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)