

Insecurity in Implicature as Found in Taylor Swift's *Midnights*

Imaduddin Hanif¹, Wildi Adila²

^{1,2} Universitas Islam Negeri Raden Mas Said Surakarta, Sukoharjo, Indonesia

Article Info

Article history:

Submitted May 1, 2024

Revised September 12, 2024

Accepted November 25, 2024

Published November 30, 2024

Keywords:

Taylor Swift

Midnights (3am Edition)

Implicature

Insecurity

ABSTRACT

People must have insecurities. In expressing the insecurities, they have their own ways, either in explicit or implicit ways. When people implicitly express their insecurities, they flout Grice's four maxims, which generate implicature. Implicature is not only happening in spoken form but written form as well, like in song lyrics. Taylor Swift is a singer/songwriter who pours her personal experiences into lyrics, and *Midnights (3am Edition)* is her album filled with such experiences. This study aims to discuss the insecurity signs in the *Midnights (3am Edition)* song lyrics and then identify the types of implicature in those insecurity signs. This study employed psychological insecurity theory from Maslow (1942) and implicature theory from Grice (1989). This study used descriptive qualitative as the method to analyze the data. Among the 73 data found, the insecurity sign number 4 (Feeling emotionally unstable; feeling tension, conflict, etc.) dominated the findings with 28 data. This result ties in with the album's concept: about ruminations. Generalized implicature dominated findings with 42 data. Generalized implicature is dominantly used for the purpose of the songs' reception in the market so broader audiences can understand the songs without having to understand the context or background knowledge about Taylor Swift.

Corresponding Author:

Imaduddin Hanif,

English Letters Department, Faculty of Cultures and Languages,

Universitas Islam Negeri Raden Mas Said Surakarta

Email: imaduddinhnf@gmail.com

INTRODUCTION

Insecurity is a psychological state where a person tends to perceive themselves being unloved, rejected, and hated by people (Maslow, 1942). Though, the definition previously is not to be taken strictly. Those characteristics include but are not limited to only those. Maslow (1942), furthermore, defined a person who has insecurity behavior tend to perceive the world as generally threatening and is filled with dangerous, selfish human beings. In addition, American Psychological Association Dictionary says that "Insecurity is as a feeling of inadequacy that is accompanied by self-doubt and anxiety towards oneself". However, Maslow (1942) added, insecurity is not to be defined as one's personality or trait. It is a syndrome. Maslow (1942) described this syndrome as a general flavor which can be savored in everything a person does, feels, or thinks. Regarding to this matter, this "syndrome", it can be expressed in many ways. This syndrome (insecurities) is often expressed both explicitly and implicitly; this paper specifically discussed the implicit one by using a pragmatic scope and the "Implicature" theory by Paul Grice.

Implicature, as quoted by Levinson (1983) from Paul Grice's notion of implicature, is a theory of how people use language and about assumption built from the usage of that language. An utterance is considered effectively used and does not create additional

assumption if the speaker obeys to the “guidelines”. The guidelines are called “maxims”. If the speaker does not obey the guidelines or maxims, the utterance spoken is not effective as it may convey other meaning/assumption (implicit meaning) other than what is already spoken by the speaker. Moreover, Horn (2006) emphasized that “Implicature is the contrast happened between the said and the meant”. Grice (1989) also stated that implicature can be interpreted or defined as implicit meaning contained in an utterance. The implicit meaning conveyed in an utterance can be anything including when people try to express their insecurities. Paul Grice classified implicature into two kinds: conventional and conversational implicature; the conversational implicature is divided into two kinds more: particularized and generalized implicature. Practically, implicature may appear in people’s utterance (spoken) or literature works (written).

In literary works, especially song lyrics, it is often to be a media for the creator/artists to pour their thoughts and feelings. They could talk about anything in the lyrics they wrote and sang; including talking about their insecurities. However, what the creators are trying to say in their lyrics is not always expressed explicitly; there are usually implicit messages, too. One of the well-known singers often talk about insecurities implicitly embedded in the lyrics is Taylor Alison Swift (Taylor Swift). Taylor Swift is an American singer-songwriter and has produced various works in diverse fields. Mainly in music field, she has one album that largely talks about her deep, personal experiences. She titled it “*Midnights*” and released it on 21 October 2022. After releasing the album on 21 October, in the next day, the singer released the first edition of *Midnights* entitled “*Midnights (3am Edition)*”. On this release, the singer added seven extra tracks that are not available on the regular *Midnights*; those additional seven tracks also discuss one of her lowest points.

Taylor Swift introduced this album with a concept of “What keeps you up at night”. She stated in an interview with Graham Norton that this album is filled with fragile and vulnerable thoughts that usually make people, including herself, cannot asleep at night (The Graham Norton Show, 2022). The vulnerable thoughts could be about love, hatred, and others. In addition, like in her other work of songs, in this album she wrote the lyrics not only with explicit expression about those vulnerable thoughts, but there are many implicit expressions used, too. *Anti-hero*, as the album's first single, could serve as the best representation of fragile, vulnerable thoughts that are conveyed implicitly. “Anti-hero”, quoted from Oxford Learner’s Dictionaries, is defined as the opposite characteristics of a hero supposed to be; which in many literatures a hero is often depicted as main character along with his/her heroic traits that would soon save many people and even him/herself. The meaning of anti-hero itself can be simply defined as the character that supposedly act as a rescuer, but unfortunately, they do not. They are the opposite character of a hero. They cannot save people or even themselves. Thus, derived from the definition, the song entitled *Anti-hero* tells a story about negative thoughts towards self, mainly about insecurity. The following example is from the track *Anti-Hero*: “It’s me, hi! I’m the problem, it’s me”. This lyric illustrates how the songwriter acknowledges her inability to save herself and openly declares that she is the sole cause of the problems she has created.

Implicature exists in various literary works. About that, implicature can be presented in song lyrics that talk about the writer’s personal experiences. As in this case, Taylor Swift frequently uses lyrics that describe surrounding situations or metaphorical expressions to portray her feelings. In other words, she describes her feelings into words in implicitly way. Additionally, the specific feeling this present study tries to note is regarding her insecurities that she presents in her album *Midnights (3am Edition)*.

Taylor Swift, for this instance, in her album *Midnights (3am Edition)*, pours her delicate feeling of insecurity to song lyrics. In this matter, songwriters as well as singers who express their feelings in song lyrics but do not write them explicitly, the song lyrics automatically flout the “guidelines” or maxims which, in the end, will generate assumptions from the listener other than what the songwriters mean. As an example, the lyrics that the songwriters express implicitly talk about how heartbroken they are after the relationship with their partners ends. Consequently, the songwriters feel worthless and unworthy because the relationship with their partners end. This is an insecure feeling that is expressed through song lyrics; however, instead of expressing it in an explicit manner, they decide to express it through the phrases describing cloudy weather or color that they see every day. The assumption built by the singers’ general listeners when listening to the song is perhaps just the mere lyrics describing bad weather or gray color. However, when the singers’ general listeners pay attention to the singers’ love relationship, the assumption built by the singers is that they try to express the feeling of heartbreak.

