CHAPTER II

REVIEW OF RELATED LITERATURE AND

THEORITICAL FRAMEWORK

2.1   Pragmatics

Pragmatics is a discipline of linguistics that studies how language is used in social circumstances and how messages are formed and interpreted through language (Birner, 2012). Pragmatics is the study of situational language and speakers are expected to transmit more than what is clearly expressed (Faber, 2004 p. 42). According to Yule (1967) pragmatics is thus concerned with a speaker's meaning in a certain context and how the context influences what is stated. This field of linguistics is concerned with how a speaker uses language and what a speaker thinks. Pragmatics is the study of the speaker's contextual meaning, how individuals may convey more than just what they say, and the study of related distance expression.

Social engagement can sometimes include the usage of languages that individuals do not completely comprehend. People can sometimes grasp what the other person is saying, but they frequently do not understand the context of their conversation. In pragmatism, it is therefore critical for both the speaker and the hearer to have a common grasp of the situation. This research looked at the language people used as well as the underlying meanings they expressed. In light of the preceding description, pragmatics in

a genuine conversation is concerned with the speaker, the meaning, the intended purpose, the indicated willingness, and the situation. Pragmatics may address the issue of point of view in addition to the problem of speaker and hearer.

2.1.1 Conversational Implicature

People do not always say exactly what they intend. They convey their meaning implicitly in some situations. It suggests that there is a hidden meaning under what they say literally. A study of implicit meaning in pragmatics explains in implicature, which was proposed by Grice. Implicature is something the speakers suggest or implies with an utterance, even though it is not literally expressed (Grice, 1975). As for the examples found in the workplace environment which is set in a male dormitory. An employee asks his boss;

The bos   : "Take a shower"
The employe   : "No soap boss?"
The boss   : "I'll buy later" (The Levin, 30:12:22)

A conversation in a male dormitory that someone is going to take a shower but doesn't. The boss told his employee to take a shower and then the employee refused by saying **"There is no soap here"** with the keyword **"no soap"**. The hearer or the employee gives the implied meaning in it, that is he wants the boss to buy his soap, even though the employee doesn't ask him directly. The sentence that the employee uttered indirectly rejected the boss'

order, because he immediately said the reason was that there was no soap.

2.1.1.1 Type of implicature

Grice distinguishes between two types of implicature there is conventional implicature and conversational implicature. Both forms of implicature have meaning beyond the semantic meanings of the statement. The way both implicatures evaluate a situation is what distinguishes them. While traditional or conventional implicature implies the same thing regardless of context, conversational implicature implies different things depending on the situation.

Grice (1975) also described two types of implicature there is conventional implicature, and conversational implicature. Conversational implicature divided into two kind there is; (a) generalized conversational implicature and (b) particularized conversational implicature. Each types has characteristics such as cancellable, calculable, detachable, conventionally, and determinate.

2.1.1.1.1 Conversational implicature

Conversational implicature according to Grice (1975), is the speaker implies conversation implication, but does not directly contribute to the content of the speech. According to Grice, (1975) Conversational implicature divided into two types, namely generalized conversational implicature and particularized conversational implicature.

a. Generalized Conversational Implicature

Generalized Conversational Implicature is indicating that the conclusion in issue not depends on certain features of the specific speech context. Generalized conversational implicatures occur without regard for any specific context characteristics. In other words, no extra information or conclusions are necessary to calculate the additional transmitted meaning. An example in the neighborhood of a residential complex. there are two women who are talking and then tell someone else or a third person named Jerry as follows;

> The speaker : "Jerry walked into the house this morning and saw Mia's cat"

The statement above shows that the **"house"** in means is not Jerry's house, but Jerry just passed by. But if someone doesn't understand it, it will make people misunderstand who thinks that Jerry is actually going through his own house. Here there is an implication with the type of generalized conversational implicature which generally without a context is happening, the implication occurs.

In contrast to generic or generalized conversational implicature, particularized conversational implicature is firmly linked to the context's specific traits.

b. Particularized Conversational Implicature

Particularized Conversational Implicature is a statement that does have a meaning and depends on certain aspects of the context or condition, but is usually associated with the type of proposal (Yule 1996 p. 42). Further explanation can be found in an example in the Favor Escape movie in which a child named Ruby asks about her bread to her friend as follows;

Ruby : "What's wrong with this room? where is my bread?"
Jeny : "Hahaha the cat looks happy with the bread crumbs on the floor"

That statement show Ruby as the speaker will likely derive the implicature **"The cat ate the bread"** from Jenny as the hearer's statement. The sentence above in bold is example of particularized conversational implicature. This is due to the speaker belief that the hearer is observing the conversational maxim of relation or relevance in the specific context of the speaker's question. Unlike generalized implicature, particularized implicature has received less attention and investigation.

