



communication process, people have their language choice to express what they want to show. Holmes quoted by Haryanto (1993:2) explains that people choose their words carefully according to whom they are talking to. Because of their language choice, people use different language. In order to understand the meaning of the language we need to learn about linguistic so we can know the reason why people use those language.

In linguistics, a study about language which analyzes both spoken and written text is called discourse analysis. According to Paltridge (2006:2) quoted by Wahyu, discourse analysis is an analysis which focuses on knowledge about language beyond the word, clause, phrase and sentence that is needed for successful communication. Meanwhile communication is called success if the hearer understands the aim of what the speaker said. According to Brown and Yule (1983:27) discourse analysis is describing what speakers and hearers are doing, and not the relationship which exists between one sentence or proposition and another.

Aspects of language use that are discussed in the area of discourse analysis are also discussed in pragmatics that discusses about meaning of language. Pragmatic is concerned with how the interpretation of language depends on knowledge of the real world. In other hand pragmatic is interested in what people mean by what they say, rather than what words in their most literal sense might mean by themselves (Paltridge, 2007).

In pragmatics, the study about intended meaning is explained in implicature. Grice's work on implicature has provide a useful framework for

thinking about this important contribution to meaning by emphasizing the distinction between conventional and understood meanings, and sketching out a set of communicative principles through which understood meanings might be derived on the basis of conventional meanings. A critical feature of Grice's conception of conversational implicatures is the notion that they are calculable (Sedivy, 2007). Implicatures are a massive component of our everyday talk. It is very rare that will are fully explicit (Murphy, 2013).

Grice's notion of conversational implicature requires that speaker meaning be calculable on the basis of sentence meaning, and presumptions about the speaker's adherence to cooperative principles of conversation and the ability of the hearer to work out the speaker's meaning. However, the actual real time consideration of cooperative principles by both the hearer and speaker runs up against severe temporal constraints during language processing (Julie, 2007).

However, Levinson claims that to account for generalized conversational implicature (GCI) (and other types of presumptive meanings, or preferred interpretations), it is necessary to distinguish a new level of utterance-type meaning from sentence-meaning and speaker-meaning (Green, 2000).

Furthermore, the implicit meaning of an utterance is able to produce by saying motivation in songs. Motivating words is the act or process of giving someone a reason for doing something. The act or process of motivating someone, a force or influence that causes someone to do something.

Concerning to this study, the writer uses the songs as her source of data from the entire object such as movie, novel, poem, and etc, because song is one of

a good object of linguistic research. The song provides the language phenomena in its lyric such like motivation and implicature. The songs chosen by the writer are ever in Billboard chart song and the singers are famous and have many fans that most of them are woman so they can get motivation by listening to their songs. Those songs are “Skyscraper”, “Warrior”, “Let It Go”, “This Is Me” by Demi Lovato and “Drag Me Down”, “What Makes You Beautiful”, “Little Things” by One Direction. Those songs have a theme about woman in different way, One Direction describe how important and beautiful woman in their songs because woman easy to feel unconfident when people say a bad thing about herself and meanwhile Demi Lovato describe the struggle of woman when they got underestimate and bullying. In her life Demi Lovato got bullied by her friends in the school as fatty girl, bitch and ugly after that she got physical and emotional issue until she has an eating disorder and depression. Finally she decides to take rehabilitation after that she move on and give motivation to people through her songs.

Thus, this research is intended to analyze the motivating words on four of Demi Lovato’s song and three of One Direction’s songs because those songs have similar aim in motivating words. In order to analyze the motivating words the writer uses Maslow’s theory because this theory is very influential in psychology as theory of motivation. Wison (2006) stated that Abraham Maslow has had a significant impact in motivation theory, humanistic, psychology, and subsequently, adult learning in the workplace. According to Maslow the needs of human as motivator to make hierarchy, there are four types of needs that must be