The previous studies about implicature, mainly about implicature in literature works, have been done by several researchers. First, Syed Azmy et al. (2021), which explored the value elements in implicature utterances from the Islamic animated cartoon *Omar and Hana*. The researchers found that the data, drawn from five song lyrics, demonstrates how the cartoon promotes moral values such as appreciation, kindness, and good relationships. Furthermore, the cartoon teaches children to be grateful and to thank God, aligning with noble religious values and Malay culture. Second, Yulianti et al. (2022). The authors employed the Grice’s implicature theory and applied it to look for conversational implicatures in the *Saturday Night Live* talk show. They found that particularized implicatures outweighed generalized ones, highlighting the importance of context in producing and interpreting utterances spoken in the talk show. Third, Sunariasih and Soetama (2023). They applied Grice’s Cooperative Principle (comprising four maxims) and Levinson’s Functions of Implicature to analyze conversational implicatures and their functions in Selena Gomez’s 2016 interview on the *Zach Sang Show*. The results indicate that Selena Gomez used both generalized and particularized implicatures in the interview. These implicatures served two functions: (1) to provide functional explanations for aspects of language not covered descriptively, and (2) to ensure that addressees could grasp the intended message, even if their interpretation differed from the speaker’s intended meaning. And, lastly, Putri et al. (2023). Unlike the studies mentioned earlier, the authors employed Yule’s (1996) implicature theory. However, similar to Syed Azmy et al. (2021), they used song lyrics as their research object. Specifically, the authors analyzed selected songs by Brandi Carlile. The results show that particularized implicatures, a sub-type of conversational implicature, were the most frequently occurring type in the song lyrics. The five previous studies share a commonality: looking for the data containing implicatures in the object(s) used. However, this study takes a unique approach by analyzing song lyrics through the lens of both implicature (as in most common studies) and insecurity, distinguishing it from others. Analyzing how song lyrics implicitly reflect the singer/songwriter’s insecurities is intriguing, especially considering Edmonds and Sedoc (2021) noted that lyrics play a crucial role in predicting the emotion in music accurately. Consequently, the objectives of this study are: (1) to find insecurity signs from Taylor Swift’s *Midnights*; and (2) to find the types of implicature in insecurity signs from Taylor Swift’s *Midnights*. To achieve the objectives, Grice’s (1989) implicature theory and Maslow’s (1942) insecurity theory are

employed. These two theories provide the core framework for analyzing the song lyrics in the album.

THEORY AND METHOD

This study applied two theories: psychological security-insecurity from Maslow (1942) and the implicature from Grice (1989). The former theory claimed that when people have insecurity, they tend to question their own potentials and/or compare theirs to others'. Maslow (1942) stated that a person with psychological insecurity tends to see the world as threatening place for them. They tend to feel useless and feel not received in society. Further, the person with insecurity is not happy and stable, either. Whereas, the latter, Grice (1989) proposed the term "implicature" specifically to consider what they literally say. Implicature can also be defined as knowledge that is not yet shared and only will become such if the listener could deduce the true inferences while he/she is interpreting the speaker's communicative intention (Retnaningsih, 2013).

The first about psychological insecurity theory. Maslow (1942) explained further that there are characteristics that may appear in a person with insecurity. However, he added that those characteristics overlap with one another and do not represent independently, as each number serves both as a cause and an effect of the others. For example, the number one (feeling of unwanted, of rejection, of being unloved...) could be an aftereffect of the constant feeling of threat and anxiety represented by number five, and vice versa. This applies similarly to the relationships between all the other numbers. Those characteristics are as follows.

1. Feeling of unwanted, of rejection, of being unloved, of being treated coldly and without any affection, of being hated, of being despised.
2. Feeling of isolation, aloneness, ostracism, and feeling "different" from other people.
3. Perception of the world and life as unpleasant, threatening, or challenging.
4. Perception of other people as bad, evil, or selfish; as unpleasant, threatening, or challenging.
5. Constant feeling of threat and anxiety.
6. Feeling of suspicion and mistrust; of envy or jealousy towards others; much hostility, prejudices, hatred.
7. Tendency to expect the worst.
8. Tendency to be unhappy or discontented.
9. Feeling of tension, strain, and conflict; together with various consequences of tension. Example: feeling nervous, fatigue, irritability, nervous stomach and other psychosomatic disturbances; nightmares; emotional instability; vacillation; uncertainty and inconsistency.
10. Tendency to be very self-introspective and self-examination; has acute consciousness towards self.
11. Feeling of guilt and shame; self-condemnation; suicidal tendencies; discouragement.
12. Having complex self-esteem disturbances; either has low or too high self-esteem.
13. Always looking for safety and security. Tendency to hallucinate, delusional, etc.
14. Selfish and egocentric.

From the 14 characteristics according to Maslow (1942) mentioned previously, since there are several characteristics that are looking intertwined, this study summarized

them into six characteristics (or signs); it should be noted that the numerical categorizing in here does not imply any priority order or else. The characteristics are as in the following.

1. Sign Number 1 (Negative thinking/talking towards self)
2. Sign Number 2 (Negative perception of world and people)
3. Sign Number 3 (Having overly negative emotion. Such as suspicion, mistrust, hatred, scared, selfish, egocentric, being constantly unhappy, etc.)
4. Sign Number 4 (Feeling emotionally unstable. Such as feeling tension and conflict, nervous, easily irritate, hallucinations, and nightmares; having either too low or too high self-esteem)
5. Sign Number 5 (Tendency to be overly self-examination. Such as feeling overly isolated, shame, guilt; overly self-examining and self-condemning)
6. Sign Number 6 (Constantly seeking for safety and secure feeling)

From the characteristics mentioned earlier, complex and dynamic reactions arise. Maslow (1942) emphasized that each characteristic, feeling, or behavior associated with insecure individuals is driven by specific reactions and motivations that sustain these actions. Additionally, there are reactions to these reactions, creating a cascading effect. And regarding the reactions linked to each insecurity characteristic, they outlined below. It is important to note that these reactions are complex and dynamic. Maslow himself rejected any notion of isolating them into distinct elements. This study categorizes the reactions under six summarized insecurity characteristics to provide a clearer illustration of these dynamics. However, the reactions should not be viewed as independently representing the characteristics, as the categorization is based solely on possible correlations.

