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# Figurative Language Analysis in Animated Film Kung Fu Panda 3

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#### Abstract

Figurative language enriches the dialogue of animated films, adding depth and meaning. This study aims to analyze the figurative language used in the animated film Kung Fu Panda 3 produced by DreamWorks Animation. This study utilized the figurative language theory by Herbert L. Colston. This study used descriptive qualitative method to analyze the dialogues from various scenes containing figurative language. The data collection steps are as follows: First, the researcher reads the transcript while watching Kung Fu Panda 3 and marks figurative language. Second, the researcher identifies and groups types of figurative language based on Colston's theory. Finally, the context and meaning of each figurative language is explained and analyzed. As the result, metaphors are the most frequently used type of figurative language in this film. Through figurative language, the speakers express several meaningful messages about the importance of cultivating selfconfidence, particularly in understanding and accepting ourselves.

Keywords: figurative language, metaphor, messages

#### Introduction

In human life, communication is an aspect that plays an important role in fostering relationships. People are social beings since humans require interpersonal communication to fulfill our social needs such as expressing ideas, thoughts, feelings, and experiences. According to Hendar and Ansari (in Mukti et al., 2022), communication can be successful when both participants understand each other. There are two ways to communicate: verbally and nonverbally. Communication is the component of human interaction. Thus, language has an essential role because without language people cannot communicate properly, and using language makes communication easily understandable. Language

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allows people with different ideas to come together to solve ideas and problems (Dhea & Vironika, 2023)

In learning and understanding the language, people not only grasp the types of language but also the meaning within it. This involves recognizing various linguistic structures such as grammar, syntax, and vocabulary, as well as interpreting the deeper significance behind words and phrases, including figurative language. Apriliya (2022) stated that figurative language is a language that adds some figures of speech in a literary work, it can also be called "style of language". Adding certain figurative effects to a literary work will make the work livelier and more interesting. Figurative language is the intended implications of the words, sentences, and expressions utilized do not concur with their literal meaning (Dewi et al., 2020). Figurative language is important for both listeners and readers to understand. In realition with Kosimov (2022), we can use figurative language tools to convince the audience of our thoughts or information, attract them and strengthen a psychological connection with them. However, without realizing it, there are times when figurative language is very difficult to understand because it has a deep meaning.

Recognizing figurative language involves understanding the literal meaning of the words and phrases in a sentence, relating them to the context in which the figurative language is used, and grasping the hidden meanings that the author or speaker wants to convey. When the arrangement of the language is used to communicate or otherwise, the words use figures of speech or metaphors (Hasan et al., 2022). This requires an appreciation of how language can be used to convey emotions, persuade, inform, and entertain. People convey their ideas in many ways, such as through song lyrics, novels, opinion columns, advertisements, poems, films. Films are divided into several categories, including story films, news films, documentaries, and animated films (Tawakkal et al., 2023) Animation comes from the word to animate which has the meaning of making as if alive and moving. An animated film is a series of images that move and appear alive (Tawakkal et al., 2021). According to Dhea (2023) film have the power to convey information and convey messages to audiences and people. Messages can be positive or negative depending on the audience's perspective.

In literary works, figurative language, plays an important role in arousing the reader's imagination and conveying messages in a more creative and in-depth way (Azzahra, 2018). In dealing with that Sukirman (2022) defined through figurative language the speaker expresses the idea of generosity, which implies the continuity of the knowledge transformation process to the listener because it is considered very important for life. It combines visual art with powerful storytelling techniques, making it very effective in utilizing figurative language to enrich the narrative and engage the audience. According to Alkhammash (2022) figurative language can increase emotional appeal and

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persuasion, but it can also lead to misunderstandings if there is no shared knowledge between the content creator and the audience. In dealing with that, Lakoff and Johnson in (Alkhammash, 2022) figurative languages are not just linguistic expressions but are fundamental to human thought and understanding. Colston (in Apriliya, 2022) devided figurative language into 5 types, namely, metaphor, verbal irony, hyperbole, idiom, and indirect request.

