



Pragmatic Analysis of the Song Lyric 'Lonely' By Justin Bieber : a Case Study on Implicature

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ABSTRACT

Music is one of the tools used by musicians to express a feeling through the lyrics of the songs they make, either directly or through implied messages. In this study which aims to analyze the song "lonely" by Justin Bieber through a pragmatic approach, more precisely on the disclosure of implicature. In the lyrics of this song, there are many implied messages that are not expressed directly but through implicatures that reflect the sense of alienation and deep loneliness experienced by the singer in his personal life, therefore this study aims to reveal what he really wants to convey through the lyrics of the song. In this study using a qualitative method with a pragmatic approach put forward by Grice regarding conversational and conversational implicature. The results of this song reveal a deep sense of loneliness and isolation experienced personally by the publisher of this song. In this implicature research reveals through the use of implied messages in the lyrics of the song. Hopefully with the results of this study can provide a deeper understanding of what exactly wants to be conveyed through the language used to convey a psychological and emotional message in the context of popular song lyrics.

Keywords : Pragmatic, Implicature, Song lyric

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INTRODUCTION

Many songwriters around the world pour their feelings into their lyrics, often containing profound messages. This allows listeners in similar situations to feel the emotional impact of the lyrics. This research will show how the hidden meanings of dissatisfaction, loss, happiness and loneliness experienced by the singer can be more deeply felt by the listener (Afipah & Dwi Andriani, 2022).

The song "Lonely", sung by Justin Bieber and released in 2020, is a heartfelt narrative that explores feelings of vulnerability. It is not just an expression of sadness, but a commentary on the emotional impact of vulnerability (Afipah & Dwi Andriani, 2022). From this point of view, the song presents a text rich in analysis, especially through focusing on implicature. Implicature, introduced by philosopher H. P. Grice, refers to a meaning that is often implied, not just a direct expression between conversations (Setyaningrum & Ningsih, 2023). Through pragmatic analysis of the song lyric "Lonely" by Justin Bieber a case study on implicature we can dig deeper into a meaning that includes the most difficult words, with the pragmatic analysis of the implicature of the song lyric "Lonely" by Justin Bieber we can make it possible to explore and understand the emotional and social messages that singers want to convey through the lyrics they write (Putri dkk., 2023)

Pragmatics is a branch of linguistics that studies how a language is used in a context to convey a meaning. pragmatics not only focuses on the meaning or an actual sentence, but

how a meaning can be understood and prescribed by a listener and reader based on the context of use. There are several aspects in the study of pragmatics, namely speechlessness, implicature, deixis, perception, and discourse structure. However, this study focuses more on pragmatic implicature studies to examine an implied meaning or meaning hidden behind the language used so that there is no misunderstanding about the conveyance of an implied meaning in the context (Putri, 2024). The meaning of implicature can be understood in a situation where a person uses a word or quote, not by using the opposite form or a more subtle version of the expression, when someone uses figures of speech in a text he not only wants to convey, but also wants to show that there is a more profound word or quote to express an idea that they want to show (Kecskes, 2021). Part of the way to understand an implicature is that it comes from an inference that they can or is indicated by speakers from an utterance, which is different from what they say directly (Putri dkk., 2023). Explaining an intention in a particular context, with an environmental influence on what they say, is growing in importance in the study of implicature.

The notion of implicature according to (George Yule 1996), refers to the implied message in a communication that includes the literal meaning of a sentence that adds to many conversations and makes language more expressive. The study of pragmatics of implicature analysis has been studied by many previous studies, but there are still no researchers who focus on one text of the lyrics of the song "Lonely" by Justin Bieber published in 2020, but previous studies only focus on the kinds of implicatures and their use in a context or work of art, various kinds of implicatures such as conversational implicatures, conventions and switches play an important role in communication, especially in song lyrics, the application of Conversational Implicatures in Wave to Earth songs shows how general conversational implicatures (GCI) and specific conversational implicatures (PCI) work in song lyrics, increasing listeners' understanding and engagement (Cantika & Fadhillah, 2023). The implicature approach helps with a deeper interpretation of the lyricist's intent as seen in Brandi Carlile's songs, where PCI is the most dominant form of conversational implicature (putri dkk., 2023). This research reveals how metaphorical implicature dominates the use of figurative language in Swift's song lyrics, creating connotative interpretations that deepen the relationship between the writer and the listener (Yunos1 Nur Syazmin Ezryn Mohd, 2023). The application of implicature can also be found in various media, such as the movie Ngeri-Ngeri Sedap, where proverbs in the dialog help illustrate the values of Toba Batak culture, adding meaning through satire, sarcasm, and advice (Pahlevi Ginting & Candrasari, 2024). Conversational implicatures also have an important role in movies, such as in The Silence of the Lambs, where general conversational implicatures (42.2%) and specific conversational implicatures (57.8%) shape the interactions between characters, reflecting the psychological dynamics that occur (Pinayungan dkk., 2024). Similarly, in an educational context, textbooks such as Think Globally Act Locally contain conversational implicatures, with general implicatures appearing more frequently than specific implicatures, which in turn enrich contextual meaning (Lestari & Simatupang, 2023). Pragmatic analysis is also applied in the song "Tutur Batin" by Yura Yunita, which uses emotional expressions and speech acts to convey complex feelings such as self-acceptance and trauma (Putri, 2024). Radit's web series on YouTube relies on conversational implicature, with humor, sarcasm, and emotional expression through character interaction (Setyaningrum & Ningsih, 2023). In the academic world, implicatures in online lectures enrich communication, with common conversational implicatures dominant, conveying meaning and necessary information (Fitria & Setyawan, 2023). In the song "Raft" by Nadzira Shafa, expressive speech acts describe an emotional journey, showing music as a medium for personal experience and interpretation (Aprilia, 2024).