1. Sign Number 1 (Negative thinking/talking towards self)

An insecure person tends to hide from the conscious realization of rejection, of loss of love, and respect. This is a kind of defensive reaction. An insecure person tries to hide themselves as best as they can from the conscious feeling of rejection (of loss of love, etc.). They do not want to realize they are insecure. They are not given in to their feelings yet; they still, somehow, optimist that they can get the secure feeling soon.

2. Sign Number 2 (Negative perception of world and people)

The view of generalizing the world and everything on it personally. People with this kind of behavior as the result of their insecurity are likely to see the world through the lens of their insecurity. They see the world with unhappy feeling, they also tend to hurt themselves by only remembering only their insecurity memories and ignore the good positive ones within themselves; for example: if anything happens and it contrasts to their personal view to the world, they then tend to twist the fact about that and define it with their own definition. In addition, general aggressiveness resulted from, e.g., the absence of affection or such defensive reaction, in insecure person is pretty complex. The general aggressiveness can take form as being bitter and the tendency to hate everyone (as mentioned in this paragraph as well).

3. Sign Number 3 (Having overly negative emotion, such as suspicion, mistrust, hatred, scared, selfish, egocentric, being constantly unhappy, etc.)

From the reaction that follows from insecurity sign number 2 previously, the effect of that on people would serve further to perpetuate and to reinforce their insecurity. It is just like vicious circle. If the case in insecurity sign number 2, that a person has view

that all people are selfish (or simply they mistrustful of everyone), their behavior of being mistrust will eventually make people around them being mistrust of them too. And from that, because people have mistrust of them, then they will mistrust people even more; just like a never-ending circle. The circle applies, too, when a person has such good behavior and loves everyone.

4. Sign Number 4 (Feeling emotionally unstable, such as feeling tension and conflict, nervous, easily irritated, hallucinations, and nightmares; having either too low or too high self-esteem)

Self-esteem and insecurity correlate with each other, though they are both such different variables. This means that when someone's secure feeling is attacked, their self-esteem is, too. The moment a person's self-esteem goes down, it will affect them and make them feel worthless and inferior. Maslow (1942) underlined regarding the matter that for some people it is either fight the feeling of inferiority by compensating it or just give in to it and not fight.

People who show this sign of insecurity may also suffer from depressive disorders. According to the American Psychiatric Association (2013), depressive disorders include disruptive mood dysregulation disorder and several others, though some are excluded here as they fall outside the scope of this context. In this context, insecurity sign number 4, which involves feeling emotionally unstable and easily irritated, is relevant. A common feature of all depressive disorders is the presence of a sad, empty, or irritable mood, along with somatic and cognitive changes that significantly impair an individual's ability to function.

5. Sign Number 5 (Tendency to be overly self-examination, such as feeling overly isolated, shame, guilt; overly self-examining and self-condemning)

Becoming defensive to avert further loss of love. The insecure person may consciously or unconsciously realize that their behavior other people might hate him/her for would make the person develop inhibition of the behavior. For example: a man who has an expressionless face, either consciously or unconsciously, realizes that his face would somehow be interpreted as mean; although, for example, he is calm at the moment. People will perceive him as mean and do not like him. So, to avoid that, he creates a friendly face whenever he meets other people. He does his best not to show his expressionless face so people will not perceive him as mean.

6. Sign Number 6 (Constantly seeking for safety and secure feeling)

In every Maslow's research regarding insecurity, he always found that every insecure person often has the attempt seeking for secure feeling; whether it is consciously recognized by the subject or the opposite. In addition, people may do anything to regain their sense of security, even if it means withdrawing to avoid being hurt. For example, a person might start dressing like others, even though the style does not reflect their true self, simply to gain acceptance in a social environment. However, the definition of "secure" feeling is completely different for each subject. In other words, when someone feels dissatisfaction, he/she always looking for a more satisfaction which the satisfactory state is further being defined individually. But Maslow divided it into three levels: (1) safety, (2) belongingness, (3) receiving love and affection.

When an insecure person fails to regain their sense of security, they may develop discouragement reactions, which often manifest as disorganization, hopelessness, or, in severe cases, suicidal thoughts. To cope, they may limit their base of security by asking for nothing from others, relinquishing autonomy, lowering aspirations, or staying in familiar, predictable environments. This behavior, described by Maslow as “security on-a-narrow-base,” allows them to cling to a fragile sense of safety as long as someone else resolves their problems or they remain within their comfort zones. Furthermore, the more insecure a person becomes, the greater their craving for security, often resulting in unrealistic or unattainable demands. Over time, this acute insecurity leaves them increasingly dissatisfied, as their dreams and expectations become disconnected from what is achievable in reality.

Secondly, the implicature theory. Grice (1989) proposed two types of implicature: (1) conventional implicature; and (2) conversational implicature. In addition, according to Grice (1989), he divided the conversational implicature into two more types: (1) particularized implicature; and (2) generalized implicature. The difference between the conventional and conversational is that the former is associated with general meaning used in the utterance whereas the latter is derived from general principles that regulate the utterance to become proper (Lyons, 1995). The explanation for each type is provided in the following.

1. Conventional Implicature

Conventional implicature is an implicature that is general and, obviously, conventional. The conventional meaning will help to determine what is implicated besides helping to determine what is said literally. This type of implicature does not depend on special context in order to interpret it. However, conventional implicature is associated with specific words and result in additional meanings conveyed in the utterance that has one of the words. The word is such as the English conjunction “But”, and others; “Yet” and “Even” are also on the list that are associated with conventional implicature.

2. Conversational Implicature

Conversational implicature is an implicature type that depends on a principle called “Cooperative Principle” or “Principle of Cooperation”. Lyons (1995) stated that basically language-activity, typically, is a rationally and purposively social interaction that is controlled by the Principle of Cooperation. In order to create an acceptable conversation, each participant needs to effort cooperatively and recognizes the principle as Grice (1989) said. Additionally, the concept of ‘cooperation’ and the expectation that people must always adhere to it seem unrealistic, as humans communicate and interact primarily to fulfill their own interests and benefits. Moreover, the concept is overly universal, as it overlooks social contexts such as social position and other influencing factors. Therefore, the framework should be expanded to include these contexts and factors (Sarangi & Slembrouck, 1992; Taillard, 2004). Nevertheless, in this study, the concept is applied solely to song lyrics, with the context limited to the themes within them.