### a. Metaphor

Metaphor as an indirect comparison, or a phrase used in a fresh context, drawing upon the resemblance between its literal meaning and the novel subject or circumstance it's associated with, without the use of "like" or "as." Jumrotin (2021) defined that a metaphor is a figure of speech where one thing is described in terms of another. It is often easier to illustrate a metaphor than to define it. Generally, a metaphor attributes to something or action X a property Y that it could not literally possess in that context. Mukti & Nugraha (2022) stated a metaphor is a specific type of analogy that compares two things directly but simply. It only makes sense when the similarities between the two concepts are clear or when the relationship is recognized. In realiton with Al-Faruq (2024) explained that in metaphor, the point is about a term or phrase that, when used literally, indicates that one type of item is applied to a distinct type of thing without making a comparison.

#### b. Verbal Irony

Verbal irony is a figure of speech where what is said is the opposite of what is meant. This contrast between the literal meaning and the intended meaning is often used to create humor or emphasize a point. The use of words to signify something other than what a person says is known as verbal irony. verbal irony also exhibits a potential ambiguity, and the basic research question of how the disambiguation of the utterances takes place can be linked to other phenomena of ambiguity and verbal humor (Gibbs, Jr, 2018). The fundamental element of verbal irony that distinguishes it from other forms of irony is that it is utilized on purpose by a speaker (Garmendia, 2018). It happens in a discussion when someone wants to be understood as saying anything other than what his or her words convey (Apriliya, 2022). Verbal irony occurs when someone says something but means the opposite or includes sarcasm (MacDowell, 2018).

### c. Hyperbole

Hyperbole is a figure of speech that uses embellishment for dramatic effect. According to Kennedy (in Mukti et al., 2022) hyperbole as a technique for emphasizing a point by using exaggerated statements. In realition with that Krisnawati (2021) defined that Hyperbole is figure of speech that used an exaggeration, which is use evoke strong feeling or to create a strong impression. These exaggerations can sometimes take on a humorous or absurd quality. Meanwhile, Jumrotin (2021)stated hyperbole

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conveys the truth by exaggerating it, but it is not the same as telling lies. There is usually no intent to deceive the audience, who will likely infer the true state of affairs regardless.

#### d. Idiom

An idiom is a phrase or expression whose meaning cannot be understood from the literal definitions of the words it contains. In Linguistics, idioms are defined as fixed expressions that are typically used in a figurative sense and they have arbitrary meanings (Rana, 2016). Al-Khawaldeh (2016) defined that idiom is a phrase where the words together have a meaning that is different from the dictionary definitions of the individual words. Instead, idioms have a figurative meaning that is understood through common usage. In realition with that, Sayekti (2023) stated idioms are collections of words whose significance cannot be inferred from the importance of the individual words that make them up. Meanwhile, Apriliya (2022) stated that an idiom is a figure of speech that is used to simplify the description of a situation by employing terms that are generally irrelevant to the topic at hand. In dealing with that, Almubaraq (2024) stated that an idiom is a type of phrase or expression that has a meaning that can't be deciphered by defining the individual words

## e. Indirect Request

An indirect request in figurative language is a way of asking for something without directly stating the request. This technique often uses figurative speech to soften the request or make it more polite and less direct (Ky, 2019). A figure of speech used to indicate a wish or inclination is known as an indirect request. When a person asks another person to inform, order, or ask anything to a third person, this is called as an indirect request (Apriliya, 2022)

In this section the researcher will analyze the figurative language used in animated film Kung Fu Panda 3. Kung Fu Panda 3 is one of the popular animation film in 2016 from AS with a genre about animation, adventure, and comedy. Despite this animated film being relatively old, no researchers have yet explored the aspect of figurative language within this film. In this animated film, figurative language is conveyed through the portrayal of characters and their symbolic representation. The Kung Fu Panda animated film primarily focuses on the literal roles of teachers, students, and parents. The researcher found the Figurative language often emerges in the communication between characters. So this research is focused on analyzing the dialogues of all characters that contain figurative language to uncover hidden messages and gain a deeper understanding of the moral meaning of the story.

Regarding this topic, several studies have been conducted on the film Kung Fu Panda 3. Susanto (2019) analyzes the film's intrinsic elements, identifying two types of moral values: existence and giving. Haryanti (2017) examines subtitling strategies for expressive speech, finding the transfer strategy most dominant. Previous studies share a

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focus on analyzing Kung Fu Panda 3, but this research differs by focusing on figurative language in all character dialogues using Colston's theory.

