



CHAPTER I INTRODUCTION

1.1 Background of the study

Nowadays, music or song can be accessed easily through any social media platforms, such as: *YouTube*, *Spotify*, *YouTube Music*, *Instagram*, *Apple Music*, and *JOOX*. Along with the development of the times, the types of music have become various as well, as with these developments there are differences in the way singers or songwriters convey the messages in the song's lyrics. For some people, their lives are inseparable from music, supported by Hewet's (2012) statement that music is seen as a media for expressing emotion and conveying ideas which might be difficult to express. Song is the part of music that contains meaningful words and sung by a singer. According to Turpin & Stebbins (2010) that songs are structured meaning units that similar to words, and morphemes that conveyed complex meanings beside everyday language. Song lyrics can be said as a poem or writing that express the author's feelings or emotions that construct a song, which commonly made up of verses and choruses.

Based on Dallin (1994) "Lyrics are written as the form of interaction between the song writer and the listeners. It often conveys a message and influences the listeners to think about it". Songs must have beautiful lyrics and harmonies in order to attract the listeners and to understand what is the messages of the song. A lot of songwriters are able to play in every word in the lyrics of their songs. There are some musicians who choose to convey the message in the lyrics of the song whether explicitly or indirectly.

This research aims to find out the implicit or indirect meaning within the songs in *Nicole* album. The songwriters convey the message in the songs in implicit way, the song writer intends to communicate more than the words said. This makes implicature is important, in order to understand the concrete message that the author of the songs want to convey to the listener. The listeners must make an effort to find out and comprehend the explicit meaning behind the lyrics of the song.

Implicature is in the scope of pragmatics, Levinson (1983) defined pragmatics as the study how people use language in context, and how people use context to interpret what other people mean. Which is in line with Yule's statement that Pragmatics is the study of speaker's meaning (Yule, Pragmatics, 1996). Pragmatics also can be explained as the study of contextual meaning, the study that explores what people's intended meanings, assumptions, proposes, that being performed when they speak. As stated by Yule that Implicature is something that must be more than just what the words mean, it is an additional conveyed meaning (Yule, 1996). Implicature also can be said as the example of way to be more communicated than what actually has said, this is in line with Grice's (1975) statement that implicature is the difference between what is said and what is mean by the speaker. Yule, in his book, pragmatics divided implicature into two different types, they are; Conversational implicature, and conventional implicature. Conversational implicature is derived not from the literal meaning of the words but in the context at the utterance was made. Lastly, conventional implicature is associated with specific words and result in additional conveyed meanings when those words are used. Thus, this study will focus on conversational implicature in NikiZefanya's song lyrics on *Nicole* album.

As explained by Yule (1996), conversational implicature is divided into three different types, they are: Generalized conversational implicature, scalar implicature, and particularized conversational implicature. Yule described generalized conversational implicature as "when there is no special knowledge was required in the context to calculate the additional conveyed meaning". Scalar implicature is "when any form of a scale is asserted, the negative of all forms higher on the scale is implicated". Then, particularized conversational implicature is when an utterance contains some assumed information in a particular context, in this type of implicature context is matter to interpret the right implicature.

During these days a lot of musician decided to apply implicature in the song lyrics that being written. Song with implicit message that written by the song writer tend to attract more listeners. This is because the unique language style used become the characteristic of the musician itself. One of the musicians that



often conveys messages in the song lyrics in implicit way is Nicole Zefanya or well known as Niki.

NikiZefanya is one of the singers from Indonesia who manages to go international. She was born on January 24th, 1999, raised in Jakarta and now she currently lives in the United States. Niki started her career from uploading song covers on her personal *YouTube* channel. She also started writing and singing songs that she made herself on *YouTube*. Niki gained popularity after winning a contest as the opening act of Taylor Swift's *The Red Tour* at fifteen years old (Havens, 2022). Then, she finally joined an Asia-American agency called *88 Rising* in 2018. According to Niki's interview on *Vice*, Niki's song genre is R&B, and she is called as *the R&B Princess* (Harfenist, 2017). Quoted from Niki's interview with Najwa Shihab uploaded on *Najwa Shihab YouTube* channel in 2022, Niki is the first Indonesian female singer that success to perform at the biggest music festival in America, named *Coachella*. Niki is also a female singer from Indonesia who has the highest number of monthly listeners on *Spotify* at 13.2 million in 2023. In 2024 Niki also reaches 3.9 billion streams on *Spotify*, the five songs from *Nicole* album included in her top 10 popular songs on *Spotify*. The song *High School in Jakarta* has 35 million viewers on *YouTube* and has 163 million listeners on *Spotify*. On the other hand, the song from this album, *Take a Chance with Me*, has gained more than 150 million streams on *Spotify*. In addition, Niki managed to become the singer of the soundtrack for *Marvel* movie. Niki contributes four songs to be the soundtrack of *Shang-Chi and the Legend of the Ten Rings* movie from *Marvel Studio* (Dally, 2022). Niki's first album entitled *Moonchild* was awarded as the best Asian album of the year by *NME Magazine* (NME, 2020).

