CONVERSATIONAL IMPLICATURE IN DR. PHIL'S TALK SHOW: PRAGMATICS APPROACH

THESIS

By:
Selly Rafhela
161210078

ENGLISH DEPARTMENT

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2020

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NPM   : 161210078
Fakultas   : Ilmu Sosial dan Humaniora
Program Studi : Sastra Inggris

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Selly Rafhela

161210078

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I, Selly Rafhela, NPM No. 161210078

Hereby declare that this thesis entitled:

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Is the real work of myself and I realize that thesis has never been published in other media before, partially or entirely, in the name of mine or others.

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Selly Rafhela

161210078

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Selly Rafhela

161210078

Thesis

Submitted in Partial Fulfillment of the Requirements for the Degree of English Sarjana Sastra (S1)

The thesis has been examined and approved to be submitted on the date as indicated below

Batam, February 21st 2020

Nurma Dhona Handayani, S.Pd., M.Pd.
Supervisor

ABSTRAK

Implikatur dikenal sebagai makna implisit yang digunakan dalam ucapan dengan mengatakannya secara tidak langsung. Kesalahpahaman terkadang terjadi dalam percakapan ketika pendengar tidak memahami makna tersirat yang digunakan dalam percakapan. Pendengar harus memahami konteks percakapan untuk memahami makna tersirat. Dalam penelitian ini, peneliti menganalisis implikatur percakapan yang terdapat dalam gelar wicara Dr.Phil. Tujuan dari penelitian ini adalah untuk mengidentifikasi dan menganalisis jenis-jenis implikatur percakapan dan fungsi implikatur percakapan yang dihasilkan dari ucapan pembiacara yang terdapat dalam acara gelar wicara Dr.Phil. Dalam penelitian ini, metode deskriptif kualitatif digunakan sebagai metode untuk mengetahui jenis dan fungsi implikatur percakapan dalam gelar wicara Dr. Phil. Kemudian, peneliti menggunakan teori implikatur oleh Grice dan didukung dengan strategi kesopanan Brown dan Levinson dalam menganalisis ucapan. Dari 30 data yang ditemukan terdiri dari jenis dan fungsi implikatur percakapan dalam gelar wicara Dr. Phil. Sebagai hasilnya, pertama, sebagian besar data dikategorikan sebagai implikatur percakapan partikular karena gelar wicara sangat terikat dengan konteks. Kedua, peneliti menemukan empat strategi kesopanan yang digunakan sebagai fungsi implikatur percakapan, yaitu: positive politeness, negative politeness, off-record, dan bold-on record. Penelitian ini telah menemukan bahwa sebagian besar data yang dikategorikan sebagai implikatur percakapan partikular menunjukkan off-record dan strategi kesopanan positif sebagai fungsi yang digunakan. Sebagai kesimpulan, ucapan pembicara dari gelar wicara Dr. Phil sering menggunakan makna implisit yang menunjukkan strategi kesopanan yang positif dan off-record kepada pendengar.

Kata Kunci: Pragmatik, Implikatur Percakapan, Gelar wicara

ABSTRACT

Implicature is known as implicit meaning used in utterance by saying it indirectly. A misunderstanding sometimes happens in a conversation when the hearer does not understand the implicit meaning used in the conversation. In order to understand the implicit meaning, hearer must understand the context of the conversation. In this research, researcher analyzed about conversational implicature that occurred in Dr. Phil's talk-show. Researcher chose talk-show because the topic of the conversation in talk-show is strongly context-bound. The objectives of this research were to identify and analyze the types of conversational implicature and the functions generated from speaker's utterances in Dr. Phil's talk-show. In this research, descriptive qualitative method is used as method to find out types and functions of conversational implicature. Afterwards, researcher used implicature theory by Grice and supported with Brown and Levinson politeness strategies in analyzing the utterance. The researcher concluded 30 data found which consisted of conversational implicature types and functions in Dr. Phil's talk-show. As the result, first, most of the data categorized as particularized conversational implicature because of the talk show strongly-context bound. Second, researcher found four strategy of politeness used as the functions of conversational implicature, those are: positive politeness, negative politeness, off-record, and bald-on record. This research had found that most of the data which categorized as particularized conversational implicature showed positive politeness as the function. As the conclusion, the speaker's utterance from Dr. Phil's talk-show often used implicit meaning which showed positive politeness and off-record strategy to the hearer.

Keywords: Pragmatics, Conversational Implicature, Talk-show

ACKNOWLEDGEMENT

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CHAPTER I

INTRODUCTION

1.1 Background of the Research

In society, language is used to communicate ideas, information and feelings toward each other. In a conversation, people use words and sentences that contain meaning. The meaning will be determined from the context of the conversation itself. It can be said that the language context has an important role in conversation. Thus, in order to know the context, both speaker and hearer need to know the background knowledge of the interlocutor and the situation which will affect the conversation.

Background knowledge and situation are important for both speaker and listener to build a good conversation. The first is background knowledge that related with what both speaker and hearer understanding. It concerned to the speaker's and listener's background knowledge. Second, the situation connected to setting where discussion take place. Here, both of them related each other in creating a context. Therefore, the information or idea that the speaker delivers to a hearer will be understood if these two elements are applied in a conversation.

In the relation with conversation, linguistics study which concerned with the context and speaker's meaning in a conversation is known as pragmatics. Pragmatics has many branches, such as; presupposition, speech act, deixis, and implicature. Yule, (1996) defined pragmatics as the study of meaning in context. It concerns with how the context influences speaker's utterance. In other words, it

concerned about how a certain speaker's intention, how they use language, and how the hearer interprets the utterance.