This research specifically analyzes the lyrics of the song "lonely" by JB which explains a feeling of loneliness and the desire to convey a feeling that is not directly expressed but through conversational implicature, while previous research discusses more broadly about the discussion of implicature, such as songs, films and textbooks. In previous studies, it covered more types of implicatures such as general and specific conversational implicatures (GCI and PCI), metaphors, and the use of figurative language in a song lyric. Whereas in the research of the song "lonely" will discuss more deeply how the use of implicature in an

emotional context, describing the psychological development and personal feelings experienced by Justin Bieber. In addition to the above discussion, this research also focuses on self-acceptance and deep trauma so that this research emphasizes an individual psychological issue that is different from previous research which is more directed at culture and numbers. In general, this research discusses how an implicature shapes personal experiences and feelings, which distinguishes it from more general research or other media. More precisely, this research only focuses on the study of an implied message in the context of the lyrics of the song "Lonely" by Justin Bieber which holds many hidden meanings or indirect disclosures but through implicature.

The purpose of this research is to explore and study the pragmatics of implicature contained in the lyrics of the song "Lonely" published by Justin Bieber in 2020 which was popular at that time. This research seeks to understand how the use of language in the lyrics of the song produces a meaning that is not expressed directly, but through technical implicature (Fitria & Setyawan, 2023). Implicature is a way to convey a message or a deeper impression about something they experience, which is not open directly in a word they use but through a message or impression that is difficult to understand but with research through implicature it makes it easier for us to still understand in a conversational context. Understanding a pragmatic implicature requires knowledge of the context that contains social elements and personal experiences that contribute to the understanding of the lyrics. (Amrullah, t.t.). In addition, this study wants to examine the influence of a context, personal experience and a fan's social relationship on the interpretation of implicature. This issue is an important component in analyzing the broader pragmatics related to social and communication.

This research aims to provide an in-depth understanding of the relationship between language, understanding and fan emotions in the context of popular kaya. Music is a form of communication both oral and non-verbal, it often holds a meaning that is very difficult to understand without consideration of the wider context, with a pragmatic approach this research seeks to reveal how a lyric that looks simple but holds a lot of emotional context that is very complicated for fans (Kecskes, 2021).

The benefit of this research is to find out about how a meaning is implied in a song lyric that is not conveyed directly from the song lyrics, but through implied messages. With the research of implicature in the lyrics of the song "Lonely" published by Justin Bieber in 2020, it can help listeners to understand directly what is in the intention of the song lyrics, through understanding the pragmatics of implicature. In addition, this research also helps understand how the social and cultural context affects the understanding of the message in a song lyric, with this research it is hoped that it can expand an understanding of pragmatics, especially in analyzing the conceptual in a song lyric, therefore the research analysis of the lyrics of the song "Lonely" by Justin Bieber listeners can understand how implicature plays an important role in daily communication, either orally or in works of art such as music.

The research on the song "Lonely" by Justin Bieber is very important and so interesting to do, because this song is not only commercially successful, but also touches many listeners with its deep lyrics and personal themes. The song gives an insight into the feelings of loneliness and isolation experienced by Justin Bieber, even though he is always under the public spotlight. It provides a new perspective on the seldom-seen lives of celebrities, as well as the social pressures they experience. This research can analyze how the song reflects the psychological state of a celebrity who is constantly exposed to public expectations, while also highlighting the importance of talking about mental health in the current era. Through the pragmatic analysis of implicature in a lyric, music, and cultural context, this research will deepen the understanding of how this song connects Justin Bieber's personal experience with its listeners, as well as open a dialogue about loneliness that many listeners, especially the younger generation, feel. Therefore, this research has the potential to make important contributions to the fields of music, psychology, and popular culture.

