ABSTRACT

Asri, Zakiyah Novi. 2015. *An Implicature Analysis of Motivating Words Used in Demi Lovato and One Direction's Songs*. Thesis. English Department, Faculty of Arts and Humanities, State of Islamic University of Sunan Ampel Surabaya. Advisor: Muhammad Thoriqussuud, M.Pd

Key words: Implicature, Motivation, Song

This study is conducted to analyze the implicature of motivating words that is used in Demi Lovato and One Direction's songs. There are two research problems in this study. First, what are the level of the hierarchy of motive in four of Demi Lovato's songs and three of One Direction's songs. Second, what are the implicature of motivating words used in four of Demi Lovato's songs and three of One Direction's songs. Those songs are Skyscraper, Let It Go, Warrior, This is Me, What Makes You Beautiful, Little Things and Drag Me Down.

In this study the writer used theories from Maslow (1970) of motivation and Grice (1975) of implicature. The writer found that there are 24 implicature of motivating words used on the seven songs. Descriptive qualitative method is used in this research, because the data consist of words instead of number.

The writer found the hierarchy of motive that occur in four Demi Lovato's songs are sellf actualization, physiological, safety and esteem. Meanwhile in three One Direction's songs are social needs, esteem, and self actualization. Then the researcher found the implicature on four Demi lovato's songs are show about the girl who motivating herself. Then in three One Direction's song the implicature show that the man is motivating his girl and being mootivated by his girl.

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INTISARI

Asri, Zakiyah Novi. 2015. *An Implicature Analysis of Motivating Words Used in Demi Lovato and One Direction's Songs*. Skripsi. Sastra Inggris, Fakultas Adab dan Humaniora, Universitas Sunan Ampel Surabaya. Advisor: Muhammad Thoriqussuud, M.Pd

Kata Kunci: Implikature, Motivasi, Lagu

Studi ini membahas tentang implikatur yg terdapat dalam kata-kata motivasi yg di gunakan dalam lagu Demi Lovatodan One Direction. Terdapat dua pokok masalah dalam studi ini. Pertama, apakah tingkatan hierarchy motivasi (kebutuhan) yg terdapat dalam empat lahu Demi Lovato dan tiga lagu One Direction. Kedua, apakah implikature dari kata-kata motivasai yg di gunakan dalam empat lagu Demi Lovato dan tiga lagu One Direction yaitu Skyscraper, Let It Go, Warrior, This is Me, What Makes You Beautiful, Little Things dan Drag Me Down.

Dalam studi ini penulis menggunakan theori dari Maslow (1970) untuk menganalisa kata-kata motivasi dan theori dari Grice (1975) untuk menganalisa implicature dari kata-kata motivasi tersebut. Penulis menemukan 24 kata-kata motivasi yg mengandung implicature didalam tujuh lagu tersebut. Penelitian ini menggunakan deskriptif kualitatif, karena data-datanya banyak menggunakan kata dari pada angka.

Penulis menemukan hierarchy motivasi yang muncul di empat lagu Demi Lovato yaitu self actualization, physiological, safety dan esteem. Sementara itu di tiga lagu One Direction yaitu social needs, esteem dan self actualization. Kemudian peneliti menemukan implicature dalam empat lagu Demi Lovato menunjukkan tentang wanita yang memotivasi dirinya. Kemudian di tiga lagu One Direction implikaturnya menunjukkan bahwa lelaki dalam lagu tersebut memotivasi perempuannya dan juga termotivasi oleh perempuannya.

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