Implicature is the branch of pragmatics which is chosen by the researcher. Grice (1975) divided implicature into two categories based on the implied meaning, those are: conventional implicature and conversational implicature. Here, conversational implicature involves cooperative principles but conventional implicature does not involves cooperative principles. Moreover, Grice (1975) stated that speakers intend to be cooperative in conversation which means that both speaker and hearer need to say the truth or the fact, be relevant and try to be clear as possible in order to make a cooperative conversation.

In relation with the explanation above, there is an example of phenomenon in daily life where people misunderstanding when they do not know the context of the conversation. It can be seen below:

Lecturer   : *What time is it?*
Student   : It is 9 o'clock.

The context is when a student comes late to the class. Here, the lecturer's utterance has an implied meaning which warn the student because he or she comes late or simply means *you are coming late*. Then, another problem is the student does not understand and gives irrelevant answer because she or he does not understand the context or what the lecturer's saying. Therefore, it can be said that this conversation is not cooperative.

The irrelevant answer from the student in the example above is one of the example of violating a maxim of relevant. According to Brown & Levinson (1978) and Yule (1996), conversational implicature is derived from a common principle of

conversation and maxims which speaker normally obeys. This comes from the common 'Cooperative Principle' which is outlined in four sub-principles called maxims by Grice (1975). Within this cooperative principle, he suggested four maxims: quality, quantity, relevance, and manner. In short, a conversation will be said cooperative if the four maxims are applied. In contrast, a conversation will not be cooperative if the maxims is violated like the example above.

Related to the discussion above, the maxim of relevant which violated from the conversation above leads to an implicit meaning from the lecturer in the conversation. The implied meaning related to conversational implicature. It relates with implicit or indirect meaning of utterances produced by the speaker. Here, it can be said the lecturer's utterance has indirect meaning or implied meaning which is indirectly said '*you're coming late*' to the student. Therefore, the violated maxim that found in the conversation above has an implied meaning that can be categorized as one of the types of conversational implicature.

Grice (1975) divided conversational implicature into two types, those are: generalized implicature and particularized implicature. Generalized conversational implicature does not need specific knowledge to identify the utterance from the speaker or loosely context-bound. Meanwhile, particularized conversational implicature concern with the speaker utterance based on context which means that it strongly depends on the context and also need specific knowledge to identify the utterance from the speaker. In this case, the implied meaning in the conversation above is categorized as particularized conversational implicature. Hence, the lecturer's utterance above is categorized as particularized conversational

implicature because it based on the context or need specific knowledge to identify the implied meaning.

Moreover, there are some functions of conversational implicature used to convey implied meaning in the utterance. Brown & Levinson (1978) described politeness as the way to show awareness of another person's face which relates to public self-image or prestige in social context. Here, they distinguished politeness into four categories, those are: positive politeness, negative politeness, off-record, and bald-on record. From the four strategy, off-record is politeness strategy that strongly relates with hidden meaning. It can be said that off-record is the strategy where the speaker convey a message by violating the maxims in order to give implicit meaning from the utterance. Based on the explanation above, it can be said that in the conversation above the lecturer showed off-record strategy to the student.

Afterwards, the existence of conversational implicature can be found in every kind of conversation or media communication. One of them is talk-show. A real conversation represent in a talk-show. More specifically, the conversation in a talk-show is more contextual. This relates to a conversation or dialogue between two or more people convey meanings and interpretations of the hearer. Therefore, the speaker's meaning found in the talk-show will be understood if there is a context.

In this research, researcher was interested to analyze conversational implicature in Dr. Phil talk-show. This was an American tabloid talk show debuted on September 16, 2002 and gained highest ratings from syndicated show ("Dr. Phil," n.d.). The show embraced a wide types of topics including depression, child abuse, racism, health issues that were prevalent in society, etc. Here, McGraw as

the presenter offers advice to solve their problem as forensic psychologist. Thus, this talk-show received a lot of attention across the nation which discussed unusual content and concerned about the problems of today's society.

There were some previous studies which related to the topic of this research. First, Conversational Implicature of Indonesian Students in Daily Conversation by Martini (2018). She purposed to solve the problem of people that frequently produce utterances which were not informative or provide less or too much information as required in daily conversation. As the result, she found the dominant of particularized conversational implicature used by the students.

Next, Grice's Conversational Implicature: A pragmatics Analysis of Selected Poems of Audre Lorde by Igwedibia (2017). The aims of this research were to give possible interpretation of selected poems based on the violation of Grice's Cooperative principle and found the degree to which Lorde's selected poems adhere or violate to the maxims. As the result, she found that some of Audre Lorde's poems violated the maxims and three stages of pragmatics interpretation in Lorde's poetry.

From the two previous studies, researcher concluded that the two previous researchers had different purposes, method of collecting data and object of the research with what researcher used. Thus, the researcher did this research because (1) this research is the requirement for Degree of English Literature (2) researcher found there were different contexts in the talk-show that were interesting to analyze using conversational implicature theory by Grice (1975) and proved the relation of implicature theory and politeness strategy by Brown & Levinson (1978) used as the function of the implicit meaning in the utterance.