METHOD

This research uses the pragmatics of implicature approach to analyze how a meaning

is not expressed directly but through implicature, with the research through pragmatics of implicature this research will try to find certain parts in the meaning of song lyrics that are not expressed directly but through implied messages, such as loneliness, regret, or another feeling that exists through word choice and structure in sentences. In addition, this research also refers to the social and emotional context in a song lyric. Implicature serves to explore communication in the context of music, especially to convey a feeling and personal experience.

To find an implied message in an implicature that is done using the theory of George Yule 1996, there are several stages that must be done in order to reveal or find what the actual message wants to be conveyed through the song lyrics without any misunderstanding between the listener and the reader, so with the pragmatic of implicature research can help provide a broader understanding of the implied message in a song lyric. As for the stage and to understand or find the implied messages in the song lyrics, namely understanding the overall concept of implicature, there are two main types of implicature according to George Yule, namely conventional implicature and conversational implicature. Conventional implicature is an implicature whose meaning is common and often used by everyone in a culture or society, while conversational implicature is an implicature whose meaning depends on the context of the conversation and the shared knowledge of the speaker and listener. For the next stage of analyzing a context, context is very important in understanding an implicature which includes linguistic, situational, social and cultural, besides that we also need to pay attention to a principle of cooperation in conversation, which consists of four maxims namely quantity, quality, relevance and manner. If there is a violation in one of the maxims, it usually means a certain implicature. To identify implicature, there are several clues that we can use, including irony, humor, allusion and implicature. By analyzing a context, cooperation principles and implicature clues we can make a conclusion about the implied message in the context and can make it easier for us to get what is actually expressed in the song lyrics. (Amrullah, t.t.)

The data collection method in this study uses several stages, namely; collecting the lyrics of the song "Lonely" from official sources, analyzing the content of song lyrics to identify implicature users, literature case studies to understand the theory of pragmatics and implicature, document analysis results, but the main source of this research from a song lyrics "Lonely" by Justin Bieber contains a very strong emotional meaning and contains many implied meaning messages, which can be analyzed through a pragmatic approach, especially the emphasis on implicature. This research uses qualitative analysis because qualitative research aims to help provide an understanding of the delivery of the implicature under study. Therefore, qualitative analysis focuses on the designation of meaning, description, clarification, and placement of data in their respective contexts.

RESULT AND DISCUSSION

RESULTS

Lyrics	Implicature	Interpretation
Everybody knows my name now	A major change in one's life, associated with fame, challenges, pressures and changes in the way one lives.	Justin Bieber has been recognized by many people either through his achievements, or from a personal experience that stirred many questions from the public spotlight.
Like looking in a mirror trying to steady yourself	Self-discovery	Seeking her own identity for all that had happened to her, trying to calm down and convince herself to accept what had happened to her.
And seeing somebody else	Comparing oneself to others	With the background

		experienced by the singer, friends who were once close now stay away from her until she feels lonely, a sense of loss and deep regret for what has happened to her identity, even though it was not done intentionally. until the singer compares herself to other people, if that happens to her whether they will want to be treated as she did to herself at this time after knowing all that.
And everything is not the same now	Difficulty accepting what has happened	Difficulty accepting the circumstances of what has happened to oneself who used to be better known but now looks bad, for now the singer is very difficult to forget the things that have happened to him despite all the efforts he has made because what has happened to him is his personal experience so that it causes it to be very easy to remember and think about, the singer has a desire to return to the way he used to always struggle, because his former life even though he was not known by many people his life felt calm and peaceful, but that will not be able to be turned back with the passage of time that always moves forward.
It feels like all our lives have changed	Major changes in relationships or personal life.	The big changes that have come to his identity have now made him feel strange and lost, once familiar with his fame but now feels lonely and alienated, all of that is very different from what has happened to him. because the big changes that have occurred in his life are not in accordance with the way he wants even though the changes are in accordance with his wishes, this has caused him to feel embarrassed and deeply traumatized.
But it's killing me now	Intense and unbearable inner	The inner pressure he felt

