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The Implied Meaning of Bruno Mars' Album 24k Magic

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Abstract

This research investigates the implicit meanings found in the lyrics of Bruno Mars' 24K Magic album. It examines the artist's use of figurative language and cultural references to deliver underlying themes associated with lifestyle, self-confidence, affection, and identity. The objectives of this research are to identify the implied meanings in the song lyrics, to analyze how themes such as lifestyle, affection, and cultural identity are implicitly represented, and to examine the elements that contribute to the construction of these meanings within the lyrics. This research focuses on how the artist uses figurative language and cultural references to convey hidden themes related to lifestyle, self confidence, affection, and identity. The research adopts a qualitative descriptive approach, utilizing semantic analysis and contextual interpretation to examine the lyrical content of each track. Data were obtained through a documentation method, drawing from credible and official lyric sources. The results indicate that symbols of wealth such as gold, luxury clothing, and festive imagery function not just as material representations but as metaphors for personal empowerment and self representation. Moreover, expressions of love and admiration are conveyed through poetic devices, adding depth to the album's artistic expression. This research offers insight into the intersection of music, literature, and culture, demonstrating how popular music especially in the R&B and funk genres can reflect complex personal and social themes. The research uncovering the hidden messages within the album's lyrics, the research promotes a richer understanding of how mainstream artists like Bruno Mars embed layered meanings in their musical works.

Keywords: *Implied Meaning, Bruno Mars, 24k Magic, Lifestyle, Cultural Identity*

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I INTRODUCTION

The Implied Meaning of Bruno Mars' Album 24K Magic" discusses several aspects of language, especially in the fields of semantics, pragmatics, figurative languages, and stylistics. From a semantic point of view, this research emphasizes the implicit meaning, namely how words and phrases in lyrics convey a connotative or associative meaning that goes beyond the literal meaning. Pragmatically, this study looks at the implications, namely how the context and situation affect the implied message in the lyrics. In addition, the use of figurative language such as metaphor, simile, personification, and hyperbola plays an important role in building a deeper interpretation. Lastly, the stylistic aspect is also considered, because the language style chosen by Bruno Mars-such as the use of slang, rhythm, and cultural references reflects artistic expression as well as socio cultural values contained in his songs.

Peter Gene Hernandez, professionally known as Bruno Mars, was born on October 8, 1985, and is an American singer, songwriter, musician, and record producer. He often performs alongside his backing band, the Hooligans. After growing up in Honolulu, Hawaii, he relocated to Los Angeles in 2023 to pursue a career in music (Mars, 2011). As a co-founder of the production team The Smeezingtons, he first gained widespread attention with the 2009 chart-topping hit "Nothin' on You" in the United States.

Bruno Mars, whose birth name is Peter Gene Hernandez, was born on October 8, 1985, in Honolulu, Hawaii. Growing up in a family with a strong musical background, he started performing at an early age, often imitating icons like Elvis Presley and Michael Jackson. Following his high school graduation, he decided to move to Los Angeles to follow his dream of becoming a professional musician.

This album 24K Magic, released in 2016, is Bruno Mars's third work, blending funk, R&B, and pop genres with both modern and retro nuances. This album was not only commercially successful with high sales but also received positive acclaim from music critics due to its rich musicality and the messages conveyed in each song. The album title 24K Magic itself carries deep symbolism, representing luxury, happiness,

and positive energy that radiates throughout the entire collection of songs.

However, behind the glamorous appearance and energetic rhythms, there lie deeper layers of meaning, commonly referred to as implied meaning hidden messages within the lyrics and the overall concept of the album. These messages relate to various aspects, ranging from life values, self-identity, Bruno Mars's career journey, to subtle social criticism. Therefore, it is important to examine and understand these implied meanings to gain broader and deeper insights into the artistic work.

From my personal perspective, 24K Magic is not merely entertaining music that sounds pleasant to the ear but a medium filled with rich messages and stories that can inspire and provoke reflection among listeners. Music like this deserves in-depth analysis because through such examination, we can appreciate the complexity and richness of meaning in artworks that may appear simple on the surface.

This research employs textual and semiotic analysis approaches to uncover the implied messages conveyed by Bruno Mars through the 24K Magic album. Hence, this research will not only deepen understanding of the album but also make important contributions to the fields of communication and aesthetics in contemporary popular music.

