IMPLICATURE IN MOTIVATIONAL SONG LYRICS AS POTENTIAL PSYCHOEDUCATIONAL MEDIA

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ABSTRACT

Motivational song lyrics, as part of popular discourse, function not only as aesthetic expressions but also as media of psychological reflection embedded with implied meanings. Through figurative language and indirect expressions, such lyrics often communicate messages of resilience, hope, and self-awareness without stating them explicitly. This study aims to describe the implicatures found in the lyrics of Untungnya, Hidup Harus Tetap Berjalan by Bernadya and Jalan Pulang by Yura Yunita, as well as to explore their potential as psychoeducational media. The research employs a descriptive qualitative method with a pragmatic approach. The data, consisting of lyric excerpts containing implied meanings, were collected through close reading and note-taking techniques. The analysis is based on Grice's theory of implicature, particularly through the identification of the Cooperative Principle reflected on four maxims such as quantity, quality, relevance, and manner. The findings reveal that the fulfillment of the maxim of quality is the most dominant aspect in both songs, indicating that the lyrics largely reflect truthful, emotionally authentic, and relatable experiences. In contrast, the violation of the maxim of manner appears most frequently, as many expressions are conveyed through metaphorical, ambiguous, and indirect language to create deeper emotional and reflective meanings. In Untungnya, Hidup Harus Tetap Berjalan, the implicatures are reflective in nature, expressing acceptance of destiny, acknowledgment of past mistakes, emotional maturity, and the conscious decision to persist rather than surrender in the face of adversity. Meanwhile, in Jalan Pulang, the implicatures are more symbolic, represented through the metaphor of "returning home," which implies a process of self-reconciliation, rediscovery of identity, and inner healing. Most of the data belong to generalized conversational implicature because the meanings can generally be understood without requiring highly specific contextual assumptions. Overall, the implicatures construct meanings related to resilience, emotional regulation, self-reflection, and adaptive coping. This study demonstrates that motivational song lyrics function not only as artistic expressions but also as subtle psychoeducational media that encourage positive meaning-making and psychological growth among contemporary audiences.
Keywords*: implicature; motivational song lyrics; psychoeducational media*

ABSTRAK

Lirik lagu motivasional sebagai bagian dari wacana populer tidak hanya berfungsi sebagai ekspresi estetis, tetapi juga sebagai media refleksi psikologis yang mengandung makna implisit. Melalui bahasa figuratif dan ungkapan tidak langsung, lirik lagu sering kali menyampaikan pesan tentang ketahanan diri, harapan, dan kesadaran diri tanpa mengungkapkannya secara eksplisit. Penelitian ini bertujuan untuk mendeskripsikan implikatur yang terdapat dalam lirik lagu Untungnya, Hidup Harus Tetap Berjalan karya Bernadya dan Jalan Pulang karya Yura Yunita serta mengeksplorasi potensinya sebagai media psikoedukasi. Penelitian ini menggunakan metode deskriptif kualitatif dengan pendekatan pragmatik. Data berupa kutipan lirik yang mengandung makna implisit dikumpulkan melalui teknik membaca mendalam dan pencatatan. Analisis penelitian didasarkan pada teori implikatur Grice, khususnya melalui identifikasi prinsip kerja sama dan maksim percakapan, yaitu kuantitas, kualitas, relevansi, dan cara. Hasil penelitian menunjukkan bahwa pemenuhan maksim kualitas merupakan aspek yang paling dominan ditemukan dalam kedua lagu, yang menunjukkan bahwa lirik-lirik tersebut merefleksikan pengalaman emosional yang jujur, autentik, dan dekat dengan realitas pendengar. Sebaliknya, pelanggaran maksim cara menjadi bentuk pelanggaran yang paling dominan karena banyak ungkapan disampaikan melalui bahasa metaforis, ambigu, dan tidak langsung untuk menciptakan makna yang lebih reflektif dan emosional. Dalam lagu Untungnya, Hidup Harus Tetap Berjalan, implikatur yang muncul bersifat reflektif, menggambarkan penerimaan terhadap takdir, kesadaran atas kesalahan masa lalu, kedewasaan emosional, dan keputusan untuk tetap bertahan menghadapi kesulitan hidup. Sementara itu, dalam lagu Jalan Pulang, implikatur yang muncul lebih bersifat simbolis melalui metafora "pulang" yang merepresentasikan proses rekonsiliasi diri, pencarian identitas, dan penyembuhan batin. Sebagian besar data termasuk ke dalam implikatur konvensional karena maknanya dapat dipahami tanpa memerlukan konteks yang sangat spesifik. Secara keseluruhan, implikatur dalam kedua lagu membangun makna tentang resiliensi, regulasi emosi, refleksi diri, dan kemampuan adaptif. Penelitian ini menunjukkan bahwa lirik lagu motivasional tidak hanya berfungsi sebagai karya artistik, tetapi juga sebagai media psikoedukatif yang mampu mendorong pembentukan makna positif dan pertumbuhan psikologis pada masyarakat kontemporer.
Keywords*: implikatur; lirik lagu motivasional; media psikoedukasi*

INTRODUCTION

Motivational song lyrics demonstrate considerable potential as psychoeducational media, particularly through their capacity to convey implicit meanings and stimulate both emotional and cognitive engagement. In linguistic pragmatics, implicature refers to meanings that extend beyond literal expressions and are interpreted through contextual understanding and shared knowledge between the speaker and the listener (Bianchi, 2013). This notion is especially relevant in song lyrics, where artists frequently employ figurative language, metaphors, and indirect expressions to communicate messages that inspire and emotionally connect with audiences (Montanari, 2024; Yermolenkina & Ito, 2025).