Nicole album is chosen as the source of data because the song lyrics written by Niki often show or tell about Niki's personal experience. According to Niki's interview with *Equate Magazine* that the songs of the *Nicole* album are reflecting her experiences over the past few years. It tells about her past experiences starting from studying, making friends, moving to another countries, until falling in love. Niki conveyed all these things in the song's lyrics, especially



on the album entitled *Nicole*. *Nicole* is Niki's second album that released on 12 August 2022 through 88 Risingagency. The name of this album is coming from Niki's first name, 'Nicole'. The album consists of 12 tracks, they are: *Before*, *High School in Jakarta*, *Backburner*, *Keeping Tabs*, *The Apartment We Won't Share*, *Facebook Friends*, *Anaheim*, *Milk Teeth*, *Autumn*, *Oceans & Engines*, *On the Drive Home*, and *Take a Chance with Me*. This album is categorized as contemporary popular song, because the songs of this album are popular. The songs of *Nicole* album are popular because all the tracks on the album are relatable to the listeners, whether about falling in love, the heartbreak, relationships also the feeling of being a teenager and facing the hard time of being a high school student (Kuenzel, 2022). This album is reflecting the singer's experience with love, loss, and longing in her high school years (Perez, 2023). Each song delivers a different, honest emotion relating to Niki's high school love story, until breakup. These feelings are expressed through the song lyrics that Niki wrote in *Nicole* album.

The song in *Nicole* album has its story, quoted from Niki's *Instagram* post on 5th July, 2022 that the song *Oceans and Engines* was written when she was 17. She was experiencing the shattering heartbreak of a first love moving away to another country. The song *Oceans and Engines* tells the story about when Niki and her boyfriend end their relationship, because her boyfriend has to move out of town. Meanwhile the song *High School in Jakarta* tells the story about Niki when she was a high school student in Jakarta. Besides that, *High School in Jakarta* also tells about Niki's life when she lived in Jakarta, including her friendship, romance and family problems when she was younger. Then, the song *Take a Chance With Me* tells the story about Niki when she is having crush on someone, Niki in the *Nicole World Tour 2023* also said that she wrote this song according to her experience when she was 15, she really liked a boy and that is the moment when Niki is falling in love for the first time. The song lyrics express the feeling Niki had for her crush when she was younger.

The unique way of writing lyrics that implicitly express personal feelings and experiences made the song being eye catching. The songs on *Nicole's* album written by Niki often do not explain things directly, Niki tends to use expressions



that imply other meanings instead of conveying the meaning explicitly. The use of implicature in these songs gives listeners chance to dig deeper into what Niki wants to convey implicitly through the songs in the *Nicole* album. This is supported by Niki's statement in Grammy Award interview, Niki stated that some of the old songs that have been written in a long time will be re-recorded. Because until now Niki is still feel that her feelings are still connected with those songs. Niki clearly stated that the songs in *Nicole* album shows a side of Niki that has never been shown to anyone else for a while (Mitchell, 2022). Besides that, *Nicole's* album paved the way for Niki to become viral and famous, *Nicole* album has sold 1 million copies. Niki also successfully held her first solo concerts in various countries.

Example 1

Song Lyrics: **Take a Chance With Me**

[02:40.74] That I'm hopelessly captivated by **a boy** who thinks love's overrated

The lyrics above contains implicature, specifically generalized conversational implicature. There is no special knowledge needed to understand what is **a boy** is, and by using indefinite article **a** it can be implied that the **a boy** whom the speaker mentioned could be any boy whether someone she knew or did not know. As Yule (1996) stated that generalized conversational implicature is when no additional information about the context of utterance is needed to find out the implicit meaning.

