

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

**THESIS**



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2022**

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**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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## 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

## ACKNOWLEDGMENTS

All praise to Allah the lord is merciful and compassionate researcher who has been in completing this thesis entitled “Particularized Conversational Implicature Found in “Avenger Endgame” Movie: Pragmatics Approach”. The researcher would like to say thanks to my beloved father and mother for the love inspiring and blessing given her endlessly in taking this undergraduate program. The researcher wishes to express her gratitude and appreciation to Mr. Ambalegin, S.Pd., M.Pd. as thesis supervisor who has contributed his ideas and time in arranging this thesis.

Furthermore, the researcher would like to express here sincere gratitude to all people who involve both directly and indirectly especially to:

1. Dr. Nur Elfi Husda, S.Kom., M.SI., Rector of Putera Batam University.
2. Dr. Michael Jibrael Rorong, S.T., M.I.Kom, Dean of Faculty of Social Sciences and Humanities of Putera Batam University.
3. Nurma Dhona Handayani, S.Pd., M.Pd. as Head of Department of English Literature of Putera Batam University.
4. All lecturers of Department of English Literature at Putera Batam University.
5. Dea Aurelia Erlangga for her endless support and love
6. All my dearest friends Fanny Virginia, Cici Yoseka, Kartika Yulianti, Icha Sartika for their kindness and sincerity.
7. My beloved sister Salwa Fajriana and Saskia Nadhira who are the greatest sources of the researcher happiness.

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



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