

ABSTRACT

This research explores the types of figurative language and determines which type appears most frequently in the album *It's Never Easy* by Indonesian singer-songwriter Gangga. The research employed a qualitative descriptive method, using document analysis of the song lyrics and supporting literature on figurative language. The data were collected from ten songs in the album and were analyzed using frequency and contextual interpretation techniques. The findings revealed a total of 109 figurative language expressions, consisting of repetition (22), symbolism (21), hyperbole (17), metaphor (17), irony (11), personification (10), and paradox (8). Repetition and symbolism emerged as the most dominant figures of speech. The study highlights how Gangga uses figurative language to deepen emotional resonance and enhance the aesthetic quality of his lyrics, particularly in expressing themes of love, loss, and self-reflection. These results contribute to the understanding of stylistic devices in popular music and may benefit further research in literature, translation studies, and hospitality communication, where language style significantly influences meaning.

Keywords: figurative language, song lyrics, Gangga, It's Never Easy Album