1.2 Identification of The Problem

As explained in the background of problem above, researcher found some problems that could be analyzed. These problems can be identified such as:

1. Types of conversational implicature found in *Dr.Phil* talk-show.

2. The form of conventional implicature found *Dr.Phil* talk-show.

3. Functions of conversational implicature used in *Dr.Phil* talk-show.

1.3 Limitation of The Problem

Based on the identifications of the problem, there were three problems found. But, researcher confined this research into two categories that could be identified such as:

1. The types of conversational implicature found in *Dr.Phil* talk-show.

2. The functions of conversational implicature used in *Dr.Phil* talk-show.

1.4 Formulation of The Problem

From the limitation above, researcher formulated the problem. As formulation of the problem would be answered in following questions:

1. What are the types of conversational implicature found in *Dr.Phil* talk-show?

2. What are the functions of conversational implicature used in *Dr.Phil* talk-show?

1.5 Objectives of The Research

After formulating the problem, there are some objectives why the researcher does this research below:

1. To analyze types of conversational implicature used *Dr.Phil* talk-show.

2. To analyze the functions of conversational implicature used in *Dr.Phil* talk-show.

1.6 Significance of The Research

1.6.1   Theoretically

Theoretically, there are some aims in this research. First, the research is supposed to give brief information for the readers about types of conversational implicature and the functions of conversational implicature used in *Dr.Phil* talk-show. Second, to enchance our experience, perception, knowledge regarding to our knowing of conversational implicature. The last, this will be a comparison for future observation or research.

1.6.2   Practically

Practically, first, this research expected to enrich knowledge in pragmatics field especially in conversational implicature, kinds of conversational implicatures and the functions of conversational implicature used in *Dr.Phil* talk-show. Then, to give more useful contribution for the researcher by describing the occurrence of conversational implicatures in conversation between speakers in *Dr.Phil* Talk-show.

1.7 Definition Key Term

Pragmatics   : The study of contextual meaning communicated by a speaker or writer, and interpreted by listener or hearer (Yule, 1996).

Conversational Implicature   : Conversational implicature is the basic assumption in conversation in which the participants are adhering to the cooperative principle and the maxims (Grice, 1975).

Generalized Implicature   : Generalized conversational implicature is when no special knowledge needed to calculate the additional conveyed meaning in the context (Grice, 1975).

Partcularized Implicature   : Particularized conversational implicature occurs in very specific context where the conclusions are assumed by the hearer Yule (1996).

Talk-show   : A television or radio programme in which a presenter introduces a particular topic which is then discussed by the audience. ("Talk Show," n.d.)

CHAPTER II

REVIEW OF RELATED LINGUISTICS AND THEORITICAL

FRAMEWORK

2.1 Pragmatics

Language is the core to build relation in a society. Andy & Ambalegin (2019) described language as a bridge which connects people through interaction. People will start communicate and build context in a conversation. In a conversation, both speaker and hearer will get wrong ideas if they do not understand what the speaker's say. In order to know what the speaker says, hearer needed to interpret the meaning based on the context in the conversation. Because of that, context is important in a conversation to prevent misunderstanding.

Context is discussed more deeply in the pragmatics. Yule (1996) defined pragmatics as the study of meaning in context. It concerns with how the context influences speaker's utterance. In other words, the context considers with who the speaker's talking to, when, where, and under what circumstances. Simanjuntak (2017) stated that the speaker and hearer need to understand the setting of the conversation. Therefore, the setting influences the speaker to organize the utterance based on the context.

Then, Yule (1996) also stated pragmatics studies about meaning of speaker's utterance. It considers speaker meaning, interpretation and intention. In other words, it concerns about the intention from speakers, how they use language, and

how the hearer interprets the utterance. Therefore, the meaning can be differ from what the speaker's means and what listener's interpretation.

Moreover, Yule (2010) added the study of "invisible" meaning is known as pragmatics. It means that speaker or hearer need to determine what is meant even when it isn't actually said in the conversation. It is much closer to analyze how to get what the speaker trying to say and what is implied in the speaker's utterance. It is all because an utterance may have more meaning beyond. Somehow, the listener requires to interpret with knowledge. It can be said that between speaker and hearer need to create a good conversation which both of them able to interpret each utterance. In order to achieve that, the speaker need to obey the communication rule of Grice's cooperative principle.

2.1.1   Grice's Cooperative Principle

The cooperative principle is used by the participants to create coherent and cohesive conversation. It can be said that cooperative principle is the rule of communication. Grice (1975) clarified that a general principle of conversation and a number of maxims which speakers will normally obey will form a cooperative interaction. Here, cooperative principle is the general principle which Grice (1975) mentioned to give contribution conversationally as what is required. It can be concluded that in order to have cooperative interaction based on cooperative principle, the speakers must follow the maxims. Then, Grice (1975) explained the four maxims are *Maxim of Quantity, Maxim of Quality, Maxim of Relevant, and Maxim of Manner.* These four sub-principles have rules that need to be fulfilled.

a) Maxim of Quantity

In maxim of quantity, speaker is required to give informative contribution as required. In short, people need to give "enough" information. Below are the examples of utterances that obey and violate the maxim of quantity.

A: Where are you going?
B: *I'm going to the florist.*

From the conversation above, it can be concluded that B's answer obeys the maxim of quantity. Person B does not give more information than is required. In short, the person B gives the answer without adding other unnecessary information.

