

**AN ANALYSIS OF CONVERSATIONAL
IMPLICATURE IN “OVER THE MOON” MOVIE:
PRAGMATIC APPROACH**

THESIS



By:

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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
PUTERA BATAM UNIVERSITY**

2023

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**Submitted in Partial Fulfillment of the Requirements for the degree of
Sarjana Sastra**



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2023

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DECLARATION OF THE THESIS ORIGINALITY

I, Ervina Safitri, NPM No. 191210029

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AN ANALYSIS OF CONVERSATIONAL IMPLICATURE IN "OVER THE MOON" MOVIE: PRAGMATIC APPROACH

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

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APPROVAL PAGE

**AN ANALYSIS OF CONVERSATIONAL IMPLICATURE IN "OVER THE
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The term paper has been examined on the date as indicated below:

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ABSTRAK

Setiap orang yang terlibat dalam komunikasi mengetahui dan menerima komunikasi. Implikatur mengacu pada makna ujaran tidak langsung atau implisit dari pembicara. Implikatur percakapan adalah sesuatu yang tersirat dalam penggunaan bahasa yang sebenarnya. Implikatur percakapan muncul dalam filem *Over the Moon*. Filem merupakan sarana untuk menyampaikan berbagai pesan kepada masyarakat luas melalui media cerita. Filem ini terdiri dari aspek implikatur percakapan pembicara dan pendengar. Penelitian ini bertujuan untuk mengidentifikasi jenis dan fungsi implikatur percakapan yang diterapkan oleh pendengar dalam filem "Over the Moon". Penelitian ini menggunakan teori yang dikembangkan oleh Grice dan Brown serta Levinson. Grice membagi dua jenis, dan Brown dan Levinson membagi lima fungsi implikatur percakapan. Penelitian ini menggunakan metode kualitatif deskriptif. Dalam pengumpulan data, penelitian ini menggunakan metode observasi dan teknik mencatat. Dalam menganalisis data, penelitian ini menggunakan metode identitas pragmatis dan metode penyamaan. Hasil penelitian ini dijelaskan secara deskriptif dan naratif karena penjelasan menggunakan kata dan kalimat. Berdasarkan hasil penelitian, para karakter menerapkan jenis-jenis implikatur yaitu Generalized Implicature dan Particularized Implicature, dan fungsi-fungsi implikatur yaitu self-protection, power and politeness, to give information, to entertain the audience, and lack of specific information. Ujaran jenis implikatur percakapan yang paling banyak diujarkan adalah particularized conversational implicature. kemudian, ujaran-ujaran fungsi implikatur paling banyak diujarkan adalah give information function. Hal itu karena dalam filem pembicara memberikan informasi dan terkadang jawaban pendengar memunculkan implikatur. Oleh karena itu, karakter dalam filem seringkali memiliki makna yang tersirat.

Kata Kunci: Filem, Implikatur, Pragmatik.

ABSTRACT

Everyone involved in communication knows and accepts communication. Implicature refers to the speaker's indirect or implicit meaning of utterances. Conversational implicature is something that is implied in the actual use of language. The conversational implicature appears in the movie "Over the Moon". A movie is a tool to convey various messages to society through motion pictures. The movie consists of conversational implicature aspects of the speakers and the hearers. This research aimed at identifying the types and functions of conversational implicature that was applied by the characters in the movie "Over the Moon". This research adapted the theory developed by Grice and Brown and Levinson. Grice divided two types, and Brown and Levinson divided five functions of conversational implicature. This research design was descriptive qualitative research. In collecting data, this research applied observational method and note-taking technique. In analyzing data, the research applied the pragmatic identity method and competence in equalizing technique. In the presenting research result, this research displayed it narratively and descriptively. Based on the analysis result, the characters applied the types which are Generalized Implicature and Particularized Implicature, and the functions which are self-protection, power and politeness, to give information, to entertain the audience, and to lack of specific information. The type of particularized implicature was the most occurrence in the characters' utterances. The function of gave information was the most occurrence in the characters' utterances. It was because in the movie the speaker gave information and sometimes the hearer's answers raised implicature. Therefore, the characters in the movie often have implied meanings.

Keywords: Implicature, Movie, Pragmatic.