Bruno Mars himself is known as a musician who masterfully blends classical and modern elements in his works, backed by impressive vocal quality and songwriting skills. His third album, 24K Magic, besides receiving warm reception from fans, was also recognized by music critics for its strong energy, spirit, and retro vibe that takes listeners back to the 1980s and 1990s. The success of this album is evidenced by numerous prestigious awards and widespread popularity.

This symbolic meaning of the album title 24K Magic is also intriguing. '24K' refers to the purity of gold, symbolizing luxury, high quality, and exclusivity. Meanwhile, 'Magic' conveys wonder, charm, and something extraordinary. The combination of these words reflects the album's concept aiming to present the luxury of life, joy, and endless excitement. However, beneath the glamorous and catchy rhythms lie

deeper messages worth exploring, including life values, attitudes toward the entertainment world, and subtle social critiques.

Therefore, The researcher believe it is crucial to conduct an in-depth analysis of the implied meaning in this album to enrich our understanding of the messages Bruno Mars intends to convey. Music is not only a form of entertainment but also holds great potential as a medium for delivering socially and culturally valuable messages. Often, listeners enjoy music only on the surface without delving into the deeper meanings hidden within.

Moreover, this research is expected to contribute to the advancement of semiotic and textual analysis in the study of music by examining the signs, symbols, and implied meanings embedded in Bruno Mars's lyrics and musical style. Such an approach allows a deeper understanding of how music, beyond its surface entertainment value, can shape perceptions, influence emotions, and communicate cultural identity. This study also provides a lens through which popular music can be analyzed as a form of discourse that reflects societal values, lifestyles, and aspirations. By offering a detailed exploration of the hidden messages in 24K Magic, this research not only highlights the richness of figurative and symbolic language in song lyrics but also strengthens the interdisciplinary link between linguistics, cultural studies, and media analysis. Furthermore, it is expected to serve as a valuable reference for future research in music, communication, and applied linguistics, particularly for scholars who wish to investigate the interaction between language, art, and social meaning. In doing so, this study contributes both theoretically by enriching the body of knowledge in semantics and semiotics and practically, by offering insights for educators, students, and researchers who utilize music as a medium of learning and cultural exploration.

Bruno Mars's album 24K Magic is a clear example of a musical work that combines entertainment with rich implicit messages. Although many listeners enjoy the album for its energetic rhythms and appealing retro style, not everyone realizes that beneath it lies deeper messages about life, struggle, and hope. This motivates me to explore the hidden meanings behind the songs in this album more thoroughly.

The fusion of funk, R&B, and pop elements not only creates an atmosphere of celebration but also reflects the complexities of identity, success, and social dynamics in contemporary culture. By analyzing the lyrical expressions and musical arrangements, I hope to uncover how Bruno Mars uses style and symbolism to convey personal experiences and universal truths. Furthermore, this exploration can reveal how music serves as both a form of escapism and a subtle commentary on reality, offering lessons that resonate with listeners across different backgrounds.

In today's digital age, access to music is very easy and fast. However, research observe that listeners tend to appreciate songs only on a superficial level without delving into the deeper messages they carry. Therefore, research find it crucial to conduct research focusing on implied meaning to enhance appreciation and critical understanding of popular music that we listen to daily. By uncovering the hidden layers of meaning, listeners can move beyond simple enjoyment and begin to understand how music reflects cultural values, personal struggles, and social realities. Such an approach not only deepens our connection with the art form but also broadens our perspective on how music can shape emotions, influence behavior, and even inspire social change. In addition, analyzing implied meanings in music can strengthen critical thinking skills, as it requires listeners to interpret symbols, metaphors, and contextual nuances rather than taking the lyrics at face value. Ultimately, this kind of research highlights the importance of music as more than entertainment it is a powerful medium of communication that deserves careful and thoughtful exploration.

Furthermore, research believe that analyzing implicit meanings in music can also enrich studies in communication and semiotics, particularly within the realm of popular culture. Considering Bruno Mars as one of the international music icons, research see 24K Magic as a highly relevant subject to study how cultural and social messages are subtly conveyed through musical works. The album not only represents a revival of retro-funk and R&B styles but also mirrors the dynamics of modern society where themes of luxury, identity, and aspiration are intertwined with entertainment. By

examining its songs, scholars can trace how symbolic language, stylistic choices, and performative elements create layers of meaning that resonate differently across audiences. This kind of research also bridges the gap between popular entertainment and academic inquiry, proving that popular music is a legitimate field for critical analysis. Moreover, studying implicit meanings in *24K Magic* contributes to understanding how global artists like Bruno Mars use music to negotiate cultural hybridity, challenge stereotypes, and connect with diverse communities worldwide. Ultimately, such research expands the scope of communication studies by showing that music functions not only as a source of pleasure but also as a powerful tool of cultural expression and social commentary.