Songs occupy a distinctive position as psychoeducational tools because they integrate verbal and musical elements, forming a multimodal medium that enhances emotional resonance and cognitive processing (Sharma & Jain, 2025). Previous research indicates that music and songwriting can support emotional individuation, self-perception, and empathy, thereby contributing to meaningful and transformative learning experiences (Stozhok, 2024). In particular, motivational songs utilize various rhetorical and discursive strategies, such as metaphor, analogy, and narrative to engage listeners both affectively and intellectually, encouraging self-reflection and personal development (Abdul-Ajid, 2024; Waswala, Owiti, Jepkemei, & Kodak, 2023).

Furthermore, the presence of implicatures in motivational lyrics strengthens their psychoeducational function by prompting listeners to interpret deeper meanings and relate personal experiences to broader, universal themes. Such implicit messages often act as indirect cues that foster introspection, critical thinking, and emotional intelligence (Platonova & Smirnova, 2025; Pratama, Nurkamto, Rustono, & Marmanto, 2017). In addition, the use of cultural symbols and metaphors enables these songs to transcend linguistic and cultural boundaries, increasing their accessibility and relevance across diverse audiences (Yermolenkina & Ito, 2025).

The study of implicatures in motivational song lyrics offers a promising avenue for the development of psychoeducational media. By examining how implicit meanings are embedded in lyrics and how they generate emotional and cognitive effects, researchers can better understand the ways in which music inspires positive behavioral change, fosters resilience, and supports mental health (Travis Jr, Gann, Crooke, & Jenkins, 2021; Fix, 2025; Marín-Liébana & Ibias, 2025). In this sense, such an approach reflects an interdisciplinary perspective that integrates linguistics, psychology, and education, thereby highlighting the transformative potential of music for personal and social development.

Building on this perspective, the use of song lyrics as psychoeducational media has gained considerable attention due to their ability to convey complex meanings, emotions, and motivational messages. In particular, implicature defined as the capacity to communicate meaning beyond literal expressions plays a crucial role in enhancing both communication and emotional resonance in song lyrics. As a result, listeners are able to interpret deeper meanings, tones, and cultural nuances, making implicature a powerful element in psychoeducational contexts (Platonova & Smirnova, 2025). Moreover, metaphors and other linguistic strategies function as cognitive tools that bridge verbal and emotional understanding, thereby strengthening interpretative and motivational engagement (Montanari, 2024; Bonsu, 2025).

Furthermore, motivational song lyrics have been shown to significantly influence listeners' emotions, self-perception, and behavior. For example, lyrics that emphasize resilience and empowerment can assist individuals in navigating social and psychological challenges (Montanari, 2024). In addition, exposure to prosocial lyrics has been found to enhance altruistic behavior and implicit prosocial cognition, providing empirical evidence of their effectiveness in fostering positive social behavior (Xu et al., 2025). Consequently, motivational songs may function as "psycho-sounds" that create emotional connections while promoting empathy, self-reflection, and emotional individuation (Montanari, 2024).

Beyond their psychological impact, song lyrics have also been widely utilized in educational contexts to enhance motivation, emotional literacy, and cultural understanding. For instance, popular songs have been incorporated into language instruction, leading to increased student engagement and motivation (De Roxas, Casipit, Reyes, Cruz, & Ravago, 2024). Additionally, the application of Natural Language Processing (NLP) techniques has enabled more advanced analyses of lyrics, including the visualization of emotions and the facilitation of reflective, empathetic learning experiences (Hunke, Huber, & Steffens, 2025). Similarly, songs addressing social issues have been employed to promote critical thinking and intercultural understanding, further demonstrating their potential as effective tools for social and emotional learning (Cerón-Montalbán & Friesem, 2026).

Various methods, including discourse analysis, grounded theory, and computational linguistics, have been employed to analyze song lyrics. These approaches reveal how implicature and metaphor in lyrics can serve as motivational triggers and tools for emotional and cognitive engagement (Yermolenkina & Ito, 2025; O'Callaghan & Grocke, 2009). The integration of AI and NLP in lyric analysis has further expanded the potential for adaptive and culturally inclusive educational frameworks (Prasad, Loonkar, & Desai, 2025).

Although previous studies have highlighted the potential of song lyrics as psychoeducational media, limited research specifically focuses on implicature as the central analytical framework in motivational songs. Most studies tend to address general emotional or pedagogical effects, or treat implicature alongside other linguistic features without clearly explaining its role in shaping psychological processes. Moreover, the relationship between implied meaning and key psychoeducational dimensions, such as self-awareness and emotional regulation, remains underexplored. Therefore, this study aims to address this gap by emphasizing implicature as a primary analytical lens to better understand how motivational song lyrics can function as effective psychoeducational media, integrating both cognitive and emotional dimensions.

RESEARCH METHOD

This study aims to analyze the implicatures found in the song lyrics *Untungnya, Hidup Harus Tetap Berjalan* and *Jalan Pulang*, as well as to explore their potential as psychoeducational media. To achieve these objectives, the study employs a qualitative descriptive approach that focuses on interpreting implicit meanings within the lyrics and examining their relevance to emotional and cognitive development.

In terms of data collection, the primary data were obtained through a close reading technique. This process involves a careful and detailed examination of the song lyrics to identify implicit meanings and underlying messages. Throughout this stage, important observations were systematically documented using note-taking methods in order to ensure comprehensive and organized data collection.