There are three previous studies relating to the topic of the research. The first previous study is *Implicature in Courageous Movie Script* by Sitanggang & Armstrong, 2020. The second previous study is *An Analysis of Conversational Implicature in Central Intelligence Movie: Pragmatics Approach* by Agsa, 2020. The third previous study is *Deixis in Niki Zefanya's song lyrics Live at Wiltern Album* by Azizah & Arifin, 2024.

The first previous study use movie script meanwhile this study use song lyrics as the source of data. The first previous study aimed to examine all types of



implicature found in *Courageous* movie script, in the other hand this study aimed to found the types of conversational implicature used by Niki in *Nicole*'s album song lyrics. The second previous study aims to find out the implicature uttered by the characters in *Central Intelligence* Movie. This topic is discussed to get the unstated meaning that conveyed by the characters in the movie. The difference between this research and the second previous study was in the source of data of the research, the second previous study use movie entitled *Central Intelligence*, meanwhile this study use song lyrics as the source of the data, besides that the second previous study applied Grice (1975) theory and this study applied Yule (1996) theory to analyze the data. The third previous study is in the scope of pragmatics, but the focus or topic is on deixis. This previous research was conducted to find out and explore the types of deixis in NikiZefanya's song lyrics Live at *Wiltern* album. Furthermore, it also investigates the most dominant deixis type realized in NikiZefanya's song lyrics Live at *Wiltern* album. Meanwhile this study will also in the pragmatics field but in a different topic. The topic of this study will be focused on implicature that occurs in Niki's song lyrics on the *Nicole*'s album.

According to the previous studies above, this study is conducted based on the gaps in each previous study. This study will focus on the conversational implicature and how are the types of conversational implicature used in Niki's song lyrics on the *Nicole*'s album. This research uses descriptive qualitative as the method and applied Yule's theory about implicature to analyze the data by reading and comprehending the lyrics transcript of each song in *Nicole*'s album.

1.2 The Statements of the Problem

1. What are the types of conversational implicature found in *Niki*'s song lyrics?
2. How are the types of conversational implicature applied in *Niki*'s song lyrics?

1.3 The Objectives of the Study



1. To identify the types of conversational implicature found in *Niki's* song lyrics.
2. To explain how conversational implicature are applied in *Niki's* song lyrics.

1.4 Significances of the Study

The significances of this study are to provide the contribution both theoretically and practically in the field of pragmatics, especially in implicature. Theoretically, this study will give knowledge and understanding of pragmatics especially about implicature. This research's findings are expected to be useful and can contribute to everyone in improving the understanding about implicature by applying Yule's theory to the song lyrics studies.

Practically, this study is expected to be useful for all the readers to understand and comprehend about implicature. Moreover, for readers who like to write song lyrics or song composer, it is hoped that by understanding implicature they can write their song lyrics beautifully. Then, the song writer can make the song lyrics become eye catching by conveying the message in the song lyrics indirectly. The lyrics will be more various and pleasant to listen, besides that the listener also will be interested to pay more attention to the song.

1.5 Scope and Limitation

The scope of this research is pragmatics, while the limitation is the implicature found in the 12 Niki song lyrics on the album *Nicole* by applying Yule's 1996 theory about implicature.

1.6 Definitions of Key Terms

To avoid misunderstandings of the meaning between the words, this research provides the essential definition of the terms:

1. Pragmatics :Pragmatics is the study of speaker meaning. (Yule, 1996)
2. Implicature :Implicature is something that must be more than just what the words mean, it is an additional conveyed meaning. (Yule, 1996)
3. Song lyrics : Lyrics are written as the form of interaction between the song writer and the listeners. (Dallin, 1994)

1.7 Thesis Organization



This research is divided into five chapters. The first chapter contains the background of the study, statements of the problem, the objectives of the study, significance of the study, scope and limitation, definition of key terms, and the thesis organization. The second chapter consists of the explanation about the theories of pragmatics, implicature, *Nicole* album, and the previous studies. The third chapter discusses about the research design, the source of data and data, steps of collecting data, and the steps of analyzing data. The fourth chapter examines the findings and discussion, then the fifth chapter contains the conclusion and suggestions of this study.

