

ABSTRACT

This study identifies the types of figurative language and analyses connotative meaning in the lyrics of eleven songs in Arash Buana's *Life Update* album. The album and lyrics were collected from Genius.com. The data were analysed using Keraf's (2006) theory of figurative language and Leech's (1981) concept of connotative meaning, which includes emotional nuances, cultural associations, and subjective interpretations. The research result revealed nine types of figurative language: metaphor, epithet, personification, simile, irony, metonymy, cynicism, innuendo, and synecdoche found in the Life Update album. Metaphor appeared as the most dominant type with 35.71%, showing the songwriter's tendency to express emotions symbolically. Each figurative type reflects the songwriters' emotions and experiences. For instance, personification gives life to abstract concepts, while irony and cynicism express inner conflict and disappointment with the social environment. The connotative meanings provide deeper insights into how language in lyrics function beyond literal meaning. Emotional nuances are evoked through symbolic phrases, while cultural associations reflect societal values and subjective meaning illustrates personal experiences. This study concludes that figurative language and connotative meaning in Arash Buana's Life Update album play a vital role in expressing complex emotions and enriching lyrical interpretation.

Keywords: connotative meaning, figurative language, song lyrics.