

**PARTICULARIZED CONVERSATIONAL  
IMPLICATURE FOUND IN AVENGER  
ENDGAME MOVIE: PRAGMATICS APPROACH**

**THESIS**



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PUTERA BATAM UNIVERSITY  
2022**

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**THESIS**

**Submitted in Partial Fulfilment of the Requirements for the Degree of  
Sarjana Sastra**



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Batam, January 28<sup>th</sup> 2022



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Sarjana Sastra (S1)**

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## ABSTRAK

*Penelitian ini ditujukan untuk menemukan jenis dan strategi dari pelanggaran maksim dalam percakapan implikatur yang khusus. Kemudian dalam menemukan jenis-jenis pelanggaran maksim, peneliti menggunakan teori dari pelanggaran maksim oleh Grice (1975) sebagai teori utama. Untuk strategi pada penelitian ini peneliti menggunakan teori off record dari strategi kesantunan terhadap pelanggaran maksim. Film *The Avenger: Endgame* telah digunakan sebagai media untuk mengumpulkan data pada penelitian ini. Metode dalam penelitian ini juga menggunakan teori penelitian kualitatif deskriptif. Kemudian metode pengumpulan data yang telah digunakan dalam penelitian ini adalah metode observasional dengan teknik non-partisipatif. Analisis penelitian ini menggunakan metode identitas pragmatis dengan teknik kompetensi pragmatik dalam penyetaraan. Dalam menyajikan hasil dari penelitian ini, metode informal digunakan untuk menyajikan data. Dari data yang ditemukan dalam film tersebut, kemudian dikumpulkanlah sebanyak 32 data dari pelanggaran maksim. Pada penelitian ini terdapat pelanggaran maksim kuantitas dengan delapan kemunculan, pelanggaran maksim kualitas dengan lima kemunculan, pelanggaran maksim relasi dengan sembilan kemunculan, dan pelanggaran maksim manner dengan 10 kemunculan. Data data tersebut juga meliputi strategi pelanggaran maksim dengan dua kemunculan data strategi understate, enam kemunculan data oleh strategi overstate, tiga kemunculan data oleh strategi ironis, dua data oleh strategi kontradiksi, tujuh data oleh strategi memberi petunjuk, dua data oleh memberikan petunjuk asosiasi, enam data oleh strategi ambigu, dan empat data oleh strategi kabur. Pelanggaran maksim manner dan kuantitas paling sering muncul dan terjadi didalam film. Selain itu, strategi yang paling sering melanggar maksim adalah strategi melebih-lebihkan dan memberi petunjuk.*

**Kata Kunci:** *implikatur, implikatur percakapan khusus, pragmatik*

## ABSTRACT

This study purposed to find the types and strategies violating maxims in particularized conversational implicature. In finding the types of violating maxim, the researcher used the theory violation maxims by Grice (1975) as the main theory. For the strategies this research using the theory off records politeness strategies of violation maxims. The Avenger: Endgame movie is used as the media to collect the data. The method in this research used descriptive qualitative research theory. The observational method was used as the method to collect the data along with the non-participatory technique. The research analysis used the pragmatic identity method with pragmatic competence- in equalizing as the technique. In presenting the result, informal method was used for presenting the data. From the data found in the movie, there were 32 data of violation maxim found. There were violation maxims quantities with eight appearance, violation maxim quality five appearances, violation maxim of relation nine appearances, and violation maxim of manner 10 appearances. The data also involved the strategies of violation maxim with two data of understate strategy, six data of overstate strategy, three data of ironic strategy, two data of contradiction strategy, six data of give hints strategy, two data of give association clue, five data of ambiguous, and five data of vague strategy. The violation maxim quantity appeared as the most frequent violation found in the movie. Additionally, the most frequent strategy of violating maxims were overstate and give hints strategies.

**Keywords:** implicature, pragmatics, particularized conversational implicature

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## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Research

There are norms, both written and unwritten, in learning a language. These rules or principles exist to keep the discussion on topic. The most significant aspect of this rule is to ensure that the aim of the conversation is properly conveyed. Communication will be successful if the speaker and listener cooperative in a dialogue or conversation. Grice (1975) believed that conversation will run cooperatively as long as the participant contributes as much as it needed and provide enough information in the conversation. In short, when the participants want a cooperative conversation, they need to follow certain directions or rules. The rules where the conversation needs to be cooperative is called the cooperative principle.

In conversation, people do not always follow the cooperative principle. Although if they are being uncooperative, the conversation will still proceed smoothly as long as both the speaker and the listener are aware of the context and meaning during the conversation. As stated by Birner (2013), the conversation can work if the speaker and the hearer tried to make the conversation cooperative even when the participants are being completely uncooperative. The phenomenon can be found in the interview such as, the interview with Taylor Swift. On this conversation below, Taylor Swift is the hearer while the correspondent acted as the speaker. This conversation happened on the interview with CBS Sunday Morning News.