MOTTO AND DEDICATION

MOTTO

“Work on yourself, try to become better”

(Twliz. lifestyle)

DEDICATION

I dedicated this thesis to my parents who always support and love me.

I also dedicated this thesis to the readers who read this research.

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Alhamdulillah rabbi 'alamin, all praises, and gratefulness to Allah Subhanahu Wa Ta'ala who has given mercy and gift, so the researcher can complete this thesis entitled "An Analysis of Conversational Implicature in "Over the Moon" Movie: Pragmatic Approach" for the requirements to complete the undergraduate study program (S1) in the English Literature Study Program, University of Putera Batam.

The researcher realized that this thesis is far from perfect. Therefore, the researcher with pleasure will always accept criticism and suggestion. With all the limitations, the researcher also realized that this thesis would not be complete without the various parties' help, guidance, and encouragement. The greatest gratitude is also addressed to her thesis supervisor, Mr. Ambalegin, S.Pd., M.Pd. as the thesis supervisor who has contributed the idea, motivation, and patience in arranging for the researcher to write the thesis well. For this reason, the researcher expressed her gratitude to:

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The researcher apologizes for all mistakes made during the studies and also the researcher hopes this thesis would be useful for the readers. May Allah give them happiness, health, and mercy. Amin.

Batam, 31 January 2023

**Ervina Safitri
191210029**

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CHAPTER I

INTRODUCTION

1.1 Background of the Research

Language is one of the most important aspects of everyday life. It is a tool that humans use to communicate with one another. The language used must be as clear as possible for the messages to be comprehended and interpreted by one another. Many topics are covered during the conversation, such as asking about someone's health, discussing ideas, or vacation plans. The message conveyed by the speakers must attract the hearer, the meaning can be understood either implicitly or explicitly at certain times. If the speaker asks something of the hearer, then the hearer answers with a hidden meaning answer. Then, it causes misunderstandings in the conversation.

Various disciplines of linguistics examine the meaning, one of which is pragmatics. Birner (2013) stated that Pragmatic knowledge is a component of our understanding of how to utilize language effectively. Pragmatics is the study of meaning in action or environment. When the speaker and the hearer convey meaning based on the context in which they talk, this is referred to as contextual communication. Pragmatics has a speaker's communication meaning and how the hearer interprets it.

One of the key research areas in pragmatics is conversational implicature. Conversational implicature is inferences that are predicated on the existence of language usage rules, such as a universal agreement that communicators should

strive to convey the truth (Griffith, 2006). As the speaker and the hearer, that everyone involved in communication knows and accepts the norms of communication. Communication can be successful if the listener understands the speaker's conversation, if there is a misunderstanding between the speaker and the conversation partner, resulting in a communication breakdown, and if the conversation partner misinterprets the speaker's intent with a specific conversation. As a result, the pragmatic analysis seeks to comprehend the hearer's intent.

The phenomenon of conversational implicature occurs when the speaker doesn't understand the significance of what they are saying. Then, the hearer results in misunderstandings between the speaker and the hearer. The phenomenon is found in every social media, newspaper, magazine, and around the community. The phenomena can also be found in the interview such as the interview with Robert Pattinson in one of the YouTube videos of the tonight shows starring Jimmy Fallon "Robert Pattinson Was One of Eddie Redmayne's Many Star-Studded Roommates" which was posted on April 7, 2022. In the conversation below, Robert Pattinson is the hearer while Jimmy Fallon is the speaker.

Jimmy : "Your kids probably didn't see it, did they?"
 Robert : **"Well, my kids are like five and four, and I took them to the theater recently to see "Frozen" which they loved"**.

The utterance that Jimmy as the speaker and Robert as the hearer at 01:03-01:14 minutes. The utterance took place on a talk show stage. Before that, the hearer explained that the hearer had just finished the cabaret. The hearer played it when he was a child and it was his dream. The speaker said the Cabaret is a little

dark and the speaker asked how the kids look at the Cabaret. Then, the hearer answered the question that is not according to the speaker's question and only the hearer can understand. This is called a conversational particularized implicature. These phenomena are related to the Grice (1975), the theory of particularized implicature required a certain context in understanding the meaning that does not match what is spoken by the hearer.