Through this background, research feel that this research is necessary to uncover and analyze the implied meanings in *24K Magic*. Research hope this research will open new insights into the depth of meaning in popular music and contribute positively to enriching listeners' experiences in appreciating this art form. Furthermore, the results of this research are anticipated to strengthen the understanding of how music functions as a medium of communication that conveys cultural values, social norms, and collective identities. By uncovering these implicit messages, this study aspires to encourage a more critical and reflective attitude toward music consumption in the modern era, where entertainment often overshadows deeper interpretation.

Bruno Mars's *24K Magic* album stands out as one of the most widely recognized works, not only for its musical quality and production excellence but also for the richness of its lyrics and the implicit messages they convey. The album showcases a collection of songs that utilize various figurative language devices such as metaphors, similes, and personifications to portray themes of luxury, joy, and celebration. Despite its popularity and critical acclaim, the hidden meanings embedded within these stylistic expressions have not yet been thoroughly examined. This gap highlights the importance of conducting a more detailed analysis, as uncovering these deeper layers can provide valuable insights into how Bruno Mars constructs narratives of identity, culture, and

social values through his music. Moreover, investigating the figurative language in this album can broaden the understanding of how popular music operates not merely as entertainment, but also as a cultural text that communicates symbolic messages to its listeners.

Researcher consider this research important because by understanding the figurative language in the lyrics of the *24K Magic* album, listeners can grasp the messages and values that Bruno Mars wants to convey more deeply. Furthermore, this analysis also contributes to the development of linguistic and musical literary studies, particularly in examining how figurative language functions in shaping implied meanings within musical artworks. Through this research, it is expected that the appreciation of popular music can move beyond surface-level enjoyment toward a more critical and reflective engagement with its artistic and cultural dimensions. Moreover, this study has the potential to serve as a reference for future research on the intersection between language and music, especially in relation to semiotics, cultural identity, and social representation. Ultimately, the findings are anticipated to enrich academic discourse while also encouraging listeners to approach popular music with a more analytical and appreciative perspective.

In song lyrics, various forms of figurative language are often found, which make the meaning of words not only literal but also symbolic and implied. Forms of figurative language such as metaphors, similes, personifications, and hyperboles are used to express ideas and emotions more attractively and deeply. By understanding this figurative language, listeners can capture a broader and deeper meaning of a song, which often cannot be understood simply from the literal meaning of the words. Figurative language also adds aesthetic value to a song, making the lyrics more memorable and emotionally engaging for the audience. It allows songwriters to communicate abstract concepts such as love, freedom, luxury, or struggle in a way that is easier to visualize and feel. In addition, figurative language enriches the interpretative experience of music, giving listeners the opportunity to connect the lyrics with their own personal experiences and cultural backgrounds. Thus, figurative language plays a crucial role not only in beautifying the lyrics but

also in shaping the emotional impact and cultural significance of a song.

Bruno Mars, an internationally renowned singer and songwriter celebrated for his vibrant performances and distinctive musical style, released the *24K Magic* album in 2016. The album achieved remarkable success both commercially and critically, solidifying his reputation as one of the leading figures in contemporary popular music. Musically, the album blends elements of funk, R&B, and pop, creating a dynamic soundscape that highlights Bruno Mars's artistry and showmanship. Lyrically, the songs often depict themes of luxury, enjoyment, and strong self-confidence, reflecting a glamorous and celebratory lifestyle. Yet, beyond the lively beats and dazzling expressions, the lyrics are infused with layers of figurative language that convey deeper symbolic meanings. These implied messages invite listeners to look past the surface-level entertainment and consider the cultural, social, and emotional values embedded in the songs. Therefore, a closer analysis of figurative language in this album is essential to reveal how Bruno Mars communicates not only joy and extravagance but also broader narratives about identity, aspiration, and modern cultural ideals.