Furthermore, the data analysis was guided by Grice's theory of implicature, which emphasizes how meaning is conveyed beyond literal expressions. In this regard, the Cooperative Principle and its conversational maxims, namely quantity, quality, relation, and manner were applied to uncover the implicit messages embedded in the lyrics (Ryznar, 2018). In addition, a pragmatic approach was employed to analyze how the lyrics communicate unstated meanings, particularly in expressing emotional, social, and cultural messages (Sulistyo, 2017).

Moreover, the potential of the selected songs as psychoeducational media was examined by analyzing how their implicit messages may foster emotional understanding, self-reflection, and social awareness. This analysis was supported by previous studies indicating that song lyrics can function as effective media for emotional engagement, identity formation, and social critique (Marín-Liébana & Ibias, 2025; Volpini, 2019). Finally, to ensure the validity and reliability of the findings, the results of the analysis were cross-referenced with relevant literature on the use of music and song lyrics in educational and therapeutic contexts.

RESULT AND DISCUSSION

Grice's theory of implicature, based on the Cooperative Principle (CP), involves four maxims: Quality, Quantity, Relevance, and Manner. These maxims guide conversational exchanges, and their deliberate violation can generate implicatures, meanings that go beyond the literal interpretation of words (Derakhshan, Mohsenzadeh, & Mohammadzadeh, 2014; Klemenčič & Vogrinčič, 2014). This discussion also encompasses the elaboration of the implicatures identified in motivational song lyrics and examines their potential as psychoeducational media, particularly in conveying emotional understanding, self-reflection, resilience, and positive social values.

Implicatures

The following section presents the findings of the study concerning implicatures in the motivational song lyrics Untungnya, Hidup Harus Tetap Berjalan and Jalan Pulang based on the fulfillment and violation of Grice's Cooperative Principle as realized through the maxims of quantity, quality, relevance, and manner. Based on the results of the analysis, the implicatures identified tend to reflect conventional implicatures because the implied meanings embedded in the lyrics can generally be understood without requiring a specific conversational context or particular interpersonal relationship between the speaker and the listener. Meanings related to life struggles, resilience, hope, acceptance, and the search for meaning are

universal in nature and closely connected to emotional experiences commonly encountered within society.

Maxim of Quality

The Maxim of Quality as defined by Grice, is one of the four conversational maxims under his Cooperative Principle, which guides effective and meaningful communication. This maxim specifically emphasizes truthfulness in conversation, requiring speakers to ensure that their contributions are accurate and supported by evidence. Grice articulated this maxim with two key directives i.e. do not say what you believe to be false; and do not say that for which you lack adequate evidence (Senft, 2018; Stokke, 2016). Essentially, the Maxim of Quality obliges speakers to provide information that is reliable and verifiable, fostering trust and coherence in dialogue.

Fulfillment of the Maxim of Quality

a. In the data *"Ku dijauhkan dari yang tak ditakdirkan untukku"* (*"I was separated from what was never destined for me"*), there is a conventional implicature because the meaning can generally be understood by listeners without requiring a specific conversational context. The utterance fulfills the maxim of quality because the speaker conveys something considered truthful and consistent with life experiences. Implicitly, the utterance suggests that loss or failure is part of life's destiny that may eventually lead to something better in the future. This meaning is universal in nature because many people commonly understand the concept that something unattained is simply not meant to belong to someone's destiny.In the data *"Ku dijauhkan dari yang tak ditakdirkan untukku"* (*"I was separated from what was never destined for me"*), there is a conventional implicature because the meaning can generally be understood by listeners without requiring a specific conversational context. The utterance fulfills the maxim of quality because the speaker conveys something considered truthful and consistent with life experiences. Implicitly, the utterance suggests that loss or failure is part of life's destiny that may eventually lead to something better in the future. This meaning is universal in nature because many people commonly understand the concept that something unattained is simply not meant to belong to someone's destiny.

b. In the data "*Pilih ragukan rencana Sang Maha Penentu*" ("*Choosing to doubt the plan of the Almighty Determiner*"), there is a conventional implicature because the meaning can generally be understood by listeners without requiring a specific conversational context. The utterance fulfills the maxim of quality because the speaker expresses a personal experience and self-awareness that are considered truthful based on the situation experienced. Implicitly, the utterance conveys that people often question God's plan when facing failure or difficulties in life. This meaning is universal in nature because many individuals understand that doubting destiny is part of human inner conflict. Furthermore, the utterance delivers a reflective and motivational message, encouraging individuals to accept the process of life more sincerely and place trust in God's plan.

c. In the data *"Ada waktu-waktu / Hal buruk datang berturut-turut"* (*"There are times when bad things come one after another"*), there is a conventional implicature because the meaning can generally be understood by listeners without requiring a specific conversational context. The utterance fulfills the maxim of quality because the speaker conveys something considered truthful and consistent with common human life experiences. Implicitly, the utterance suggests that difficulties, failures, and hardships are natural parts of life that may occur continuously within a certain period. This meaning is universal in nature because many people commonly experience situations in which problems arise repeatedly and create emotional pressure. Furthermore, the utterance delivers a reflective and motivational message that adversity is a normal aspect of life and should be faced with patience and resilience.