Another phenomenon also in Jimmy Kimmel's YouTube interview live is "The Kardashians on Kourtney & Travis' Wedding, Kim & Pete's First Kiss & They Play "Who Said It?" which was posted on April 7th, 2022. The conversation between Jimmy and Kendal below is an Implicature.

Jimmy : "You became like a sports nut because of this?"
Kendal : "**Yeah**"

The utterance that Jimmy as the speaker and Kendal as the hearer at 04:59-05:16 minutes. The utterance takes place on a talk show stage. The speaker asked if the hearer was a sports-crazy the hearer. then the hearer answers "**yeah**". The hearer's answer is called conversational generalized implicature. According to Grice (1975), when no particular information is necessary to calculate the additional meaning supplied in the context is called generalized implicature.

The researcher examines the movie "Over the Moon". The movie tells the story of a young girl who is driven by memories of her mother, Fei-Fei who is good at making rockets to the moon on a mission to prove the existence of the legendary moon goddess. A movie is a tool to convey various messages to the general public through story media, where this movie is an engineering made like real that is played by a role. According to Flick (2014), movies are discursive and

social practices. Learner mirrors the social and personal structures and circumstances that are present. Movies are becoming increasingly important in mediated societies. As a medium or communication tool, movies are embedded in a situation where people communicate and interact. Even though the movie is mere engineering, the script in the movie is made in such a real way, and also the speech community speaking English doesn't exist around us.

The phenomena are taken from the data source of the “over the moon” movie directed by Gennie Rim. It was released on October 16th 2020. The utterance was uttered by Mama as the speaker and Fei-Fei as the hearer. The context of the conversation below refers to Fei-Fei who helped his mother make a cake. His mother told Fei-Fei to learn how to make mooncakes, which is a must-have for every Chinese celebration.

Mama : “How about you help us make mooncakes today?”
 Fei-Fei : “**I can?**”

The speaker's inquiry received no immediate response from the hearer. The hearer instead asked the speaker a question in response to his or her question. The hearer asked to convince the speaker that it is true that the hearer was allowed to help the speaker to make cakes at a very young age of the hearer. When she added a question to her response, the hearer engaged in a particularized conversational implicature. It implied that the hearer was not sure to help with their young age because it's weird for a young age to be asked to help make cakes. The hearer did not answer the speaker's question because he was not sure, but

instead, she said no. She gave another question to the speaker. According to Grice (1975), it took based on the context of the utterance and previous knowledge.

In addition to the above phenomena, other phenomena related to generalized implicature were also found in the movie "Over the Moon". In the conversation below, Mrs. Zhong is the hearer while Baba acts as the speaker.

Mrs. Zhong : "The table looks beautiful. Um, where should I sit?"
 Baba : "**Here, sit by me**"

The utterance was uttered by Mrs. Zhong to Baba for 00:15:37-00:15:40 minutes. It took place on the terrace of the house at the dining table. Before that Fei Fei's grandfather and aunt visited Fei Fei's house for dinner. Then, the speaker also tagged along for dinner. Not long after, the speaker came to the dining table and praised the exquisite dining table. The speaker asked the hearer where he would be sitting. Then the hearer replied "**here, sit beside me**". The hearer answer was called Generalized Conversational Implicature. According to Grice (1975), generalized implicature is to find out the meaning in a conversation that makes the other person understand immediately.

There are two types of conversational implicatures, namely generalized implicatures and particularized implicatures Grice (1975). It is possible to identify the speaker using the generalized implicature regardless of the situation in which the speaker and the hearer are present. Meanwhile, particularized does not come from utterance alone, but from utterance in its context and uses facts about the meaning of the sentence spoken and the context of the speech. In this case, the implied meaning above is categorized as a conversational generalized implicature. Therefore, the speaker's utterances above are categorized as generalized

conversational implicature since it is not necessary to have any special knowledge to understand the indicated meaning.

In addition, there is a conversation implicature function that is used to convey the implied meaning in utterance. The utterances of the speakers and the hearers also contain implied meanings that have certain functions such as self-protection, power, and politeness, to give information, to entertain the audience, and lack of specific information. The existence of an utterance that is needed in a conversation such as bridging the communication process between the speakers and being able to explain various facts and phenomena.

