

Communication Strategies in Delivering Educational Messages on Song Lyrics “Lamunan” and “Lestari”

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Abstract

This research focuses on two songs by Wahyu F. Giri, "Lamunan" and "Lestari," which are popular on various music platforms. The study aims to explore the communication strategies used to convey educational messages in the song lyrics. Employing a pragmatic approach, the research analyzes the lyrics through observation and qualitative methods. The findings reveal that "Lamunan" delivers messages of loyalty, patience, love, and self-reflection, while "Lestari" emphasizes natural beauty, eternal love, loyalty, and tranquility. The communication strategies identified include repetition, audience recognition, factual delivery, and persuasion. These strategies enhance the songs' appeal and effectively impart educational values. Beyond their musicality, the songs teach listeners to appreciate relationships, the beauty of nature, and the pursuit of happiness. This study highlights how music can serve as a medium for education, embedding important values within engaging and emotionally resonant content, making it both enjoyable and meaningful for listeners.

Keywords: *Communication Strategy, Educational Message, Song Lyrics*

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Introduction

Songs are one of the most effective media in conveying various messages. Songs have the ability to express and evoke various emotions such as hope, desire, happiness, and even madness (Lobo, 2018). Through a harmonious blend of tones, rhythms, and lyrics, songs often become a tool to convey messages from the creator to the listener. Song lyrics act as a form of verbal communication that contains messages that the creator wants to convey to the audience (Miftahurrezki and Anshori, 2021). Song lyrics are usually easy to remember and contain a story or message to convey. Therefore, many people use songs to express their feelings (Aeni and Fernando, 2022). Apart from being a form of verbal communication, songs also function as non-verbal communication through tone and melody (Wurangian and Nugroho, 2023). Songwriters and singers convey messages that are their self-expression of the phenomena around them (Qusairi, 2017).

Song lyrics, as a means of verbal communication, have the ability to attract listeners' attention if chosen wisely. Music equipped with lyrics conveys various concepts such as narration, impressions and experiences of the creator, as well as social comments or views (Nugraheni et al., 2022). Music is often an important element in conveying messages, with a significant contribution through the interaction between the music and the story in the lyrics.



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Messages in songs are often received more quickly by listeners than lectures because music is able to stimulate emotions through strong melodies, lyrics, and rhythms (Rinanda, 2022). Music has a stronger emotional appeal, making listeners more connected to the message. In addition, songs invite active participation from the listener through singing along, body movements, or personal interpretation, which strengthens the listening experience and understanding of the message. As a result, the messages in songs are easier to remember and accept, making them an effective tool for conveying ideas, values and stories.

educational messages are information or ideas conveyed through various media to provide teaching, learning, or enlightenment to others (Apriyanti, 2020). The goal is to teach values, knowledge, or skills that are essential to the development of an individual or society. This educational message can be found in various forms, such as song lyrics, movies, books, speeches, and other communication media (Sari, 2022).

According to Isnainiyah Munawaroh (2020), the delivery method in communication can be analyzed from two angles, namely by means of implementation and the form and content of the message. The implementation can involve repetition (Redunandcy) to attract attention and facilitate recall, getting to know the audience in depth (Canalizing), conveying facts as they are (Informative), coercion without regard to other ideas (Coercive), honest and planned delivery of ideas (Educative), and persuasion to change attitudes and behavior (Persuasive).

This research highlights two song lyrics sung by Wahyu F. Giri, namely “*Lamunan*” and “*Lestari*” as the object of study. These two songs are not only popular but also show significant achievements on various music platforms. Song “*Lamunan*” released as a single in January 2024, managed to attract attention with 1.7 million spins on Spotify and 2.2 million views on YouTube through March 2024. Song “*Lestari*” released in April 2024, also gained wide attention among music listeners. These two songs illustrate the popularity of Wahyu F. Giri and his success in captivating the hearts of music listeners in Indonesia through the nuances of Javanese cultural music.

Based on this explanation, this research aims to examine communication strategies in delivering educational messages in song lyrics. “*Lamunan*” and “*Lestari*” sung by Wahyu F. Giri. The author's interest in these two songs arises from the great response they received from music lovers in Indonesia as well as the deep message conveyed through the distinctive traditional Javanese music.