A: Are you going to concert tomorrow?
B: *I have to help my sister on her project and also do my thesis.*

It can be seen from the conversation above that B's answer violates the maxim of quantity. Grice (1975) stated that violating the maxims is when the speaker secretly breaks the maxim or intentionally lying. Here, B's answer gives more information than is required. Thus, person B's answer violates the maxim of quantity.

b) Maxim of Quality

Maxim of quality requires people to say what is true, and not say what they cannot proof. It means that people need to make their contribution that is based on fact. Below are the examples of utterances that obey and violate the maxim of quality.

A: What day you usually go to church?
B: I go to church every Sunday.

In this context, person B is Christian. From the conversation above, it can be said that B's answer is true. In short, she or he says what she or he believe to be true.

A: Who is the president of Indonesia in 2019?

B: The president of Indonesia in 2019 is Susilo Bambang Yudhiyono.

From the conversation above, it can be said that B's answer is false based on the fact that the president of Indonesia in 2019 is Joko Widodo. It can be seen from the B's answer which gives false information in order to do sarcasm or joke. According to Grice (1975), flouting the maxims happened when the speaker overtly breaking the maxims for some linguistic effect, such as: sarcasm, irony, entertainment, etc. As the conclusion, person B's answer flouting the maxim of quality.

c) **Maxim of Relevance**

Maxim of relevance requires people to make their contribution which is relevant. To make it simple, we can say that it needs to be relevance with context or topic of the conversation. Below are the examples of utterances that obey and violate the maxim of relevance.

A: Where is my laptop?
B: *It is on the black table behind the cupboard*.

From the conversation above, it can be said that B's answer is relates to the question. Therefore, B's answer obeys the maxim relevant.

A: Do you want to go the cinema tonight?
B: *My sister is sick*.

It can be seen from the conversation above that B's answer is not relevance with the question and violating the maxim of relevant. Person A asked person B to go to the cinema but B's answer violated the maxim of relevant because B answered with an excuse or implicitly said that she or he does not want to go.

d) Maxim of Manner

The last, maxim of manner, people are required to be brief, and be orderly. So, the maxim of manner needs to be clear and avoid ambiguity. Below are the examples of utterances that obey and violate the maxim of manner.

A: Where are you this morning?
B: I am in a florist to buy a bucket of flowers.

From the conversation above, it can be said that B's answer is brief and orderly. Therefore, B's answer obeys the maxim manner.

A: Do you see my wallet?
B: No, but I saw you put it in your bag.

It can be seen from the conversation above that B's answer is not giving the exact answer. It might confused person A because person B's answer is ambiguous. Therefore, B's answer violating the maxim of manner.

2.1.2 Implicature

In any case, someone may has implicit meaning on his or her words. Yule (1996) defined implicature as additional conveyed meaning. In this case, a speaker's utterance can get different interpretation from the hearer with what speaker's actually means. In order to understand what is implied, the listener need to interpret what the speaker means. Therefore, listener need to understand what speaker means, suggests, or implies.

Grice (1975) explained there are hidden purposes or indirect ways uttered by a speaker. In Grice typology, it explains the speaker meaning divided into some part. A speaker conveys a meaning from the utterance. After that, it divided into

what the speaker said and the implicate meaning from the utterance. The implied meaning from the utterance can be seen as conventional and conversational. If it is conversational, then it divided into generalized conversational implicature and particularized conversational implicature. It is represented as follows:

Speaker meaning

What is said   What is implicated

Conventionally   Conversationally

Generalized   Particularized
Conversational Implicature   Conversational Implicature
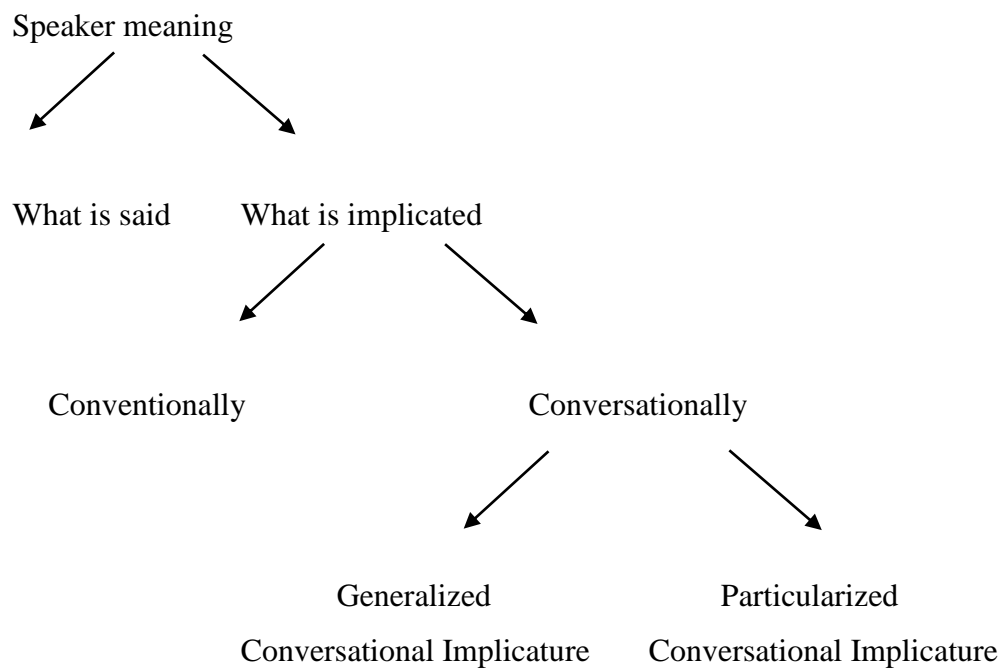
Figure 2.1 Grice typology of speaker meaning

a) **Conventional Implicature**

According to Yule (1996), conventional implicature is not related on the cooperative principles or the maxims. It is because conventional implicature is not depend on special contexts to interpret the speaker's meaning. In this case, conventional implicature related with specific words which will result in additional conveyed meanings when those words are used. Thus, the specific words refers to English conjunction. Here, the specific words refer to conjunctions. Several

example of conjunctions are *but*, however, *so*, *moreover*, and *therefore*. For example, Yule (1996) showed a sentence which explains conventional implicature below:

"Mary suggested black, but I chose white."

