

**AN ANALYSIS OF PARTICULARIZED
CONVERSATIONAL IMPLICATURE IN THE
“OPRAH WINFREY” SHOW: PRAGMATICS
APPROACH**

THESIS



**By:
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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
PUTERA BATAM UNIVERSITY
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Batam, July 28th 2020



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ABSTRAK

Percakapan sangat penting dalam interaksi satu sama lain. Dalam percakapan sering ditemukan ucapan yang memiliki makna tersirat dimana Grice (1975) menyebutnya implikatur. Dalam implikatur terdapat implikatur percakapan partikular yang memiliki konteks spesifik dalam memaknai dan memiliki keterkaitan dengan pelanggaran empat maksim, yaitu maksim kuantitas, kualitas, relevan, dan cara. Dalam pelanggaran maksim ada strategi berdasarkan teori Cutting (2002) yang membagi strategi berdasarkan masing-masing maksim yang dilanggar. Penelitian ini bertujuan untuk menemukan jenis flouting maksim dalam ucapan yang mengandung implikatur percakapan partikular oleh Grice dan strategi yang diikuti oleh Cutting dalam talkshow "Oprah Winfrey Show". Metode dalam penelitian ini adalah deskriptif kualitatif dengan menggunakan observasi dan non-partisipatif dalam mengumpulkan data serta menggunakan metode informal dalam menyajikan hasil. Dalam penelitian ini ditemukan 30 data yang berisi ucapan implikatur percakapan partikular. Dari hasil analisis data dapat diketahui bahwa terdapat (15) data yang melanggar maksim kuantitas, (3) data melanggar maksim kualitas, (11) data melanggar maksim relevan, (1) data melanggar maksim cara. Strategi yang ditemukan adalah memberikan terlalu banyak informasi untuk pelanggaran maksim kuantitas, ironi, candaan, dan hiperbola untuk pelanggaran maksim kualitas, tidak relevan untuk pelanggaran maksim relevan, dan ambigu untuk pelanggaran maksim cara. Berdasarkan hasil tersebut, dapat diambil kesimpulan bahwa pelanggaran maksim kuantitas dalam implikatur percakapan partikularisasi adalah yang paling banyak dari jenis-jenis pelanggaran maksim dan strategi yang paling banyak juga mengikuti pelanggaran maksim itu sendiri yaitu dengan memberikan terlalu banyak informasi.

Kata kunci: Pelanggaran maksim, pragmatik, implikatur percakapan partikularisasi

ABSTRACT

Conversation is central in interaction to each other. In conversations are often found utterances that have an implied meaning in which Grice (1975) calls it implicature. In implicature there is a particularized conversational implicature which has a specific context in meaning and is related to the flouting of the four maxim, namely maxim of quantity, quality, relevant, and manner. In flouting maxim there are strategies by Cutting (2002) that divide the strategy into each maxim. This study aims to find the kind of flouting maxim in utterances that contains in particularized conversational implicature by Grice and the strategies that follow by Cutting in the talk show "Oprah Winfrey Show". The method in this research is descriptive qualitative using observations and non-participatory in collecting data and using informal methods in presenting results. In this research there are found 30 data which contains utterances of particularized conversational implicature. From the analysis data can be found that there are (15) data that flouting maxim of quantity, (3) data that flouting maxim of quality, (11) data that flouting maxim of relevant, (1) data that flouting maxim of manner. The strategies that found are giving too much information for flouting maxim of quantity, irony, banter, and hyperbole for flouting maxim of quality, irrelevant for flouting maxim of relevant, and ambiguous for flouting maxim of manner. Based on the result, the conclusion can be taken that flouting maxim of quantity in particularized conversational implicature is the most dominant of the kinds of flouting maxim and the dominant for strategy that following the flouting maxim itself is giving too much information.

Keywords: Flouting maxim, pragmatics, particularized conversational implicature

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CHAPTER I

INTRODUCTION

1.1 Background of the Research

Conversation is one of the interaction media which always occurs in every communication. Conversations between speakers and listeners must be accepted and understood by each other. According to Grice 1975 (as cited as Birner ,2013) stated that in each conversation there must be cooperation which provides a way of understanding the same in communication. Grice called collaboration in speaking a cooperative principle. In the principle of this cooperation there are four maxim, namely maxim of quantity, maxim of quality, maxim of relevant and maxim of manner.