Correspondent :**"And you mentioned that you keep wound dressing with you?"**

Taylor Swift :**"Yeah. I've had a lot of stalkers show up to the house, armed. So, we have to think that way."**

(D'Amelio, 2019)

The context in the conversation above started when the speaker asked about where was the hearer's home. And the hearer responds that she did not want to tell the exact location of her house because there would be a lot of creepy guys coming to her house. Then the speaker replied with **"you keep wound dressing with you"** The wound dressing in literal meaning refers to the Band-Aid functioning to heal the wound and prevent complications. However, based on the context the speaker mentioned, the wound dressing referred to the protection made by the hearer to avoid a potentially dangerous situation. The conversation is still considered as cooperative because both of the speaker and the hearer know the meaning. It is proven by the hearer's answer that agreed by the speaker's question. Thus, it means the hearer understood the context, even when the speaker did not directly provide the literal meaning. As a result, the conversation is classified as a conversational implicature. This phenomenon is related to the Grice (1975) theory of conversational implicature where he called conversational implicature applying not only to the expression of what is said but also to the connection with adjacent remarks and its meaning.

Grice (1975) parted the conversational implicature into two generalized and particularized. The particularized implicature required particular context in understanding unstated meaning uttered by the speaker. As also argued by Grice (1975), in practicing particular conversational implicature depending on the

definition of the word, maxims and the cooperative principle, the context, and relevant facts. The example is taken from the data source of journal article by Yudith, Natsir and Lubis (2021) where Young Nickerson acted as the hearer and Joy as the speaker. The conversation happened in the movie titled *The Heart of The Sea* on the minute (00.37.30-00.30.37).

Joy : “Come on place all forces! Give everything I can.”  
 Young Nickerson: “She’s blows.”  
 Joy : “It is a calf?”  
 Young Nickerson : “Is it a calf?”  
 Joy : **“It’s a cow”**

The context in the conversation above refers to Young Nickerson that just has experience catching whales. When he saw the whale for the first time he was amazed and asked “is it a calf?” The calf in this context is the size and age of the whale. This conversation considered as particularized in conversational implicature because when Young Nickerson asked about the whale Joy answered with “it’s a cow” in a humors tone. The speaker was telling the hearer that they have discovered a large whale, not a small whale. However, the way the speaker delivered it made another meaning of a whale (Yudith et al., 2021). In particular conversational implicature context and the meaning are essential. Without understanding the context, the participants will fail to get the meaning of one conversation.

Conversational implicature could also lead to Grice's theory of maxim. From Grice (1975) *Logic and conversation*, it can be concluded that the connection among cooperative principle, maxim, and conversational implicatures showed by the failure of participants to fulfill various maxims in many ways.

Such as, the participant might be unconsciously floated the maxim so that it will be misleading, the participant may opt-out of the cooperative principle, participants may fail to fulfill the maxims, they can also violate the maxim. As shown from the phenomenon between Feifei as the speaker and Rob as the hearer. The conversation below found in the Extensive Listening of BBC Learning English Podcast which analyzed in journal article by Dwiwulandari, (2020).

Feifei : “And me Feifei. Hello! So how did your interview go?”  
 Rob : “**Quite good... ok... well not bad**”

The context in the conversation above is categorized as violating maxim because Rob here did the violation of maxim quantity and failed to provide sufficient answers. The contribution provided by Rob was not enough to answer the questions given hence the conversation looked uncooperative. It is the principle in being conversationally cooperative to give the right amount of answer. According to Birner (2013) the sub maxim quantity is required the participants to be as informative as needed. The speaker clearly violated the maxim quantity when he did not provide enough answer.

Particularized conversational implicatures appears in various media, such as in interview, social media, or other sources. It can also be found in the movie such as the phenomena from the data source. On the conversation below Scot Lang is the speaker and Natasha as the hearer.

Scott Lang : “No, not a machine. More like a... Yeah, like a time machine. I know it sounds crazy...”  
 Natasha : “**Scott, I get emails from a raccoon. Nothing’s crazy anymore.**”

The conversation above happened in the minute 32:46-32:50. The hearer violated the maxim of relevant as the hearer being irrelevant from what the speaker uttered. The hearer's response showed that anything the speaker said would not sound crazy. Even speaker two received an email from a raccoon that should not have been able to make an email and use electronic devices, so what occurred to the hearer sounded even more insane than the speaker. Thus made the conversation classified as particularized conversational implicature because in understanding the meaning a special context is needed. According to Grice (1975) Particularized conversational implicatures are special since they require a specific context in them to operate.

The other phenomena appear from the data source is found in the conversation between Steve as the speaker and Natasha as the hearer below.

Steve	: "I spotted a pod of whales coming over the bridge."
Natasha	: (dubious) "In the Hudson?"
Steve	: " <b>Fewer ships, cleaner water. Just saying, there's still a world out there</b> "
Natasha	: "If you're about to tell me to look on the bright side, I'm about to hit you with a peanut butter sandwich."

The conversation above happened in the movie titled Avenger: Endgame from minutes 28:50 – 29:05. Particularized conversational implicature is found from the conversation above as stated by Grice (1975) particularized conversational implicature is based on a presence of context and background information of the utterance. This conversation would lead to various interpretations if speaker one and speaker two did not know each other and that is why speaker two understands where the conversation goes without any other explanations. But it will be a whole different situation if the speakers are



strangers. Thus, the conversation is categorized as a particular conversational implicature because it needs specific context and background knowledge to understand its meaning. The speaker unconsciously violated the maxim of manner as he spotted being ambiguous and unclear about what happened outside. Grice (1975) stated that a participant or speaker would fail to fulfill maxims in various ways they might quietly or unconsciously violate the maxim which can be led to some liable cases. Birner (2013) added to violate the maxim is to fail it with assumptions the hearer will not realize. The hearer which knows well about the speaker's personality who always trying to be positive all the time caught the context wanted him to stop because she does not want to hear it.