The conjunction 'but' as an implicature of 'contrast' between the information of *black* and *white*. It can be seen that the fact '*Mary suggested black'* is contrasted, via the conversational implicature of 'but', with my choosing white.

b) **Conversational Implicature**

People get information by doing a conversation. It means that they exchange information to express their thoughts and feelings. They express their intention through conversation. The conversation itself provides meaning. In expressing speaker's meaning, there are two ways, such as implicitly and explicitly. Expressing the meaning implicitly means that utterance has implicit or hidden meaning. Meanwhile, expressing meaning explicitly means that the meaning is actual and does not need more knowledge to interpret the meaning.

According to Grice (1975), conversational implicature arise because the participants expected to obey the cooperative principle and the maxims. The relation between conversational implicature and the cooperative principle is important to make a cooperative interaction. Hence, Grice (1975) divided conversational implicatures into two categories, those are particularized conversational implicature and generalized conversational implicature. The description of each of these implicatures are as follows:

1. **Particularized Conversational Implicature**

According to Yule (1996), particularized conversational implicature occurs in very specific context where the conclusions are assumed. It can be said that it requires context and background knowledge to understand speaker's intention. In short, the intention derived from conversation by referring to or knowing the context of the conversation, relationship between speaker and hearer and same background knowledge. From these elements, an intention from utterances or conversation can be interpreted. The following conversation below is the example of particularized conversational implicature:

> Xavier : Hey, coming to Lily's party tonight?
> George: My sister is sick.

In order to make George's response relevant, Xavier has to draw on some assumption on George's answer. It explains that George will be spending that evening taking care of her sister or simply make an excuse to not going to the party. If Xavier does not understand the implied meaning from George's answer, he will get confused by George's answer. In this case, George's response seems to flout the maxim of relevance.

2. **Generalized Conversational Implicature**

According to Grice (1975), it is all too simple to treat generalized conversational implicature as if it were conventional implicature. It means that generalized conversational implicature are not depend on special contexts to interpret the speaker's meaning. Yule (1996) added there is no special knowledge is needed to calculate the additional conveyed meaning in the context. Because of that, the implicature that does not take additional meaning. In other words, hearer

assumes the meaning of the conversation simply by observing the structure of the words used. Therefore, generalized conversational implicature do not or slightly on depend the context to interpret utterance. In addition, Yule (1996) explained generalized conversational implicature usually used the basis scale of values which is known as scalar implicature.

Yule (1996) stated scalar implicature defines as certain information that always delivered by choosing a word that states a value or value scale. This is especially evident in terms of expressing quantities, such as: *all*, *most*, *many*, *many*, *few*, *always*, *often*, and *sometimes*. This terms are listed from the highest scale into the lowest. In a conversation, a speaker chooses words from the scale that are most correct and informative based on the conversation need. The following is the example of scalar implicature:

"I'm reading *some* of my adventure novels."

It can be seen that the speaker creates an implicature (+> not at all) by choosing 'some' in the example above. Hence, in saying 'some of my adventure novels', the speaking also creates other implicatures (for example, +> not many, +> not most).

2.2 Functions of Conversational Implicature

Based on Brown & Levinson (1987) added politeness strategies had a relation with Grice (1975) theory about the cooperative principles and the maxims. Moreover, Brown & Levinson (1987) stated the maxims are the intuitive characterization of conversational principles that would constitute guidelines for achieving maximally efficient communication. It can be said that the maxims are

the root in forming a cooperative conversation. Thus, the speaker chose to break or fail to fulfill the maxims by using the politeness strategies.

There are four main types of politeness strategies constructed, those are: bald on-record, negative politeness, positive politeness, and off record (indirect language). According to Yanti (2017), off-record is the strategy which strongly relates to implicit meaning or hidden meaning. It can be said that off-record is one of the strategies which categorized which showed the function of conversational implicature. In addition, the four politeness strategies made by Brown & Levinson (1978) are related with maxims and implicature by Grice (1975). It can be seen in the following explanation below:

2.2.1 Bald on-record

In this strategy, Brown & Levinson (1978) described the uses to which bald-record utterances where all the outputs are following the Grice's maxims. Whenever people doing talk exchange, these maxims define as the basic set of assumptions. In general, this strategy is used when a speaker wants to do Face Threatening Acts more than what the speaker wants to satisfy hearer's face. In this case, speaker is able to minimize face threats implicitly. Meanwhile, when a speaker ignored hearer's face, it is where the face threat is not minimized. Thus, the speaker will use direct imperative as the form of bald on-record strategy according to the situation. For example:

(1) Listen carefully, I…
(2) Watch out!
(3) Sit down.
(4) Come in.