Although the *24K Magic* album has received great attention in terms of music and popularity, studies on the implied meanings contained in its lyrics through the approach of figurative language are still very limited. In fact, understanding these implied meanings can enrich listeners' appreciation of Bruno Mars' work and open new insights into how figurative language is used in popular music to convey deeper and layered messages. Such studies are also important in advancing linguistic and literary sciences, especially those related to the analysis of song texts as a form of modern literary work.

For these reasons, this research aims to analyze the implied meanings in the *24K Magic* album using the theory of figurative language. Through this approach, it is hoped that messages not explicitly expressed by Bruno Mars in his lyrics can be discovered, thus providing a more complete and profound understanding of the content and aesthetic value of the album. Research also hope that this research can make a positive contribution to music and literary studies, especially in understanding how

figurative language can enrich meaning and create a deep aesthetic experience for listeners.

Thus, this background underlines the importance of understanding figurative language in song lyrics as a key to uncovering the implied meanings behind popular musical works, especially in Bruno Mars' *24k Magic* album, which is rich in color and meaning.

Language plays a crucial role in human communication, not only as a means of conveying messages but also as a way to express emotions, identity, and creativity. One of the most dynamic and expressive forms of language use can be found in music, where artists utilize various language styles to engage listeners and enhance the impact of their lyrics. Language style in song lyrics reflects an artist's personality, cultural background, and intended message, making it an interesting subject for linguistic analysis.

Bruno Mars is a globally recognized artist known for his unique musical style and lyrical creativity. His album *24K Magic*, released in 2016, gained widespread popularity due to its retro-inspired sound, energetic beats, and expressive lyrics. The album incorporates a blend of pop, funk, R&B, and hip-hop elements, contributing to its distinct language style. The way Bruno Mars uses language in his lyrics through figurative language, slang, and stylistic choices adds to the album's appeal and effectiveness in delivering its themes of luxury, romance, and celebration.

Analyzing the language style in *24K Magic* is important because it provides insights into how linguistic elements are used to create meaning, evoke emotions, and shape the listener's perception. By examining the language style in this album, we can understand how Bruno Mars constructs his artistic identity and how his choice of words influences the overall message of his music. Moreover, this study contributes to the field of stylistics by exploring the role of language in popular music, which is a significant aspect of modern culture.

Therefore, this research aims to analyze the language style in the album *24K Magic* by Bruno Mars. Through this analysis, the study seeks to identify the dominant language styles used in the lyrics and explain their functions and effects in conveying the themes of the album. This research is expected to provide a deeper

understanding of how language operates in song lyrics and how it contributes to artistic expression in contemporary music.

This research aims to examine the different language styles present in the lyrics of 24K Magic by Bruno Mars. It will identify and categorize various stylistic elements used in the album and analyze how they contribute to the meaning and overall theme of the songs. Through this analysis, the research provide a better understanding of how language style influences the way listeners perceive and interpret music.

Language helps people communicate and connect with each other in daily life. It is important because it lets us share thoughts and feelings. Sometimes, people misunderstand each other because they see meanings differently. That's why understanding meaning in language really matters. Therefore, understanding the meaning within language is essential.

Communication is the process of delivering a message from the sender to the receiver. Communication is not only carried out directly or orally, but can also occur through other forms such as songs and poems. Songs, for example, can be a more meaningful medium for conveying messages. In addition to being meaningful, language is also a sound system produced by human speech organs as symbols in language.

Language is needed by humans because it is closely related to the field of linguistics, especially semantics. Semantics is a branch of linguistics that studies meaning. This research is expected to be useful for those who want to understand semantics more deeply. Semantics becomes an interesting subject to explore, especially when applied to literary works such as songs, poems, or prose.

II RESEARCH METHODS

In this research, the researcher used a qualitative descriptive method to analyze the data. This method focuses on interpreting and describing the meaning behind words, expressions, and sentences found in the lyrics. Since the purpose of this research is to explore implied meanings in song lyrics, a qualitative

Research chose the title "The Implied Meaning of Bruno Mars The Album 24K Magic" because this album is not only commercially successful, but also rich in deeper, implied meanings within its lyrics, language style, and musical tone. Bruno Mars is known for using figurative language, idioms, and cultural references, making this album a fascinating subject for semantic and linguistic analysis. Through this research, research aim to explore how language in music can reflect social values, popular culture, and the artist's self-expression. Through analyzing the implied meanings, research hope to better understand how non-literal messages are delivered through music and how listeners can interpret them on a deeper level.