Research on conversational implicature as theorized by Grice (1975) has been carried out by many researchers Khairunas et al. (2020) aimed at analyzing the type of conversation in the conversational implicature. Conversational generalized implicature is often spoken in this study. It used the "Beauty and the Beast" movie as the data source. The results of this study indicated that 13 conversational generalized implicature data were most commonly found. Then, 3 conversational particularized implicature data were the least found in the conversation of the "Beauty and the Beast" movie.

Akmal and Yana, (2020) the use of conversational implicature in the dialogue of the "Kingdom of Heaven" movie. In a study that looked at conversation implicature, Grice (1975) theory supported a conversational implicature. This study aimed at finding out the types of the movie in the conversational implicature. The results of this study indicated that 12 conversational particularized implicature data were most commonly found. Then,

6 conversational generalized implicature data were the least found in the “Kingdom of Heaven” movie conversation.

The previous and the present studies have similarities and dissimilarities. The previous and the present studies both discuss the topic of conversational implicature, and the previous studies and present research, it used the theory of Grice (1975). On the other hand, the previous and the present studies have dissimilarity which was in the data source. The present study applied a movie “Over the Moon”. Therefore, this study aimed at analyzing and finding out the types of conversational implicatures in the "Over the Moon" movies. The phenomenon in the background encourages research to conduct research with the title “Over the Moon” movie.

1.2 Identification of the Problem

1. Misunderstanding of conversation regarding implied meaning.
2. There is a conversation about topic phenomena on social media.
3. The described method is used by conversational implicature in “Over the Moon”
4. The types of conversational implicature found in “Over the Moon” movie.
5. The functions of conversational implicature found in “Over the Moon” movie.

1.3 Limitation of the Problem

1. The types of conversational implicature in “Over the Moon” movie.
2. The functions of conversational implicature in “Over the Moon” movie.

1.4 Formulation of the Problem

1. What are the types of conversational implicature in “Over the Moon” movie?
2. What are the functions of conversational implicature in “Over the Moon” movie?

1.5 Objective of the Research

1. To find out the types of conversational implicature in “Over the Moon” movie.
2. To find out the functions of conversational implicature in “Over the Moon” movie.

1.6 Significance of the Research

1. Theoretical Significance

Theoretically, the purpose of the research study is varied. Firstly, a brief description of the types and functions of conversational implicatures is expected to be provided by this study. Secondly, this research is expected to increase knowledge about conversational implicature. Lastly, the goal of this study is to serve as a guide for upcoming scholars.

2. Practical Significance

This research is expected to enrich knowledge in the field of pragmatics, especially conversational implicature. Can provide examples for speakers and listeners to understand the conversational implicature. Then, to make a more useful contribution to researchers by describing the occurrence of conversational implicatures in speakers and the hearers.

1.7 Definition of Key Terms

- Pragmatics : Pragmatic is the study of how a speaker or writer communicated meaning and how the listener or reader interpreted it (Yule, 1996)
- Conversational Implicature : Conversational implicature is part of the content of utterance that has an implied meaning (Grice, 1975)
- Generalized Implicature : Generalized implicature is a kind of implicature that arises from the context in which the speaker and the hearer occur (Grice, 1975)
- Particularized Implicature : Particularized implicature is not only derived from utterance but also a speech in context (Grice, 1975)

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Pragmatics

The study of meaning as communicated by the speaker and understood by the hearer is the subject of pragmatics (Yule, 1996). Pragmatics is the study of the ability of language users to relate sentences to appropriate contexts for those sentences. The essential connection between language and context in language interpretation is the subject of pragmatics. Pragmatics examined the function of context in interpreting what people said. It implies that people must comprehend the complete social context in which a sentence was said. Pragmatics discusses the conditions in the use of human language; therefore, it is determined by the context of society.

This type of research entails interpreting what people said and how what they said was affected by the scenario in question. Important elements in pragmatics that must be considered are the speakers and the hearers, then context and meaning. because learning a language through pragmatics is that one can speak about the meaning one means the intent or purpose of the conversation, and the kinds of actions one displays when one is speaking. (Yule, 1996) mentioned the study of contextual meaning is known as pragmatics. This context involves thinking about how the speaker's structure what they want to say in terms of whom they are speaking to, where people are speaking, and when people are

speaking. In this study, pragmatics is employed to aid participants in comprehending the unspoken message.