2.1.1.2 Function of implicature

Several academics have claimed that using implicature in advertising, daily life, show, and businesses (Tanaka, 1994). One of the most advantageous roles is apparently connected to language economy. According to Searle (2014) there are five types of implicature functions: representative/assertive function, directive functionexpressive function, function commissive, and function declaration. The five functions change

depending on the situation in which are used.

a.   The   Representatif / Assertive Function

The assertiveness is a fundamental communication ability. Assertiveness may help express self clearly and stand up for your beliefs. It can also assist you in accomplishing this while respecting the rights and opinions of others. Being aggressive can also help you increase your self-esteem and gain the respect of others. The assertive function which expresses approval or rejection in using an implicature. Assertiveness entails expressing your point of view in a clear and straightforward manner while also respecting others. An example in a company many employees will join dinner activities together and invite each other after work on the basement floor in the elevator.

The speaker : "Would you like to join us for dinner tonight?"
The hearer   : "My laundry piles up at home"

The hearer answered **"My laundry piles up at home"** which **"Piles up"** as a keyword like that not just wanting to give information, but intending to refuse the invitation to have dinner together by giving a reasonable reason so that his co-workers can accept it. This is one example of rejection by using implicatures as a relationship.

b.   The Directive Function

The directive function entails attempting to persuade someone to do something. It refers to language that is used to cause or avoid overt action.

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This function is frequently used in commands and requests. Language's directive function is employed to elicit certain behaviors or emotions. In speech, for example, the directive function has the function implicature to inquire.

Because there is an accompanying question symbol and the response offered by the speech partner to the speech in the form of an answer to the inquiry, an utterance is deemed to function to ask. Therefore can use implicature sentences as in the example of a student coming late to a classroom, from the beginning he entered the class by opening the door, then the teacher said;

The teacher : "What time is it?"
The student : "I am sorry sir, my motorbike is broken"

When the speaker says "**What time is it?**" which "**Time**" as a keyword it doesn't show that the speaker doesn't know what time it is, but he wants to remind the student or the hearer who is late. Then the hearer easily answers like the example above, because the hearer knows he made a mistake, then the hearer doesn't answer what time but answers with an apology and gives reasons why he can be late. here is an example of the directive function in implicature.

c. The Expressive Function

The expressive function implies expressing the speaker's emotions. This focuses on the addresser; a speaker addresses a message. The expressive function's purpose is to communicate the speaker's emotion or expression. The goal is a straightforward statement of the speaker's attitude regarding the topic at hand. The purpose of the expressive function is to communicate attitude, not necessarily to give precise knowledge, but to express yourself via words. Exclamations, swear words, words of adoration, and thanks are the most basic forms of expressive language. As an example in a conversation in elementary school two students are in agreement;

> The speaker : "I have searched my book,where is my book?!"
> The hearer   : "In God's name!"

The hearer answer while raising both fingers while swearing and answered " **In God's name**" which "**God's**" as a keyword have function as implicature and the type is expressive function. The hearer did not say that he did not take it, but in a high voice and swore he had explained that the hearer did not take the book.

d. The Commissive Function

The commissives are speech acts in which the speaker commits to taking some action in the future. They convey the speaker's goal. They are promises, threats, refusals, and pledges that can be executed by the speaker alone or as

part of a group. An example of commisive function in implicature, in a conversation in the movie Vincenzo there are two people who are fighting and one of them says threatening;

<div style="text-align:center">The speaker : "I'll shoot you if you do that"</div>

It can be seen from the sentence above, there is the word **"shoot"** this word functions as a threat and include of commisive function. Because the speaker feels threatened and threatens his opponent if he dares to do something that can harm the speaker. In implicature the act of speaking that involves making a commitment, such as a promise or threat.

e.   The Declarative Function

The declarative describes something that discloses information, provides a clear explanation, or makes an official announcement, as in the prime minister made a strong statement about her opposition to the war. Declarative languages often known as nonprocedural or extremely high level languages, are programming languages in which a program describes what to do rather than how to accomplish it. Then a commander or leader in a protection organization in the state of Indonesia, with neat clothes and looks firm. Stood in front of the general public on the stage and said;

The speaker : "Japan will not come to this country again!"
The hearer   : "Are you sure?"
The speaker : "Yes!"