The bold utterances can be considered as strategy 12: be vague, as the speaker becomes vague about what he was saying and wanted the listener to figure out the possible meaning that was implicated but failed because the listener interpreted it differently. Brown and Levinson (1987) believed that participants may violate the FTA by being unclear about the FTA's object. It means that the statement expressed vaguely addressed to a specific person whom the speaker hopes will understand the potential meaning.

Conversational implicature has been analyzed in numerous studies and the researcher found two previous studies about conversational implicature. The analysis from Akmal (2020) analyzed the types of conversational implicature with non-observant maxim and the researcher used the "Kingdom of Heaven" movie as the source to collect the data. This research applied the theory by Grice (1975) cooperative principle analyzed the analysis. As the findings of this study, the

previous researcher found flouting maxim occurred the most frequently compared to violating maxim as the participant wanted to be safe by expecting the hearer to understand their point without saying it directly.

Sili and Setyowati (2020) investigated and conversational implicature using a movie named "Jumanji: Welcome to The Jungle" as the media to collect the data. This study used the theory by Levinson's implicature theory and context by Devito. For the findings this previous research collected 37 data of conversational implicatures. The particularized conversational implicature occurred 34 times and 3 times occurrence of generalized conversational implicature.

As the similarity from the previous studies this present research used the theory by Grice (1975) as the main theory. And for the different the movie titled Avenger Endgame is used as the data source. Additionally, the second objective supported by (Brown & Levinson, 1987). Furthermore, this present research concerned with the utterances by the characters in a movie titled Avenger: Endgame 2019. The researcher focused on analyzing the types of violating maxim in particularized conversational implicature and the strategies violating maxim of the particularized conversational implicature which can be found in the Avenger Endgame movie: Pragmatic approach.

## **1.2 Identification of the Problem**

1. The importance of context in conversational implicature
2. The existences of particularized conversational implicature
3. The violating maxim found in a movie

4. The violation maxim in particularized conversational implicature found in Avenger Endgame movie
5. The strategies of particularized conversational implicature found in Avenger Endgame

### **1.3 Limitation of the Problem**

1. Types of violating maxim found in particularized conversational implicature in Avenger Endgame movie.
2. The violating maxim strategies found in particularized conversational implicature in Avenger Endgame movie

### **1.4 Formulation of the Problem**

1. What types of violating maxims are found in particularized conversational implicature in the Avenger Endgame movie?
2. What strategies of violating maxims are found in particularized conversational implicature in the Avenger Endgame movie?

### **1.5 Objectives of the Research**

1. To reveal the types of violating maxim found in particularized conversational implicature in Avenger: Endgame movie
2. To examine the strategies of violating maxim found in particularized conversational implicature in Avenger: Endgame movie

## 1.6 Significance of the Research

### 1. Theoretical Significance

The aims of this research theoretically are to give information, knowledge, and experiences about conversational implicature. And this research hopefully can be functioned for readers to classify the types of the violating maxim in particularized conversational implicature with the maxim. The last is this research aimed to be the reference for other researches in the future.

### 2. Practical Significance

This research hopefully can be the example for the speaker and the hearer to understand more about implicature. In obeying cooperative principle, we need to understand about the basic principles of maxim. Therefore, hopefully by this research both speaker and the hearer would find out more about the types of implicature and the maxim as well as the strategies.

## 1.7 Definition of Key Terms

**Pragmatics** : Pragmatic comprehension includes not just interpreting the meanings of conversation, but also understanding the definition of the utterances (Yule, 1996).

**Implicatures** : Implicature indicates an action that means or implies one thing by saying

something else, or the object of that action (Grice, 1975).

### **Particularized Conversational**

#### **Implicature**

: The types of implicature that based on a present of context and background information of the utterance (Grice, 1975).

**CHAPTER II**  
**REVIEW OF RELATED LITERATURE AND THEORETICAL**  
**FRAMEWORK**

**2.1. Pragmatics**

Pragmatics the study of unspoken meaning or how listeners understand what is intended even when it is not expressed or written directly (Yule, 2014). Pragmatics focuses on the speaker's meaning and intention rather than the words themselves. In understanding the unstated meaning the participants need to understand about the speaker, the hearer, and the context in one conversation. The hearer needs to understand the meaning and the intention behind the speaker's utterances (Birner, 2013). Thus, it means speaker and the hearer are parts of important elements in pragmatic.

In understanding pragmatics, there are important elements that need to consider such as the speaker and the hearer, the context, and the meaning. As for this research, the context was involved to understand the implied meaning in a conversation. Yule (2014) mentioned that context referred to the place or location where the participants performed the conversation. If the participants failed to analyze the context, the discussion potentially would run uncooperative. Furthermore, it was for this reason that pragmatics was used in this study to help people comprehend the unspoken meaning.