Pragmatic is thus concerned with a speaker's meaning in a given context, as well as how the context influences what is stated. (Yule, 1996) explained how the speaker's intended meaning can be deduced from the context of the speech by the hearers. In pragmatics, the goals and types of actions that people take when speaking, people can know the meaning of what other people said. People should cooperate in every conversation. As pragmatics is so concerned with context and how it affects a discussion as a whole, it can affect something that is the deeper intended or implied meaning of what is said which is called conversational implicature.

2.1.1 Conversational Implicature

Conversation between the speakers and the hearers has a goal that is distinct from the form of the language employed. Implicature refers to the speaker's indirect or implicit meaning of an utterance. Implicature occurs when a speaker intends to express something in a conversation in an implicit or indirect approach. (Grice, 1975) stated that conversational implicature is something that is concluded in conversation, meaning that it is not expressed in actual language use. In other words, implicature gives a clear description of how something can imply more than it is said.

Conversational implicature can be another level where the speaker's meaning can be modified depending on the circumstances of the conversation. The language used in the implicature would be understood differently by the

message recipient than what the speaker intended. (Yule, 1996) mentioned that something in conversation must be conveyed more than simply the word's meaning; it is referred to as an implicature. When the speaker makes an effort to say more than just what a word signifies, this is accomplished. The fact that something is spoken, not what is said, conveys significance in conversational implicature.

2.1.2 Types of Conversational Implicature

(Grice, 1975) referred to the generalized and particularized conversational implicatures as the two different categories of conversational implicatures.

2.1.2.1 Generalized Conversational Implicature

Generalized conversational implicature is an implicature that doesn't require a specific context and can be concluded without any prior knowledge. Yule (1996) stated that generalized conversational implicature can speak something that can be inferred without referring to context features. It can be claimed that the speaker makes up the utterance and the hearer only understand a portion of it, in which case no prior information or specific assumptions are required in determining the additional meaning delivered.

Specific information is not required to determine the additional meaning of the generalized conversational implicature because the addressee understands the meaning.

Example:

A: "What happened to John after college?"

B: "**John got a good job and got married**"

(Yulianti et al., 2022)

After he found a terrific job, the sentences hitched within the feasible conditions for the case over. The hearer B responded to the address because the speaker a was addressing data, in particular the information that John got a job at the same time he got married. Due to the fact that the address already provides the context, the expressions can be categorized as a generalized conversational implicature.

2.1.2.2 Particularized Conversational Implicature

Particularized conversational implicature is an implicature whose existence necessitates a certain context and background information to be understood. These implicatures count sentences with particularized knowledge of a particular context even though speech normally takes place in a reasonably defined context with locally recognized conclusions. (Grice, 1975) stated that Specific conversational implicatures depend on certain elements of context. To comprehend particularized conversational implicature, a certain context is required.

That is necessary to comprehend the meaning embodied in conversation particularized information, it is classified as a particularized conversational implicature. A specific context is needed to grasp the implicature in a particularized dialogue.

Example:

A: "I'm so sorry for making you wait for a long time"

B: **"That's fine, it is just like waiting for one year"**

(Yulianti et al., 2022)

In this conversation, the speaker A begs for forgiveness for keeping the speaker B waiting for so long. B's response "that's fine" does not convey that she is fine. Rather, it suggests that she is angry. Her statement "it is just like waiting for one year" stresses her boredom rather than her anger. As it can only be understood in the context of a certain area and utilizing the local language, this speech is classified as a particularized implicature.

2.1.3 Functions of implicatures

Brown and Levinson (1988), implicature serves to convey information through language while also evoking a sense of humor and civility. The utterances of the speakers and the hearers also contain implied meanings that have certain functions such as self-protection, power and politeness, to give information, to entertain the audience, and lack of specific information.

2.1.3.1 Self-protection

Self-defense only confirms the application of force when it is used in response to a prompt threat.

2.1.3.2 Power and Politeness

Power is a basic aspect of inter-group and interpersonal relation, and a characteristic feature of human interaction is a heavily contested concept.

Politeness is the way to convey the utterance as politely as possible which in this case is needed to minimize conflict with others. One of the forms of communication which expresses politeness is an apology.