Sample Data (From the Song 24K Magic) and Initial Analysis: Song Lyric: 'Players only, come on / Put your pinky rings up to the moon' Implied Meaning: This line isn't just about literal rings or the moon. It actually sends a message of pride, confidence, and luxury. The term 'players' refers to stylish, successful individuals, and 'pinky rings' along with 'moon' symbolize wealth and high aspirations. It's like an invitation to show off your success and enjoy life with confidence which is a core theme of the whole album.

In semantics, various types of meaning are studied, such as cognitive, ideational, denotative, propositional, emotive, descriptive, referential, and others. This research specifically analyzes the meanings in the album 24k Magic by Bruno Mars. The research is interested in analyzing the songs in this album because of the unique language phenomena expressed through them, as well as the use of specific diction to convey messages. The choice of words certainly has particular reasons that the songwriter wants to deliver.

approach is considered appropriate because it allows the researcher to examine the text more deeply and subjectively (Furidha, 2023).

The researcher applied semantic analysis and contextual interpretation by closely reading each lyric in the 24K Magic album. The focus was on identifying hidden or implied meanings,

figurative language (such as metaphor, hyperbole, irony), and contextual references that reflect broader themes like lifestyle, love, and cultural identity. The lyrics were not interpreted literally, but rather examined through the lens of language use, cultural background, and intended message.

Through this method, the researcher was able to construct a deeper understanding of how Bruno Mars conveys certain themes and emotions indirectly through his lyrics, rather than through explicit statements.

The researcher uses documentation technique as the method for collecting data. This technique involves gathering data in the form of written documents, specifically the song lyrics from all the tracks included in Bruno Mars' 24K Magic album. The lyrics were obtained from official and reliable sources, such as Bruno Mars' official website, verified digital music platforms, and widely recognized lyric websites. The data collection process was carried out through the following steps:

1. The researcher identified and read all the song lyrics in the 24K Magic album.
2. The researcher selected lyrics that contain implied or hidden meanings in accordance with the focus of the research.
3. The researcher documented and organized relevant lyric excerpts, then categorized them based on specific themes such as lifestyle, love, and cultural identity.

using this technique, the researcher was able to collect in-depth and relevant data to be

analyzed further in order to reveal the implicit meanings embedded in the song lyrics. This method also ensured that the data collected were accurate and aligned with the research objectives, allowing a more focused analysis of the lyrical content. Furthermore, organizing the data thematically helped the researcher to identify recurring patterns and deeper symbolic messages, providing a strong foundation for the interpretation and discussion of the findings in the later stages of the study.

After the data were collected, the researcher analyzed them through the following steps:

1. The researcher read and reviewed the lyrics of all the songs from the 24K Magic album carefully.
2. The researcher identified and selected the lyrics that contain implied or hidden meanings.
3. The researcher categorized the selected lyrics based on recurring themes such as lifestyle, love, and cultural identity.
4. The researcher examined the lyrics by analyzing the context and the use of figurative language, such as metaphor, hyperbole, personification, and symbolism.
5. The researcher interpreted the implied meanings using semantic and contextual analysis.

The researcher drew conclusions based on the interpretation of the themes and messages found in the lyrics.

III RESULTS AND DISCUSSION

In this chapter presents the analysis of selected song lyrics from Bruno Mars' 24k Magic. The analysis focuses on uncovering the "Implied Meaning" embedded in the lyrics using a pragmatic-semantic approach. Through interpreting the figurative language, metaphors, and culture references, this chapter aims to reveal the deeper messages conveyed beyond the literary meaning.

Types of Figurative Language Found in the album 24k magic Bruno Mars'

Figurative language in the song 24k magic:

1. Metaphor

Metaphors are employed to convey the essence of opulence and allure. '24 karat magic in the air' 24 karat denotes the purest form of gold, symbolizing the highest quality. 'Magic in the air' suggests an enchanting atmosphere, implying that the environment is filled with a captivating and luxurious energy.

Analisis:

Refers to an atmosphere filled with the highest level of luxury and charm. "24 karat" symbolizes pure gold (the best quality), while "magic in the air" conveys an enchanting, irresistible vibe.

"Head to toe so player"

This metaphor describes someone whose appearance and demeanor exude style and confidence, suggesting that they are impeccably fashionable from head to toe.