Pragmatics was the study of context, and this study used that approach to investigate inferred meaning. Pragmatics can be applied in a variety of ways. In this study pragmatic was applied by understanding the concept of context,

speaker, and the hearer. Originally, speaker-hearer and context in conversation were intertwined to each other's. The interpretation in a single dialogue could not exist without the roles of those elements. As a result, pragmatics was used in this study to analyze unspoken meaning based on context and speaker-hearer. As pragmatic is so determined about context and how context affected a whole conversation, it could lead to the unstated meaning which is called particularized conversational implicature.

### **2.1.1. Particularized Conversational Implicature**

Implicature in pragmatics could lead into a definition of indirect meaning or hidden meaning that uttered by the participants. It means what the participants uttered could be different from the true meaning. Implicature then parted into conventional and conversational implicature. Conversational implicature according to Grice (1975) identified as a category of nonconventional implicatures and being fundamentally linked to specific discourse. Grice (1975) specified conversational implicature into generalized and particularized.

In understanding the conversational implicature the participants required to be relevant in the situation or understand the context of the conversation. Grice (1975) divided conversational implicature into two types which are generalized conversational implicature and particularized implicature. Particularized conversational implicatures are unique to the particular context in which they occur.

According to Grice (1975), particular conversational implicatures rely on the meaning of the words, the cooperative principle and its maxims, the context of the utterances, the background knowledge and the fact that relevant. As the example practiced by Spencer as the hearer and Martha as the speaker below,

Bethany : “And then Spencer will reach in and grab whatever else is in there.”  
 Spencer : “What? Why me again?”  
 Martha : “**Because you're Bravestone.**”

(Sili & Setyowati, 2020)

The conversation was taken from the movie Jumanji analyzed in article. Martha was attempting to convey a different meaning by adding that only Bravestone referred to Spencer's character in the game. The speaker believed that the hearer is capable of doing it. The hearer is the character game with no weaknesses he was the only one who could pass these troubles. To understand Martha's statements, we must first understand characters conversation to interpret the context in the conversation. As explained by Birner (2013), particularized conversational implicature occurs as a result of a particular conversation that is contextually very specific. Particularized conversational implicature relies on the special context or special background knowledge that is very specific in a conversation.

This particularized conversational implicature linked to the violating of maxim which is pioneered by Grice (1975). As added by Levinson (2000), this implicature concentrates on violations of maxim. If the speaker violates



the maxims intentionally, the speaker must observe the cooperative principle on another level or the hearer cannot understand the speaker's intention

### 2.1.2. The Types of Violating Maxim

Grice (1975) said to make a good conversation the participants need to contribute such as required, at the stage this conversation occurs and which this conversation engaged. This theory refers to the general principle called the cooperative principle. And Grice (1975) distinguished this principle under four categories called maxims. Then to violate the maxim related to the violation of four types of the maxim by (Grice, 1975). In violation maxim, the speaker has unsuccessfully disobeyed the observed maxim. Therefore, it is why this method considers as a non-observance maxim as well as the flout maxim and opt-out maxim. As added by Birner (2013) to violate the maxims the speaker intentionally being uncooperative by making wrong utterances and expected that the hearer will not catch violation.

#### A. To Violate the Maxim of Quantity

The principle of quantity maxim demanded the speakers to only say what is needed and contribute no more or less than is required (Grice, 1975). Therefore, violating the maxim of a quantity means to contribute more or less to the conversation than is necessary. The violation of maxim quantity showed from the conversation from the article below.

Larry : "I'm trying to figure things out right now, okay?"  
 Erica : "...**You know...I don't think that Nicky should stay with you.**"

Larry : “What?”  
 Erica : “Just until you get really settled.”  
 (Andy & Ambalegin, 2019)

The conversation above was performed by Larry as the speaker and Erica as the hearer from the movie “Night at the Museum”. The response from Erica was considered as a violation of maxim quantity. The hearer was angry with the speaker and refused to give the right amount of answered. The hearer should just say okay. But the hearer chose to disagree with the speaker and gave a response more than what was needed

#### **B. To violate the maxim of quality**

Maxim of quality requires the participants to say only what the speakers believe to be true (Grice, 1975). This means the speaker should not provide any false statement and only say something that is factually true. Then to violate the quality of maxim means to say something that is close to a lie and statement with lack of evidence. Below was the example from the journal article.

Baroka : “You are hasy with denial. For how indeed could Sadiku, since I told her nothing of my mind, but my daughter, did she not, perhaps...in ventsome tale? For I know Sadiku loves to be All- knowing.”  
 Sidi : “**She said no more, except the Bale Begged presence.**”  
 (Rich-adigun, 2020)

The conversation above happened between Baroka as the speaker and Sidi as the hearer. The speaker asked for more information about Sadiku and wished to get more information from the hearer. The hearer refused to give more information to the speaker even though the hearer aware of the

speaker's question. The hearer clearly violated the maxim of quality as the hearer did not tell the truth.

