

## PRAGMATIC DIMENSION OF SEMIOTICS IN SONG LYRICS

### DIMENSI PRAGMATIK DALAM SEMIOTIKA PADA LIRIK LAGU

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#### **Abstract:**

This article attempts to reveal the pragmatic dimension of semiotics in the D'MASIV song "Jangan Menyerah". The pragmatic dimension in semiotics relates to the meaning of a sign and how the sign answers questions such as "what for" and "why", and how signs are exchanged and how much value they give to their users. The pragmatic dimension in semiotics is the study of the relationship between signs and their users (interpreters), especially those related to the concrete use of signs in various events (discourse) and their effects or impacts on their users. The semiotic theory used is the opinion of De Saussure. The method in this study uses a qualitative method. While the analysis technique used is the semiotic analysis technique of Ferdinand de Saussure. Saussure's theoretical model focuses more on the signified and the signifier. As a result, this research can provide other meanings from the parables explained through Ferdinand De Saussure's theory of semiotic analysis. Every verse of the song "Jangan Menyerah" has meaning and motivation. This study found a motivational message in the song "Jangan Menyerah" to keep fighting under any circumstances, even in a slump, and to always be patient and grateful because God will help.

**Keywords:** semiotics, motivation, song lyrics

#### **INTRODUCTION**

Every song has a deeper meaning, whether it is an inspiring Indonesian song or an international hit that is a powerful source of encouragement. The people listening to such song lyrics usually discuss it in this context. There are a variety of genres that have a unique appeal to fans. Music is enjoyed by all age groups, from children to adults. Lestari (2021) states that music is the science or art that organizes tones

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or sounds in sequence, combination, and temporal linkages to produce compositions (sounds) with unity and continuity, tones or sounds ordered in such a way that they contain rhythm, song, and harmony.

Music is produced as artworks in songs and various genres, which have a distinct way of communicating. Music, when accompanied by harmonic instruments and song lyrics, can hypnotize listeners into singing the song's lyrics, allowing the moral message included in the song to be adequately transmitted. Most of people sing because they want others to hear them, not to make themselves happy. According to Fadillah (2019), people who make, direct, or perform music are called musicians or musicians. Music is a way for musicians to show who they are by making people laugh and showing what the song is really about. The musician, when making a song cannot be separated from their feelings, experiences, or the events happening at the time. Song lyrics can be thought of as poetry, and poetry can be thought of as song lyrics (Saraswati, 2019).

Semantics, syntax, and pragmatics are the three branches of semiotics—semantics studies how signs relate to what they point to or indicate. The second branch of semiotics research is syntax, which refers to the principles people use to integrate signals into complicated systems of meaning. Pragmatics is the preliminary study of semiotics that demonstrates how signs affect human existence or practical application and the numerous effects and influences of signs on social life. Because signs and sign systems are viewed as means of human communication, this branch has the most effect on communication theory. As a result, pragmatics and socio-cultural traditions complement each other.

Semiotics is the study of science about signs that exist in human life and the meaning behind the meaning of these signs. According to Ferdinand de Saussure, the approach develops the basics of general linguistic theory. Saussure considered language as a sign system. The most important thing in the main discussion in Saussure's theory is the principle that language is a sign system, and each sign is composed of two parts, namely the signifier (signifier) and the signified (signified). Saussure (Chaer, 2012:348) put forward the theory that every sign or linguistic sign (*signe* or *signe linguistique*) is formed by two inseparable components, namely the signifiant component and the signifie component. What is meant by signifiant is the sound image or psychological impression of the sound that arises in our minds. While the signifie is the understanding or impression of the meaning in our minds. According to Saussure in Fanani (2013), the sign is arbitrary where the combination of signifier and signifier is an arbitrary entity. Each word can replace the object's name if a society's conventions have accepted it. From the description above, the signifiant and signifier are inseparable. The relationship between signifiant and signifier cannot be explained by the selection of sounds or the choice that connects the series of sounds with the objects or concepts that show a specific and meaningful impression. It is essential to note in the sign that it is

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arbitrary and results from mutual agreement.