## Methodology

The research design was conducted using descriptive qualitative research. Descriptive qualitative research is a method to describe a phenomenon or event that exists socially. According to Corbin and Strauss (in Rizky Almubaraq et al., 2024), qualitative research is conducted through inductive observation, in which the researcher looks for patterns or meanings in a given situation. The purpose of this research is to describe a place, facts, and population characteristics systematically, factually, and accurately. In this research, a descriptive qualitative study was used to analyze the figurative meanings contained in the dialogues of animated Film Kungfu Panda 3.

The documents are used as the data in order to finish the study, and they are analyzed in accordance with the researcher's understanding and the study's hypothesis. In realition with that mukhsin (2022) defined document analysis is conducted to collect and interpret the data needed. There are several steps of data collection. First, the researchers read the transcript of Kung Fu Panda 3. Second, the researchers marks the figurative language while reading the transcript. Then researchers find out the types of figurative language based on Colston's theory which are metaphor, verbal irony, hyperbole, idiom, and indirect request next the researchers grouped each figurative language that had been found. Lastly, the figurative languages are found in the animated film Kung Fu panda 3 to be discussed and analyzed. The data analysis technique involves several steps: First, the researchers carefully reads the entire script of the film Kung Fu Panda 3 while watching the film. Next, the researchers analyzed the dialogue of each character which contained elements of figurative language, then interpreted and discussed it in accordance with Colston's theory and several relevant theories. Finally, the researchers drew conclusions.

#### **Findings**

After collecting the data from the source, the researcher classifies the data based on Colston's theory regarding the types of figurative language used in animated film Kung Fu Panda 3. After the researchers classifies the data and finds the figurative language use in the animated film, the researcher concludes that there are several data of figurative language to be analyzed

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### 1. Types of Figurative Language

The finding of this research is the researcher found 35 kinds of figurative language in Animated Film Kung Fu Panda 3. In the table 1, the researchers tabulates the selected data. The data were taken from the dialogues from the characters in Kung Fu Panda 3

Table 1. Types of Figurative Languages in Animated Film Kung Fu Panda 3

No	Category	Quantity
1.	Metaphor	10
2	Verbal Irony	9
3.	Hyperbole	7
4.	Idiom	6
5.	Indirect Request	3
Total		35

Based on the table 1, the most frequently used figurative language are metaphor and the most rarely are indirect request.

### a. Metaphor

Data 1: "Yes. Because the universe needed you!"

Data 2: "That is why I chose you, Po. Both sides of a Yin and Yang"

Data 3: "Get ready to feel the thunder"

Data 4: "If you only do what you can do, you will never be more than you are now"

Data 5: "Uh... Maker of Widows?"

Data 6: "Our bellies could be brothers!

Data 7: "Get ready to dance with danger!"

Data 8: "Don't you go disappearing in petals ever again."

Data 9: "No, it was a message from the universe."

Data 10: "Get ready to dance with danger!"

#### b. Verbal Irony

Data 1: "When will you realize? The more you take, the less you have."

Data 2: "I guess it would be cruel to make you fly back"

Data 3: "And what exactly does that mean, Dragon Warrior?"

Data 4: "How's that for a little kitten?"

Data 5: "Welcome to parenthood."

Data 6: "I know I'm the last guy you wanna trust right now."

Data 7: "I was just warming up."

Data 8: "A 500-year prophecy fulfilled so you could spend your days kicking butt and running through town high-fiving bunnies?"

Data 9: "Almost makes me wanna spare your life"

#### c. Hyperbole

Data 1: "Not in a million years"

Data 2: "I've waited my whole life to hear those words."

Data 3: "Hug that log like it's the last time you're ever gonna hug it goodbye forever."

Data 4: "I know, right? It's like the best cape ever."

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"Power beyond anything you can imagine." Data 5:

Data 6: "It's going to take a lot more than the end of the world to keep us apart."

"By the time I am done with them, Oogway, there will be no one left who will even Data 7:

remember your name"

#### d. Idiom

Data 1: "Took you long enough! (LAUGHS)"

Data 2: "Oh! Rookie mistake". Data 3: "Feeling the burn"

"You're not thinking straight" Data 4:

"Sometimes, we do the wrong things for the right reasons" Data 5:

Data 6: "Give your old man a hug!"

