

ABSTRACT

The style of language in Bugis song lyrics sung by Selfie Yamma serves as a medium for expressing and conveying messages in literary works. Stylistic language is a form of beautiful language created by authors to be enjoyed and appreciated by literary enthusiasts and to have an impact on humanity. Bugis song lyrics represent a type of literary work from South Sulawesi, derived from ancient manuscripts in the form of lontarak and poetry using the Ugi (Bugis) language. These lyrics contain brief expressions about the Bugis community's philosophy of life, which require attention and clarification. The aim of this paper is to explore the forms and functions of stylistic language in Bugis songs in order to shape musical character and identity, provide narrative storytelling, and influence cultural and social aspects. The research findings identified nine forms of stylistic language in Bugis song lyrics: hiperbola, parallelism, and personifikasi. Furthermore, three functions of language were discovered: expressive function, interactional function, and identificational function. The stylistic language also serves as a medium for conveying narratives, myths, and ethical teachings, fostering relationships with listeners, and introducing them to the Bugis cultural heritage.

Keywords: Stylistic Language, Language Functions, Bugis Songs.