d. In the data *"Untungnya, kupakai akal sehat"* (*"Fortunately, I used common sense"*), there is a conventional implicature because the meaning can generally be understood by listeners without requiring a specific conversational context. The utterance fulfills the maxim of quality because the speaker conveys a condition believed to be true based on personal experience and self-reflection. Implicitly, the utterance suggests that the speaker is finally able to think rationally and is no longer controlled by negative emotions or despair in facing life's difficulties. This meaning is universal in nature because people generally understand that using common sense is associated with the ability to make wise and calm decisions. Furthermore, the utterance delivers a motivational message that clear thinking can help individuals endure hardships and find solutions to life's problems.

e. In the data *"Untungnya, hidup terus berjalan"* (*"Fortunately, life goes on"*), there is a conventional implicature because the meaning can generally be understood by listeners without requiring a specific conversational context. The utterance fulfills the maxim of quality because the speaker expresses a reality of life that is considered truthful and universally accepted. Implicitly, the utterance conveys that life continues even when a person experiences sadness, failure, or loss. This meaning is universal because people commonly understand that time and life do not stop because of a particular problem. In addition, the utterance provides a motivational message encouraging individuals to endure, rise again, and continue living despite difficult circumstances.

f. In the data *"Sebentar lagi ku akan sampai tujuan"* (*"Soon I will reach my destination"*), there is a conventional implicature because the meaning can universally be understood as a form of optimism and hope. The utterance fulfills the maxim of quality because the speaker expresses a belief considered truthful based on the struggles that have been experienced. Implicitly, the utterance suggests that every difficulty will eventually lead a person toward peace or success. This meaning creates a motivational effect on listeners, encouraging them to persevere because their life goals are believed to be getting closer to achievement.

g. In the data *"Lama ku nanti damai di diri"* (*"For so long I have awaited peace within myself"*), there is a conventional implicature because the meaning is generally understood as a human longing for inner peace. The utterance fulfills the maxim of quality because the speaker honestly and realistically expresses an emotional condition being experienced. Implicitly, the utterance conveys that life's journey is often filled with the search for peace and self-acceptance. This meaning creates an emotional effect on listeners by emphasizing that inner peace is an essential human need in dealing with life's pressures.

The fulfillment of the maxim of quality frequently appears in the analysis of implicatures in motivational song lyrics because motivational songs are generally constructed from emotional experiences, life reflections, and values perceived as truthful by both the speaker and the listeners. In Grice's theory, the maxim of quality requires speakers to convey statements they believe to be true and not to provide information without adequate basis. In motivational lyrics, songwriters often express experiences of sadness, struggle, hope, and perseverance honestly, leading listeners to perceive the utterances as authentic and realistic. It also indicates that familiar and comprehensible lyrics enhance motivation and emotional engagement (Kasai & Ando, 2025). This suggests that adherence to the maxim of quality (providing clear and truthful content) is crucial for ensuring that the message resonates with the audience.

Furthermore, motivational messages are more easily accepted when they sound sincere and closely connected to real-life experiences. Lyrics such as "*Ada waktu-waktu / Hal buruk datang berturut-turut*" ("*There are times when bad things come one after another*") and "*Untungnya, hidup terus berjalan*" ("*Fortunately, life goes on*") represent experiences commonly encountered by many people. Since these utterances reflect social and emotional realities, listeners tend to perceive the speaker as fulfilling the maxim of quality. This fulfillment is important in motivational songs because emotional credibility becomes a central factor in building empathy and emotional connection with listeners.

On the other hand, motivational songs frequently employ metaphors and poetic language. However, although some expressions may appear non-literal, pragmatically the meanings conveyed are still considered "true" within the context of emotional and human experiences. This aligns with the principles of the maxim of quality, as sincerity and authenticity are critical for fostering trust and emotional connection with the audience (Marín-Liébana & Ibias, 2025). Therefore, the fulfillment of the maxim of quality in motivational lyrics does not always refer to literal truth, but rather to emotional and reflective truth that can be universally accepted by listeners. This condition explains why the maxim of quality becomes one of the most dominant maxims found in the analysis of implicatures in motivational song lyrics.

Violation of the Maxim of Quality

a. In the data "*Ku terbang jauh kepak tak berbilang*" ("*I flew far away with countless flaps of wings*"), there is a conventional implicature because the meaning is generally understood as a symbol of struggle and limitless effort. The utterance shows a violation of the maxim of quality because the speaker does not literally fly, but instead uses a metaphorical expression to describe a long and exhausting life journey. Implicitly, the utterance conveys that the speaker has gone through numerous experiences and sacrifices in order to achieve life goals. This meaning creates a

motivational effect on listeners by emphasizing that the process of struggle requires courage, perseverance, and inner strength.

Violations of the maxim of quality appear in the analysis of implicatures in motivational song lyrics because song language is fundamentally poetic, metaphorical, and imaginative. In Grice's theory, the maxim of quality requires speakers to convey statements that are truthful and based on facts. However, in motivational lyrics, songwriters often intentionally use expressions that are not literally true in order to create stronger emotional, aesthetic, and reflective effects. For example, in the lyric "*Ku terbang jauh kepak tak berbilang*" ("*I flew far away with countless flaps of wings*"), the speaker does not literally fly in a physical sense. Literally, the utterance violates the maxim of quality because it does not correspond to factual reality. Nevertheless, this violation generates an implicature that the speaker is describing life struggles, freedom, or tremendous effort in pursuing life goals. Thus, the violation of the maxim of quality helps listeners understand deeper symbolic and emotional meanings embedded in the lyric. Furthermore, motivational songs aim to build emotional resonance and inspiration rather than merely convey factual information. For instance, metaphors often carry "as if" implicatures, where the literal untruthfulness of the statement is understood as a vehicle for deeper meaning (Dynel, 2016). This helps listeners interpret motivational themes in a more personal and imaginative manner. Listeners generally recognize that such expressions are not intended literally, but rather as representations of the speaker's inner experiences and psychological conditions (Liu, Liu, & Zhao, 2026). In a pragmatic context, the violation of the maxim of quality produces pragmatic inferences that encourage listeners to interpret the hidden meanings behind the lyrics more actively. Therefore, violations of the maxim of quality in motivational songs should not be regarded as communication failures, but rather as pragmatic and artistic strategies used to convey life messages in a more emotional, universal, and personally meaningful way for listeners.

