



CHAPTER II

REVIEW OF RELATED LITERATURE

2.1. Pragmatics

Yule (1996), in his book entitled *Pragmatics* defined pragmatics as the study of speaker's meaning, in another word pragmatics can be said as the study of contextual meaning. The type of study that considering the interpretation of what people mean in a particular context and how the context influence of what is being said by the speaker. Pragmatics also explores the unsaid message that recognized as the part of what is being communicated. Pragmatics is one of the branches of linguistics that make a person can expand the understanding about language by the context of the utterances. Levinson (2001) states that pragmatics is the study of the relation between language and its context that concern with the implicit meaning of an utterance.

It can be said that pragmatics is the field of study that focus on how a language is applied during communication process. Especially how the meaning is being interpreted by the hearer in various context. Besides that, according to Gruyter (2010) pragmatics is a study that deals with meaning in a language. Moreover, pragmatics can be defined as the study of how situation affects the language that is used. It is basically deal with what the speaker utter, and the interpretation of the speaker's intended meaning. It can be in the form of acts, utterances that happens in a specific time and place.

2.2. Implicature

Implicature can be said as a way for the speaker to be more communicated than what is said. Yule (1996) states that implicature is something more than just what the words mean, specifically it shows the additional conveyed meaning of words or utterances. Implicature used to find the implicit or indirect meaning in the utterance. It is often used to avoid from being too direct, and to convey more information with less word. Implicature used in some situations. Yule (1996) provides an example during a conversation between people, when someone needs help to close the window, the speaker often said "*It is cold here*" and from the

utterance it can be implied that the speaker wants the hearer to close the window, but in a more polite way.

2.3.Types of Implicature

According to Yule (1996) implicature divided into two different types, called conventional, and conversational implicature. Conventional implicature is concerned with specific words and result in additional conveyed meanings when those words are being used. Conventional implicature shows that there is a contrast between two sentences and not dependent on a special context. Meanwhile, conversational implicature depends on a specific context to get the additional meaning of words that is being uttered by the speaker.

2.3.1. Conventional Implicature

One of implicature types is conventional implicature, based on Yule (1996) that conventional implicature are associated with specific words and the additional meanings are conveyed when those words are used. Yule (1996) provides several words that indicate conventional implicature, for example: but, even, and yet. Conventional implicature show the contrast between the two sentences.

Song lyrics: **Oceans and Engines**

[00:00:38] You wiped away tears, **but** not fears under the still and clear indigo

The lyrics above contain implicature, specifically conventional implicature. The lyric verse above has an implicit meaning, and has a contrast with the following verse. The sentence **You wiped away tears** tell that the song writer's lover wiped her tears away, but then followed by **But not fears under the still and clear indigo** which the word **but** shows the contrast between the lines of the song lyrics. It can be implied that even though the song author's lover wiped her tears away, and tried to comfort her but still it cannot help the fear and anxious feeling that she had. This mean whatever the song writer's lover efforts to calm her down does not work at all, because somehow Niki still feeling the fears of being left by him.



2.3.2. Conversational Implicature

Conversational implicature is a way to convey an additional meaning without saying the explicit meaning in the words being used. According to Yule (1996) conversational implicature can be said as an indirect way to say something. Yule, also classified conversational implicature into three different types, they are; Generalized conversational implicature, particular conversational implicature, and scalar implicature

2.3.2.1. Generalized conversational implicature

Generalized conversational implicature is one of the types of conversational implicature. When there is no special background knowledge of the context of utterance is needed to understand the additional conveyed message this can be called as generalized conversational implicature. In line with Yule (1996) statement that generalized conversational implicature is when there is no special knowledge required in the context to calculate the additional conveyed meaning. Yule (1996) also explains that the phrases are interpreted according to generalized conversational implicature when a thing is not the speaker's thing, and commonly characterized by the use of the indefinite article **a/an**. Yule (1996) provides an example such as: I was sitting in a garden one day. A child looked over the fence.