Many theories have been proposed on the subject of meaning. One of them is Ferdinand de Saussure. There are two components to every language symbol: a major component or "which means," in the form of sounds, and a significant component or "which is interpreted." (Chaer, 2012: 286) Saussure's definition of a language symbol is as follows: (which is owned by significant). It is important to remember that every word we use when we speak has meaning. Song lyrics express someone about something that has been seen, heard, or experienced. To express his experience, the songwriter chooses the proper diction or word choice to have its characteristics in the lyrics without forgetting the message that will be conveyed to the listener. According to Noor in Nurindahsari (2019) stating that "lyrics are expressions of the feelings of the creator or poet; these lyrics are currently known as poetry or rhymes, namely literary works that contain the expression (outpouring) of personal feelings that prioritize how to express them."

As a communication medium, songs are often used as intermediaries to invite sympathy about current circumstances or phenomena and imaginative stories. The definition of song lyrics can be interpreted as poetry and vice versa. Jan van Luxemburg in Hidayat (2014) also stated that the definition of poetry texts includes literary types and proverbial expressions, advertising messages, political slogans, pop songs, and prayers. Prayer. The words used in song lyrics are not like everyday language and have an ambiguous and expressive nature, causing language to influence, persuade and ultimately change the reader's attitude.

The word "motivation" is derived from the English language. However, the root word for "motive" is "motivation," which refers to persuading someone to carry out one's wishes. Humans can stimulate motivation by many external factors, such as financial and non-financial incentives, which can impact their performance results, according to Winardi in Nurindahsari (2019).

According to Kaji (2021), motivation is a feeling that occurs when a person takes action to reach a goal. Specifically, Armstrong (Sartika, 2021) states that effective motivation implementation has the following four components: 1) the ability to comprehend how people become motivated; 2) the ability to identify the factors that influence motivation; 3) the ability to recognize that motivation cannot be achieved if o the following conditions are present.

In semiotics, the pragmatic dimension is the study of signs and their users (interpreters), particularly those relating to concrete users of signals in various situations (discourse) and their effects or impacts on users. In a nutshell, the receiver and the sign's impact on society. In semiotics, the pragmatic component is also related to a sign's value, intent, and purpose, which addresses issues regarding its users' exchange and utility value. The pragmatic dimension is an area of language studies that looks at how the linguistic unit is employed in communication. The song "Jangan Menyerah " by the band D'masiv was chosen over

other motivational songs because the lyrics of "Jangan Menyerah" are powerful and tell the listener that no matter what happens in life, they should not give up. Listeners can get ideas and moral lessons from this song. Many things can be learned from what the lyrics are trying to say. The author will raise the title "Semiotic Analysis of the Meaning of Motivation in the Song Lyrics of Jangan Menyerah by D'Masiv" based on the explanations and difficulties given. Based on the background that has been described previously, it can be concluded that the research problem in this study is: What is the meaning of motivation in the lyrics of d'masiv's song "Jangan Menyerah" on semiotics? This study aims to interpret and find out the meaning of motivation in the lyrics of the song "Jangan Menyerah" by D'Masiv.

## METHOD

This research is qualitative interpretative research. Qualitative data is a form of word order rather than a series of numbers which has always been the main ingredient for certain social sciences, especially in the fields of Anthropology, History, and Political Science. Qualitative research methods are often called naturalistic research methods because the research is carried out in natural conditions. This research was conducted on natural objects that develop as they are, not manipulated by researchers. This study uses the semiotic method, which is a method that analyzes signs. The research method used in analyzing this research is semiotics due to Saussure's thinking. The existence of Saussure's semiotics is the relation between the signifier and the signified based on convention, commonly referred to as signification. Social agreement is needed in order to interpret the sign. The focus of the research carried out by the author is to analyze the meaning of motivation in the lyrics of the song D'Masiv by using the semiotic theory proposed by Ferdinand de Saussure, namely the signifier and the signified. The sign is the result of the meaning of the song.

The text analysis in this study was used to collect data about "Jangan Menyerah's" song lyrics. The researcher will use Saussure's theory and the theory of meaning to evaluate the text, which will then be divided into various stanzas.