Maxim of Relevance

The maxim of relevance, proposed by Grice, emphasizes the expectation that speakers contribute information relevant to the purpose and context of the conversation. This maxim requires participants to provide utterances that are contextually appropriate and meaningfully connected to the ongoing discourse, avoiding unrelated or unnecessary information (Oeberst & Moskaliuk, 2016). Within Grice's Cooperative Principle, effective communication is achieved when speakers and listeners cooperate to maintain mutual understanding through relevant contributions. In various communicative contexts, speakers are expected to present information that supports the conversational goals and remains aligned with the topic being discussed. Nevertheless, Grice also explains that speakers may intentionally flout the maxim of relevance in order to generate conversational implicatures, allowing listeners to infer additional meanings beyond the literal utterance (Zentz, 2020). Such intentional deviations often enrich communication by creating indirect, emotional, or symbolic meanings.

Fulfillment of the Maxim of Relevance

a. In the data "*Jalan yang jauh jangan lupa pulang*" ("*On a long journey, do not forget to return home*"), there is a conventional implicature because the meaning can generally be understood by listeners without requiring a specific conversational context. The utterance fulfills the maxim of relevance because it remains closely connected to the theme of life's journey and the search for self-meaning throughout the song. Implicitly, the utterance conveys a message that individuals should not forget their origins, family, or life values while pursuing dreams and undergoing long life journeys. This meaning is universal in nature because the concept of "returning home" is commonly understood not only as physically returning to one's house, but also as returning to inner peace, self-identity, and a place that provides emotional security.

The fulfillment of the maxim of relevance appears in the analysis of implicatures in motivational song lyrics because each utterance in the song generally remains connected to the main themes being conveyed, such as life journeys, struggles, hope, and the search for self-meaning. In Grice's theory, the maxim of relevance requires speakers to provide contributions that are related to the topic of discussion so that messages can be understood coherently by listeners. In motivational songs, relevance between lyric lines is important to maintain continuity of meaning and strengthen the emotional effect of the motivational message being constructed (Tiapapa, 2023). For example, the utterance "*Jalan yang jauh jangan lupa pulang*" ("*On a long journey, do not forget to return home*") fulfills the maxim of relevance because it is directly connected to the theme of life's journey presented throughout the song. Implicitly,

the utterance conveys a message that individuals should not forget their origins, family, or life values while pursuing dreams and facing long life journeys. The relevance of this utterance can be seen through its relationship with other lyrics discussing struggle, the search for peace, and the process of finding meaning in life. Furthermore, the utterance is relevant to the emotional experiences of many people, allowing listeners to easily understand the reflective message conveyed. The word "*pulang*" ("*return home*") is not interpreted merely in a literal sense as physically returning home, but also symbolically as returning to self-identity, inner peace, and a place that provides emotional security. Therefore, the fulfillment of the maxim of relevance in motivational songs helps maintain thematic coherence while simultaneously strengthening the emotional and motivational messages conveyed to listeners (Francisco, 2018).

Violation of the Maxim of Relevance

a. In the data "*Untungnya, bumi masih berputar*" ("*Fortunately, the earth is still spinning*"), there is a conventional implicature because the meaning can generally be understood by listeners without requiring a specific conversational context. The utterance shows a violation of the maxim of relevance because, literally, the discussion about the earth continuing to spin does not appear to be directly related to the personal problems experienced by the speaker. However, this violation generates a pragmatic inference that strengthens the motivational message of the song. Implicitly, the utterance conveys that life continues despite experiences of failure, loss, or sadness. This meaning is universal in nature because people generally understand that time and life do not stop simply because someone is experiencing hardship. Furthermore, the utterance provides a reflective message encouraging individuals to endure and continue living under any circumstances.

b. In the data "*Rumahku pulang ternyata ada di sini*" ("*It turns out my home is here*"), there is a conventional implicature because the meaning can generally be understood without depending on a specific context. The utterance demonstrates a violation of the maxim of relevance because the discussion about "home" does not appear to be directly connected to the physical journey previously described in the song. However, this violation produces a pragmatic inference that "home" is not merely a physical place, but also a symbol of peace, acceptance, and the meaning of life ultimately discovered by the speaker. Implicitly, the utterance conveys a reflective message that true happiness is often found within oneself or in the things one has long possessed.