2.1.3.3 To give information

Given information is information that is assumed by the speaker to be known to, assumed by, or inferable by the addressee at the time of the speaker's utterance, because it is: Common knowledge part of the extralinguistic context.

2.1.3.4 To entertain the audience

Entertaining implicatures are implied meaning designed to captivate an audience's attention and regale or amuse them while delivering a clear message. The speakers engage in entertaining speeches generally on special occasions.

2.1.3.5 Lack of specific information

Unaware of quantum mechanics. Due to or demonstrating a lack of understanding or training: A statement made by someone ignorant.

2.2 Previous Study

Saniatang et al., (2020) investigated conversational implicature to understand the utterances of the characters in "Jumanji: Welcome to the Jungle" movies. This study used Grice (1975) theory of conversation to understand the meaning of implicature utterances that occurred. This study aimed at finding the types of conversational implicature in the movie. The result of this study indicated that there are 34 particularized conversational implicature data that are most commonly found. Then, there are 3 generalized conversational implicature data that are the least found in the "Jumanji: Welcome to the Jungle" movie conversation.

Kusumoriny et al. (2020) analyzed the conversational implicature data from the utterances of guests and the hosts in "The Wendy William Show". This study used the Grice (1975) theory of conversational implicature. This study

aimed at finding the types of conversational implicature and the implicit meanings. The results of this research indicated that there are 29 particularized conversational implicature and 20 generalized conversational implicature in “The Wendy William Show”.

Jasmir et al. (2021) explored the conversational implicature in Deddy Corbuzier's Podcast on YouTube. This research used the theory from (Grice, 1975) to analyze the data of conversational implicature used to categorize the types of conversational implicatures. This study aimed at finding types of conversational implicature found in Deddy Corbuzier's Podcast on YouTube. The result of this study indicated that there are 6 particularized implicature data that are most commonly found. Then, there are 3 generalized conversational implicature data that are the least found in the Deddy Corbuzier's Podcast on YouTube.

Nurhidayah et al. (2021) analyzed the data of conversational implicature in “Gifted” movie. This research used theory from Grice (1975) to analyze the data of conversational implicature. This study aimed at identifying the types of conversational implicature by the character in “Gifted” movie.

Yulianti et al. (2022) explored the conversational implicature on Saturday night live talk shows. This research used theory from Grice (1975) to analyze the data of conversational implicature was used to categorize the types of conversational implicatures. This study aimed at finding types of conversational implicature found in the Saturday night talk show. The result of this study indicated that there are 29 particularized implicature data that are most commonly

found. Then, there are 21 generalized conversational implicature data that are the least found in the Saturday night talk show.

Agga & Ambalegin (2022) Analyzed conversational implicature in the “Central Intelligence” movie. The theory used in this research was conversational implicature by Grice (1975). This study aimed at identifying the types of conversational implicature. As a result of this study, researchers indicated that there are 9 particularized conversational implicature and 6 generalized conversational implicature in “Central Intelligence” movie.

Utami & Amri, (2023) analyzed Conversational Implicature on YouTube Cianjur Said Azab with Netizen, 'Habib Jafar Stress'. The theory used in this research was conversational implicature by Grice (1975). This study aimed at analyzing of conversational implicature on YouTube. The results of this research indicated that there were 5 types of particularized conversational implicature and 9 types of generalized conversational implicature on YouTube Cianjur Said Azab with Netizen, 'Habib Jafar Stress'.

Previous research found some similarities and differences between the nine previous studies and the current study. Previous research and current research apply the conversational implicature theorized by Grice (1975). The difference is the selected research data. This research chose the movie Over the Moon from observations and types of implicatures because it had never been analyzed by previous research.

2.3 Theoretical Framework

This research begins with an understanding of pragmatics. Then, leading to the implicature theory by Grice. In conversational implicature, there are two types, namely, generalized conversational implicature and particularized conversational implicature. There are five functions, namely self-protection, power and politeness, to give information, to entertain the audience, and lack of specific information. The theory of conversational implicature is applied to analyze conversational implicature in the movie "Over the Moon" (2020).