In the commander's statement, it was stated that **"not come to this country again"** which has a declarative function meaning in "**Not come**" as a keyword and shows that so far Japan has always been in this country of Indonesia. For many years the Japanese state colonized, and in the end the Indonesian state won the war so that the Japanese withdrew, and interpreted that the Indonesian state had become independent.

2.2   Previous Research

It is vital for the writer to perform study on earlier publications pertaining to the thesis topic throughout their period. This looks to be beneficial in ensuring the uniqueness of this thesis and avoiding plagiarism. This thesis must make an effort to guarantee that no earlier scholars have performed this precise study on a specific source of data. There are several previous journal that discuss implicature. Here the researchers bring up the journal that has been made by several sources that are the same as the theory raised, namely:

The first study is conversational implicature from the presenters in television Nanda (2012). Take Me Out Indonesia and other game programs have been popular on Indonesian television in recent years. These game shows were fascinating to research since they not only involved a large number of participants, but also required situations in which civility and

implicature were required to keep the dialogue flowing smoothly. The goal of this research is to investigate the conversational implicature from the Take Me Out Indonesia television show in presenters use inside their utterances, as well as the potential implications that lay behind the implicature.

The transcription of the 204 recorded implicature data was processed using a qualitative approach. The targeted traits were found, categorised, computed, and then individually examined using Grice's conversational implicature theory (1975). This researcher used a pragmatic identity method. The results reveal that the presenters preferred generalized conversational implicature (59.8%) over particularized (40.2%).

Generalized conversational implicature can be categorized into ten categories according to the functions, conclusions, or motives it contains, implying: (1) the presence of the opposition, (2) the invalidity of the expressions or events at the time of speaking, (3) "not all", (4) events that have not yet occurred, (5) the actual position, (6) persons or items having similararity, (7) "not completely", (8) further actions, (9) others of the similar kind, and (10) the opposite. According to the findings of this study, many sorts of implicature were employed in casual game show talk to make interaction flow smoothly.

The second study is implicature in pragmatics study from Amrullah & Java (2015). The fundamental notion or purpose of this article is the concept

of conversational implicature, which highlights pragmatics as a discipline of linguistics (Levinson, 1991: 97). The philosopher Paul Grice initially proposed conversational implicature in a speech at Harvard University in 1967. To tackle the issues of language meaning that cannot be described by broad linguistic theories, an article titled "Logic and Conversation" was offered (Grice, 1975: 41).

In this article, it is explained in detail about the implicatures in pragmatic studies and the difference with this study is that it uses a data source movie. This study used Levinson's (1991) theory on the concept of implicature, and Grice's (1975) theory of conversational implicature. This study uses the observational method. The results of this study are: (8) dialogue demonstrates that both locutionary and illocutionary acts are the same, (5) violates the quality maxim, and (6) violates the quantity maxim.

The third study is the function from conversational implicature in advertising program journal article by Solakhudin (2017). 10 advertising from men's publications and women speaking english and indonesian, released in 2016 and 2017, were examined. Because advertising is a method of communication between advertisers or businesses and the general public, adhere to the cooperative ideals and principles theory from that article. To produce a communication impact, however, in certain circumstances, advertisement designers either do not comply or neglect the maxims, giving

birth to implicatures. The purpose of this research is to look at the usage of implicit conversational meaning (Grice, 1975) in print advertisements. The method of this study use observational method. The result of this research is 35 data of cooperative principle.

The fourth study appointed as is conversational implicature communicative act from Dormauli (2018). As mentioned in the introduction chapter of this second study, In pragmatics, implicatures are meaning or intent that occur in a discourse. Conversational implicature refers to implicatures that arise between two or more persons who are chatting with one other. The goal of this study is to explore the implications of talks in the novel Hidamari No Kanojo. It also intended to clarify the objective of the communication activities performed on it.

This study used theory of Grice (1975) was used to determine the kind of implicatures conversational based on the violation of a maxim in the cooperative principle, and Brown (1980) was utilized to determine communicative acts. This study uses a qualitative descriptive method to describe the data in the novel Hidamari No Kanojo. The findings of this research were as follows: (1) found general conversational implicatures as many as 12 data, special conversational implicatures as many as 8 data. (2) mean of interpersonal communication by speakers described through communicative practice. The similarities in this journal are that they both

discuss implicature, but Dormauli discusses from novel sources while in this study discusses data from movies.