Violations of the maxim of relevance may appear in the analysis of implicatures in motivational song lyrics because songwriters often employ expressions that do not seem directly related to the main topic in a literal sense in order to create deeper emotional and reflective meanings (Colonna, 2022). In Grice's theory, the maxim of relevance requires utterances to remain connected to the context of the conversation. However, in song lyrics, violations of this maxim are frequently used intentionally to encourage listeners to construct pragmatic inferences regarding the hidden messages conveyed by the speaker. For example, in the utterance "*Untungnya, bumi masih berputar*" ("*Fortunately, the earth is still spinning*"), the statement about the earth continuing to rotate does not literally appear to be directly related to the speaker's personal struggles, sadness, or emotional difficulties. Therefore, the utterance can be considered a violation of the maxim of relevance. Nevertheless, this violation generates a strong implicature that life continues despite experiences of failure, loss, or despair. Rather than explicitly stating that "life must go on," the speaker chooses a broader and more universal symbol, namely the continuously rotating earth. Through this expression, listeners are encouraged to interpret the relationship between the movement of the earth and the continuity of human life. Consequently, the motivational message becomes more emotional, reflective, and closely connected to listeners' personal experiences. Thus, violations of the maxim of relevance in motivational song lyrics should not be viewed as communication failures, but rather as pragmatic strategies used to construct implicit meanings, strengthen emotional effects, and create broader interpretative spaces for listeners (Chou & Lien, 2010).

Maxim of Manner

The maxim of manner, proposed by Grice, emphasizes the importance of conveying messages in a clear, orderly, and unambiguous way to support effective communication. Unlike other maxims that focus on the content of an utterance, the maxim of manner is primarily concerned with how information is expressed, requiring speakers to avoid obscurity, ambiguity, and unnecessary complexity so that listeners can easily understand the intended meaning (Senft, 2018). When speakers intentionally violate or flout this maxim, conversational implicatures may emerge, encouraging listeners to infer indirect or implied

meanings from the context and style of expression used (Tindale, 2022). In addition, the maxim of manner highlights the role of clarity and coherence in communication while simultaneously functioning as a pragmatic foundation for the creation of implicatures when deliberately manipulated by speakers (Cong, 2024).

Fulfillment of the Maxim of Manner

a. In the data "*Yang kulakukan hanya menggerutu angkuh*" ("*All I did was complain arrogantly*"), there is a conversational implicature because the meaning is understood through the emotional context constructed by the speaker within the song lyrics. The utterance fulfills the maxim of manner because it is conveyed briefly, clearly, and without ambiguity, allowing listeners to easily understand the speaker's emotional condition. Implicitly, the utterance expresses regret and self-awareness regarding the negative attitude displayed when facing life's difficulties. Through the phrase "complain arrogantly", the speaker intends to show that excessive complaining and egotistical behavior only worsen the situation. This meaning reflects a process of self-reflection that leads listeners to understand that acceptance and humility are more important than continuously blaming circumstances.

The fulfillment of the maxim of manner may appear in the analysis of implicatures in motivational song lyrics because songwriters often attempt to convey emotional and reflective messages clearly so that they can be easily understood by listeners (Terry et al., 2020). In Grice's theory, the maxim of manner requires utterances to be brief, clear, orderly, and unambiguous (Rett, 2020). In motivational songs, clarity of expression is important because messages about life struggles, regret, or hope need to be communicated effectively to listeners (Karageorghis & Priest, 2012). For example, the utterance "*Yang kulakukan hanya menggerutu angkuh*" ("*All I did was complain arrogantly*") fulfills the maxim of manner because the speaker expresses the emotional condition directly, concisely, and clearly. The use of the word "complain" combined with "arrogantly" explicitly illustrates the speaker's attitude of excessive complaining and self-righteousness when facing life's difficulties. The speaker does not employ overly complex or ambiguous expressions, allowing listeners to immediately understand the intended meaning. Through this utterance, the speaker implicitly conveys regret and self-awareness regarding past negative behavior. The clarity of the expression helps listeners capture the reflective message that excessive complaining and egotistical attitudes are not effective solutions for dealing with life's problems. Therefore, the fulfillment of the maxim of manner in motivational song lyrics functions to strengthen the delivery of emotional messages and make the motivational values more accessible and meaningful for listeners (Huovinen & Kaila, 2015).

Violation of the Maxim of Manner

a. In the data *"Hal-hal baik yang datangnya belakangan"* (*"Good things that come later"*), there is a conventional implicature because the meaning can generally be understood by listeners without requiring a specific conversational context. The utterance demonstrates a violation of the maxim of manner because it is expressed indirectly and ambiguously regarding what is meant by *"good things"*. The speaker does not specifically explain the form of goodness being referred to, requiring listeners to interpret the meaning through common life experiences and the overall theme of the song. Implicitly, the utterance conveys that life's hardships may eventually lead to happiness, wisdom, or better circumstances in the future. This meaning is universal in nature because many people commonly understand that positive outcomes often emerge after difficult experiences. Furthermore, the utterance delivers motivational messages of patience, hope, and perseverance in facing life's challenges.

b. In the data *"Semua yang tinggal, juga yang hilang"* (*"Everything that stays, and everything that is lost"*), there is a conventional implicature because the meaning can generally be understood without depending on a specific conversational context. The utterance shows a violation of the maxim of manner because it is expressed ambiguously and without specific clarification regarding what is meant by *"what remains"* and *"what is lost"*. The speaker does not directly explain whether these refer to relationships, hopes, opportunities, or life experiences. Nevertheless, listeners can generally infer that everything gained and lost in life carries meaning and lessons. This meaning is universal because people commonly understand that both presence and loss are natural parts of human life. In addition, the utterance conveys a reflective message about accepting loss while appreciating what still remains as part of emotional maturity and self-growth.

c. In the data *"Untungnya, kupilih yang lebih susah"* (*"Fortunately, I chose the harder path"*), there is a conventional implicature because the meaning can generally be understood by listeners as a reflection of perseverance and courage in facing difficulties. The utterance demonstrates a violation of the maxim of manner because the speaker does not directly and specifically explain what is meant by *"the harder one"*. The expression remains ambiguous, allowing listeners to interpret it based on common understandings of life struggles. Implicitly, the utterance conveys that choosing to survive, recover, and continue living is often more difficult than giving up on circumstances. This meaning is universal because many people recognize that persistence and resilience require greater emotional strength. Furthermore, the utterance delivers a motivational message that confronting hardships with determination reflects courage and emotional maturity.