From the examples it can be implied that the garden and child is not the speaker's, because the speaker could be more informative by saying 'my garden' and 'my child' if the child and garden are the speaker's. Then, it showed that we do not need to have the understanding of specific condition and situation to understand the implied meaning of the utterance.

Example 1

Song Lyrics: **High School in Jakarta**

[00:01.22] Got **a group assignment**, I'll be at Val's place

The generalized conversational implicature on the example above is **a group assignment**, it can be concluded that "a group assignment" that the speaker mention in the song lyrics could be anyone's group assignment, whether it is the speaker's group assignment or not. Besides that, there is no special knowledge



needed for the listeners to understand what the speaker tries to convey to the listeners.

2.3.2.2. Scalar implicature

Scalar implicature is when an information is communicated by choosing a word that express a scale of values. (Yule, 1996) stated that scalar implicature is when the speaker produces an utterance by selecting the most informative and truthful words that contain scale. Scalar implicature use for expressing quantity of something. For example, the words: all, most, many, some, and few, these words are showing the highest to the lowest value of scale. (Yule, 1996) also said that the basis of scalar implicature is when any form of scale is asserted, and the negative of all forms higher on the scale is implicated. For example, when the speaker utters the word "sometimes" then the speaker has created an implicature and the speaker communicated via implicature. By saying the word "sometimes" it implied the negative forms on the scale of frequency, "sometimes" mean that not always, and not often.

Example 1:

Song Lyrics: **Oceans and Engines**

[00:04:39] I have so **many** questions, but I'm pouring them into the oceans

As explained by (Yule, 1996) that scalar implicature is an utterance that contains scale if values, the lyrics above can be categorized as scalar implicature. The lyrics categorized as scalar implicature because it delivers information that the speaker has a lot or more than one questions in her mind. The listener will also easily understand that the writer was wondering and questioning about something, with scalar implicature the listener will understand that the speaker already informative by using the word **many** to express her feeling. It can be concluded that the speaker has several questions in her mind.

2.3.2.3. Particularized conversational implicature

Mostly, conversations always taking place in a specific context and locally recognized inferences are assumed. The implicit meaning in particularized conversational implicature can be assumed or conveyed when there is a specific context in an utterance. It means that to make the meaning of the utterance is



relevant, specific context is needed to interpret the implicit meaning that the speaker tries to convey to the listeners. As stated by Yule (1996) that particularized conversational implicature is when the conversations take place in very specific contexts and the inferences are required to work out the additional conveyed meaning.

Example I

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

[00:00:50] As much and hard **ashe tried to hide**

I can see right through, see right through

In the lyrics **as he tried to hide**, the sentence here does not mean that the boy is hiding from anyone, but the lyric implicates that the boy who is the speaker's like was trying to hide the feeling he had for the speaker. The boy was too afraid to express his feeling toward the speaker, followed by the next line of the song **I can see right through, see right through** showing that however the boy tries to hide his feeling from the speaker, still the speaker is already know that the boy also likes her.

2.4.About the Nicole Album

Nicole album is the second album released by Niki Zefanya on August 12, 2022. This album was released under the 88 rising agency. The name of this album is taken from Niki's full name, 'Nicole Zefanya'. *Nicole* album consists of 12 songs, including: *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*. The songs in this album are about Niki in her teenage years and after moving to America. Niki, in the billboard interview (2022) says that the lyrics of the songs in *Nicole* album was written when she was 17. The songs *Ocean and Engines, Take a Chance with me, Autumn, and Anaheim* was released on her personal *YouTube* channel when she was still in high school. Then, Niki rearrange those songs and put them in *Nicole's* album track. According to Dave and Pat (2022) in the *Nicole* album Niki tries to tell a story about herself and her personal experiences through the songs, for example the song *High School in Jakarta* is reflecting Niki's past



when she was a high school student in Jakarta. The songs in the Nicole album reflects Niki's teenage experiences starting from her very first love story, until the heartbreak she felt before, during, and after a breakup from her relationship. In addition, the song lyrics in Nicole album use language styles that often contain implicature to convey messages implicitly. Niki uses implicature to describe various emotions and her life experience in indirect way. The song lyrics in Nicole album bring the listeners to feel what Niki wants to convey in every lyric in this album, such as: love, grief, heartbreak, or nostalgia. Listeners are invited to interpret the meaning behind every word she uses in the lyrics of the songs in *Nicole* album.