From the examples above, (1) and (2) are cases of non-minimization of face threat. In this case, a speaker used this strategy in urgency or desperation. Here, the 'face' threat on hearer is not minimized or ignored by the speaker. Meanwhile, the examples of (3) and (4) are cases of FTA-oriented bald-on record usage. In this case, the speaker minimizes the face threat by using implication or implicit utterance.

2.2.2   Positive Politeness

According to Brown & Levinson (1978), positive politeness redress directly to hearer's positive face. In short, speaker wants to satisfy what the hearer's wants. Related to this discussion, positive politeness attempts to avoid problem or conflict between the speaker and hearer. Moreover, the critics Brown & Levinson (1978) described this strategy used to claim common ground. There are several strategy used to claim common ground, such as: (1) speaker notices or attends to hearer (his wants, interest, needs, and goods) (2) speaker intensifies interest to hearer by 'making a good story' (3) speaker uses in-group identity markers (Address form and slang or jargon) (4) speaker avoids disagreement (5) Joke. For example:

(1) Come here, *sweetheart.*
(2) If you give me some of your donuts, I'll give you my coffee.
(3) I went to the classroom, and what do you think I saw? – A huge mess all over the place caused by Anne, the troublemaker.

From the examples above, example (1) is when a speaker's utterance used in-group identity markers. It can be seen that the speaker use the word 'sweetheart' as the address form. Then, the example (2) is classified as strategy used by speaker to notice hearer's wants or condition. The last, example (3) is classified as strategy used by speaker to interest the hearer by making a nice story.

2.2.3 Negative Politeness

In this strategy, Brown & Levinson (1978) described positive politeness redress to hearer's negative face where the hearer wants to have freedom in doing his or her action without obstacles. In short, it shows self-determination of the hearer. The critics Brown & Levinson also added that negative politeness somehow redress of an FTA (Face Threatening Acts). Because of that, face saving act is usually used to perform negative politeness. Hence, speaker can use question and hedge to perform negative politeness. In this case, there is strategy where the hedges addressed to Grice's maxims. In maxim of quality, a speaker must provide truth and fact. Here, by saying the utterance with '*believe*, *think*, or *assum*e' the speaker is not taking full responsibility for the fact or the truth of the utterance.

2.2.4 Off-record

According to Brown & Levinson (1978), when a speaker wants to avoid the responsibility of doing an FTA, the speaker can do off record in order to leave the meaning of the speaker's utterance in hearer's interpretation. In short, off record utterances used indirect language. This theory relates with Grice's theory about conversational implicature which deals with hidden or implied meaning. Moreover, Brown & Levinson (1978) added the basic way to applied this strategy by violating the Gricean Maxims. It can be said that by violating the maxims, a speaker made off-record strategies. These strategies which generated by violating the maxims were divided into some categories, such as (1) give hints (2) use contradictions (3) be ambiguous. For example:

(1) It's hot here.

(2) A: Are you happy about your relationship with him?

B: *I am and I'm not.*

(3) What a hot day! (c.i. How about a drink?)

From the examples above, example (1) and (3) happens when a speaker gives a hint to hearer to turn on the air conditioner or open the window. It will based on the context or the situation when the conversation happened. After that, example (2) happens when speaker B used a contradiction where she cannot tell the truth.

2.3 Previous study

There are some works which were related with the topic that will be discussed as references and comparison. First, Conversational Implicature of Indonesian Students In Daily Conversation by Martini (2018). She aimed to solve the problem of people that frequently produce utterances which are not informative or provide less or too much information as required in daily conversation. The data was taken from 16 English department students in University of Kuningan. Then, the data were collected through observation and recording. Next, the research analyze the data by using Grice's theory about the flouting maxims and it supported by Tsuda's theory about context. In this journal, the researcher found the dominant of conversational implicature in natural context of Indonesian students is particularized conversational implicature as the result.

Second, A Conversational Implicature Analysis In Oscar Wilde's Short Story "Happy Prince" by Risdianto (2016). He purposed to describe and identify the implied meaning uttered by the characters and the implicature utterances expressed by the characters in Oscar Wilde's "Happy Prince" and. Next, the data were taken

from utterances which contained conversational implicature and analyzed it with Grice's theory. Thus, the result showed ten conversational implicature which has implied meaning found in Oscar Wilde's short story "Happy Prince".

Third, Grice's Conversational Implicature: A pragmatics Analysis of Selected Poems of Audre Lorde by Igwedibia (2017) . The previous research aimed to give possible interpretation of selected poems based on the violation of Grice's Cooperative principle and find the degree to which Lorde's selected poems adhere or violate to the maxims. The method that used is analytic survey. As the result, this research showed the maxims that could be applied in the selected poems of Lorde and express three stages of pragmatics interpretation.

Next, Conversational Implicature of Peanuts Comic Strip Based On Grice's Maxim theory by Muhartoyo & Sistofa (2013). Their purposed to analyze implied meaning and find out maxim floating and violating in *Peanuts comic strips*. This previous researcher's used qualitative method in analyzing the data. Then, this research used Grice's theory to analyze the maxims. As the result, their research showed the lowest occurrence is from maxim of relation and the highest flouting is maxim of manner in the conversation.

Fifth, Types of Implicature In Informal Conversations Used By The English Education Study Program Students by Rahayu & . (2019) . She aimed to investigate types of implicature from informal conversations. The previous researchers used descriptive qualitative method and supported by Yule and Grice's theory. Then, the data was taken from 25 students of English study program. Therefore, this research

showed three types of conversational implicature and highest types of implicature used in informal conversation are generalized and particularized implicature.

