

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Song lyrics often serve as a medium of expression that is rich in meaning. Behind simple words, there is a deep implied meaning containing important messages, certain ideas, feelings, and values through word choice. One musician who is known for the lyrics that have deep implied meaning is Maher Zain, a Swedish musician who released first album “Thank You Allah” in 2009 and successfully raised the reputation of Islamic music throughout the world. The lyrics of Maher Zain's songs entitled “Ramadan” and “This Worldly Life” contain many implied meanings that convey religious messages and the meaning of life that he wants to convey to his loyal listeners.

According to Nena and Maman (2025), the song “This Worldly Life” depicts life in this world as merely a temporary stopover, where everything will eventually perish, and emphasizes that true and eternal life lies in the afterlife, where every human destiny will be held accountable before God. This rich moral and spiritual message makes this song an interesting subject for pragmatic analysis, especially in exploring how the implied meaning is conveyed through lyrical expression. According to Ridwan (2024), Maher Zain's song “Ramadan” is one of the songs that is popular every year before entering the month of Ramadan. This song, which was released in 2013, has become an inspiration for millions of listeners as a forum for deepening religious values during the month of Ramadan. It is a distinctive musical style, this song successfully conveys a message about the blessings and perfection of the month of Ramadan

through meaningful lyrics. In the first line of the song Ramadan the lyrics state 'you lift me up high', not to 'lift us high' because the context is different. Context and situation can influence meanings, this is the study of pragmatic.

According to George Yule (1996), pragmatics is the study of how context affects meaning. Nababan (1996), stated pragmatics as the use of language to communicate and its relationship to the context and situation of the user. Pragmatics according to Levinson (1983), refers to the study of how context influences the interpretation of meaning in communication. The definition of these 3 experts, it can be interpreted that pragmatics is how context influences meaning, including implied meaning that the receiver does not easily understand what the speaker means. One of the main subjects of Pragmatics is Implicature.

The term implicature is used to explain what might be interpreted, suggested, or intended by the speaker, which is different from what is said by the speaker (Brown and Yule 1996). According to George Yule (1996), implicature is divided into two types in pragmatics: Conventional implicature and Conversational Implicature. Conventional implicature is speech that is general and directly related to the meaning of words or phrases. Conversational implicature implies something different from the truth depending on the context and situation. Implicature theory can be applied not only through oral and written communication, but also in the analysis of song lyrics. Emor and Ismail (2025).

Jamalus (1988), music is a work of art in the form of a song which is an expression of the feelings and ideas of its creator through elements such as

rhythm, melody and song structure. The same understanding stated by Baneo (2003), music is a branch of art that discusses and determines various sounds into patterns that can be understood by humans. According to Soeharto (1992), music is the expression of ideas through sound. The basic elements are melody, rhythm, and harmony with elements supported in the form of shape, nature, and colour of sound. The definition put forward by three experts that can be interpreted is that music is an idea that is expressed through the sound of the human voice and becomes a beautiful work of art.

Example: *You guide me through lows and high*

In the example of the song lyrics above, "you guide me" through lows and highs, "you" here refers to God. Shows a sense of gratitude and God's guidance in life's affairs. "Lows and highs" describe various situations in life, be it sadness, trials, happiness or success. In the context of this song, the singer shows that God is always present no matter our circumstances, God will always provide guidance and guidance in every phase of life. The lyrics use simple but meaningful language. This phenomenon is interesting to study from linguistic perspective, especially in understanding how conversational implicature are used to convey implied messages to listeners. I am interested in analyzing Maher Zain's songs to find out types of conversational implicature and implicature functions with the research title '*An Analysis of Conversational Implicature Found In Maher Zain Songs*'.

From the example of the data above, it can be understood by specific context and particular knowledge, this is describes particularized conversational

implicature. Seen from its function, it turns out the lyrics have an expressive function. It aims to praise “god” and thank for the guidance.

1.2 Scope and Limitation of the Research

Pragmatics has a subsection of science, namely Implicature. There are two types of Implicature. They are conventional implicature and conversational implicature. This research focuses on conversational implicature. Conversational Implicature is divided into two parts, They are generalized conversational implicature and particularized conversational implicature. In this research, I only discuss conversational implicatures found in Maher Zain's song lyrics. I will use George Yule's (1996) theory. Gustiana (2023) stated that Maher Zain has 3 studio albums and 24 mini albums, and 30 singles. In this research, I only took singles released in 2013, namely “Ramadan” and “This Worldly Life,” which were released in 2015.

1.3 Research Question

This research focuses generally on implicatures in Maher Zain's song lyrics. This question can be broken down into two questions as follows:

1. What types of conversational implicatures are found in Maher Zain's songs?
2. What are the functions of implicature in Maher Zain's songs?

1.4 Purpose of the Research

The purpose of this research is to answer the research problems:

1. To find out the types of conversational implicatures in Maher Zain's songs.
2. To find out the function of conversational implicature in Maher Zain's songs.