryanto. (2023). *Metode Penelitian Bahasa: Pendekatan Teknik dan Analisis Data*.
- Vuust, P., Heggli, O. A., Friston, K. J., & Kringelbach, M. L. (2022). Music in the brain. *Nature Reviews Neuroscience*, 23(5), 287-305.
- Zoltan, D. (2017). *Motivational Dynamics in Music and Language Learning*. *Applied Linguistics Review*, 8(1), 76–98.