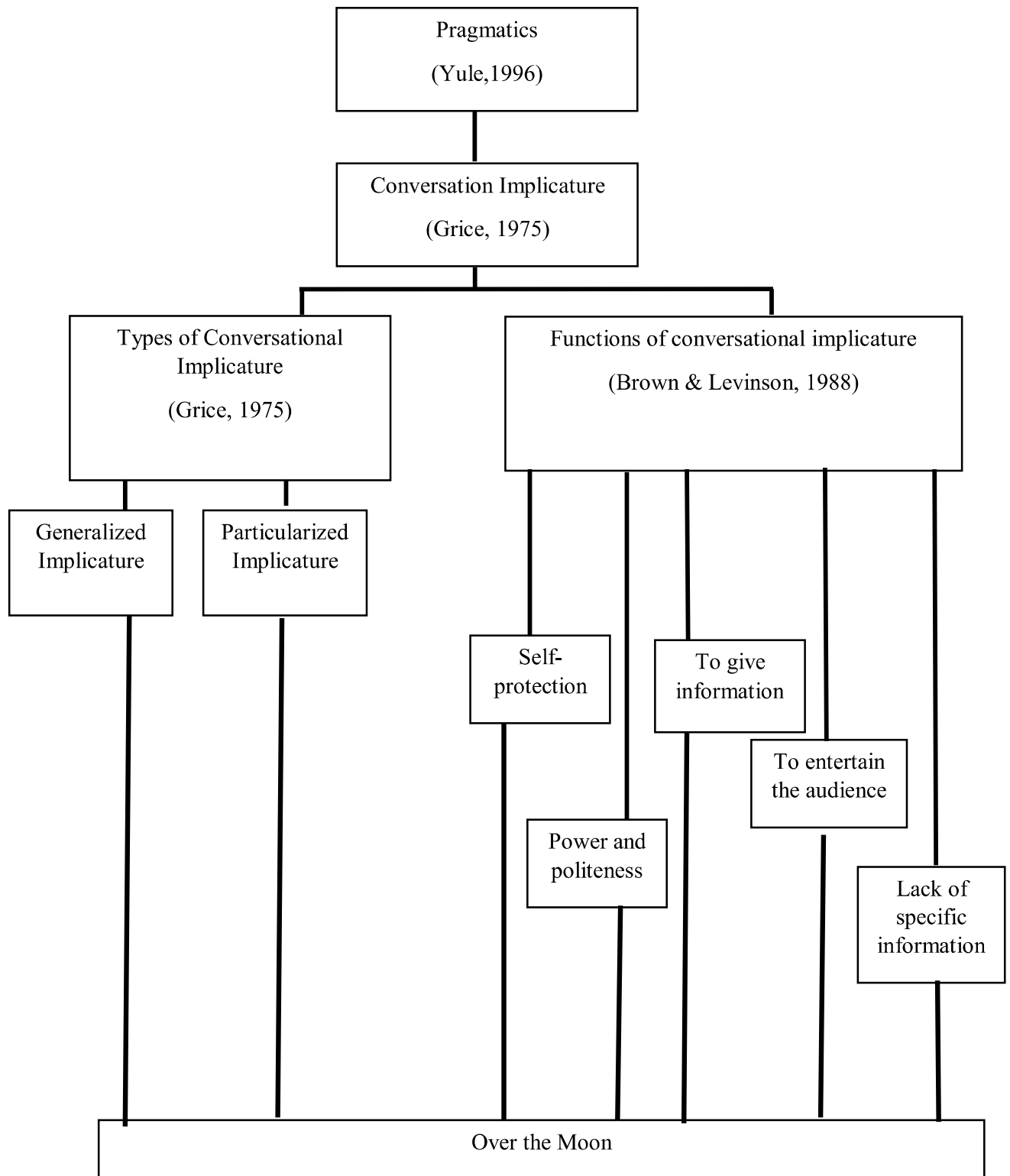


Figure 2.1 Theoretical Framework

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This research included qualitative research. Based on Creswell and Poth (2018), Qualitative research used data collected in a natural setting that was sensitive to the people and places being studied. Qualitative research is to explore the life of ordinary or extraordinary people, groups, communities, and organizations in deep and protracted interactions with participants. Marshall and Rossman (2016) defined that analytical approaches that consider special opportunities and difficult analytical approaches are designed for specific possibilities and difficulties. It was feasible to claim that the researcher reconstructs the data rather than just identifying and isolating cases given the interpretive character of qualitative studies. The result compared a variety of materials, texts, or situations to arrive at generalizable conclusions. Creswell and Creswell (2018) highlighted the use of words rather than statistics and open-ended questions and replies in qualitative data (qualitative interview questions).