- a. Understanding song lyrics is easier when they are broken down into their most basic form, which is why keeping track of the song's lyrical storyline is important.
- b. Analyzing the indicators utilized by songwriters to convey messages about the subject of the investigation by dissecting lyrics of song as a whole into verses.
- c. Interpret the meaning of the signs from the researcher's point of view by analyzing semiotics which reveals signifiers and signifieds.

- d. Combining the findings of these signs by analyzing the situation and social conditions when the song was created.
- e. Drawing conclusions.

Data analysis that will be carried out in this study is to divide the entire song lyrics into several stanzas and then each stanza will be analyzed using Saussure's semiotic theory. Saussure's theory focuses more on how signs (in this case words) have a relationship with the object of research.

## RESULT AND DISCUSSION

Prior to releasing the 14 songs on the Travel album, D'Masiv launched a mini album containing two songs entitled, "Mohon Ampun Aku" and "Jangan Menyerah". The researcher analyzed the lyrics of this song using Saussure's theory. Following the song's title, the lyrics are full of meaning about the spirit in life.

### Stanza I

Marker Aspect	Significant Aspect
Tak ada manusia Yang terlahir sempurna Jangan kau sesali S'gala yang telah terjadi	In this verse, the songwriter wants to convey that no human being is born perfect in any way. Accept all the advantages and disadvantages you have. Never regret what has happened because it will hinder your future life. Be grateful for what you have now.

Because of their limits, humans frequently experience regret. Physical, economic, and other limitations exist because humans are not perfect. As a result, every human should appreciate what he has because what one human has compared to another is not the same. There is always a difference, which is an incentive for the future.

### Stanza II

Marker Aspect	Significant Aspect
Kita pasti pernah Dapatkan cobaan yang berat Seakan hidup ini Tak ada artinya lagi	In this verse tells about life is not always beautiful. The hardships that come and go, sometimes think that life is hard, it doesn't mean anything anymore. Conditions that are all deprived sometimes make a person despair.

The hardships that come and make a person feel despair and make their existence seem pointless. So far, many people have had hope but have had it dashed by circumstances. The hopes that are fostered in order to improve one's life are not as simple as thought. There are numerous steep routes and obstacles to navigate.

Among the various hardships humans encounter, it might sometimes feel hard to experience. Humans are tested with hardships, and occasional trials happen simultaneously. This makes people feel even more unhappy, anxious, and unsure about what to do.

### Stanza III

Marker Aspect	Significant Aspect
Syukuri apa yang ada Hidup adalah anugrah Tetap jalani hidup ini Melakukan yang terbaik	In this verse, the creator tries to convey to be grateful in any circumstances because by being grateful, God will surely give the best. After experiencing adversity, continue to live life by doing positive things that are good for life. Plug in self-confidence that as a human being can definitely live this life well as it should.

It is not simple to live in this world. There must be some advantages among the many negatives that are held. As a result, be grateful for your advantages and use them to compensate for your weaknesses. What someone has is sometimes what someone else wants, while the person who has it squanders it. The complicated difficulties will feel heavy if you do not live them sincerely. Get out of desperation and start living a good life.

### Stanza IV

Marker Aspect	Significant Aspect
Tuhan pastikan menunjukkan KebesaranNya dan kuasaNya Bagi hambanya yang sabar Dan tak pernah putus asa	In this verse, the creator wants to convey that believe in God because later God will show the best way with His greatness and power. Therefore, be patient and never give up even though the trials you are facing are heavy.

Everyone experiences happiness, sadness, anger, disappointment, etc. Some people feel on top of life's wheel and desire to stay there. You now sense life's bitterness as if lulled by the top circumstance. Many are unprepared. Because of God's majesty and strength, every test will bring sweet moment. So be persistent. If someone gives up, all hope is lost.. As long as there is an effort there is always hope, but if someone chooses to give up, then that hope is over.