The fifth study is conversational implicature in daily Indonesian students conversation by Martini (2018). The goal of this study is comprise two forms of conversational implicature and their purpose in conversation. Resulting in distinct assumptions based on Tsuda's theory, such as violations of Grice's cooperative principle, power and solidarity, and humorous indirect communication. The descriptive method is used with a qualitative approach in this investigation. Method the reading technique was utilized to gather data for this study.

However, the functionalities themselves are modified by the author's perception as a listener or a reader. To acquire the necessary data for this study, exploratory methods (seeing and recorded) was employed. As a consequence, this study discovered 80 utterances suggesting conversational implicature, with 32 (40%) suggesting generalized conversational implicature and 48 (60%) suggesting particularized conversational implicature. In this study, a lot of data are taken from the environment or students' daily lives which are very different from the data in this research which uses movies.

The sixth study is an analysis conversational implicature in a movie there is Kingdom Of Heaven as a source of article by Akmal & Yana, (2020). The purpose of this study was to determine the sorts of conversational

implicature and the non-observance maxim of cooperative principles represented by the William characters in Kingdom of Heaven film script. The Grice theory was utilized to examine the conversational implicature, and the qualitative technique method was employed to describe the conversational implicatures. Essentially, the author followed these stages to acquire qualitative research for Huberman and Miles qualitative research.

The researcher was textually analyzed method by reading the whole movie script by William Monahan and identifying the talks in the script that included conversational implicatures. The writer entered the data obtained into the tableto collecting the data and it is clear which data is usually encountered. The results of this study observed that particularized implicatures were the most common conversational implicatures in the movie screenplay, with 14 instances, followed by six occurrences of generalized implicatures. The discovery also indicated that the frequent usage of flouting the amount maxim occurred more frequently with 14 out of the entire 20 samples, with breaching the maxim occurring just three times in the movie screenplay. From this article, there are many similarities, namely the implicature theory and the source of the movie, but only with different titles.

The seventh studies using research from Christina (2021) about the functions of conversational implicature in tv show and the name of show is F.R.I.E.N.D.S. The aims of this research is to find the function in the TV

show. This article used the theory of Grice's (1975) conversational implicature to recognize and analyze the kind of conversational implicature, and Leech's (1969) figurative language theory to study the form of conversational implicature. This study employs a qualitative research approach method.

The researcher utilized Sudaryanto's (2015) interview technique to gather data, Sudaryanto's (2015) pragmatic identity approach to analyze the data, and Sudaryanto's (2015) official and informal presentation methods to present the study results. Reseachers found in the journal 10 data contained conversations and 3 data classified as representatives or assertives, 2 data classified as commissive, 2 data classified as expressive, and the other 3 data classified as declarations.

Based on the listed studies which consist of 7 previous studies, have some similarities and differences with this study. Some of the similarities are using a pragmatic approach with implicature theory and coming from the same expert, namely Grice (1975). Another similarity also appears in data collection using conversations or dialogue at a source. Compared to previous research, this study has many differences, one of which is the difference in the title of the study. The difference in the formulation of the problem in the research, the difference in the use of theory and expert in the formulation of the problem, the difference in the way of collecting and analyzing data from a

source, and differences sources in the form of movies, novels, and television shows.

Even though with many differences, this does not make this study ambiguous and can compare and learn to take special things in each of the differences. From the equation, it certainly provides assistance in completing this study.

