

**CONVENTIONAL IMPLICATURE ANALYSIS
ON DUNCAN LAURENCE’S SONG LYRICS IN THE ALBUM
“SMALL TOWN BOY (DELUXE)”**

(A Thesis)



By

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Humans directly communicate information such as thought, concept, purpose, and feelings using the language they are able to understand (Samanik, 2018; Sari & Pranoto, 2022). As a communication can form an interaction between people, communication holds an important part in human life (Fadilah, et al. as cited in Rido et al., 2021; Afrianto, 2018). In today's society, many people tend to express themselves by using several media to share personal stories and awareness by using diverse language (Hansen & Machin, 2018). Language, as the primary medium, also plays an essential role in conveying the meaning of what someone will say (Kuswoyo & Audina, 2020; Puspita, 2019). Moreover, people use English language as an international language and cross-cultural communication as it was widely spoken by people around the globe (Oktaviani & Mandasari, 2020; Suprayogi & Pranoto, 2020). There are several communication medium that people can use, such as having a conversation, discussion or using poem and by listening to a song lyric (Pranoto, 2013). One medium is using a song or music. By sharing a song, it can reflect the current condition that they faced at that time (Hidayah, 2021). As a medium, songs are created to share and implicate the singers feeling or expressions and use verbal messages to make them more attractive to the listener (Hallam, 2015). This can be an issue when the singer deliver the message intentionally but the listeners did not understand the meaning

of the song lyrics itself and resulting the message that the singer try to employs did not delivered in proper way.

Duncan Laurence or Duncan de Moor is Dutch singer and songwriter. Born in April, 11th 1994, Duncan Laurence is the winner of the 64th Eurovision Song Contest that held in Tel Aviv, Israel on May, 18th 2019. Duncan brings the 5th victory to the Netherlands after 44 years with his song 'Arcade'. Born in small city called Spijkenisse, he starts to write a song to escape from bullying. In January 2019, he appointed to represents the Netherlands in the Eurovision Song Contest 2019, and 'Arcade' was released in March 2019 and became fan favorite to win the competition. Duncan wins the contest with 498 point from the jury and public. After his Eurovision journey, he starts to have tour in Europe and performed in several music awards in Europe. In 2021, his song became the most-streamed Eurovision song. At the same year, Duncan released his album named "*Small Town Boy (Deluxe)*" and shared his story and thought in his song and try to implies his message to the listeners.

Song lyrics can convey singer and songwriters emotions and lyrics is an indicator to proof the emotions (Edmonds & Sedoc, 2021). It created to entertain people with cliché word in order to make it enjoyable and make listeners feel related to the song and the singer. However, the songwriters are often makes a song that contain an Implicature on it in order to spread a message or awareness for the listeners (Hidayah, 2021). Implicature is a topic covered by pragmatics and discourse analysis that talks about an utterance's implied meaning (Benz & Gotzner, 2021). Implicature goes beyond what is said, or it can be described as a

different meaning of an expression, emotion, and unspoken message (Hidayah, 2021). Implicature aims to make the language more expansive than the word meaning and to express a second meaning for an expression that should have both an explicit and implicit meaning (Syed Azmi et al., 2021).

Several studies about implicature were conducted by (Wahdaniah, et al., 2022; Hidayah, 2021; Syed Azmi et al., 2021; Pranoto, 2013). Wahdaniah et al. (2022) conducted research that analyzed implicatures that found on outdoor media related to COVID-19 appeal. The study reveals that 96.6% external media is contained conventional implicature and the other 3.33% is indicated as conversational implicature. Another study conducted by Hidayah (2021) focused into implicature in a few English language songs that the researcher chose and revealed that conversational implicature is used in all her selected song lyrics. Syed Azmi et al (2021) conducted study on Islamic music animated cartoon, Omar and Hana and revealed that the lyrics from the song are persuade children to do kindness and respecting each other. Another study conducted by Pranoto (2013) and investigated implicature analysis in Maher Zain's "Forgive Me" album and revealed that conversational implicature is used in Maher Zain's song lyrics.

All of the researches are used the Gricean Implicature theory. The data sources of the previous study are offline media that related to COVID-19 awareness, song lyrics from several artists with different background and Islamic animated song video for children. Although previous studies looked into and explained the implicature from variety of data source, the main focus of their research mostly is conversational implicature, which is significant to look into because verses have

become an inextricable part of everyone's lives. Therefore, this study will examine conventional implicature in Duncan Laurence's song lyrics in the album "*Small Town Boy (Deluxe)*" because the singer expresses unspoken message without directly mentioning the real message that he wants to imply.

1.2 Research Question

Following the background of the study, the research questions are: (1) What conventional implicature types are found in Duncan Laurence's song lyrics, and (2) What is the function of conventional implicature that applied in Duncan Laurence's song verses?

1.3 Research Objective

The research objective is to identify the types and to reveal the function of conventional implicature used in Duncan Laurence's song verses, narrate the conventional implicature used in the song verses and find out the message and story of Duncan Laurence's life in each of his song verses that contain conventional implicature.

1.4 Uses of Study

The significance of the research consists of its theoretical and practical views of pragmatics, primarily implicature.

1.4.1 Theoretical Use

This study's findings are envisioned to be one of the sources of the recommendations and substitute intelligence about pragmatics. This investigation is envisioned to add to the theoretical substructure of pragmatics analysis,

particularly regarding implicature from song lyrics. This study's findings are expected to fill a gap in previous research.

1.4.2 Practical Use

In practice, the researcher's aims to evaluate the significance of song verses, especially in Duncan Laurence's album. This research should expectantly encourage readers and furnish them with additional materials for researching verses and inspecting language using pragmatics. Moreover, this research aims to reveal the unspoken message in the song lyrics.

1.5 Scope of Study

In this analysis, words with meanings that go further than a speech act are examples of meanings, as the main focus in this research is conventional implicature. In-depth research will be done on the phrase understanding in the song verses. Therefore, this thesis falls under the pragmatics subfield. The researcher's picks the verses since they shows communication and method of exchanging data among the artist and the hearers, as well as vernacular skills with wide-ranging implications.

The researcher focuses on finding the types and functions of conventional implicature in Duncan Laurence's songs with the title: Beautiful, Yet, Between Good and Goodbye, Love You Like I Couldn't Do, Sleeping On The Phone, Arcade, Figure It Out, Last Night, Someone Else, Love Don't Hate It, Umbrella, Stars, Sad Old Me, I Got You, and Feel Something. In total, there are 15 songs that the researcher will be analyzed. Those songs are included in the album "*Small Town Boy (Deluxe)*" that release on November 13th, 2020 by Spark Record.