2.5.Previous Studies

There are three previous studies on this 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 was conducted by Lasriani Ananda Harta Sitanggang and Neil Armstrong (2020), this previous study used movie script as the source of data, meanwhile this study use song lyrics as the source of the data. This previous research aimed to describe the implicature in *Corageous* movie script and how the implicature is used in the *Corageous* movie script by applying Grice's (1975) theory, while this study applied Yule's (1996) theory. The research method used in this previous study is descriptive qualitative, the data was collected by downloading, reading, pausing and annotating, classifying, and data reduction. Meanwhile the techniques of data analysis are consisting of: presenting the data, describing and interpreting, and concluding the data. In this previous research there were found 20 data of implicature, 17 of them are conversational implicature and 3 of them are conventional implicature. This findings showed a different number of implicature found within the *Courageous* movie script, with conversational implicature being the most frequently types that occur in the movie



script. The previous study focused on two different types of implicature, they are: Conventional implicature and conversational implicature in other hand this study will focus on the types of conversational implicature.

The second previous study was conducted by Julio Agsa, entitled *An Analysis of Conversational Implicature in Central Intelligence Movie: Pragmatics*. The previous research used a movie entitled *Central Intelligence* as the source of data. This previous research aimed to find out the illustrated ways of observing the maxims and to find out the types of conversational implicature in *Central Intelligence* movie by applying Grice (1975). The previous research describing about the conversational implicature with the four maxims of conversational implicature by applying Grice's (1983) theory, meanwhile this study will be discussing about the types of conversational implicature that found in the Nicole album song lyrics by applying Yule (1996) theory. The methods used in this research is descriptive qualitative, and the data was collected by changing the utterances in the movie into script, then matching the context and utterances that contain conversational implicature to get the data, and and highlighting the source of data to be analyzed. Meanwhile, the data was analyzed by copying the data from the movie script based on the maxims and types of conversational implicature. In this previous research there were found 6 data that contain maxim of quality, 5 data of maxim quantity, 5 data of maxim relation, and 5 data of maxim of manner. Besides that, there were also found 9 data of generalized conversational implicature, and 10 data of particularized conversational implicatures that found within the *Central Intelligence* movie.

The third previous study is entitled *Deixis in Niki Zefanya's Song Lyrics Live at Wiltern Album* by Hidayatul Luthfiah Azizah and Adip Arifin in 2024. The previous is in the field of pragmatics but the focus is on deixis, and used song lyrics as the source of the data. This research aimed to investigate the types of deixis and found out the most dominant deixis type in Niki Zefanya's song lyrics live at wiltern album by applying Levinson's (1983) theory. Meanwhile, this research will focus on how conversational implicature is used in Niki Zefanya's song lyrics on the *Nicole* album. The methods used in this previous study is



descriptive qualitative, the data was collected through listening carefully the chosen songs from the album, then specifically choosing 5 songs from the album and doing an online search for the lyrics of the chosen songs of the album. Meanwhile, the data was analyzed by gathering the data, identifying, and categorizing the data according to the specific criteria of deixis based on Levinson (1983) theory. The findings of this previous research in total of 522 data on the whole deixis type. In this research the most dominant type of deixis that occurs within the song is person deixis. There are 312 data that contain person deixis, then 115 data of temporal deixis, 56 spatial diexis, 31 of social deixis, and 8 data of discourse deixis.