Finding the types and functions of conversational implicature analysis in the Over the Moon movie is the goal of this study. The theory from Grice (1975), and Brown and Levinson (1988) which discussed the types and functions of conversational implicature were used as the main theory to analyze the conversational implicature. Additionally, the findings were presented descriptively.

3.2 Object of the Research

This research aimed to analyze the types and functions of conversational implicature in the *Over the Moon* movie. The conversation becomes the object of this research. The information is based on phrases or words from the movie. Thus, the *Over the Moon* movie serves well as a source of research data.

3.3 Method of Collecting Data

The observational approach was used to collect the data for this research. According to Sudaryanto (2015), the observational method involved information as the collection by observing the way people use language. This research used several senses. This research is pragmatic and involves utterances as the data. As mentioned by Sudaryanto (2015) the researcher remained out of the participants' conversations, discussions, and interactions.

While collecting the data, the sense of sight, hearing, and the feeling was involved. Sense of sight was involved to see the context that occurs in the movie as the data source. The context happened as the situation was similar to everyday life. Sense of the hearing was concerned to note the script from the dialogue or conversation. Multiple listening aimed to get authentic data. The role of the script helped the researcher highlight the utterances which experienced the phenomena of conversational implicature. Sense of feeling was concerned to feel the experiences of the story to get the context of the story supporting the phenomena of conversational implicature.

According to Sugiyono (2013), data collection is the main purpose of research, data collection techniques are the most strategic and important stages of research. The researcher would not get data that is by the data standards that have been set without knowledge of data collection methods. According to Taylor et al., (2016), taking notes is a way to have transcription by coding and analysis. Taking notes was used as the technique to find the data in this research.

Based on the discussions above, the researcher added several steps as follows. Firstly, the researcher watched and listened to the *Over the Moon* movie which lasted for one hour and forty minutes. The researcher watched and listened to the movie to take the script. Then the researcher highlighted the utterances which experienced the phenomena of implicature by coding the numbers and highlights to find the raw data.

3.4 Method of Analyzing Data

Sudaryanto (2015) mentioned that the researcher used the pragmatic identity approach if the statements made caused the hearer to take a particular action or reaction. The pragmatic identity method is caused by a reaction from the hearer used to analyze the data obtained by using the observational method. Therefore, this research focused on determining the unspoken meaning based on the speaker and the hearer's context. This method was relevant to the research. The competency in equalizing methodology was the preferred method, and it was used to categorize the textual structure of a movie discussion. The information was taken directly from the script of the movie and then displayed in various ways according to maxims and conversational implicatures.

The first stage in the analytical process was analyzing the context and utterances in the gathering of the highlighted data. Before analyzing the data, the researcher highlighted the data that had been identified by using a predetermined color. The goal was to draw tentative conclusions about matching types and function implicatures in the script. Assigning colors based on the suitability of types and functions. Such as the purple symbolizes particularized and blue symbolizes generalized types. Then in function, the bright green symbolizes self-protection, the red symbolizes power and politeness, the violet symbolizes giving information, the teal symbolizes entertaining the audience, and the green symbolizes lack of specific information. Then, the researcher determined the context and utterances in the movie to get the meaning.

There are several research ways to analyze data. Firstly, the researcher started by explaining the theory to find the data. Secondly, the researcher began to quote the conversational parts of the utterances in the movie. Lastly, the researcher analyzed the data using the theory of Grice (1975) and Brown and Levinson, (1988).

3.5 Method of Presenting Research Result

The final stage of analysis is before presenting the research findings. The information was divided into two categories: Conversational implicature types and Conversational implicature functions. The narrative analysis method was employed in this research. According to Taylor et al., (2016) p. 21, Stories were used in narrative analysis, particularly those that were described in a paragraph. The results of the analysis were presented descriptively Sudaryanto (2015). The

results of the analysis were presented using words and sentences. The objective provided readers with a thorough understanding of the selected subject by describing the findings.