Method

This research uses a pragmatic strategy with a focus on song lyrics as the main object of analysis. Researchers describe systematically, factually, and accurately about the facts and properties of certain objects. Through a conceptual framework, concept operationalization is carried out to produce variables and indicators. This study emphasizes on communication strategies in delivering educational messages in the lyrics of the songs “*Lamunan*” and “*Lestari*” sung by Wahyu F. Giri. Data were collected through observation, analyzed, classified, and drawn conclusions using qualitative methods

Result and Discussion

Translation of Song “*Lamunan*” and “*Lestari*”

Translation of Song Lyrics To broaden the understanding of the meanings hidden in musical works of art, especially in song lyrics, it is often necessary to interpret the text. One example of a work that attracts attention is the lyrics of a song entitled “*Lamunan*” and “*Lestari*” sung by Wahyu F. Giri and then translated from Javanese to Indonesian. By deciphering the lyrics of the song “*Lamunan* and *Lestari*”, we can explore the depth of the message and communication strategy that the songwriter wants to convey

Table 1: Song lyrics “*Lamunan*” with translation.

Song lyrics “ <i>Lamunan</i> ” in Javanese	Indonesian translation of the lyrics of the song “ <i>Lamunan</i> ”
<i>Sumribit angin ratri tansah hangantheni</i>	Berhembusnya Angin malam menjadi temanku
<i>Setya nrajang telenging ati</i>	Kesetiaan jadi tekad menerabas hati

<i>Angen angen tumlawung suwung ing wengi sepi Tansah angranti tekamu duh yayi Wong ayu age nyedhak a ing sandhingku Nyawang manising esemu Gawe lerem e rasaku tentrem ing atiku Haywa pegat tresnamu sayangku Pindha samudra pasang kang tanpa wangenan Tresnaku mring sliramu sayang Cahyaning mbulan kang sumunar abyor ing tawang Yekti sliramu kang dadi lamunan Wong ayu age nyedak o ngekep ragaku Sirnakna lara branta ing atiku Amerga kabidhung wewayangmu ing pikirku Haywa pegat tresnamu duh sayangku Pindha samudra pasang kang tanpa wangenan Tresnaku mring sliramu sayang Cahyaning mbulan kang sumunar abyor ing tawang Yekti sliramu kang dadi lamunan</i>	Pemikiran yang terbang lepas dimalam sunyi Senantiasa menunggu kehadiranmu dinda Wahai wanita cantik mendekatlah disampingku Melihat manisnya senyummu Menjadikan rasa ini nyaman dihatiku Jangan sampai cinta ini berpisah sayangku Bagaikan ombak samudera yang abadi Cintaku kepadamu sayang Cahaya rembulan yang bersinar terang di bumantara Bukti Dikau adalah lamunan Dinda cantik segera mendekatlah memeluk raga ini Hilangkanlah rasa gundah di sanubariku Karena telah tergoda bayanganmu di ingatanku Jangan sampai berpisah rasa cintamu wahai sayangku Bagaikan ombak samudera yang abadi Cintaku kepadamu sayang Cahaya rembulan yang bersinar terang di bumantara Bukti Dikau adalah lamunan
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Source : <https://kabarwonosobo.pikiran-rakyat.com/entertainment/pr-1567742301/arti-lagu-lamunan-ciptaan-wahyu-f-giri-pindha-samudra-pasang-kang-tanpa-wangenan?page=all>

Table 2: "Lestari " song lyrics and translation.

Song lyrics “Lestari” in Javanese	Indonesian translation of the lyrics of the song “Lestari”
<i>Sang dewi katon nglamlami Ambabar wewangi semi Arum kembang melathi Dhasar wulane ndadari Wong ayu setya rumeksa nala Sasat abyoring Kartika Kadya puspita ing nendra Hanjangkepi tresna Rasa tresna kang sejati manggiha lestari Angidung tembang suci Nyengsemi sakjroning sepi Cahyamu amadhangi saratri Dadya kembang ati Angen-angenku lelana tawang Mideri tanpa wangenan Lumaku nembus marang kabagyan Wong manis sing tak sayang</i>	Sang dewi yang terlihat menarik hati Menyebarkan wewangian tumbuh bersemi Harum bunga-bunga melati Tatkala rembulan bulat sempurna Duhai cantik sang penjaga hati Menyerupai sinar bintang gemerlap Seperti halnya bunga di dalam tidurku Melengkapi rasa cinta ini Rasa cinta yang sungguh-sungguh semoga mencapai keabadian Bersenandung nyanyian suci Mengagumi di dalam sepi Sinarmu menerangi di saat malam gelap Menjadikanmu bunga di hatiku Angan-anganku berkelana ke angkasa Menjelajah tanpa henti Melangkah menembus kebahagiaan Duhai manis yang ku sayang

