

AMERICAN WAR-TIME PROPAGANDA IN “CASABLANCA” (1942)

Bunga Hati Harahap¹, Jamaluddin Nasution², Cathrine Keira Damanik³

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This study analyzes sarcastic implicatures in the song Peradaban-Feast using a pragmatic approach. The objectives of this research are to identify sarcastic expressions found in the song lyrics and to interpret their implied meanings

This study employs a qualitative research design with the lyrics of Peradaban as the primary data source. The data were collected through documentation and library research methods and analyzed using the interactive model of Miles, Huberman, and Saldaña. The findings reveal ten sarcastic implicatures in the song. These implicatures function mainly as criticism, protest, and mockery toward social issues such as discrimination, intolerance, abuse of power, social inequality, and restrictions on individual freedom. The analysis shows that the intended meanings of the lyrics are often different from their literal meanings and can only be understood through contextual interpretation. Among the identified functions, criticism is the most dominant. The study concludes that sarcasm in Peradaban serves as an effective pragmatic strategy for delivering social criticism and encouraging listeners to reflect on contemporary social conditions. Furthermore, the findings emphasize the importance of context in understanding implied meanings and contribute to the study of pragmatics, particularly sarcastic implicatures in contemporary song lyrics.

Keywords: pragmatics, implicature, sarcasm, song lyrics, social criticism.

INTRODUCTION

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Pragmatics is the study of how people understand and use language in different situations. In communication, the meaning of an utterance is often influenced by context, such as who is speaking, who is listening, and the situation in which the conversation takes place. Because of this, pragmatics helps explain how people interpret messages beyond the literal meanings of words. Pragmatics focuses on the relationship between language and context in communication (Levinson, 1983).

The role of pragmatics can be seen in everyday life. People often express ideas indirectly, and listeners usually rely on context to understand the speaker's actual intention. Whether in casual conversations, classrooms, or social media interactions, pragmatics helps people communicate more effectively and reduces the possibility of misunderstanding.

One important topic in pragmatics is implicature, which refers to a meaning that is suggested rather than directly stated. The concept was introduced by Grice (1975), who explained that speakers frequently imply information and expect listeners to understand it through context. In other words, what a person means is not always exactly the same as what they say. Pragmatic implicature is common in daily communication because people often prefer to imply certain meanings instead of expressing them openly. By studying implicature, researchers can better understand how speakers convey their intentions and how listeners interpret hidden meanings. Therefore, implicature is an important aspect of communication and a key area of study in

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pragmatics.(Grice, 1975)

In the study of pragmatic implicatures, sarcasm is examined as a phenomenon in which the implied meaning differs significantly from the literal meaning of the words, requiring the listener to understand the context and the speaker's intent to avoid misunderstanding. Sarcasm is studied within the field of pragmatic implicatures because the meaning intended by the speaker often differs from or is even opposite to the literal meaning of the words spoken.

In the theory of implicature proposed by H. P. Grice, listeners not only understand the meaning of the spoken words, but also infer hidden meanings based on the context.

Sarcasm relies heavily on implicatures (implicit meanings) to be understood. If a sarcastic statement is taken literally, the listener will not grasp the essence of the mockery the speaker actually intends. Dependence on Context: Pragmatic studies emphasize the importance of context in understanding language. Understanding the implicatures of sarcasm requires a good grasp of the social situation, the relationship between the speaker and the addressee, and the speaker's intent at the time the utterance was made. This aligns with Pratiwi's (2017) view, who states that an implicature is an utterance made by the speaker that is not explicitly stated but is implied to the addressee (Suand, 2025). Implicatures serve various functions, as noted by Nababan (1987), who states that the functions of implicatures include stating,

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mocking, mocking with humor, criticizing, protesting, prohibiting, offering support, and expressing appreciation. In the theory of implicature proposed by H. P. Grice, the listener not only understands the meaning of the spoken words but also infers the hidden intent based on the context.

After understanding how sarcasm functions as a form of pragmatic implicature, it is important to examine how it appears in real discourse. One example can be found in "Peradaban", a song by Feast. The song presents criticism of social and political conditions through figurative and indirect language rather than direct statements.

The title "Peradaban" itself refers to civilization and social development. However, throughout the song, the lyrics highlight various contradictions within society, such as inequality, hypocrisy, and the gap between ideals and reality. Instead of expressing criticism explicitly, the songwriter often delivers messages in a way that requires listeners to infer the intended meaning (Marasabessy et al., 2026).