### **C. To violate the maxim of relation**

Grice (1975) said that in conversation the participants need to be relevant to the context and meaning. Maxim of relation refers to how the current utterance must be relevant to the context and it must be connected to what the speakers said before (Birner, 2013). Therefore, to violating the maxim of relation means the speaker is consciously being not relevant to the question or statement before. One of the examples of violation maxim relation performed by Amir and Baba in the Kite Runner movie taken from the article by (Hongli & Meiyong, 2021). When Amir went to Lake Kalka with his Baba, because his father was preparing the next day's speech, Amir wanted to get his attention, and he said to his father, "I think I have cancer." Baba did not give any reaction to what Amir said instead **he told Amir to get a soda by himself** (Hongli & Meiyong, 2021). Baba did not give a relevant response to Amir's statement instead he changed the topic and ended the conversation right away. From the conversation, Baba violated the relation maxim and refused to answer Amir's statement.

### **D. To violate the maxim of manner**

Maxim of manner requires participants to avoid ambiguity in conversation (Grice, 1975). Thus, to fail or to violate the maxim of manner means the participants give an unclear and ambiguous contribution in the conversation.

- A : “What do you think of Cindy?”  
 D : “She is a beautiful girl.”  
 A : “How about her characteristics?”  
 D : “**She is like Ria.**”

(Andy & Ambalegin, 2019)

The conversation above taken from the journal article by Andy & Ambalegin, (2019) with Night at the Museum movie as the data source. The answer from D when A asked about the girl's characteristics was unclear. The reason was that only D knew the meaning of “she is like Ria”. D's response was considered as a violation of the maxim since he was vague and unclear about his statement.

### **2.1.3. The Strategies of Violating Maxim**

According to Brown and Levinson (1987), the relation between implicature and politeness refers to assuming whether the speaker's statement was relevant and appropriate to the context. This then leads to the polite presumptions that are made during the conversation. The off-record strategies invite conversational implicature with hints triggered by a violation of Gricean Maxims. Off-record strategies often use indirect utterances to build a conversation. The participants tend to give general information that consisted of less information and they tend to say something different from what they truly mean. Additionally, the hearer needs to catch what was intended behind the utterances (Brown & Levinson, 1987). Politeness strategies based on off-record invite the conversational implicature applied with 15 strategies as stated below,

### A. Give hints

This strategy refers to instructing the hint without doing it directly. When the speaker said something irrelevant to the conversation the hearer was invited to find the interpretation of the possible relevance. For example the conversation between T and S below,

T: “We will continue listening part 1 and part 2. Then we will check it together.”

S: “**Miss, the speaker is broken**”

T: (laughs) “No, it’s working properly. Especially, now”

(Rahayuningsih et al., 2020)

The conversation started when the teacher asked the students to continue their listening section but one student did off-record by saying “the speaker is broken”. The speaker tried to avoid the responsibility of potential threatening. As stated by Brown & Levinson (1987) when the speaker uttered irrelevant utterances, they invite the hearer to find the potential meaning behind its words. The speaker from the conversation invited the hearer to understand the potential meaning behind the statement.

### B. Give association clue

This second strategy almost has the same interpretation as the first strategy before. The difference between these two strategies is the second strategy required the speaker and the hearer at least to have the same background knowledge or the same experiences.

For the example, “What’s happened to him? **He was like Atticus Finch to me when I was growing up.**” (Leihitu, 2021) The conversation happened between Erin as the speaker and Scot as the hearer. In the above

utterance, Erin employs an off-the-record strategy by providing Scott with association clues. She associates her father with Atticus Finch, a well-known lawyer who was capable of addressing an issue by interrogating witnesses, as portrayed in the novel *To Kill A Mocking Bird* (Leihitu, 2021).

### C. Presuppose

According to Brown and Levinson (1987), a conversation can be perfectly relevant and still violate the maxim relevance just because of its assumptions or presuppositions. This strategy used the word again and invited the hearer to seek relevant assumptions. For example when the speaker said, **“I washed the car again today”** (Brown & Levinson, 1987, p. 217), the speaker then expect the hearer to catch the meaning and relevant events that happened before. The speaker’s statement built an assumption about washing the car by stressing the word again. The speaker makes the hearer draw presumption that he/she had already washed the car before.

### D. Understate

This strategy can be addressed as of maxim quantity which is required to say enough not less or more. This strategy inferred that the speaker can utter utterances by providing less information and expect the hearer to consider why. This strategy generated implicature by saying less than it required. As for the example below,

A: “What do you think of Harry?”

B: **“Nothing wrong with him.”** (c.i. I don’t think he’s very good)  
(Brown & Levinson, 1987, p. 218)

The speaker's statement “nothing wrong with him” was conversationally implicated. Often people were forced to avoid the FTA by society and this phenomenon produced a variety of interpretations. In the conversation, the speaker tried to avoid the threatening and somehow provided a less informative statement. This then leads to an understatement strategy as the speaker gave a too general statement that tends to be less informative (Brown & Levinson, 1987).

#### **E. Overstate**

In contrast with understate strategy, overstate strategy refers to giving information more than it required. This strategy also violated the maxim of quantity by giving unnecessary information and exaggerating the actual events to save face. And the implicature often lied far from what is said as the example below, **“Oh no, Mr.Smith, we never meant to cause you any trouble. Nothing could have been further from our minds. I can’t imagine how you could come to that conclusion. It’s out of the question.”** (Brown & Levinson, 1987, p. 220) According to Brown and Levinson (1987), the statement above was considered as strategy5: overstate as the speaker violated the maxim of quantity and gave too much information. This showed how the speaker exaggerated the statement and overstated their utterances to avoid threatening others.