The principle, as emphasized by Grice (1989), falls into four categories (or maxims, to be specific). Those are: Quantity, Quality, Relation, and Manner.

a. The Maxim of Quantity

When a speaker obeys to this maxim, he/she will not present a contribution that is less or far informative than it is required. The over informativeness

would lead to confusion to the listener. The excess of information also might be misleading the listener as the listener thinks that there is some additional point in the information provided.

b. The Maxim of Quality

The focus in this maxim is basically "say what is true only". Do not say something that it is believed to be false or still lack of evidence to be proven true.

c. The Maxim of Relation

To give such clear information, the speaker needs to provide information that is relevant only with the subject of conversation.

d. The Maxim of Manner

his maxim focuses on the perspicuous of the speaker in giving the information. The speaker needs to be clear and avoid ambiguity. Also, he/she needs to be brief and orderly when giving all the information needed.

The aim of these maxims is to specify what participants need to do in order to attain the efficient and logical conversation. But, when a speaker seems to flout one, or more, of the maxims above without any intention to deceive or mislead, it is because the speaker wants the listener could look and understand the meaning which is different from, or in addition to, the literal meaning of the expression (Thomas, 1995).

As mentioned in the Introduction, implicature extends beyond spoken utterances to include literary works, such as song lyrics. Researchers have long regarded song lyrics as a form of 'lyric poetry' because they often reflect the songwriter's thoughts, ideas, feelings, and mood. Additionally, song lyrics exhibit a rhythmic-compositional structure that, when combined with these features, creates vivid imagery through artistic expression (Poliakova, 2023). To convey such ideas, this artistic expression may not always be straightforward; the songwriter might use techniques like exaggeration or simile, which, according to Grice's Cooperative Principle, may not always align with the principle of cooperation. For example, in the lyrics from the track *You're On Your Own, Kid* from the album *Midnights (3am Edition)*: "From sprinkler splashes to fireplace ashes, I gave my blood, sweat, and tears for this," the songwriter vividly depicts her sacrifices to achieve her goals. However, does this mean she literally had to sacrifice her blood? Most likely not. Furthermore, Poliakova (2023) continued that the concept of emotions, such as "what it means to be sad," encompasses bodily sensations (e.g., heaviness, fatigue, discomfort) and exteroceptive experiences (sights, smells, tastes, sounds) tied to contexts where sadness occurred. These aspects are key to understanding the emotions the songwriter aims to evoke in the lyrics and, in this case, to interpreting his/her insecurities.

Method

This study used the qualitative descriptive method. Salim and Syahrums (2012) said that qualitative method is for a research or study that does not use statistic or quantification procedure. It is, as they explained further, suitable for a study about someone, story, behavior, or organization function. In order to discuss the topic of this study, the qualitative description method was therefore used as the appropriate approach for this topic. Considering that this study was about finding the insecurity signs and the types of implicature in those signs as found in *Midnights (3am Edition)* album by Taylor Swift.

The data collection technique used in this study was documentation. The documentation, stated by Sukmadinata (2016), is a data collection technique that is done by collecting and analyzing documents; whether it is in the form of written documents, images,

or in other forms electronically. The documents, notably, need to be sorted according to the research focus.

In collecting the data, this study was doing several steps: (1) Listening to the whole tracks in *Midnights (3am Edition)* album while looking at the lyrics on Spotify app in order to collect the lyrics that may contain implicature of insecurity in it; (2) taking notes of the lyrics that may contain implicature of insecurity in paper and laptop, and then, after they were collected, the researcher sought assistance from his advisor and a lecturer, who acted as a validator, to review and ensure the accuracy of the data; and (3) analyzing the lyrics that may contain implicature and insecurity, applying Poliakova's (2023) concepts to the identified lyrics, and classifying them based on the six summarized insecurity signs while identifying the types of implicature present in lyrics associated with these signs. In addition, looking at the singer's interview on YouTube and the singer's social media posts regarding the songs/lyrics that have been collected was also done to gather additional context or background information, which was valuable to help to aid in identifying the emotions the singer aimed to evoke.

RESULT AND DISCUSSION

Result

The finding of this study found the total of 73 data from the Taylor Swift's *Midnights (3am Edition)* album. The data collection was done by focusing on the song lyrics that imply the singer's insecurity. The data found were classified into signs of insecurity according to Maslow (1942) and then analyzed what maxims were flouted according to Grice (1989) in order to find the implicature generated from the data. The following table shows the summary of the findings. The Table 1 shows about the findings for the insecurity signs and Table 2 shows the findings for the implicature types found in the *Midnights (3am Edition)*.

Table 1. Signs of Insecurity

Signs of Insecurity	Frequency	Percentage
Sign No 1 (Negative thinking/talking towards self)	2	3%
Sign No 2 (Negative perception of world and people)	6	8%
Sign No 3 (Having overly negative emotion; suspicion, mistrust, etc.)	12	16%
Sign No 4 (Feeling emotionally unstable; feeling tension, conflict, etc.)	28	38%
Sign No 5 (Tendency to be overly self-examination)	19	26%
Sign No 6 (Constantly seeking for safety and secure feeling)	6	8%
Total	73	100%

Table 2. Types of Implicature

Signs of Insecurity	Frequency	Percentage
Conventional Implicature	4	5%
Particularized Implicature	27	37%
Generalized Implicature	42	58%
Total	73	100%

Table 1 shows the frequency of insecurity signs found in *Midnights (3am Edition)* album. The signs of insecurity found in this study were dominated by sign number 4 (Feeling emotionally unstable; feeling tension, conflict) with 28 data; followed by sign number 5 (Tendency to be overly self-examination) with 19 data; then sign number 3 (Having overly negative emotion; suspicion, mistrust) with 12 data. In contrast, the least dominant data was the sign number 1 (Negative thinking/talking towards self) with 2 data; followed by sign number 2 (Negative perception of world and people) and sign number 6 (Constantly seeking for safety and secure feeling) with the same of six data each. This result aligns significantly with the album theme proposed by the singer, centered on the idea of "What keeps you up at night". This concept is prominently reflected in sign number 4. Meanwhile, Table 2 portrays the implicature generated in the lyrics that represent Taylor Swift's insecurity sign. After the insecurity sign was found in the song lyrics in the *Midnights (3am Edition)* album, the next step was to consider what maxim each lyric flouts. In this study, the data found were very distinctive: the least number of implicature found was conventional implicature type with a total of 4 data; next was particularized implicature with 27 data; and last, the dominant data of implicature type, was generalized implicature with 42 data. In the following are the data analysis.

Signs of Insecurity

1. Sign Number 1 (Negative thinking/talking towards self)

Data 1

Sometimes I feel like **everybody is a sexy baby** and **I'm a monster on the hill**.

Too big to hangout, slowly lurching towards your favorite city.

This lyric is from the song entitled *Anti-Hero*. Taylor Swift, in this lyric, compared herself as a "monster" with everyone out there that is "sexy baby". From this point, it can be seen that she talks negative towards herself, hence, she shows insecurity sign number 1—having negative thoughts towards self.