### e. Indirect Request

"Would you stop doing that?" Data 1:

"How about you spare me the chit-chat?" Data 2:

"Do we have to strike a pose every time we land?" Data 3:

#### Discussion

Figurative language is language whose uses differs from the literal meaning or definition of individual words or phrases (Dhea & Vironika, 2023). There are many types of figurative language according to Colston's theory. These metaphor, hyperbole, verbal irony, hyperbole, idiom, and indirect request. The researchers found 35 data in animated Film Kung Fu Panda 3. After analyzing the data and classifying the figurative language the film, the researcher discusses the findings of the data analysis. The researcher classified 5 types of gurative Language, metaphor 10, verbal irony 9, hyperbole 7, idiom 6, and indirect request 3. From the results of the analysis above, the researcher finds that metaphor is the most frequently occurring figurative language, which is ten times in animated Film Kung Fu Panda 3. Figurative language in movies is used to Repetition of certain words or phrases can increase the intensity of emotions in the scene.

Meanwhile, according to Kreidler (in Dhea & Vironika, 2023) it is very important to understand the meaning in the sentence. Meaning is a language that consists of a large number of words and each of these words has a direct correlation with something outside the language. meanwhile, moral messages are messages that have positive values or important lessons that can be taken, usually aiming to teach ethical values, good behavior, and learning from experience. The researchers found 15 meanings and moral messages contained in figurative language in animated film of Kung Fu Panda 3, consisting of metaphors 3, verbal irony 3, hyperbole 3, idiom 2, indirect request 1

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## The meaning and message of Figurative language in Kung Fu Panda 3

### a. Metaphor

In data (1) "Because the universe needed you!, the data does not mean that the universe needs Po, but rather that Po has a crucial destiny or mission that he must fulfill. The word "universe" portrays the cosmos as an entity with needs or desires. Oogway uses this metaphor to convey that Po has an important destined role in the universe. The message to be conveyed is about teaching us to believe in ourselves and our potential

In data (2) "That is why I chose you, Po. Both sides of a Yin and Yang", which mean that Yin and Yang is a powerful metaphor for illustrating the harmonious balance within Po. Oogway uses this metaphor to depict Po's vision and potential in uniting the past and future of kung fu, as well as achieving balance within himself through the symbol of Yin and Yang. This data agreed by David Leong (2024), Yin and yang are interdependent, each containing the essence of the other and constantly transitioning between states. Though originating from different eras and philosophies, they converge on shared truths, enhancing our understanding of the fundamental laws of the universe. The message teaches that by recognizing and aligning all parts of ourselves, we can reach our full potential and live a more meaningful and harmonious life.

In data (3) "Get ready to feel the thunder", the word "thunder" does not refer to the sound of thunder but rather describes something powerful, intimidating, or shocking. "Thunder" is used metaphorically to depict the strength, power, and destructive potential Po possesses as he prepares to fight. Thus, the use of metaphor in this phrase adds dimension to Po's power and determination. Determination highlights Po's resolve, persistence, and unwavering focus on his goals, despite challenges. The message to be conveyed by having strong determination, courage, and a readiness to face challenges, we can overcome obstacles and achieve our goals. This data agreed by Agrawal (2017), he emphasized that strong decisions and courage can help individuals overcome obstacles and achieve success.

#### b. Verbal Irony

In data (1) "When will you realize? The more you take, the less you have" indicated as verbal irony. Oogway emphasizes that Kai's ambition to take more power will ultimately result in losing something more important, such as wisdom, balance, or even inner peace. He doesn't directly say that Kai is wrong but uses irony to make Kai think more deeply about the consequences of his actions. The message to be conveyed that in life don't give up and chase material things excessively.

In data (3) "And what exactly does that mean, Dragon Warrior?". In this scene, Master Shifu is attempting to awaken Po's awareness of his understanding and responsibilities as the Dragon Warrior. Master Shifu doubts whether Po truly understands who he is and what it means to be the Dragon Warrior. Although the sentence is a

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question, the context and tone suggest that Master Shifu doubts whether Po truly comprehends the depth and responsibility of his role as the "Dragon Warrior." The message to be conveyed is about the responsibility to our choises.

In data (5) "Your son got mad at you. Welcome to parenthood". In the scene, Mr. Ping meets Li Shan, who feels sad and guilty because Po is angry that Li Shan couldn't teach Chi. Mr. Ping comes to comfort Li Shan and says, "Welcome to parenthood" as a form of verbal irony. Mr. Ping conveys that challenges and conflicts like those experienced by Li Shan are an inseparable part of being a parent. This is Mr. Ping's way of comforting and indicating that these difficulties do not mean Li Shan is a bad father, but rather it's a common experience faced by all parents. The message to be conveyed is about parenthood with full of challenges and conflict, but also an opportunity to learn, grow, and strengthen relationships with children.