Analisis:

Describes someone whose entire appearance radiates confidence, charm, and style. "So player" likens the person to a smooth, fashionable, and socially powerful figure.

1. Simile

Similes make comparisons to highlight certain qualities.

"Put your pinky rings up to the moon"

This line invites listeners to raise their pinky fingers adorned with rings, symbolizing a gesture of wealth and status, aiming high like reaching for the moon.

Analisis:

"Simile / Symbolic Gesture: Raising pinky fingers with rings represents showing off wealth and status. The comparison "to the moon" suggests aiming high or celebrating extravagantly, as if reaching for something distant and grand.

1. Hyperbole

Hyperboles are used to exaggerate for emphasis and effect.

"I'm a dangerous man with some money in my pocket"

This exaggeration emphasizes the power and influence that come with wealth, portraying the speaker as formidable and confident.

Analisis:

The speaker exaggerates his charisma and influence, suggesting that wealth makes him "dangerous" (powerful, attractive, and commanding). The money itself is almost personified as giving him strength and authority.

"Known to give the color red the blues"

This hyperbole suggests that the speaker's charisma and style are so impactful that even the color red, often associated with passion and energy, feels subdued in comparison.

Analisis:

Suggests that his charm and style are so extraordinary that even the boldest color, red (symbol of passion and power), feels overshadowed or "sad" in comparison.

1. Personification

Personification attributes human characteristics to non-human elements.

"I'm a dangerous man with some money in my pocket"

While not a direct personification, this line imbues the concept of money with human-like power, suggesting that it possesses the ability to influence and command attention.

1. Eponym

Eponyms reference specific names to signify particular qualities or associations.

"Wearing Cuban links"

This refers to a style of jewelry popularized by Cuban culture, symbolizing a connection to luxury and a specific cultural aesthetic.

These figurative expressions enrich the song's lyrics, adding depth and resonance to its themes of celebration, success, and self-assuredness.

Analisis:

Refers to a specific type of jewelry chain known as "Cuban links," associated with wealth, luxury, and cultural identity. It symbolizes success and high-class status.

The Implied Meaning in the song 24K Magic

Example Lyric 1

"Tonight

I just want to take you higher

Throw your hands up in the sky

Let's set this party off right"

Implied Meaning:

This lyric invites listeners to enjoy the night with enthusiasm and positive energy. "Take you higher" means encouraging everyone to feel better, more alive, and have fun without worries. It's a call to start the night with joy and celebration.

Implied Meaning:

"Pinky rings up to the moon" is a symbol of a luxurious and confident lifestyle. '24 karat magic' describes something very valuable and impressive, like 24-karat gold. This lyric highlights the aura of wealth, charm, and charisma of someone who is very confident and radiates a special energy.

Analisis:

The lyric is rich in symbolism and metaphor. Pinky rings symbolize wealth and social status, while 24 karat magic represents something rare, valuable, and extraordinary. Implicitly, it portrays a glamorous lifestyle full of charm, charisma, and confidence, suggesting that the atmosphere of the party is magical and exclusive.

Example Lyric 3

"I'm a dangerous man with some money in my pocket
So many pretty girls around me and they waking up the rocket
Why you mad? Fix ya face
Ain't my fault y'all be jocking"

Implied Meaning:

Bruno Mars expresses high self-confidence by portraying himself as a 'dangerous man' (an attractive and charismatic man) with wealth and lots of attention from women. 'Fix ya face' is a subtle insult toward those who are jealous or envious. This lyric expresses a glamorous lifestyle full of confidence without caring about negative opinions.

The Implied Meaning in the song Chunky

Example Lyric 1

"She got to shake her little something
Throwing that thing from left, right, side to side"

Implied Meaning:

This lyric describes a confident and energetic woman who expresses herself through seductive dance moves. 'Shake her little something' refers to the way she dances enthusiastically, capturing attention.

Analisis:

refers to her dancing confidently, not literally shaking an object, Describes a confident, energetic woman who expresses herself through dance, Highlights self expression and female confidence through body movement.

Example Lyric 2

"She got to have her own money"
Shout out to the girls that pay they rent on time

Implied Meaning:

Bruno Mars gives respect to independent women who earn their own money and take responsibility for their lives, including paying rent on time. It emphasizes the importance of independence and self confidence.