2. Sign Number 2 (Negative perception of world and people)

Data 2

How the hell did we lose sight of us again? Sobbing with your head in your hands.

Ain't that the way shit always ends.

The data taken is from a track entitled *Maroon*. In this lyric, Taylor Swift uses "Shit" to describe relationships. It is because, by looking at the previous line, Swift reminisces that her past relationship was slowly fading. Thus, in this lyric, she says, "Isn't that relationship always ends (In conflict or simply "Meet an end"). By saying so, she implies that every relationship would end the same: end up failing; and, she shows the insecurity sign of having a negative perception of the world and people.

3. Sign Number 3 (Having overly negative emotion; suspicion, mistrust)

Data 3

All **this shit** is new to me (Yeah, oh yeah)

The lyric above is from *Lavender Haze*. The song itself mainly talks about how Taylor Swift wishes to be always in the state of falling in love. In that exact lyric, she describes about how this new relationship was new for her; unlike her previous relationships that ended up badly (e.g., she was cheated on). In this new relationship, she kind of mistrusts that it would end up the same like the previous ones.

4. Sign Number 4 (Feeling emotionally unstable; feeling tension, conflict)

Data 4

Carnations you had thought were **roses**, that's us

The lyric was taken from track entitled *Maroon*. Taylor Swift reminisces her now-ended relationship and compares the relationship as “carnations” with “roses”; carnation itself is a flower lesser than roses. By saying that, she considers her relationship was “cheaper” than it supposed to be; also, it indicates that Swift feels conflict (either with her partner or herself).

5. Sign Number 5 (Tendency to be overly self-examination)

Data 5

I'll stare **at the sun but never in the mirror**

In Anti-Hero, Taylor Swift basically pours her insecurities into lyrics. As in this line, she explains about how she would stare at ‘the sun’, instead of at the mirror. It is a quite common knowledge that it is dangerous for human to stare directly at the sun without protection. In other words, Swift implies that she will do something that would damage her (self-destructive), instead of facing at the mirror (at herself) and trying to fix it. By this lyric, she shows the tendency of having feeling shame and overly guilty of herself.

6. Insecurity Sign Number 6 (Constantly seeking for safety and secure feeling)

Data 6

Familiarity breeds contempt. Don't put me in the **basement** when I want **the penthouse of your heart**

The lyric above is from track entitled *Bejeweled*. The track mainly describes about Taylor Swift tries to reclaim her confidence and self-esteem. By the lyric above, she implies that she wants to be prioritized and appreciated which is a tendency of seeking for safety and secure feeling.

Types of Implicature

1. Conventional Implicature

Data 7

You said I have to trust more freely, **but** diesel is desire, you were playing with fire.

The lyric above was taken from the track *The Great War*. In the song, Taylor Swift describes about how past experiences and anxiety had almost made her relationship end. In the lyric above, specifically, she explains about how she is told to be more trusting. She does that and she becomes more trusting to people. However, the one who told her so plays with her trust. It is indicated by the use of conjunction “But” that created contrast between two things (“You said I have to trust more freely” and “You were playing with fire”).

2. Particularized Implicature

- a. Flouting the Maxim of Quantity

Data 8

Your finger on my **hairpin triggers soldier down on that icy ground. Looked up at me with honor and truth. Broken and blue, so I called off the troops.**
That was the night I nearly lost you

The presented lyric of track entitled *The Great War* describes about how Taylor Swift was seemingly having a conflict with her partner. Since this new relationship was relatively new for her (it was different unlike her previous ones) and she was still in the trauma resulted from her relationships in the past, the way she handled the conflict was totally different. Also, the way her partner calmed her down was something she barely felt back then.

To put it into words, Swift uses the metaphor of a soldier who goes on a war in such cold area with icy ground. But this metaphor conveys too much of information than it is needed. Thus, the lyric flouts the maxim of quantity.

b. Flouting the Maxim of Quality

Data 9

I hosted parties and starved my body; like I'd be saved by **a perfect kiss**

This was taken from track entitled *You're On Your Own, Kid* and talks about how Taylor Swift has done many things: held parties and did strict "diet" to achieve what she perceived as "perfection", such as good friends and media portrayal. In this lyric, she uses metaphor "perfect kiss"; as in many prince-and-princess tales where in its ending describes about how the prince kisses the princess and then everything goes well, a perfect ending.

In this lyric, she flouts maxim of quality by using the metaphor "A perfect kiss". Since, it does not mean a literal kiss, it is a metaphor.

c. Flouting the Maxim of Relation

Data 10

All **this shit** is new to me (Yeah, oh yeah)

The lyric is from the song *Lavender Haze* and describes about Taylor Swift being in a new relationship that is different from her previous ones. She uses the word "Shit" to refer to the new relationship which makes it flouting the maxim of relation. The maxim is flouted because Taylor Swift fails to provide relevant information regarding the subject she is talking about—a relationship, her relationship. Instead, she uses "This shit" to call the relationship.

d. Flouting the Maxim of Manner

Data 11

Do I really have to tell you how **he brought me back to life?**

The lyric is from the track *High Infidelity*. In the lyric, Taylor Swift implies how she was at the deepest point and then a man saved her from that; indicated by the lyric "He brought me back to life". This phrase, however, could be misinterpreted and tend to be ambiguous. The maxim of manner is flouted here since she could have said a simpler phrase that explicitly states how the man has saved her.

3. Generalized Implicature

a. Flouting the Maxim of Quantity

Data 12

He wanted a **bride**; I was making my own name; chasing that **fame**

The “He” character, as in the above lyric from the song *Midnight Rain*, wanted a step further in his love relationship with Taylor Swift. Yet, Taylor Swift does not ready yet and still wants to pursue her dream in music-making career; as the lyric says, “I was making my own name, chasing that “Fame”.

The maxim flouted here is Quantity, because there is less information provided by the singer about the words “Bride” and “Fame”. But the meaning conveyed can still be grasped since the word “Bride” refers to Taylor Swift herself.

b. Flouting the Maxim of Quality

Data 13

You know **how scared I am of elevators**. Never trust it if it rises fast. It can't last

This lyric is taken from the track entitled *Labyrinth*. By this lyric she expresses how she is scared of elevators. But this not to be taken literally. This is the metaphor that represents “the feeling when someone is falling in love”.