Sixth, A Study of Implicature In Daredevil Web Series Movie by Fauzia & Prakoso (2019) .Their purposed to investigate the violation of maxims in Daredevil web series movie. Then, the previous researchers used Grice as the main theory. Moreover, they used quantitative and qualitative method to analyze and count frequencies of the data. Thus, this research showed 25 implicatures occurs because of the violation of maxims.

The last, Introducing Pragmatics Analysis: The Analysis of Generalized And Particularized Implicature Found In Time Magazine Advertisement Slogans by Wijayatiningsih (2015). She aimed to analyze the generalized and particularized implicature in *Time* magazine. Then, she used Grice as the main theory. The qualitative and quantitative method are used to analyze and count frequencies of the data. As the result of her research, she found 43, 33% of the data used generalized implicature and 56, 67% of them are particularized implicature.

From the explanation above, there are similarities and differences which the researcher found from the previous researcher. The similarity are: (1) the previous researcher mostly used Grice's theory as main theory (2) Most of the data were taken from the utterance in form of script. On the other hand, researcher also found some differences from the previous research. First, some of the method are used qualitative and quantitative, meanwhile researcher used only qualitative method. Second, most of the previous researchers analyzed a movie meanwhile researcher chose to analyze talk-show which is more related to conversational implicature that

focus on the 'context'. Third, most of the previous researchers analyzed only the types of implicature, meanwhile researcher not only analyzed the types of conversational implicature but also the factors that generate the implied meaning from the utterance.

2.4 Theoretical Framework

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                    ┌─────────────────────────────┐
                    │         Pragmatics          │
                    │  Yule (1996); Yule (2010)   │
                    └─────────────────────────────┘
                    ┌─────────────────────────────┐
                    │         Implicature         │
                    │  Grice (1975); Yule (1996)  │
                    └─────────────────────────────┘
                    ┌─────────────────────────────┐
                    │  Conversational Implicature │
                    │         Grice (1975)        │
                    └─────────────────────────────┘

  ┌────────────────────────────┐      ┌────────────────────────────┐
  │  Types of Conversational   │      │      The Functions of      │
  │        Implicature         │      │  Conversational Implicature│
  │        Grice (1975)        │      │   Brown & Levinson (1978)  │
  └────────────────────────────┘      └────────────────────────────┘

        ┌──────────────────┐              ┌──────────────────────┐
        │   Generalized    │              │    Bald on-record    │
        │  Conversational  │              └──────────────────────┘
        │   Implicature    │              ┌──────────────────────┐
        └──────────────────┘              │  Positive Politeness │
                                          └──────────────────────┘
        ┌──────────────────┐              ┌──────────────────────┐
        │  Particularized  │              │  Negative Politeness │
        │  Conversational  │              └──────────────────────┘
        │   Implicature    │              ┌──────────────────────┐
        └──────────────────┘              │      Off-record      │
                                          └──────────────────────┘

                    ┌─────────────────────────────┐
                    │     Dr. Phil's Talk-Show    │
                    └─────────────────────────────┘
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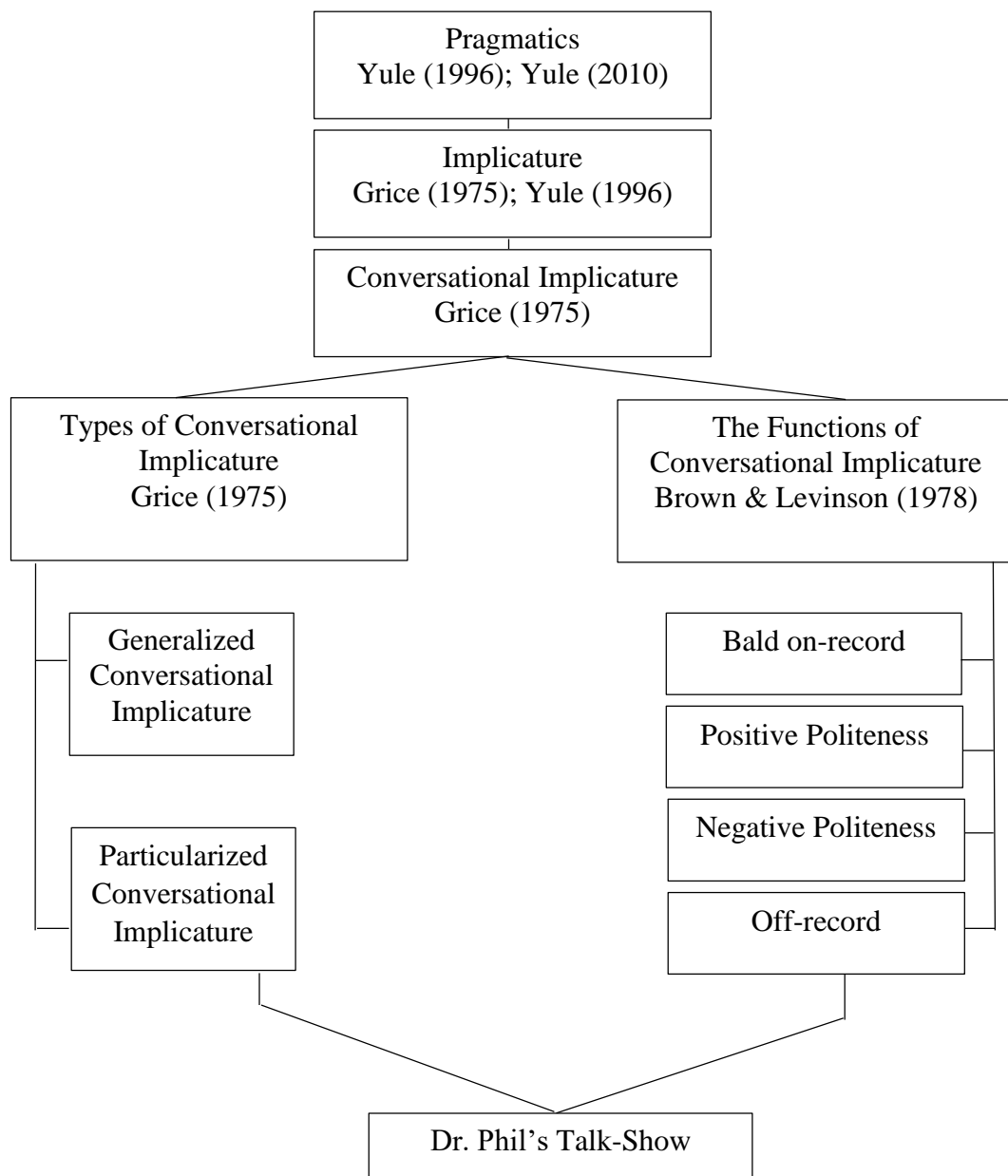
Figure 2.4