Analisis:

Lyric Example 4:

"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"

Implied Meaning:

This lyric shows determination to overcome problems together for a better future. There is an optimistic spirit and confidence that with effort, their relationship can be repaired and last.

Analisis:

"Fight this fight" is metaphorical it means struggling together, not physical combat, Shows determination to overcome challenges for a better future together. Expresses optimism, resilience, and commitment to making the relationship work.

The Implied Meaning in the song Perm

Example Lyric 1

"Now look at you, been walking in here looking all pretty and angry and mean and good"

Implied Meaning:

This lyric describes someone who catches attention with a stunning appearance and a strong expression, a mix of serious and sexy vibes. There is a mysterious charm that livens up the atmosphere.

Analisis:

This lyric portrays someone entering a place with an eye catching presence. The combination of "pretty, angry, mean, and good" suggests a mix of beauty, intensity, and charisma. The person exudes both mystery and charm, making them irresistibly noticeable.

Implied Meaning:

'Throw some perm on your attitude' is a metaphor for changing your mood to be more relaxed and confident, like the stylish and cool look of a perm hairstyle. 'Lay it back' means to be calm and enjoy the moment without stress.

The Implied Meaning in the song That's What I Like

Example Lyric 1

I got a condo in Manhattan

Baby girl, what's happenin?

You and your ass invited

So go on and get to clappin

Implied Meaning:

This lyric showcases a luxurious and confident lifestyle. Bruno Mars invites someone special to join and enjoy the luxury together, creating a relaxed and fun atmosphere.

Analisis:

Implied Meaning:

This lyric emphasizes a romantic and sensual atmosphere filled with luxury. Bruno Mars

describes intimate moments with glamorous touches, showing that love and intimacy can be both lavish and captivating.

Analisis:

This lyric combines sensuality with luxury. Gold, champagne, fire, silk, and diamonds are symbolic of extravagance and passion. The imagery creates a romantic, intimate atmosphere where love is expressed in a glamorous and indulgent way. It blends intimacy with wealth, making the relationship feel both passionate and lavish.

The Implied Meaning in the song Versace On The Floor

Example Lyric 1

Let's take our time tonight, girl
Above us, all the stars are watchin'

Implied Meaning:

This lyric describes a calm and intimate romantic atmosphere where the couple wants to enjoy the moment together without rushing, as if the entire universe is witnessing their closeness.

Analisis:

This lyric creates a calm, romantic, and intimate atmosphere. The phrase "take our time" suggests that the couple wants to enjoy the moment without rushing, emphasizing meaningful quality time. The image of the stars "watching" adds a sense that their love is so special that even the universe is witnessing it.

Implied Meaning:

This lyric shows comfort and trust between the couple, where they open up to each other without fear, with a promise of protection and sincere affection.

The Implied Meaning in the song Sraight Up and Down

Example Lyric 1

'Girl I bet your momma named you good lookin'
'Cause you sure look good to me'

Implied Meaning:

This lyric expresses strong admiration for someone's physical beauty. Bruno Mars starts with a simple compliment but immediately emphasizes his attraction and full attention toward the woman.

Analisis:

This lyric describes a high energy party or dance atmosphere. The phrase rockin' side to side

emphasizes moving freely to the music, while put you on and now you're feelin' right suggests Bruno Mars is making his partner feel confident, comfortable, and fully enjoying the moment.

Example Lyric 3

This liquor got both of us faded
So gone, so gone, so gone
But your booty deserved a celebration
And I'm gonna celebrate it all night long

Implied Meaning:

This lyric shows a relaxed and fun atmosphere, where alcohol helps loosen up the mood and boost confidence, while Bruno Mars enthusiastically appreciates his partner's body.

Analisis:

This lyric conveys a relaxed and playful mood. Alcohol symbolizes loosening up, making both parties feel free and uninhibited. The line your booty deserved a celebration highlights appreciation of his partner's physical attraction, while celebrate it all night long implies intimacy and ongoing fun.

The Implied Meaning in the song Calling All My Lovelies

Example Lyric 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

Implied Meaning:

This lyric shows that the singer has many options and women waiting, so he won't tolerate rude or mean behavior from his partner. It conveys confidence and firmness.

Analisis:

This lyric shows that the singer has many options and women waiting, so he won't tolerate rude or mean behavior from his partner. It conveys confidence and firmness.

The Implied Meaning in the song Finesse

Example Lyric 1

Ooh, don't we look good together
There's a reason why they watch all night long.