The way she wrote the lyric is to convey her own feeling of scared when she feels a sudden high of feeling in love when she meets a man, because, assuming it is based on her previous experiences, the feeling cannot last (as in written in the lyric presented above too). The use of metaphor in the lyric is flouting the maxim of quality, since the lyric does not represent an actual meaning of what it is written (as in this lyric, it does not represent an actual elevator and that she actually has phobia of elevator).

c. Flouting the Maxim of Relation

Data 14

A brief interruption, a slight malfunction. **I'd go back to wanting dudes who give nothing**

This lyric is from the song entitled *Glitch*. By this lyric, specifically, Taylor Swift explains that she was in a relationship with a few men who were doing something unkind to her e.g., cheating on her. She describes those men as “Men who give nothing (but pain)”.

In the lyric, Taylor Swift seems to have a conflict with her partner and she wonders if she just goes back to the type of man she used to date—the men who give nothing. The maxim of relation is flouted and then generalized implicature arises in this lyric because Taylor Swift perhaps should address the relevant information with the topic being discussed at the moment (that she conflicts with her partner). Instead, she wonders of going back with those types of men she used to date.

d. Flouting the Maxim of Manner

Data 15

Did you leave her house in the middle of the night? Did you wish you'd put up more of a fight when she said it was too much? Do you wish you could still touch her? **It's just a question**

The lyric presented above is from the song entitled Question...?. In this lyric, Taylor Swift asks her ex-partner some questions. However, as in the lyric, she does not appear to ask only one question, in fact, she asks more than one. But she claims she only asks a question. By saying so, she flouts the maxim of manner. Maxim of manner requires the speaker to speak clearly and avoid obscurity also ambiguity. The flouting of this maxim also makes generalized implicature arise in this lyric.

Discussion

Based on the previous sub-chapter, firstly, the insecurity sign number 4 (Feeling emotionally unstable; feeling tension, conflict, etc.) dominated this study's findings. There were found the total of 73 data that showed the six insecurity signs as summarized from Maslow (1942). Lastly, the generalized implicature appeared the most in this study's findings with the total of 42 data out of 73 from the total implicature found in the lyrics.

Implicature is inseparable from human communication. People will always communicate and imply something in their utterances. Hence, they may express their insecure feelings through implicit expressions and hope others will get what they feel without them having to be straightforward. As for Taylor Swift herself, she also often expresses her insecurities, but in written form (song lyrics). As one of the biggest celebrities in the world, Taylor Swift has gone through a few widely-known problems, one of which is about her media portrayal; the way media often exaggerates and creates articles that make her feel bad about herself, which leads her to self-criticising and overly self-examining; such her problems are poured in the album *Midnights (3am Edition)*. *Midnights (3am Edition)* is an album that is specially conceived with lyrics depicting her vulnerable, fragile thoughts and ruminations that make her cannot sleep (Taylor Swift, 2022c).

So, in the album, the insecurity sign number 4 (Feeling emotionally unstable; feeling tension, conflict, etc.) was the dominant insecurity sign shown by Taylor Swift. The sign number 4, generally, contained the feeling of emotionally unstable. Those were such as feeling tension, conflict, nervous, easily irritated, hallucinations, and nightmares. Also, having way too low or too high of self-esteem belonged to this sign of insecurity. The second most dominant was sign number 5 (Tendency to be overly self-examination), followed by sign number 3 (Having overly negative emotion; suspicion, mistrust, etc.), and then sign number 2 (Negative perception of world and people) and sign number 6 (Constantly seeking for safety and secure feeling), which were tied. Lastly, the least frequent data corresponded to sign number 1 (Negative thinking/talking towards self). In *Midnights (3am Edition)*, Taylor Swift poured a lot of her personal experiences, such as her past love relationships (that ended up badly and traumatized her, even when she already stepped into a new one), her friendships, and her inner turmoil (e.g., the self-hate and self-blame), which all of these align with the album concept she proposed. The lyrics draw about her such problems. To give a clear example, firstly, as taken from a lyric excerpt from the track *Would've, Could've, Should've*: "God rest my soul. I miss who I used to be. The tomb won't close, stained glass windows in my mind". The sentence "I miss who I used to be" and continued with "The tomb won't close..." generally expressed about Taylor's trauma resulting from a love relationship with a man. Even long after the relationship ended, she still had the trauma. The seemingly endless trauma made her miss herself before she had a relationship with the man.

The sign number 4 became the most dominant sign in this study has a connection with the main concept of the album itself: about ruminations and thoughts that keep her waking up at midnight (The Graham Norton Show, 2022). The feeling of being emotionally fragile and vulnerable when a sudden reminiscent thought comes; how quickly she vacillates between self-love and loathing at midnight; and how lonely she is, no matter how hard she tries not to (Taylor Swift, 2022b). Ruminations, according to Nolen-Hoeksema et al. (2008), is a mode of responding to distress by involving repetitive and passive self-focus on symptoms of the distress. In addition, self-focus, cited from APA Dictionary, means the direction of conscious attention on oneself and one's thoughts, needs, desires, and emotions. Rumination does not lead to the problem-solving of the distress itself. One will remain fixated on the problems and on his/her feelings with no action to fix them (Nolen-Hoeksema et al., 2008). Lyubomirsky and Nolen-Hoeksema (1995) stated that this self-focus or rumination enhances the dysphoria effects on negative thinking because one's attention is drawn to those negative thoughts and negative mood. Further, they explained, that this allows such negative thoughts to affect one's judgments and interpretations of his/her current situation. In other words, Marchetti et al. (2016) said that it only creates a paradoxical increase in the negative mood and thoughts.

The least insecurity sign found in the study was sign number 1 (Negative thinking/talk towards self). This sign became the least found because "self-criticism" is not the main concept of the entire album; however, in the track entitled *Anti-Hero*, Taylor Swift puts much of her self-criticism into the lyrics. As explained by herself in Taylor Swift (2022a), she struggles with the idea that her life is unmanageably seized (by the media and many people). Further, she gives a guided tour of her tendency to self-hate throughout her life. In other songs in the album, the experiences she wrote are dominantly about love and her trauma; also, about her overthinking.

Throughout the song lyrics in the album, as this study found, Taylor Swift used generalized implicature the most to tap into the listeners' imagination without them having to understand the context her fans may only know. If many of her songs used particularized implicature, then it would be hard for her songs to be widely received by the majority of people and, thus, prevent her from becoming one of the famous singers/songwriters. The way Taylor Swift writes her lyrics is also unique. She incorporates her personal experiences to be consumed by audiences and constantly reinvents herself to aim higher (Sloan, 2021); she has switched genres and become one of the versatile singers/songwriters because, as Taylor Swift herself said in an interview conducted by Coscarelli (2020), songwriting process is a sacred process for her; she loves to take common phrases to her lyrics and twist them, making them reach broad audiences and relatable (especially for young audiences). Moreover, the usage of common phrases does not require context or background knowledge for people to understand them, which makes her songs widely enjoyed by many and not exclusive to her fans only. For instance, as a lyric taken from the track entitled *Question...?*: "Did you leave her house in the middle of the night? Did you wish you'd put up more of a fight when she said it was too much? Do you wish you could still touch her? It's just a question". In the previous example, the bolded phrase is the generalized implicature and a common phrase used when talking, especially when he/she asks questions to his/her partner and/or needs reassurance during the conversation.