As seen in figure 2.4, researcher firstly explained about pragmatics. Then, it narrowed to implicature and focusing on analyzing the conversational implicature using Grice (1975) theory as the object of the research. After that, researcher divided the analysis into two, those are: (1) the types of conversational implicatures which analyzed using Grice (1975) as the main theory and supported by Yule (1996) theory (2) the functions of conversational implicature found in Dr. Phil's talk-show which analyzed using Brown & Levinson (1978) theory about politeness strategies. The functions divided into four categories, such as bald on-record, positive politeness, negative politeness, and off-record. The last, the data would be analyze from Dr. Phil's talk-show.

CHAPTER III

METHOD OF RESEARCH

3.1 Research Design

Research design is method used by the researcher in order to collect and analyze the data. Descriptive qualitative method was used in this research. It was descriptive qualitative because the data which are generated would be explained descriptively. Sudaryanto (2015) described qualitative design focus on collecting, analyzing, and reporting the data. The qualitative method is used based on the phenomenon which researcher analyzed, the data form, technique of collecting, and technique of analyzing the data. Thus, this qualitative research generate descriptive data throughout the process of collecting, analyzing, and reporting the findings.

3.2 Object of The Research

In this research, the object of the research was conversational implicature. Afterward, the data source was taken from the utterances in Dr. Phil's talk-show. Hence, the data source were taken from the conversation between Dr. Phil and his guests which collected from 10 episodes in 2018 until 2020. These 10 episodes carried different context of discussion which reflected as phenomenon in society. After that, all the utterances which contained conversational implicature from Dr. Phil's talk-show's script were the main data. The utterance which contained the conversational implicature became the object of this research because the

researcher need to identify the types and factors of conversational implicature that the speakers conveyed.

3.3 Method of Collecting Data

As the method of collecting the data, the researcher used qualitative observation. According to Sudaryanto (2015), a qualitative observation is method used by the researcher by observing the activities, behavior of individuals on the research site. In short, researcher did an observation of data source. After that, the technique of collecting data was need to do some observation. Sudaryanto (2015) divided into two techniques, such as: participatory and non-participatory techniques. Related to this research, researcher used non-participatory technique where researcher observes without participating. Thus, researcher observed Dr. Phil's talk-show without being involve in the Dr. Phil's talk-show. There are some steps in the process of collecting the data, as follow:

1. Watching Dr. Phil's talk-show thoroughly.

2. Observing the conversation subtitle which contains conversational implicatures by watching the Dr. Phil's talk-show time after time.

3. Make transcription of the Dr. Phil's episodes which were chosen.

4. Selecting the data which contain conversational implicature and mark it using italics.

3.4 Method of Analyzing the Data

In analyzing the data, researcher used pragmatic identity method because it concerned with pragmatics field. In this method, the determiner of language does not become piece of the language itself. According to Sudaryanto (2015), there are five method of analyzing the data, such as articulatory identity method, referential identity method, translational identity method, pragmatic identity method, and orthographical identity method. Pragmatics identity method was used because the context is needed in analyzing the data. In analyzing the data, the researcher using equalizing technique where the researcher support Grice theory. Therefore, pragmatic identity method was applied to analyze the data from Dr. Phil's talk-show. In analyzing the data the researcher did some steps, as follows:

1. Reduce the unnecessary data which did not contain conversational implicature.

2. Then, the selected data which had been marked using italics would be analyzed regarding to the research question. It meant that, the analysis divided into two parts of research analysis, those were the types of conversational implicature and the factors generate the implied meaning from the utterance from Dr. Phil's talk-show. In short, one data answered 2 research question.

3. After that, researcher categorized the findings based on the research question and theory.

3.5 Method of Presenting Research Result

After doing the analysis, researcher would present the result of analysis. Hence, the researcher presented the result in informal way. According to Sudaryanto (2015) there are two kinds of presenting the result of analysis. Those kinds of presenting result analysis are informal and formal method. Because this research was descriptive qualitative method, researcher used informal method. Thus, the data were presented by using the word and sentence descriptively. Therefore, research was presented using words and sentences to make it easier to reader to understand.