Source : <https://www.sonora.id/read/424087859/lirik-and-arti-lagu-lestari-dari-wahyu-f-giri-roso-tresno-kang-sejati>

The Meaning of Song Lyrics “Lamunan” and “Lestari”

The meaning of the lyrics of the song "Lamunan " describes a love story that is only realized in a daydream because of the fear of expressing it. In contrast, the lyrics of “Lestari” convey a message about the beauty of sincere and lasting love. Using nature metaphors and romantic elements, this song invites listeners to soak in and appreciate every beautiful moment with the one they love.

Educational Messages in Song Lyrics of "Lamunan" by Wahyu F. Giri.

The song "Lamunan" is not only interesting in terms of musicality, but also contains various educational messages that can provide valuable lessons for listeners. Some of the educational messages contained in the lyrics of the song are as follows.

1) Loyalty

"Setya nrajang telenging ati" (Kesetiaan jadi tekad menerabas hati) and **"Haywa pegat tresnamu sayangku"** (Jangan sampai cinta ini berpisah sayangku). The song lyrics show the importance of loyalty and commitment in relationships. Loyalty is a strong foundation in any relationship, whether in friendship, family, or romance (Hariani, 2021).

2) Patience

"Tansah angranti tekamu duh yayi" (Senantiasa menunggu kehadiranmu dinda). The song lyrics teach the value of patience and hope. Patiently waiting for the presence of a loved one shows loyalty and sincerity (Wulan, 2021).

3) Love

"Tresnaku mring sliramu sayang" (Cintaku kepadamu sayang) and **"Pindha samudra pasang kang tanpa wangenan"** (Bagaikan ombak samudera yang abadi). The song lyrics depict the infinite and eternal power of love. Sincere and deep love can overcome various obstacles and trials in life (Nizami et al., 2024).

4) Self-Reflection

"Sumribit angin ratri tansah hangantheni" (Berhembusnya angin malam menjadi temanku) and **"Cahyaning mbulan kang sumunar abyor ing tawang"** (Cahaya rembulan yang bersinar terang di bumantara). The song lyrics remind us to appreciate the beauty of nature and make it a reflection in our daily lives. Nature is often a source of serenity and inspiration (Bonggaminanga, 2023).

5) Relieveng Restlessness

"Sirnakna lara branta ing atiku" (Hilangkanlah rasa gundah di sanubariku).

The lyrics of the song teach the importance of overcoming anxiety and distress. Finding ways to calm the mind and heart is an important step in achieving emotional well-being (Amri, 2023).

6) Mutual Respect

"Wong ayu age nyedhak a ing sandhingku" (Wahai wanita cantik mendekatlah di sampingku) and **"Nyawang manising esemu"** (Melihat manisnya senyummu). The song lyrics emphasize the importance of appreciating and respecting loved ones. Appreciating the presence and smiles of our loved ones can strengthen relationships and mutual happiness (Agistiani, 2023).

7) Honesty

"Amerga kabidhung wewayangmu ing pikirku" (Karena telah tergoda bayanganmu di ingatanku). The song lyrics show the importance of honest communication in relationships. Expressing feelings and thoughts honestly can avoid misunderstandings and strengthen relationships (Aprilaa and Hakim, 2023).

Educational Messages in the Lyrics of the Song "Lestari" by Dru Wendra Wedhatama & Vitto Fernanda

The song "Lestari" has a number of educational messages that can be revealed from its lyrics. After analysis, some of the educational messages found in the song lyrics include the following.