	pressure	was so deep that it made him feel very broken and deeply traumatized, because this was a personal experience that he felt himself and it would be very difficult for the listener to accept, even though in fact it was something he did intentionally. Even for that time the listener only judged what had happened and judged it by what he thought himself without finding out the truth first, which caused the singer to feel very strong inner pressure and a deep sense of trauma.
But nobody to call?	Loneliness in hospitality	Although there are many people they know, with this they have no support even to accompany them. The sense of loneliness is getting bigger and even feels isolated by the situation he is now experiencing and cannot do anything about it. Although in fact it was not a deliberate thing he did, even though the real thing that happened to him was because he enjoyed the party held by the party organizer so much that he forgot how excessive he was in drinking the alcohol that had been provided. This caused him to lose consciousness and the party organizers took advantage of that to do what they wanted.
Maybe then you'd know me	Desire to be known and understood more deeply	After it was all exposed and exposed everywhere the singer wanted to be known more closely in order to understand what had really happened to her. By getting to know someone better and making a deeper effort to understand someone we will be able to understand the situation or feelings that are being hidden at the moment, this is very important for a person to have in life.
But no one's listening	No one cares	All the efforts that the singer has made are in vain despite

		trying to tell the truth to others, but others do not want to listen to what has really happened to him, the feeling of disappointment deepens and alienation. Listeners don't care what really happened, they only judge what happened according to their own version.
And that's just fucking Lonely	Deep feelings of loneliness and disappointment	With the widespread news of what has happened to the singer and listeners only judge with their own version, causing the singer to have a deep feeling of loneliness to cause strong frustration so that the singer thinks that this cannot be resolved and will even be worse with the existence of social media which makes it easier to spread news about him for what has happened to him.
Everybody knows my past now	Revealing the secrets of past mistakes	Although the singer has tried to hide what has happened to him, it is useless so that the news he kept has now been heard almost all over the world. The revelation of past problems is now widely known by others, with this incident the singer has begun to open up to what has happened to him in the past, although he must be prepared to accept all criticism from others or listeners.
Like my house was always made of glass	Her life feels open and easy for others to see.	After almost everyone around the world has heard the news that has happened to him, the singer feels that the house he lives in is made of glass which is easily seen from anywhere by other people. The singer feels that it is because people who have heard what has happened to her feel that they will judge according to their own version even though it is directly or through social media, with the current situation it is very easy to be

		vulnerable to being seen and judged by others, so the singer feels that there is no safe place to take refuge for herself from other people's criticism this is why the singer thinks that all the houses she lives in are made of glass that is easily seen from outside.
And everybody saw me sick	be open about what pain you are feeling	After everyone knew about it, Singer began to open up to her family and relatives even though it embarrassed her and made her feel that she had no dignity in front of them, but with her current openness she began to accept what had happened to her even though it was very difficult to accept in her life. But behind all that, Penyayi is very easily exposed emotionally when she remembers what has happened to her.

DISCUSSION

The results of the above research on the pragmatic analysis of the song lyric “Lonely” by Justin Bieber A case study on implicature through George Yule's 1996 theory concluded that the song lyrics describe the personal feelings of a famous singer or musician who is facing a big change in his life, but the change does not go according to what he wants, but through problems that are beyond his expectations, this change causes loneliness, He realizes that the changes he is experiencing are not through the efforts he is trying to make, but through the problems he has experienced and is currently facing, shame, fear and very deep trauma that he feels now and other people judge him for what happened to him in the past he experienced at that time even though it was all unintentional, people judged him badly without finding out about what really happened. This causes a sense of alienation and makes it difficult to live her life in peace and tranquility.

In addition, from the results of the above research through George Yule's 1996 theory, we can learn how important it is to choose the right decision and think about what the future will be like, even though one day it is not entirely in accordance with what we want, but it reduces the consequences we will face, because all the choices we choose will have consequences that we will face. Achieving a desire for wealth at an early age has a huge impact on life in the future, starting from the breakup of relationships with the closest people and even the mental health that he will face, the secrets he kept from the past are now revealed and spread throughout the world which makes him very embarrassed and afraid of what he will face. It can be concluded from this research that the importance of choosing a life path that is thought about deeply so as not to increase the burden in the future, because a choice that wants to be chosen must have consequences that will be faced in the future.

In the research conducted by (Cantika & Fadhilah, 2023) about deixis in the lyrics of Harris J's Salam Album provides an explanation that analyzing deixis can also help in understanding a meaning in song lyrics based on pronouns of person, place, and time. In the research conducted by (Afipah & Dwi Andriani, 2022) stated that the song by justun bieber entitled “lonely” reveals social cognition related to a personal experience accompanied by a social context. Namu in this song uses a simple context so that it is easy to understand but

contains many implied messages, in this song it is not directly described the loneliness or depression that is being experienced but through conventional implicature.