#### **F. Use Tautologies**

This strategy generates the violating of quantity. By using tautology, the speaker wants the hearer to look for the informative interpretation of the

un-informative utterance. This strategy can be done by excuse, criticism, or complaint.

"The example is as the following utterance **“You’re men, why don’t you do something about it?”** (Brown & Levinson, 1987, p. 221)

The statement gives an image that men often did things to show their masculinity. This statement addressed to man for the assumption that man always needs to do something.

### **G. Contradiction**

This strategy used two contradictories answered to seek the potential meaning. The speakers will make it seems like they can’t tell the truth and invite the hearer to interpret two contradictory answers.

A: “Are you upset about that?”

B: **“I am and I’m not”**

(Brown & Levinson, 1987, p. 221)

The contradictions answer here violated the maxim of quality by uttering two things that contrast to each other. This also can be used to express complaints and criticism. The speaker makes an impression that he/she cannot be telling the truth and wanted the hearer to reconcile the answers.

### **H. Ironic**

Ironic in this strategy means when the speaker saying the opposite of what they mean. This is generated by violating the maxim of quantity and indirectly stating the meaning by giving hints. This strategy refers to the example below,



**John's a real genius** (After John has just done twenty stupid things in a row) (Brown & Levinson, 1987, p. 222)

By saying the opposite from what it means the speaker violated the maxim of quality and indirectly implied the meaning. The speaker uses irony to express her true feelings by adding a contrary-to-a-fact statement.

### **I. Metaphor**

Metaphors are a different type of violating maxim quality since they are untrue. In metaphor words such as sort of or as if were used to make the metaphorical look explicit and undirect (Brown & Levinson, 1987). Moreover, this strategy used metaphor in the conversation to compare the true meaning between the utterances and the real meaning. For the example, **“Harry's a real fish. He swims like a fish”** (Brown & Levinson, 1987, p. 222) the speaker used the metaphor to described about Harry that probably had a excellent talent in swimming. This conversation was implicated because there is a meaning behind it and **“He swims like a fish”** was referred to how good Harry in swimming.

### **J. Rhetorical question**

The rhetorical question referred to a question that did not expect any answer. The questions tend to be hung on the air and implicated. This strategy purposed for the hearer to provide information based on the speaker's needs. For instance, **“There you are, Emily. How many times do I have to scream your name?”** (Probosini, 2020, p. 173) The situation happened when the speaker called the hearer's name but the hearer didn't

show any response. The speaker gave a rhetorical question by stating, “How many times do I...” the speaker expects the hearer to understand the meaning behind the rhetorical question.

#### **K. Ambiguous**

Brown and Levinson (1987) stated that the aim of ambiguity can appear with metaphor. It means the connotation is mostly not clear and leads to a certain ambiguity. It is illustrated by Grice (1975) that any off-the-record technique effectively uses ambiguity in this wider sense by expanding the term ambiguity to reflect the ambiguity between the literal meaning of a statement and any of its potential implicatures. As for the example,

**“Jhon is a pretty smooth cookie.”**

(Brown & Levinson, 1987, p. 225)

The above sentence was considered ambiguous since it might be perceived as a compliment or an insult. It could appear different depending on the context of one conversation.

#### **L. Vague**

This strategy refers to the vague statement. It means that the statement expressed vaguely addressed to a specific person whom the speaker hopes will understand the potential meaning. The speakers consider off-record and went FTA by uttering vague statements about who the object was and what the offense was (Brown & Levinson, 1987). For instance, **“Perhaps someone did something naughty”** (Brown & Levinson, 1987, p. 226). The statement vaguely pointed to the object by saying “someone”.

### **M. Over-generalize**

This strategy relates to proverbs where the hearer has the ability to decide whether the general rules apply to him in the context. This strategy refers to the example below,

**“Mature people sometimes help do the dishes.”** (Brown & Levinson, 1987, p. 226)

The hearer in this case had a choice of whether the general rule applied to them (Brown & Levinson, 1987).

### **N. Displace H (example utterance)**

This strategy refers to the speaker who pretended to do FTA hopes the target would understand the meaning without being threatened (Brown & Levinson, 1987). In certain places these strategy indirect requests are frequently made in this manner, the speaker complains about his demands to a stranger while the intended object of the request is listening. For example, there is a secretary in the office who asked to pass the stapler using negative politeness, in the situation where the professor is much nearer to the stapler. The professor's face was not threatening, and he can choose to do it himself (Ervin as cited in Brown & Levinson, 1987).

### **O. Be Incomplete, Use Ellipsis**

This strategy used rhetorical questions so that the speaker can leave an FTA half-done and leave the implicature hanging in the air. For example, **“Well, if one leaves one’s tea on the wobbly table. . .”**(Brown & Levinson, 1987, p. 227) the speaker intentionally leaves the utterance half done and wanted the hearer to catch the meaning.