Additionally, it was found also that the majority of maxim flouted in the songs are the maxim of quality. The maxim of quality demands a speaker to speak truthfully based on adequate evidence to prove that it is true. Song lyrics are one of the literary works. Though some people may say that it is not, some others are saying that it is, since it can contain

rhyming words (just like poetry) and figures of speech. Regarding figures of speech, songwriters usually use metaphors, personifications, similes, and idioms in their songs. And Taylor Swift did the same to her album *Midnights (3am Edition)*. This album is full of figures of speech. Figures of speech, if used especially in song lyrics, would automatically flout Grice's Cooperative Principle and therefore generate implicature. This claim is supported by Davis (2016). He said that figurative speech is indeed generally not literal; speakers, in most cases, do not mean what they express, and they expect their audience to recognize that. Further, he added that figures of speech also tend to be marked intonationally and used to make speech lively, engaging, and stylish.

At last, this Result and Discussion section revealed a strong correlation between the theme of insecurities and how they were expressed through song lyrics. This correlation further highlights the significant role that music plays in communicating complex psychological states while still containing the songwriter's artistic expressions. Besides, it becomes evident that many songwriters use lyrics as a tool for their self-expression, emotional release, and/or teaching moral values to others, as appears in Syed Azmy et al's (2021) study. From a broader perspective, this study emphasizes the possibility that songwriting, just like writing in a diary or journaling, becomes some sort of coping mechanism for songwriters and artists as well as a self-reflective medium. Additionally, their work could also serve as a tool for listeners, especially the young ones, to relate to their favorite songwriters/artists' experiences, helping them cope with their own insecurities. From this point, a connection and understanding between the songwriters/artists and listeners could be established (since the song lyrics use generalized implicature that does not require additional context or background knowledge, making it accessible to new listeners as well). Therefore, songwriters/artists have the opportunity to strengthen their fanbase.

CONCLUSION

This study aimed to (1) identify insecurity signs in Taylor Swift's *Midnights* and (2) determine the types of implicature in those insecurity signs. These objectives are crucial for understanding how insecurities are conveyed through implicit expression. The study found a pretty prevalent result in the sign of insecurity, which shown by sign number 4 (Feeling emotionally unstable. Such as feeling tension, conflict, nervous, easily irritate, hallucinations, and nightmares; having either too low or too high self-esteem). The dominant result in the insecurity sign ties with the album concept made by Taylor Swift, which is about overthinking, ruminations, and thoughts that cannot make her sleep at midnight. Meanwhile, the prevalent implicature in this study is the generalized one. This one is the most found in the song lyrics, since the the usage of this type does not require additional context/background knowledge that makes the album and its songs will be widely understandable and acceptable to the general listeners.

Some crucial points can be taken from this study in understanding insecurities expressed through implicit yet relatable language. Song lyrics serve as a medium for songwriters/artists to cope with and/or self-reflect on their most vulnerable thoughts. Meanwhile, on the other side, song lyrics can also become a medium for listeners to cope with their own insecurities, finding that they relate to their favorite songwriters'/artists' insecurities and further creating a strong connection between them and their favorite idols. The idols can also benefit from this, as it would help create a strong fanbase that supports them in the future.

Future scholars might be interested in exploring how insecurity is portrayed in song lyrics written by other songwriters/artists across different genres and cultural backgrounds. Moreover, the emotional expression in song lyrics could be further examined and compared between, for example, female and male songwriters/artists, providing insight into two different gender perspectives. Such comparative studies could reveal unique patterns or commonalities in how insecurities and emotions are articulated between male and female songwriters/artists.

ACKNOWLEDGEMENT

The researcher would like to say his biggest gratitude to the Almighty Allah SWT for His precious grace and blessings for the researcher, so he could finish this study. The special and big thanks is delivered to this study's validator, Mr. Vilya Lakstian Catra Mulia, S.Hum., M.Hum., for his time and effort to validate the data of this study.

REFERENCES

- Allan, K. (2014). *Linguistic Meaning*. Routledge.
- American Psychiatric Association. (2013). *Diagnostic and Statistical Manual of Mental Disorders* (5th ed.). American Psychiatric Publishing.
- American Psychological Association. (n.d.). Insecurity. In *APA dictionary of psychology*. Retrieved February 16, 2023, from <https://dictionary.apa.org/insecurity>
- American Psychological Association. (n.d.). Self-focus. In *APA dictionary of psychology*. Retrieved March 17, 2024, from <https://dictionary.apa.org/self-focus>
- Aniftos, R. (2022, October 27). *Here Are the Lyrics to Taylor Swift's 'Anti-Hero'*. Billboard. <https://www.billboard.com/music/lyrics/taylor-swift-anti-hero-lyrics-1235162529/>
- Brown, G., & Yule, G. (1983). *Discourse Analysis*. Cambridge University Press.
- Cambridge Dictionary. (n.d.). Insecurity. In *Cambridge Dictionary*. Retrieved March 8, 2023, from <https://dictionary.cambridge.org/dictionary/english/insecurity>
- CBS Mornings. (October 29, 2014). *Taylor Swift on new album, new attitude and new home in Big Apple* [Video]. YouTube. <https://youtu.be/oAqF280Brzg?si=ZbJQWMZNEmI6Kr9R>
- Coscarelli, J. (2020, July 26). *How Taylor Swift Writes a Love Song*. New York Times. <https://www.nytimes.com/2019/12/24/arts/music/taylor-swift-lover.html>
- Cutting, J. (2002). *Pragmatics and Discourse*. Routledge.
- Davis, W. A. (2016). *Irregular Negatives, Implicatures, and Idioms*. Springer Science+Business Media Dordrecht.
- Edmonds, D., & Sedoc, J. (2021). Multi-Emotion Classification for Song Lyrics. In *Proceedings of the Eleventh Workshop on Computational Approaches to Subjectivity, Sentiment and Social Media Analysis* (pp. 221–235). Association for Computational

Linguistics.