d. In the data *"Cari mencari / Untuk mengisi / Lengkung hampa yang ingin terobati"* (*"Searching and searching / To fill / The hollow curve longing to be healed"*), there is a conventional implicature because the meaning can generally be understood as a representation of emotional emptiness and the search for healing. The utterance demonstrates a violation of the maxim of manner because the phrase *"hollow curve"* is metaphorical and ambiguous, without directly explaining the speaker's actual emotional condition. However, listeners can commonly infer that the speaker is experiencing inner emptiness and attempting to seek meaning, peace, or emotional recovery. This meaning is universal because many people associate life journeys with efforts to heal emotional wounds and rediscover purpose in life. Additionally, the utterance conveys a reflective and motivational message that human beings continue searching for fulfillment and healing throughout their lives.

The fulfillment of the maxim of manner may appear in the analysis of implicatures in motivational song lyrics because songwriters often attempt to convey emotional and reflective messages clearly so that they can be easily understood by listeners (Budelmann, 2025). In Grice's theory, the maxim of manner requires utterances to be brief, clear, orderly, and unambiguous (Foppolo & Mazzaggio, 2024). While the maxim of manner promotes clarity, motivational lyrics may strategically balance clarity with ambiguity to engage the listener's imagination and personal interpretation, enhancing the song's motivational impact (Derakhshan, Mohsenzadeh, & Mohammadzadeh, 2014). For example, the utterance "*Yang kulakukan hanya menggerutu angkuh*" ("*All I did was complain arrogantly*") fulfills the maxim of manner because the speaker expresses the emotional condition directly, concisely, and clearly. The use of the word "complain" combined with "arrogantly" explicitly illustrates the speaker's attitude of excessive complaining and self-righteousness when facing life's difficulties. The speaker does not employ overly complex or ambiguous expressions, allowing listeners to immediately understand the intended meaning. Through this utterance, the speaker implicitly conveys regret and self-awareness regarding past negative behavior. The clarity of the expression helps listeners capture the reflective message that excessive complaining and egotistical attitudes are not effective solutions for dealing with life's problems. Therefore, the fulfillment of the maxim of manner in motivational song lyrics functions to strengthen the delivery of emotional messages and make the motivational values more accessible and meaningful for listeners (Polignano, 2016).

Maxim of Quantity

The maxim of quantity, proposed by Grice, emphasizes that speakers should provide information in an amount that is appropriate to the conversational context, neither too little nor too excessive. This maxim requires speakers to deliver sufficient information so that listeners can clearly understand the intended message while avoiding unnecessary or irrelevant details that may create confusion (Atifi, Mandelcwajg, & Marcoccia, 2011). The maxim of quantity is essential for effective communication because it helps maintain a balance between informativeness and conciseness, allowing interactions to remain clear and efficient (Engelhardt, Bailey, & Ferreira, 2006). In conversational practice, speakers are expected to provide descriptions that are adequately informative without becoming overly detailed. However, when the maxim of quantity is intentionally or unintentionally flouted, conversational implicatures may arise, encouraging listeners to infer additional meanings beyond the literal utterance based on contextual understanding and the assumption that the speaker still follows the Cooperative Principle (Blackwell, 2020). Therefore, the maxim of quantity functions as an important guideline in creating cooperative, meaningful, and efficient communication between speakers and listeners.

The maxim of quantity tends not to appear dominantly in the analysis of implicatures in motivational song lyrics because lyrical language primarily prioritizes emotional expression, aesthetic value, and implicit meaning rather than the delivery of complete and detailed information (Ivančová &

Čurošová Gavalcová, 2024). According to Grice's theory, the maxim of quantity requires speakers to provide information that is sufficiently informative, neither excessive nor insufficient. However, motivational song lyrics are commonly constructed through brief, symbolic, metaphorical, and repetitive expressions that intentionally leave room for interpretation. As a result, the lyrics do not focus on informational completeness, but instead encourage listeners to connect the meanings with their own emotional and personal experiences (Cummins, 2017). In addition, motivational songs are designed to evoke reflection, empathy, hope, and emotional resonance rather than to communicate factual information directly. For example, expressions such as "*Hal-hal baik yang datangnya belakangan*" ("*Good things that come later*") do not explicitly explain what the "good things" are. Nevertheless, listeners are still able to infer the intended motivational message through shared human experiences and emotional understanding. Therefore, the absence or limited appearance of the maxim of quantity should not be viewed as a communicative failure, but rather as a pragmatic and artistic strategy that allows the lyrics to convey broader, deeper, and more universal meanings. Consequently, analyses of motivational song lyrics tend to reveal the dominance of the maxims of quality, relevance, and manner, since these maxims are more closely associated with metaphorical, reflective, and emotionally expressive language.

Psycoeducational Media

The following section discusses the potential of the motivational song lyrics in *Untungnya, Hidup Harus Tetap Berjalan* and *Jalan Pulang* as psychoeducational media. Through their implicit meanings, emotional expressions, and reflective messages, both songs convey themes of resilience, self-awareness, acceptance, hope, and emotional recovery that are closely related to psychological and educational values. In addition, the use of figurative and motivational language in the lyrics enables listeners to develop emotional understanding, self-reflection, empathy, and positive meaning-making. Therefore, these songs are not only artistic expressions but also possess significant potential to function as psychoeducational tools that support emotional growth and mental well-being.