## 2.2. Previous Research

Huang (2020) investigated conversational implicature to improve learning and communication skills in English by using humorous utterances. The difference found from this research was the media used to collect the data. This previous study used the sitcom *2 Broke Girls* as the media. This research used theory from Grice (1975) to analyze the production of humor from the perspective of the cooperative principle and conversational implicature. Lastly, the result of this research revealed that verbal humor from the perspective of conversational implicature can be found by violation maxims. The types of violation maxim found from this research are violation maxim quantity, violation maxim quality, violation maxim relation, and violation maxim manner.

Chen and Zhang (2020) found out the utterances in the movie and identify the conversational implicature and hidden meanings in the utterances. The movie titled *Flipped* was used as the media in this study. This research used the perspective of Grice (1975) cooperative principle and Leech's politeness principle. The result of this study showed the use of cooperative principle and politeness principle to analyze the dialogues so that the target reader can be more understand about conversational implicature. Moreover, the data in this research dominated by violation maxim quantity and violation maxim quality.

Dwiwulandari (2020) explored the conversational implicature in BBC Learning English Podcast. This research aimed to find out how the participants applied the types and the functions of implicature in conversation. This study used the Grice (1975) theory of conversational implicature and cooperative principle.

The findings of this study were directed to show examples of conversational implicature so that the readers can avoid misunderstandings in conversation. Additionally, from 104 data the particularized conversational implicature dominated the results produced by flouting and violating the maxims.

Rich-adigun (2020) identified the conversational implicature's types. The theory used in this research is from the cooperative principle proposed by (Grice, 1975). The research using the data source from *The Lion and Jewel* by Wole Soyinka drama script specifically analyzed the utterances uttered by the responder. The result of this study found that the speaker floated or violated the maxims of the cooperative principle and generated by the implicature. Moreover, this also showed the presence of intended meaning in conversation which delayed the communication process and Grice (1975) theory of conversational implicature helped to make this communication work.

Auliyah (2020) analyzed the types of Conversational Implicature along with the explanation of the context in implicature and the way to perform the implicature. The theory used in this research was conversational implicature by Grice (1975) and this study analyzed conversational implicature in Arsy and Arya's YouTube channel. The finding of this research showed the types of conversational implicature, the process of conversational implicature through politeness strategies, and the reasons for the conversational implicature.

Yudith, Natsir, and Lubis (2021) examined the types and the aim of conversational implicature uttered by all characters in the movie titled *The Heart of The Sea Movie* by using the pragmatics approach. This study using theory

Grice (1975) to analyze conversational implicature found in the data source. The result of this study shows the types of conversational implicature and the purpose of conversational implicature. The types found were particularized conversational implicature and generalized conversational implicature. Additionally, the five purposes of conversational implicature were to protect the speaker, to show power and politeness, give information, to entertain the audience, and to have lack specific information.

Wijiningtias, Arifin, and Setyowati (2021) aimed to analyze implicature and its context found in the movie named *the proposal*. To analyze and identify the data they used theory implicature by Grice (1975). The result of this study shows conversational implicatures are the most frequent implicature that appeared in the movie done by the characters. Furthermore, from the data collected 23 of them was conversational implicature and 14 data were conventional implicature.

In conclusion, this research applied Grice (1975) theory for analyzing the data as well as the previous research shown above. The difference found from this research was the researcher used different media to collect the data. Specifically, the data from this research were collected using a movie titled Avenger Endgame.

### **2.3. Theoretical Framework**

This research adopted pragmatics as the approach. For the object of this research, the researcher analyzed the particularized conversational implicature. Moreover, the focuses of this research were the types of violation maxims in particular conversational implicature and the strategies. The types of violating maxim in particularized conversational implicature used the theory by Grice

(1975). Then, the researcher used the strategies by Brown and Levinson (1987).

The types and strategies theory analyzed by using Avenger: Endgame movie as the media to collect the data.