### c. Hyperbole

In data (3) "Hug that log like it's the last time you're ever gonna hug it goodbye forever" indicated as hyperbole. Po training the pandas according to their unique abilities. Here, Po encourages a panda known for his love of hugs to embrace a log wholeheartedly. He employs exaggerated language to emphasize the importance of the action. It also creates a vivid depiction of how seriously Po wants the panda to harness their strengths to train their abilities. The message to be conveyed is about fully committed, cherish every moment, and utilize our unique strengths in every action.

In data (5) "Power beyond anything you can imagine" indicated as hyperbole. Master Shifu exaggerates to emphasize that the power awaiting Po is immense and extraordinary, far beyond what Po can imagine. This hyperbole aims to inspire Po to realize that he has tremendous potential, even greater than he realizes himself. This hyperbole aims to inspire people to realize that they have great potential that they may not have fully realized.

In data (6) "It's going to take a lot more than the end of the world to keep us apart". According Claridge (in Mita Nurhusnaini, 2020) hyperbole is an expression which exceeds the literal expression and contains more semantic attributes of expression something. Although stating that even the end of the world wouldn't be enough to separate them. Li Shan exaggeratedly states that it would take something as extreme as the end of the world to separate them, highlighting the importance of Po to him and the strength of his resolve to face danger together. The message conveyed that a strong relationship cannot be separated by anything

### d. Idiom

In data (4) "You're not thinking straight" indicated as idiom sentence. Literally, "thinking straight" can be interpreted as thinking about something directly or straightforwardly. This idiom expressed by Tiger to Po that Po is losing focus in his efforts

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to face Kai, his enemy. Therefore, Tigress employs this idiom to highlight the importance of thinking clearly in confronting the challenges they face. The message to be conveyed is about the importance of thinking clearly and not getting emotional when facing difficult situations.

In data (5) "Sometimes, we do the wrong things for the right reasons", is an idiom where someone may take actions that may seem incorrect or morally wrong, but they do so with good intentions or to achieve positive goals. The message to be conveyed is about perform actions that seem wrong or immoral, but with good intentions or to achieve positive goals.

## e. Indirect request

In data (2) "How about you spare me the chit-chat?" the meaning that a subtle way to convey that the speaker wants the conversation to be more direct and focused on the essential topic because the interlocutor is engaging in too much small talk. The message to be conveyed is about the important of respecting time and getting to the point in communication, especially in situations that require efficiency and clarity.

#### Conclusion

This analysis concludes that the researchers found that there are 31 sentences containing figurative language including metaphor 8 data, verbal irony 7 data, hyperbole 7 data, idiom 6 data, and indirect request 3 data. The results of the analysis indicate that metaphors are the most frequently used type of figurative language in the animated film Kung Fu Panda 3. Metaphor is the type commonly found in this film because the dialogue give the audience more substantial knowledge so that they should be critical to find the meaning of the dialogue. The figurative language in the animated film Kung Fu Panda 3 convey several profound moral messages. Among them, the film teaches us the importance of cultivating self-confidence, particularly in understanding and accepting ourselves. The significance of cooperation and unity is also strongly emphasized throughout the film. Through the metaphor, the speaker expresses the idea of generosity, which implies the continuity of the knowledge transformation process to the listener because it is considered very important for life (Sukirman et al., 2022). Additionally, the theme of perseverance in facing difficulties to achieve success is prominently portrayed.

After drawing conclusions, the researchers suggest that readers can develop a better understanding about figurative language. This study aims to assist viewers in appreciating the subtle messages conveyed, particularly through the use of metaphors in the animated film Kung Fu Panda 3. Moreover, it is anticipated that this research will help viewers understand and employ metaphors effectively in their literary analysis. However, this research has limitations. Its scope is limited to an analysis of figurative language in animated film Kung Fu Panda 3, which may not cover the full range of figurative language

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and the diversity of metaphorical expressions across genres. For the next researchers are encouraged to explore these limitations and expand the research to cover more films as well as their figurative language. This will provide a more comprehensive understanding of how figurative language operates in various media. Additionally, the researchers hopes that this study will serve as a valuable reference for other researchers interested in conducting figurative language research, guiding further exploration in this field

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