1. Theme (Sense) In terms of theme, the author takes the concept of the song, namely the spirit of achieving dreams, in the lyrics of the song "Jangan Menyerah." The poet encourages the listener or reader to dare to dream despite obstacles and to keep going forward and striving. It makes no difference how often we fail to realize our aspirations; the issue arises when we no longer dare to dream for fear of failure. We can never predict what will happen in the future. Even when we face difficult circumstances, our hopes sometimes do not match reality, but we continue to pursue our unrealized aspirations.
2. Feelings When the researchers examined the lyrics of the song "Jangan Menyerah," they discovered sensations of anxiety and despair. The poet wishes to express to listeners and readers that we should not be fearful or unhappy when we face difficulties. An issue prevents us from comprehending life's actual meaning and significance. We frequently encounter lyric lines, and this situation acquaints us to invite us so that after experiencing issues, we would be more accustomed to noticing the beauty or wisdom in each of these problems or events. It is challenging to face complex difficulties, yet we are nevertheless encouraged to see the bright side. However, no matter what, there is always good in every horrible situation. We may not be able to see or feel the beauty immediately, but if we are accustomed to it, we will quickly recognize it.
3. Tone, The lyrics of the song "Jangan Mneyerah" are appealing and counseling. Even if our experiences do not match reality, the poet invites and advises us to continue striving for our dreams, hopes, and objectives. If the expectation is far from reality, people will be frustrated, although we have planned for our lives to be this and that. Nonetheless, even when things are not planned, we must never give up hope and dreaming.
4. Intention The meaning of the words of the song "Jangan Menyerah" is that the poet strives hard to inspire readers and listeners not to give up when issues arise but to seek answers to these problems. We are being hardened to become powerful human beings through the different tests we must overcome to accomplish every ambition. All dreams must be fought for, and nothing is easy. We are accountable for making that road possible.



This research is similar to the findings of Anggraeni (2019), Pentury (2020), Karin (2020), and Tsabitah (2020). (2021). The findings revealed that the song's message of the meaning of motivational values includes a sense of empathy for others by respecting and respecting their rights and perspectives from various perspectives, as well as a sense of optimism, which everyone must have and grow in themselves in the form of never giving up and hard work. This attitude of positivity will motivate a person to persevere in life.

Inspirational lyrics and motivational songs can guide you in times of confusion, urge you to keep moving until you accomplish your goal, or act as a reminder to enjoy the beauty of the world and the joys of life you have already experienced. D'MASIV has a powerful song. "jangan menyerah," which encourages listeners to be thankful for everything God has provided. Because "no human is born faultless," "we must have gone through harsh hardships as though existence had lost its significance." However, you must be able to find something to thank. Do not be sorry, and do not give up.

## CONCLUSION

After completing this study, titled "Semiotic Analysis of the Meaning of Motivation in the Lyrics of D'Masiv's Song "Jangan Menyerah," the writer provides the following conclusion. Researchers have found the meaning in the lyrics of the song D'Masiv, namely the significance of the motivating message included in the lyrics of the song named "Jangan Menyerah" as a consequence of the study's findings. Researchers found that the story behind the song informs about the inspiration to keep struggling as the following

1. In the first stanza, the writer conveys that no human being is flawless and that they must accept their flaws and strengths and never regret them.
2. The second stanza describes how passing trials can make a person feel like life is pointless.
3. The creator's third stanza conveys that no matter what happens as a human being, one should stay grateful because what one has is what others desire. Take whatever examinations are available.
4. The creator's fourth stanza conveys that as long as we try to be patient, there will always be a way. God is not going to keep silent. As a result, do not give up.

Based on the lyrics of the song "Jangan Menyerah" have the connotation of a motivational message. Furthermore, this research can reveal another meaning of the tale described by Ferdinand De Saussure's semiotic analysis theory. Meanwhile, the analytical technique used is Ferdinand de Saussure's semiotic analysis technique. Saussure's theoretical approach is primarily concerned with the signified and the signified. Every lyric of "Jangan Menyerah" contains meaning and motivation. According to this study,



the song "Jangan Menyerah" contains a motivational message to keep trying in any scenario, even in a slump, and always to be patient and grateful because God would undoubtedly aid.

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