This characteristic makes "Peradaban" a suitable object for a pragmatic study of sarcasm. The sarcastic expressions found in the lyrics often convey meanings that are different from, or even opposite to, their literal interpretation. As a result, listeners must rely on contextual understanding to grasp the implied criticism behind the words. Therefore, the song provides valuable data for examining how sarcastic implicatures are used to communicate social commentary.

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This study chooses "Peradaban" because the song contains rich examples of indirect criticism that can be analyzed through the framework of pragmatic implicature. While many studies focus on figurative language in song lyrics, fewer studies specifically investigate how sarcasm functions as a form of implicature in contemporary Indonesian music. (Mulyana, 2019)

In addition, "Peradaban" remains relevant to current social issues, making it an interesting and meaningful subject for analysis. The song demonstrates how artists can express criticism creatively without stating their opinions directly. This allows researchers to explore the relationship between language, context, and intended meaning.

The findings of this study are expected to contribute to the field of pragmatics by providing a deeper understanding of sarcastic implicatures in song lyrics. Furthermore, the study may help readers and listeners become more aware of implied meanings in everyday communication, especially when sarcasm is used to express criticism or social concerns.

METHODOLOGY

Research Method

This study employs a qualitative research design because it focuses on analyzing and interpreting the use of sarcasm in "Peradaban" by Feast. Qualitative research is considered appropriate for this study since it aims to understand the meanings, contexts, and messages conveyed through

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language rather than to measure numerical data. Through this approach, the researcher examines the lyrics in depth to identify sarcastic expressions and interpret their meanings based on pragmatic theory. By using a qualitative design, the study is expected to provide a deeper understanding of how sarcasm is used to express criticism and convey social messages in the song. (Creswell & Creswell, 2017)

Data and Data Source

The data of this research are the lyrics containing sarcastic expressions found in "Peradaban", a song by. Feast. The song was selected because its lyrics present various social issues and criticisms through indirect language, making it relevant to the study of sarcasm and pragmatic implicature. The researcher focuses on words, phrases, clauses, and sentences in the lyrics that convey sarcasm and require contextual interpretation. The primary data source of this study is the official lyrics of "Peradaban" by. Feast while secondary data are obtained from books, journal articles, and other academic sources on pragmatics, implicature, and sarcasm. These sources are used to support the analysis and interpretation of the data throughout the research process.

Data Collection Techniques

This research employs a library research method supported by documentation techniques. Library research is conducted by collecting and analyzing information from various written sources, such as books, journal articles, theses, and other relevant academic publications related to the

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topic under study (George, 2008). Meanwhile, the documentation technique is used to gather data from documents, records, and written materials that provide evidence and information relevant to the research objectives (Scott, 2014). Through these methods, the researcher can obtain comprehensive data, develop a theoretical foundation, and support the analysis with credible, reliable sources.

Data Analysis Techniques

The data in this study are analyzed using the interactive model proposed by Miles, Huberman, and Saldaña (2014), which consists of four steps: data collection, data condensation, data display, and conclusion drawing/verification. First, the researcher collects the data from the lyrics of "Peradaban" by Feast and identifies utterances that potentially contain sarcastic expressions. Second, the selected data are condensed by focusing only on lyrics relevant to the research objectives and the theory of pragmatic implicature. Third, the data are organized and presented in the form of tables and descriptions to facilitate the analysis process. Finally, conclusions are drawn by interpreting the sarcastic expressions in the lyrics and examining their implied meanings through pragmatic theory. The conclusions are continuously verified throughout the research process to ensure the validity and consistency of the findings. (Miles et al., 2014)

RESULT AND DISCUSSION

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1. Result

This study aims to identify sarcastic implicatures found in the lyrics of Peradaban by .Feast and to interpret their implied meanings based on pragmatic theory. The analysis reveals that sarcasm is used extensively throughout the song to convey criticism of social injustice, discrimination, intolerance, oppression, and restrictions on personal freedom. The sarcastic expressions in the lyrics often carry meanings that differ from their literal interpretations, requiring listeners to infer the intended message through context. The findings are presented in Table 1:

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This study analyzes sarcastic implicatures in the song Peradaban-Feast using a pragmatic approach. The objectives of this research are to identify sarcastic expressions found in the song lyrics and to interpret their implied meanings based on Grice's theory of implicature. This study employs a qualitative research design with the lyrics of Peradaban as the primary data source. The data were collected through documentation and library research methods and analyzed using the interactive model of Miles, Huberman, and Saldaña. The findings reveal ten sarcastic implicatures in the song. These implicatures function mainly as criticism, protest, and mockery toward social issues such as discrimination, intolerance, abuse of power, social inequality, and restrictions on individual freedom. The analysis shows that the intended meanings of the lyrics are often different from their literal meanings and can only be

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RESULT AND DISCUSSION

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DISCUSSIONS

The findings of this study indicate that the use of Duolingo in a mobile-assisted language learning (MALL) context contributes to the reinforcement of linguistic forms but does not optimally support the development of flexible language production. This is reflected in the participants' tendency to produce sentences that rely heavily on previously learned patterns. Their language output is predominantly reproductive rather than generative, suggesting that pattern-based exercises shape how learners process and produce language.

In terms of grammatical competence, errors such as “I am go to school” indicate that learners have not yet mastered the consistent application of grammatical rules. Although basic sentence structures are understood, appropriate verb usage remains problematic. From Ellis's (2015) perspective, effective language learning requires the integration of form-focused knowledge and communicative use. Without meaningful production practice, learners tend to recognize patterns without being able to apply them accurately in new contexts.

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Regarding lexical repertoire, the limited variation in vocabulary suggests a strong dependence on the input provided by the application. Learners tend to reproduce familiar words rather than use them flexibly across contexts. This finding aligns with Loewen et al. (2020), who argue that app-based learning is more effective in developing receptive skills than productive language abilities.

In terms of fluency, the results show that speaking performance is influenced by familiarity with learned patterns. P1 demonstrated relatively stable fluency in familiar expressions, whereas P2 showed more hesitation and pauses. This suggests that fluency reflects reproduction rather than spontaneous production. In addition, affective factors such as confidence and anxiety also influence fluency (Kohnke & Moorhouse, 2021).

For pronunciation, both participants produced generally intelligible speech, particularly for frequently practiced vocabulary. This indicates that repeated exposure contributes to phonological development. However, inconsistencies influenced by hesitation and lack of confidence suggest that pronunciation is also affected by affective factors, not solely by practice frequency (Shortt et al., 2023).

The most significant limitation was observed in coherence, where both participants were unable to develop ideas beyond isolated sentences. Their

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production lacked logical connections between sentences. According to Ellis (2015), effective language production involves not only sentence-level accuracy but also the ability to organize meaning across discourse. This limitation suggests that app-based learning alone does not sufficiently support discourse-level development.

Overall, the findings indicate that pattern-based exercises in Duolingo promote the development of formulaic language, where learners rely on fixed structures in language production. This supports Wray's (2002) view that formulaic sequences may enhance fluency but limit flexibility. In this context, learners demonstrate the ability to imitate and repeat, but not to modify or generate new structures independently.

These findings imply that the use of Duolingo should be complemented with communicative activities that encourage free and meaningful language production. Language learning should not rely solely on pattern-based exercises but should also provide opportunities for learners to develop ideas, vary structures, and use language in authentic contexts. Without such integration, there is a risk that learners will develop limited and inflexible language production, highlighting the importance of balancing structured practice and communicative use.

CONCLUSION

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This study demonstrates that the use of Duolingo in a mobile-assisted language learning (MALL) context supports the development of basic language production; however, it does not optimally foster flexible and independent language use. Both participants were able to produce simple sentences with understandable structures, yet they continued to exhibit grammatical errors, particularly in verb forms, as well as limited vocabulary variation.

The findings further indicate that language production tends to be reproductive rather than generative. Participants frequently relied on patterns provided by the application, showed dependence on external support, and demonstrated limited ability to modify sentence structures. In addition, while fluency and pronunciation were relatively adequate when using familiar expressions, performance was still influenced by hesitation and confidence-related factors.

The most significant limitation was observed in coherence, as participants were unable to develop ideas beyond isolated sentences. Their language production lacked logical connections between ideas, suggesting that application-based learning alone does not sufficiently support more complex communicative competence.

Overall, the findings confirm that pattern-based exercises in

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applications such as Duolingo are effective in reinforcing recognition of language structures but may constrain flexibility in language production if not balanced with communicative practice. Therefore, the use of mobile learning applications should be complemented with activities that promote free language production, enabling learners to develop more varied, contextualized, and communicative language abilities.

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Your Name :
Cellphone/WhatsApp Number :
Your social media (optional) :