Implied Meaning:

This lyric expresses confidence and the strong chemistry between the couple. They are aware that their appearance and energy attract a lot of attention.

Analisis:

This lyric expresses the couple's confidence and strong chemistry. They are aware that their appearance and energy attract a lot of attention, so people "watch all night long." It also reflects their awareness of being captivating to others.

Example Lyric 2

Blame it on my confidence or blame it on your measurements

Shut the shit down on sight

Implied Meaning:

This lyric emphasizes that the combination of confidence and physical attraction between the couple makes them the center of attention and hard to compete with.

The Implied Meaning in the song Too Good To Say Goodbye

Lyric Example 1:

I've made mistakes

I could have treated you better

I let you get away

There goes my happily ever after

Implied Meaning:

This lyric expresses regret for mistakes made and acknowledges that those actions caused the loss of a chance for happiness together. There is a sense of loss and awareness that a beautiful relationship can fall apart because of those mistakes.

Analisis:

This lyric highlights a deep sense of regret. The singer recognizes the mistakes they made in the relationship, particularly how their actions may have hurt their partner.

IV CONCLUSION

Based on a qualitative analysis of the lyrics in Bruno Mars' "24K Magic" album, the following key findings were identified:

1. Luxury as a Metaphor for Confidence

Lyrics in songs such as "24K Magic", "Finesse", and "Perm" use symbols of luxury (gold, expensive clothing, parties) not merely to depict material wealth, but as metaphors for self-confidence, freedom of expression, and a strong sense of identity.

1. Empowerment and Self-Celebration

The songs in this album implicitly convey messages of self-empowerment, where Bruno Mars encourages listeners to celebrate their uniqueness and personal joy, free from social judgment.

1. Nostalgia and Tribute to 80s and 90s Music

The funk, R&B, and soul styles adopted by Bruno Mars carry an implicit meaning as a tribute and bridge between past and present music generations, reflecting an appreciation for the cultural legacy of earlier musical eras.

2. Contrast Between Glamorous Image and Emotional Reality

Although the album sounds filled with partying and extravagance, there is an underlying layer of longing for deeper, more authentic relationships, as seen in songs like "Versace on the Floor".

3. Linguistic Strategies to Strengthen the Message

Repetition of key phrases such as "24K Magic" and the use of relaxed, stylish language serve to reinforce the album's identity and core messages.

4. Music as a Medium for Conveying Implicit Meaning

The funky and rhythmic arrangements support the cheerful and confident atmosphere the album seeks to express, meaning that the implicit messages are conveyed not only through lyrics, but also through the musical nuances.

This chapter presents the conclusion and suggestion after conducting the research on "The Implied Meaning of Bruno Mars' Album 24k Magic". The conclusion of this research is from the formulation of research problems in which the suggestions is purposed on giving contributions to the next researchers and readers who want to investigate this field of linguistics study.

Based on the analysis of the lyrics in Bruno Mars' *24K Magic* album, it can be concluded that the songs contain various implied meanings that reflect indirect messages related to luxurious lifestyles, romantic relationships, and pride in cultural identity. These meanings are not always conveyed explicitly, but rather expressed through the use of diction, metaphors, stylistic

language, and the socio-cultural context surrounding the songs.

The theme of **lifestyle** appears through references to luxury brands, parties, and wealth, conveyed symbolically and hyperbolically. The theme of **love** is implied through emotional and romantic expressions using figurative language. Meanwhile, **cultural identity** is subtly represented through references to funk and R&B musical styles, along with Afro-American cultural elements that characterize the album.

These implied meanings are constructed through various **linguistic elements** such as connotation, idioms, and informal language, as well as **contextual elements** including cultural background, Bruno Mars' musical style, and the intended audience. Overall, *24K Magic* serves not only as a work of entertainment but also as a

symbolic representation of the lifestyle, values, and identity the artist intends to convey indirectly through his lyrics.

Suggestions

"The Implied Meaning of Bruno Mars' Album 24K Magic" already provides a general idea of the research focus, which is the exploration of hidden or implied meanings within the artist's work. However, to make the title more academically precise and reflective of the study's scope, some refinement is recommended. Specifically, it would be beneficial to clarify the object of analysis namely, the lyrics and to indicate the theoretical approach being used, such as pragmatics, semantics, or discourse analysis.

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