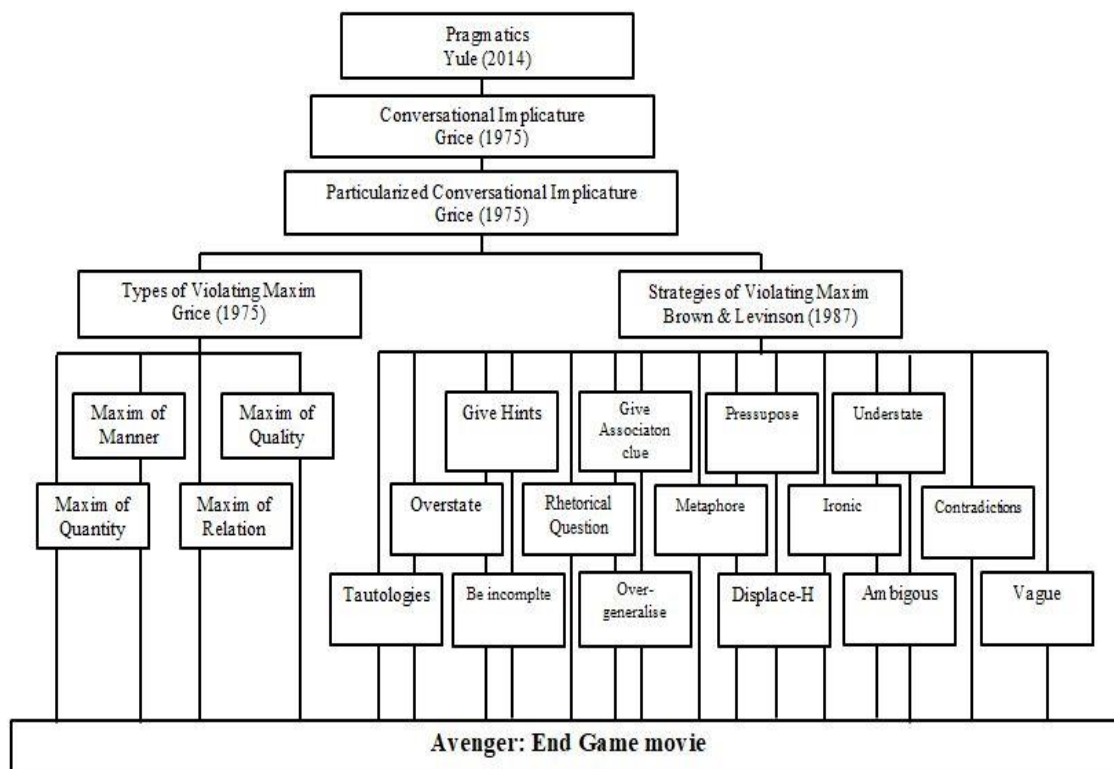


Figure 2.1 Theoretical Framework

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1. Research Design**

This research adopted the method of descriptive qualitative and presented descriptively. Creswell, (2013) identified the definition of the qualitative method as the process of questioning interpretation based on methodologies approach to evaluate and explore human and social issues. This qualitative method moves from the basic concept to the particular kinds of qualitative research. It means that qualitative research can be presented from the general to the specific issues.

The data of this research were generated in text and in a form of descriptive analysis. The issues and phenomena were presented in words, phrases, and sentences. Therefore, descriptive qualitative was applied as the method to analyze and interpret the data. Moreover, the theory from Grice (1975) of conversational implicature was used as the main theory and theory by Brown & Levinson (1987) as the second theory. The theories were used to analyze the violation maxim in particularized conversational implicature and the strategies of violating maxim found in *Avenger: Endgame* (2019).

#### **3.2. Object of the Research**

The most essential component of the study as well as the major analysis of this research is the object of the research. The object of this research concentrated on the violation maxim in particularized conversational implicature by Grice (1975). Also, this research applied the strategies by Brown and Levinson (1987)



in the “Avenger Endgame”. Moreover, this research concerned on the utterances that contain the types of violating maxim in particularized conversational implicature and the strategies of violating maxim uttered by the characters in the movie.

### **3.3. Method of Collecting Data**

The data collected in this research was done by using the observational method. According to Sudaryanto (2015), the observational method is a way of gathering information through observing how people use language. The data collected by observing the movie which involved watching, hearing, and reading the script movie. The researcher did not produce the utterances or involve in making the utterances as the data. Thus, the data was collected with a non-participatory as the technique. As mentioned by Sudaryanto (2015) the researcher did not take part in the dialogue, discussion, or interaction with the participants. Additionally, the researcher observed the data by watching, hearing, and interpreting utterances based on the speaker, hearer, and the context of the conversation.

The data collection process began with observed the movie by watching the action and listening to the utterances in the "Avenger Endgame" movie. The purpose of watching the movie was to get the context from the movie. Additionally, the purpose of listening to the movie was to write down the script. To ensure the accuracy of the movie's utterances for the script, the researcher heard the conversation in the movie several times. Then, the researcher selected the utterances that involved maxims violation expression by highlighting it.

### **3.4. Method of Analyzing Data**

Sudaryanto (2015) mentioned that, if the utterances uttered create a specific reaction or action from the hearer then participants are in the pragmatic identity method. Pragmatic identity is a method that causes reaction from the hearer, thus the context is needed to identify the data. Therefore, this method is relevant with the research as this research concerned to find out about the unstated meaning based on the context of the speaker and the hearer. In reference to Sudaryanto (2015), pragmatic competence- in equalizing is a technique that forms a comparison between all relevant determinants and all specified data elements. In addition, pragmatic competence- in equalizing was implemented as the technique of this research to equalize every data elements with the theory by Grice (1975) and Brown and Levinson (1987).

The analysis steps began with interpreting the context and utterances in the highlighted data collection. Then the researcher identified the data pragmatically by connecting the context and the utterances in the movie to get the meaning. After getting the meaning the researcher equalized the meaning with the theories. The researcher relied on expert theories by Grice (1975) and Brown & Levinson (1987) to analyze this analysis. Additionally, the meaning of the data equalized with the theories to get the types and strategies of violating maxim in the "Avenger Endgame" movie.

### **3.5. Method of Presenting Research Result**

The final step of this research was presented the analysis result and it practiced Sudaryanto (2015) theory of the informal method. The research result was elaborated descriptively. It means the research result was explained using a paragraph instead of a table, symbol, or diagram. Lastly, the research result was naturally displayed according to the movie duration. Therefore, the data were not presented according to the applied theory