- Etalk. (2023, October 27). *Taylor Swift calls out her cat Meredith in throwback '1989' interview* / Etalk [Video]. YouTube. <https://youtu.be/WcNtOA7222M?si=fFFz6mq1emKjk5J5>
- Franssen, G. (2022). Policing the celebrity of Taylor Swift: introduction. *Celebrity Studies*, 13(1), 90-92.
- Grice, P. (1989). *Study in the Way of Words*. Harvard University Press.
- Horn, L. R. (2006). Implicature. In L. R. Horn & G. Ward (Eds.), *The Handbook of Pragmatics*. Blackwell Publishing.
- Iskandar. (2008). *Metodologi Penelitian Pendidikan dan Sosial (Kuantitatif dan Kualitatif)*. Gaung Persada Press.
- Kim, H., Sefcik, J. S., & Bradway, C. (2017). Characteristics of Qualitative Descriptive Studies: A Systematic Review. *Research in Nursing and Health*, 40(1), 23-42.
- Levinson, S. C. (1983). *Pragmatics*. Cambridge University Press.
- Lewis, D. (1972). General Semantics. In D. Davidson & G. Harman (Eds.), *Semantics of Natural Language* (Second Edi). D. Reidel Publishing Company.
- Lincoln, Y. S., & Guba, E. G. (1985). *Naturalistic Inquiry*. Sage Publications.
- Lyons, J. (1995). *Linguistics Semantics: An Introduction*. Cambridge University Press.
- Lyubomirsky, S., & Nolen-Hoeksema, S. (1995). Effects of Self-Focused Rumination on Negative Thinking and Interpersonal Problem Solving. *Journal of Personality and Social Psychology*, 69(1), 176-190.
- Manab, A. (2015). *Penelitian Pendidikan Pendekatan Kualitatif*. Kalimedia.
- Marchetti, I., Koster, E. H. W., Klinger, E., & Alloy, L. B. (2016). Spontaneous thought and vulnerability to mood disorders: The dark side of the wandering mind. *Clinical Psychological Science*, 4(5), 835-857.
- Maslow, A. H. (1942). The Dynamics of Psychological Security-Insecurity. *Character & Personality; A Quarterly for Psychodiagnostic & Allied Studies*, 10, 331-344.
- Minsker, E. (2022, September 20). *Taylor Swift Named Songwriter-Artist of the Decade by NSAI: Read Her Speech*. Pitchfork. <https://pitchfork.com/news/taylor-swift-named-songwriter-artist-of-the-decade-by-nsai-read-her-speech/>
- Nolen-Hoeksema, S., Wisco, B. E., & Lyubomirsky, S. (2008). Rethinking Rumination. *Perspectives on Psychological Science*, 3(5), 400-424.
- Phillips, Z. (2023, October 23). *Taylor Swift's Dating History: A Timeline of Her Most Famous Relationships*. ET Online. <https://www.etonline.com/taylor-swifts-dating-history-a-timeline-of-her-most-famous-relationships-207470>
- Poliakova, H. (2023). Means of Creation of Conceptuality in Modern Song Texts. *Актуальні Питання Гуманітарних Наук*, 70(2), 200-204.
- Putri, D. R., Zuindra, & Arifuddin. (2023). Conversational Implicature in Selected Songs Lyrics by Brandi Carlile. *Indonesian Journal of Education, Social Sciences and Research (IJESSR)*, 4(1), 9-15.

- Retnaningsih, W. (2013). *Pragmatics: The Newest Branch of Linguistics Studies*. IAIN Surakarta Press.
- Rosenblatt, K., & Hamedy, S. (2022, May 19). *Taylor Swift receives an honorary degree and addresses NYU graduating class*. NBC News. <https://www.nbcnews.com/pop-culture/pop-culture-news/taylor-swift-receives-honorary-degree-addresses-nyu-graduating-class-rcna29413>
- Salim, & Syahrums. (2012). *Metodologi Penelitian Kualitatif*. Citapustaka Media.
- Sarangi, S. K., & Slembrouck, S. (1992). Non-cooperation in communication: A reassessment of Gricean pragmatics. *Journal of Pragmatics*, 17(2), 117–154.
- Sloan, N. (2021). Taylor Swift and the Work of Songwriting. *Contemporary Music Review*, 40(1), 11–26.
- Sperber, D., & Wilson, D. (1995). *Relevance: Communication and Cognition* (Second Edi). Blackwell Publishing.
- Sukmadinata, N. S. (2016). *Metode Penelitian Pendidikan*. PT Remaja Rosdakarya.
- Sunariasih, N. W., & Soetama, P. L. (2023). The Implicature Used by Selena Gomez In Zach Sang Show Related to Mental Health and Finding Happiness Issues. *Linguistika: Buletin Ilmiah Program Magister Linguistik Universitas Udayana*, 30(1), 8–15.
- Sutopo. (2006). *Metodologi Penelitian Kualitatif*. Sebelas Maret University Press.
- Syed Azmy, S. N. M., Hassan, I., Mansor, N. R., Yusoff, S. Z., & Zakaria, R. (2021). Implicature Analysis of Value Elements in Omar and Hana Music Animated Cartoon. *Turkish Journal of Computer and Mathematics Education*, 12(6), 3557–3566
- Taillard, M. (2004). Adaptive Persuasion. *Working Papers in Linguistics*, 16, 247–263.
- Taylor Swift [@taylorswift]. (2022a, October 3). *Behind the song! And CDs with photos that I signed are up on my site NOW* [Video]. Instagram. <https://www.instagram.com/taylorswift/reel/CjPMULyPp9V/>
- Taylor Swift. (2022b). *Midnights* [Album]. Republic Records.
- Taylor Swift [@taylorswift]. (2022c, August 29). *Midnights, the stories of 13 sleepless nights scattered throughout my life, will be out October 21. Meet me at midnights* [Photograph]. Instagram. https://www.instagram.com/taylorswift/p/Ch1Ed_Su6Qw/
- The Graham Norton Show. (2022, October 29). *Taylor Swift's Opens Up About What 'Midnights' Means To Her | The Graham Norton Show* [Video]. YouTube. <https://youtu.be/K7w94MwxSxE>
- Thomas, J. (1995). *Meaning in Interaction: an Introduction to Pragmatics*. Routledge.
- Trust, G. (2022, October 31). *Taylor Swift Makes History as First Artist With Entire Top 10 on Billboard Hot 100, Led by 'Anti-Hero' at No. 1*. Billboard. <https://www.billboard.com/music/chart-beat/taylor-swift-all-hot-100-top-10-anti-hero-1235163664/>
- Wilson, L. (Director). (2020). *Miss Americana* [Film]. Tremolo Productions; Netflix.
- Yule, G. (1996). *Pragmatics*. Oxford University Press.

Yulianti, S., Arafah, B., Rofikah, U., Idris, A. M. S., Samsur, N., & Arafah, A. N. B. (2022). Conversational Implicatures on Saturday Night Live Talk Show. *Journal of Language Teaching and Research*, 13(1), 189–197.