CHAPTER I

INTRODUCTION

This chapter discusses about some points related to the introduction in the thesis. The points include background of study, problems of the research, objectives of the research, significance of the research, scope and limitation of the research, and definition of key terms.

1.1 Background of Study

Song is poem set to music, intended to be sung, it also the combination of words or lyrics and the musical instrument. In other hand song is also a short importance given to the music and to the words, written in one or several voices, performed with instrument accompaniment (The Oxford Learner Dictionary). Lyrics in songs are not only the arrangement of words into sentences, but also the interpretations of the song writers intention to describe their feeling, such as: motivation, love, struggle, trouble, jealous, peace and so on. There are some messages sent by the singer or the song writers to the listener with specific content in song lyrics. The song's lyric indeed always have a theme as in poem to show the central idea, topic, or point of the works and they also have the meaning behind the entire story. Meanwhile theme is basic idea of the written text or an image created. It is the author's central or general idea reflecting on the public.

The lyric of song became a way of communicating, many people experience songs coming on the radio or television at the appropriate time and usually what people experience are same with the song. Sometimes in

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

satisfied before a person can act unselfishly. The needs are arranged in a hierarchical order. The upward climb is made by satisfying one set of needs at a time. The most basic drives are physiological. After that come the need for safety, then the desire for love, and then the quest for esteem.

This research fills the research gap from the previous research like in Xiaoliang Zhou (2013), a study more focused on implicature in drama. In the research, the researcher examined how implicature means for play. Meanwhile in attempts of investigating songs, Logan, Kositsky and Moreno (2004) did Probabilistic Latent Semantic Analysis (PLSA) to find out the polysemy and synonymy. So this research is analyze the songs by attempting to describe indirect meaning so we can know what the songs are about and also to know the motivating words through songs.

1.2 Problem of the Research

Based on the background stated above, this study is conducted to answer the following questions:

- 1. What are the level of the hierarchy of motive used in four of *Demi Lovato's* songs and three of *One Direction's* songs?
- 2. What are the implicatures of motivating words used in four of *Demi Lovato's* songs and three of *One Direction's* songs?

1.3 Objectives of the Research

In relation to the problems of the research is attempting to answer those problems. In other words, this study is aimed to:

- To reveal the level of the hierarchy of motive used in four of *Demi* Lovato's songs and three of *One Direction's* songs
- 2. To describe the implicatures of motivating words used in four of Demi Lovato's songs and three of One Direction's songs

1.4 Significance of the Research

This research will be useful either theoretically or practically. The significance of this research as follows:

1. Theoretically

The writer expects this study will be able to contribute an understanding the reader's knowledge how to investigate implicature in motivating words used on songs which to describe the function of implicature in motivating words and also the way of implicature in motivating words which occur in motivating words.

2. Practically

2.1 For Researcher

The writer expects this research is able to be a reference to increase the knowledge understanding indirect meaning which usually exist in songs. Hence, the result at

this study is expected to help language learners in study of implicature.

2.2 For Education

In education, the writer hopes this research is able to be uses as reference for the teachers of Indonesian language and letters who will be able to use for linguistic materials, especially to teach their students either formal or non-formal.

1.5 Scope and Limitation of the Research

As there are many working through about pragmatics, the writer makes limitation of discussion to assure the theme of thesis analysis. This research will discuss about implicatures in the four songs of Demi Lovato are "Skyscraper", "Warrior", "Let it go", and "This is me" because those songs have some similarity and in some aspect can be connecting each other. Those songs are about woman who got bullied and underestimate until she become unconfident by herself then one day she move on fight for her life. Three songs of One Direction are "What makes you beautiful", "Little things", and "Drag Me Down" are songs that also have similarity and about woman through man's perspective. On those songs the woman also feels unconfident with herself but there is men who cares and give her motivation to be brave realize that she is beautiful just the way she is.

From the topic that is chosen, the researcher focuses on the seven songs lyric of Demi Lovato and One Direction to clarify the problem above.

1.6 Definition of Key Term

- 1. **Implicature** is meaning behind the words or sentences that can referring something or conditions without directly expressing and have different meaning from the words literal meaning. It can be found in motivating words that usually use other words to imply something rather than use the directly words.
- 2. **Motivating Words** is the sentences or process of giving someone a reason for doing something and a force or influence that causes someone to do something. Usually by hearing the words we can get the motivation which we listen through song, that's why most of the songs have motivating words. Furthermore, motivating word can be use to motivate our self and other people.