The findings of this study indicate that motivational song lyrics possess considerable potential as psychoeducational media because they are capable of conveying emotional, reflective, and motivational messages through implicit meanings and figurative expressions. In *Untungnya, Hidup Harus Tetap Berjalan*, the lyrics present themes of resilience, acceptance, and emotional recovery through utterances such as "*Untungnya, ku tak pilih menyerah*" ("*Fortunately, I did not choose to give up*") and "*Untungnya, hidup terus berjalan*" ("*Fortunately, life keeps going*"). These expressions implicitly encourage listeners to remain resilient when facing adversity and to understand that difficult experiences are part of the process of personal growth. Similarly, *Jalan Pulang* reflects themes of self-discovery, emotional healing, and the search for inner peace through lyrics such as "*Sebentar lagi ku akan sampai tujuan*" ("*Soon I will reach my destination*") and "*Rumahku pulang ternyata ada di sini*" ("*It turns out that my home is here*"). The metaphorical representation of "home" symbolizes emotional security, self-acceptance, and psychological recovery, which are closely related to psychoeducational values.

Furthermore, motivational song lyrics can enhance emotional engagement and self-reflection because music combines verbal and emotional elements that are easily connected to listeners' personal experiences (Marín-Liébana & Ibias, 2025). The use of familiar and emotionally meaningful language enables listeners to feel understood and emotionally involved in the messages conveyed by the songs (Kasai & Ando, 2025). This emotional connection may strengthen motivation, empathy, and psychological awareness. Consequently, listeners may perceive the songs not merely as entertainment, but also as reflective media that help them process emotions, understand life challenges, and develop emotional resilience. In addition, the motivational and reflective meanings embedded in the lyrics align with psychoeducational principles commonly found in therapeutic and educational contexts, particularly those related to emotional regulation and adaptive thinking (Williams, 2023). The songs encourage listeners to reinterpret failure, loss, and suffering in a more positive and meaningful way. For example, the lyric "Seberapa pun absurdnya pasti ada makna" ("No matter how absurd it is, there must be meaning") implies that even painful experiences contain lessons and value. Such messages may support cognitive and emotional processes similar to those emphasized in psychoeducational and Cognitive Behavioral Therapy (CBT) approaches, where individuals are encouraged to develop healthier perspectives toward adversity and emotional distress (Trimmer et al., 2018).

The educational potential of motivational song lyrics is also significant because lyrics can function as accessible and relatable learning media. Through metaphorical and symbolic language, listeners are encouraged to think critically, interpret implicit meanings, and connect the messages with their own social and cultural realities (Marín-Liébana & Ibias, 2025). The songs analyzed in this study

demonstrate how popular music may serve as a medium for teaching emotional intelligence, resilience, and self-awareness in both formal and informal educational settings. Moreover, because the lyrics are closely related to everyday emotional experiences, they may foster a stronger sense of identity, belonging, and interpersonal understanding among listeners (Werner, Lehl, & Walton, 2017). Therefore, motivational song lyrics should not be viewed solely as artistic or entertainment products, but also as meaningful psychoeducational media capable of supporting emotional well-being, self-reflection, and positive psychological development. The implicatures contained in the lyrics create reflective and motivational meanings that allow listeners to interpret life experiences more adaptively and constructively. This study thus highlights the importance of integrating linguistic, psychological, and educational perspectives in understanding the transformative potential of motivational music within contemporary society.

CONCLUSION

The findings of this study demonstrate that motivational song lyrics contain various implicatures that convey messages of resilience, acceptance, hope, emotional reflection, and self-awareness. Through the application of Grice's implicature theory and the Cooperative Principle, the study reveals that the lyrics in *Untungnya, Hidup Harus Tetap Berjalan* and *Jalan Pulang* predominantly reflect the fulfillment of the maxim of quality and the violation of the maxim of manner. The fulfillment of the maxim of quality appears because the lyrics express emotional experiences and reflections that are perceived as truthful and relatable to human life. Meanwhile, violations of the maxim of manner emerge through metaphorical, indirect, and ambiguous expressions that encourage listeners to actively interpret deeper meanings. Furthermore, the implicatures identified in the songs tend to be conventional implicatures because their meanings can generally be understood by listeners without requiring highly specific conversational contexts.

This study confirms that motivational song lyrics possess significant potential as psychoeducational media. The implicit and reflective messages embedded in the lyrics may help listeners develop emotional resilience, empathy, self-reflection, and adaptive ways of thinking. Thus, motivational songs should not merely be viewed as entertainment products, but also as educational and therapeutic media capable of supporting psychological well-being and emotional growth. The findings also highlight the importance of integrating linguistic, psychological, and educational perspectives in understanding the broader social functions of music in contemporary society. Nevertheless, this study is limited to the analysis of selected song lyrics and focuses primarily on pragmatic implicature analysis using Grice's framework. Therefore, future researchers are encouraged to explore broader datasets involving different musical genres, cultural backgrounds, and audience responses to obtain more comprehensive findings regarding the psychoeducational potential of song lyrics. Future studies may also integrate interdisciplinary approaches such as discourse analysis, cognitive linguistics, psychology, or reception studies to examine how listeners emotionally and cognitively interpret motivational songs in real-life contexts. In addition, researchers are recommended to investigate the practical application of motivational songs in educational, counseling, and mental health settings to further evaluate their effectiveness as psychoeducational tools.

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