1) Appreciate the Beauty of Nature

"Ambabar wewangi semi, Arum kembange melathi" (Menyebarkan wewangian tumbuh bersemi, Harum bunga-bunga melati). The lyrics of the song educationally teach the importance of appreciating and enjoying the beauty of nature, which is presented through the metaphor of the fragrance of jasmine flowers and the charm of spring.

2) Loyalty

“Wong ayu setya rumeksa nala” (Duhai cantik sang penjaga hati). The lyrics highlight the importance of loyalty to one's partner in a romantic relationship, illustrating the value emphasized in the song's lyrics. The message conveyed in these lyrics highlights the importance of staying loyal to the people we love, explaining that loyalty involves consistency, commitment, and loyalty (Mufidah and Chofan, 2024).

3) Eternal Love

“Rasa tresna kang sejati manggiha lestari” (Rasa cinta yang sungguh-sungguh semoga mencapai keabadian). The song's lyrics underscore the importance of having a genuine and lasting love, and teaches listeners to seek and nurture a genuine and lasting relationship..

4) Serenity and Pace

“Nyengsemi sakjroning sepi, Cahyamu amadhang saratri” (Mengagumi di dalam sepi, Sinarmu menerangi di saat malam gelap). The lyrics of this song illustrate the importance of tranquility and peace in life, and teaches to find beauty in silence and darkness, because that is where true light and beauty can be found.

5) No Desperate

“Angen-angenku lelana tawang, Mideri tanpa wangenan, Lumaku nembus marang kabagyan” (Angan-anganku berkelana ke angkasa, Menjelajah tanpa henti, Melangkah menembus kebahagiaan). The lyrics of this song imply a message about the importance of having big dreams and strong determination to achieve happiness. By describing a dream that explores endlessly and steps without hesitation, the lyrics teach that to achieve happiness, we must dare to dream and keep trying, never giving up in the middle of the road (Wibowo, 2021).

The educational messages contained in the lyrics of the songs “Lamunan” and “Lestari” teach about important values such as loyalty, patience, love, self-introspection, calming the mind, mutual respect, honesty, appreciation of natural beauty, eternal love, peace, and the spirit to keep trying. Although they have different focuses, they both provide valuable lessons to listeners about the importance of appreciating relationships, natural beauty, and provide encouragement to never stop dreaming, trying, and staying strong in achieving happiness.

Communication Strategy in Song Lyrics of “Lamunan” and “Lestari”

In the lyrics of the songs “Lamunan” and “Lestari”, interesting communication strategies are hidden. Researchers will explore the communication strategies used in these song lyrics, opening a window to understand how communicators use the medium of music to convey messages to listeners. By taking a closer look at the lyrics, we can dig deeper into how the messages are conveyed and received by the audience.

The communication strategies present in the lyrics of the song “Lamunan” include various communication methods used as follows.

1) Redundancy (Repetition)

Phrase repetition **“sayangku” (sayangku) and “sliramu” (kepadamu)** on some verses of the song, such as **“tresnaku mring sliramu sayang” (cintaku kepadamu sayang) and “pindha samudra pasang kang tanpa wangenan” (bagaikan ombak samudera yang abadi)**, aims to attract the attention of listeners and strengthen the impressions and feelings they want to convey.

2) Canalizing (Getting to Know Your Audience in Depth)

Use of words such as **“wong ayu” (wanita cantik) and “duh yayi” (dinda)** Demonstrate a deep familiarity with the audience, by addressing them directly and relating a direct message to them.

3) Informatif (Presentation of Facts as They Are)

Lirik-lirik seperti **“sumribit angin ratri tansah hangantheni” (berhembusnya angin malam menjadi temanku) and “cahyaning mbulan kang sumunar abyor ing tawang” (cahaya**

rembulan yang bersinar terang di bumantara) convey facts directly without adding or concealing information.

4) *Coersive* (coercion without paying attention to other ideas)

Use of sentences **"haywa pegat tresnamu sayangku"** (jangan sampai cinta ini berpisah sayangku) emphasizes the author's desires without considering other thoughts or feelings.

5) *Educational* (Honest and Planned Presentation of Ideas)

Lyrics like **"amerika kabidhung wewayangmu ing pikirku"** (karena telah tergoda bayanganmu di ingatanku) and **"sirnakna lara branta ing atiku"** (hilangkanlah rasa gundah di sanubariku) shows the author's efforts to provide an honest and planned message.