From the third discussion above, it can be concluded that this research has a similarity in the application of pragmatic analysis which can help to understand a series of songs "lonely" by Justin Bieber expressing a sense of loneliness directly but implying an internal feeling and problem using conversational implicature that comes out of personal experience and social context. Discourse analysis, exoticization, and social cognition reveal where Bieber uses a simple word to convey a deeper meaning about the emotional isolation and social pressure experienced by famous artists, this discussion not only shows the expression of the theme of loneliness but also talks about an identity and public mindset in the world of celebrity.

The song "Lonely" by Justin Bieber conveys the feeling of loneliness through his personal experience that even though he is a famous artist and gets public attention, he still feels alien to himself and has no close relationship with others. In the song "lonely" conveys that social pressure and societal expectations also have an impact on mental health and an unbearable emotional state experienced by this famous artist, the feeling is also the same as that experienced by those who experience exposure to pornographic content on social media, Although the virtual world is filled with attention and expectations that are very popular, but not with an individual or feelings experienced today by a person who experiences something similar to the creator of the song "Lonely" by Justin Bieber, in social media relationships it cannot cause a calm or a sense of being cared for wholeheartedly because the relationship is not real and cannot talk directly but only on social media. (Afipah & Dwi Andriani, 2022)

In the lyrics of the song "lonely" by Justin Bieber applies conversational implicature to provide an image that is isolated despite the fact that he is a famous person everywhere, with the self-awareness that he is currently surrounded by many people but still feels alone this is due to the incompatibility of what he wants and what is happening to him at this time, even though he is connected through social media through the pictures or videos he uploads he still feels isolated in the real world (Putri Dkk., 2023). This research reveals that strong social pressure can trigger depression and loneliness, not even in the lives of ordinary people celebrities will also feel the same way if this is exposed to sexual content in social media. This causes an influence on the feelings of loneliness experienced by Justin Bieber, with the help of pragmatic implicature analysis can help how the use in the lyrics of the song is not expressed directly but through implicature listeners can understand what is being conveyed in the lyrics of the song (Amrullah, t.t.)

According to the theory described by Yule provides a lesson that a meaning can not only be taken from direct expression but can be understood through shared knowledge in a social context between audiences and communicators. In the lyrics of the song "Lonely" by Justin Bieber although the feeling of loneliness is not expressed directly to the listener but the listener can understand the feeling through the social implications in the lyrics of the song, this feeling is the same as the consumption of pornographic content where it can provide a network in the virtual world it actually gives a feeling of emptiness and a sense of alienation in the real world. It can be concluded that the lyrics of the song "Lonely" which concerns a sexual content or an exposure to pornographic content of an individual who has been connected to cyberspace which causes it to be very easily spread throughout the world so that the singer feels a very deep loneliness that is felt until now, this provides a lesson on how important real emotional relationships are not just from social media that they have in fact often do not match what actually happens. (Afipah & Dwi Andriani, 2022)

CONCLUSION

It can be concluded from this research that a singer experienced a very drastic decline in his life, although this change was very desirable for a long time, but the path to this change was not in accordance with what he wanted to go through a very deep problem, making him afraid and a very difficult feeling to accept what had happened to him, because many people already knew about it so that it made him depressed and very deep shame, people judged him only with their own mindset without curiosity about what had actually happened, this caused

In the lyrics of the song "Lonely" by Justin Bieber we can learn that how important it is to choose the way of life in the future by thinking deeply about what things will be lived by even though one day it is not entirely in accordance with what we want, but with this we can minimize a reality that we will face in the future, especially at an early age where they must only think of a fame and wealth that will be obtained without thinking about the consequences they will face.

With the development in the use of language in songs as a non-verbal communication tool can convey a deeper message through the delivery of implicature, this research assumes how important the pragmatics of implicature in a song lyric especially in the analysis of popular song lyrics that often contain implied meanings that are very difficult for listeners to understand directly, this research opens a space for the application of implicature theory in the context of music, this is rarely analyzed by previous research. In addition to this, this research also contributes to the study of popular culture and social media communication, which explores how a song lyric such as "Lonely" can also reflect more quotidian issues, such as the fame experienced by many celebrities, with the use of pragmatics and implicature theory this research can help understand more deeply how a message that wants to convey not only contains entertainment but invites listeners to listen and reflect on what is actually being experienced in their personal lives. It can be concluded that this research contributes significantly to the reproduction of linguistic literature and cultural studies and provides opportunities for further research in the field of pragmatic analysis in an art and entertainment context.

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