2.3   Theoretical Framework

In this article, the researcher uses George Yule's theory for pragmatics, and Grice's theory for implicature, as shown in the table below. The table below is very useful to clarify the results of this article that has been made.
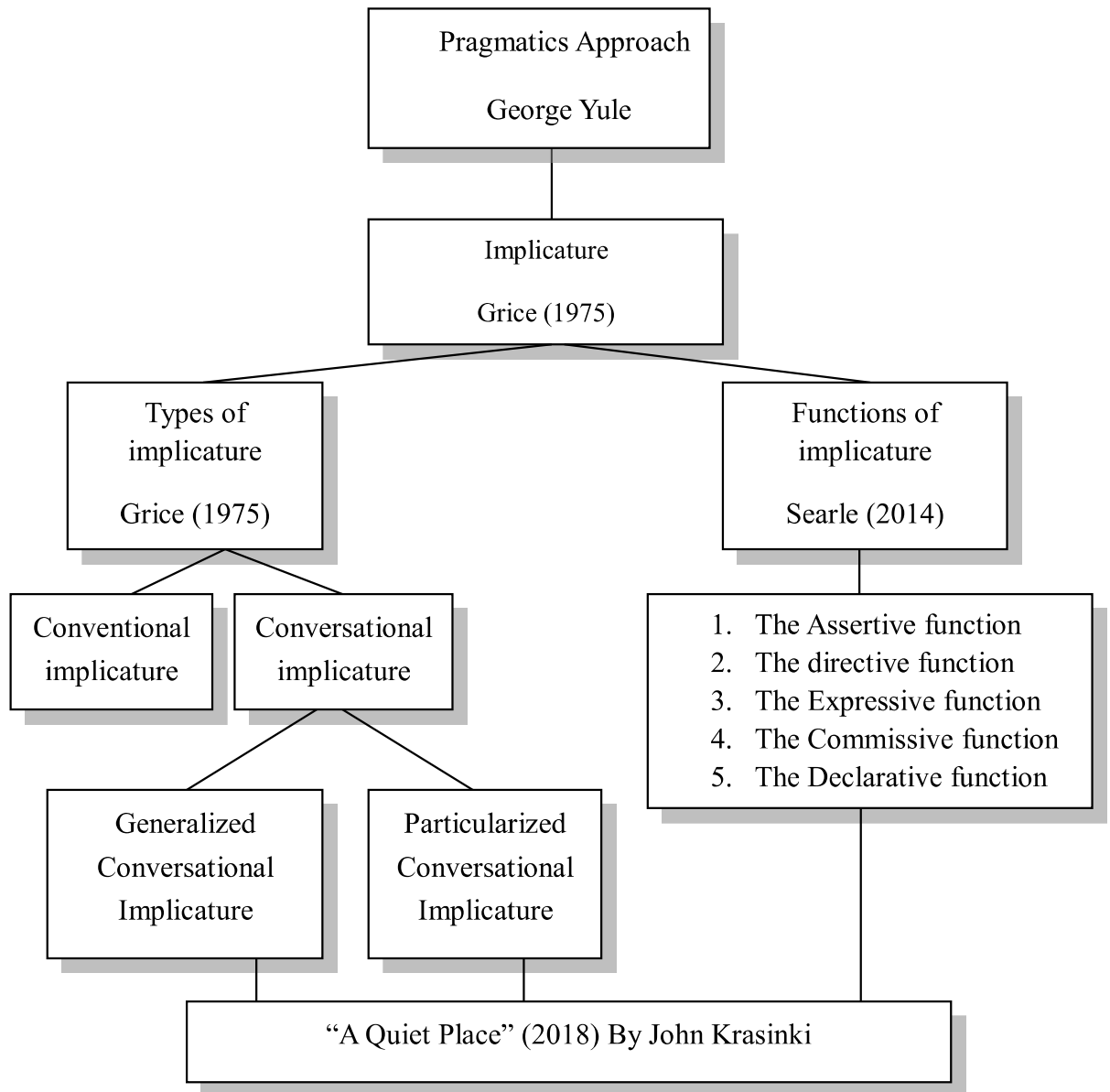
Figure 2.3 Theoritical framework

The theoretical framework outlined above explains the research's emphasis and movement. The theoretical framework logically flows from previous research documentation in the relevant field of research (Rosemarie, 1986). In the first stratum, there is a pragmatics approach, which appears to represent the movie response to social and communication

issues. In this thesis, the research would use power studies and universalist theories to confront the pragmatics issue in the film A Quiet Place.

The grand theory is theory of pragmatics approach which is found in the second stratum. This grand theory aids in contextualizing the implicature in communication, which is the focus of this study. Next is types and functions of implicature exist in the third stratum under the grand theory. Grice's theory of implicature is used by the researcher to solve two research questions. In the fourth stratum or first research question in this study is the types of implicature (Grice, 1975) which have two types of implicature, namely conventional implicature and conversational implicature. In its definition, conversational implicature is divided into two kind, namely generalized conversational implicature and particularized conversational implicature which is located in the fifth stratum.

In the fourth stratum or the second research question is the functions of implicature according to Searle (2014). The function of implicature is divided into five parts, namely the assertive function, the directive function, the expressive function, the commissive function, and the declarative function. The types and functions which is located in third stratum is analyzed by the researcher in this study based on the A Quiet Place movie based located in sixth stratum of the theoritical framework.