6) *Persuasive* (Changing Attitudes and Behaviors)

Lyric writing such as **"wong ayu age nyedak o ngekep ragaku "** (dinda cantik segera mendekatlah memeluk raga ini) and **"haywa pegat tresnamu duh sayangku"** (jangan sampai berpisah rasa cintamu wahai sayangku) aims to influence listeners to change their attitudes and behaviors.

Next is the lyrics of the song *"Lestari"*, there is the application of various communication strategies which include the following.

1) *Redundancy*

Repetition of words such as **"Wong ayu"** (orang cantik) and **"tresna"** (cinta) The goal is for listeners to be interested and can easily remember the topics discussed in this song (Sulistiyan, 2022).

2) *Canalizing* (Getting to Know the Audience in Depth)

Use of words such as **"wong ayu setya rumeksa nala"** (orang cantik yang menjaga hati) shows a deep understanding of the listener, by confronting them directly and creating an emotional bond that evokes feelings about their personality and distinctive traits (Fitrianto and Meliala, 2022).

3) *Informative* (Conveying What Facts Aandya Had)

Lyrics like **"Ambabar wewangi semi"** (menyebarkan wewangian tumbuh bersemi) and **"Cahyamu amadhangi saratri"** (sinarmu menerangi di saat malam gelap) convey facts directly without adding or concealing information (Nasution, 2024).

4) *Coersive* (coercion without paying attention to other ideas)

There is no example of coercion in the lyrics of the song *"Lestari"*. The lyrics tend to be more emotional than forceful.

5) *Educational* (Honest and Planned Presentation of Ideas)

Lyrics like **"Hanjangkepi tresna, Rasa tresna kang sejati manggiha lestari"** (Melengkapi rasa cinta ini, Rasa cinta yang sungguh-sungguh semoga mencapai keabadian) shows the author's efforts to convey ideas honestly and planned.

6) *Persuasive* (Use to Change Attitudes and Behaviors)

Use of sentences such as **"Dadya kembange ati"** (menjadikanmu bunga di hatiku) and **"Wong manis sing tak sayang"** (duhai manis yang ku sayang) aims to build an emotional bond with listeners and encourage changes in attitudes and behaviors (Dewi, 2024).

In the lyrics of the songs *"Dream"* and *"Lestari"*, there are various interesting communication strategies. This research will explore these strategies, opening up insights into the use of music as a means to convey a message to listeners. By analyzing the lyrics, we can better understand how these messages are conveyed and received by listeners (Lake and Gual, 2023).

In the lyrics of the song *"Daydream"*, various communication strategies are used. For example, the repetition of phrases such as *"my dear"* and *"sliramu"* is meant to attract attention and reinforce the message you want to convey. In addition, the choice of words such as *"wong ayu"* and *"duh yayi"* shows a deep understanding of the listener, while the informative lyrics communicate the message honestly

and planned. In addition, there are persuasive efforts to change the attitudes and behaviors of listeners (Maulana, 2022).

Meanwhile, in the lyrics of the song "Lestari", the communication strategy used also includes the repetition of words to attract attention and make it easier to remember. The use of phrases such as "wong ayu setya rumeksa nala" shows a deep understanding of the listener, while informative lyrics convey the message honestly and planned. While there are no coercive actions, there are persuasive attempts to build an emotional bond with the listener

Conclusion

The musical works "Daydream" and "Lestari" not only present the beauty of music, but also convey valuable educational messages to the listeners. In the lyrics of the song "Daydream", messages about loyalty, patience, love, self-introspection, mutual respect, and honesty are highlighted through the use of various communication strategies such as repetition, audience introduction, information delivery, persuasion, and education. On the other hand, the lyrics of the song "Lestari" teach about appreciating the beauty of nature, loyalty, eternity of love, serenity, not despairing, and appreciation for the diversity of nature. By analyzing the lyrics, we can understand how these messages are conveyed to listeners using a variety of effective communication strategies. In addition, this study provides insight into the use of music as a medium to convey profound and meaningful educational messages to the audience. Thus, the musical work is not only enjoyed as entertainment, but also as a means to convey important values and messages in life

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