The four maxims have their own rules which give a picture and view of cooperation when the conversation occurs. Starting from maxim of quantity where the conversation or answer must be as necessary, not excessive, and do not need to be at length. Then the maxim of quality has rules which say honestly according to the conditions and facts in the field. Evidence and belief in the truth of a speech is very necessary to enter into this maxim rule. Next is maxim of relevant or relations which only has one condition, which is interrelated or be relevant. Do not let what the speaker says is different from what the other person is catching. The last is maxim of manner. In this maxim, the clarity of what is said must be known without any doubt and ambiguity. (Birner, 2013)

In the cooperative principle by Grice (1975) there is a condition where the maxims can be flouted. The flouting maxim occurs where the characteristics of each maxim are not fulfilled. This can be known by contradicting the cooperative principle theory. In flouting maxim of quantity, the utterances given are too many and exceed what is needed, so that makes the primary information to be conveyed. Next is flouting maxim of quality where the utterance given is a lie, does not match the facts and cover up where there is no evidence and trust. Then flouting maxim of relevance is where there is no continuity between the utterances and the last is flouting maxim of manner where the utterance gives two meanings making it ambiguous.

From the condition where maxim flouting occurs in the cooperative principle above, it can be further divided by the strategies used in each flouting maxim. According to Cutting (2002) there are some strategies implemented when flouting the maxims. As in maxim of quantity, there are two strategies: giving too much and too little information. In maxim of quality there are four strategies namely hyperbole, metaphor, irony, and banter. Whereas in flouting maxim of relevant and manner only have one strategy each of them. Irrelevant is strategy for the flouting maxim of relevant and ambiguous for the flouting maxim of manner.

Flouting in the four maxims can cause misunderstandings when the conversation occurs, but there are conditions when the flouting of maxims happen that still make the communication continues. This flouting is in the form of what is said to be different from what is intended or can be understood as the meaning implied in the conversation itself. There are some reasons why people flouted that.

Grice divided the matter into two, namely conversational implicature and conventional implicature. Examples of implicature can be found in various media or even daily life. Conversational implicature itself divided again into two parts: Particularized conversational implicature and generalized conversational implicature. In this research focused in the particularized conversational implicature.

Particularized conversational implicature is a conversation that has a special meaning which requires a special context in understanding the meaning implied inside. This is closely related to the flouting of cooperative principle which uses a specific context and when an utterance is part of a particularized conversational implicature then, the utterance has flouted the maxim itself. There are so many media to found the utterances of particularized conversational implicature such as in daily conversation, movie, interview, talk show, and etc. The example of particularized conversational implicature that researcher has found occurs in the talk show. The researcher uses one of the famous talk show in the American history, Oprah Winfrey Show. This show is the most popular talk show with the highest rate in the America and started from 1986 and ended in 2011 which has more than four thousand episodes. The show has received so many awards such as from the Daytime Emmy Awards, Oprah Winfrey Show got ten awards during the period 1987 until 2011 and four awards from People's Choice Awards in some different period. The host, Oprah Winfrey is one of the most influence women in the world by Times magazine in 2006 and she still has so many awards. In her show, researcher can found examples of particularized

conversational implicature that can be seen from the conversation such as conversation between Oprah and seven cheating husband episode.(Terry & Winfrey, n.d.) Below are the example of data which contain the analyzing of the particularized conversational implicature utterance, there are flouting maxims that follow by Grice theory and the strategies of flouting maxim by Cutting inside.

Oprah: “A little guilty. How did you feel? You confessed after you the other woman was going to tell her.”

Stephen: “Right. Right. We were sitting on the bed, and I said I’ve got to tell you something, and you may not be ready for this. And the sake of confessing and getting it all out in the open and trying to move forward, and beating this other woman to the punch and not letting her.”

Stephen is a man who has been married for 9 years and has 2 children, but has an affair with another woman once for a period of one year, after a year of marriage. Stephen admitted having an affair because his wife worked so hard that she did not have enough time for family. The problem came when Stephen's affair threatened to tell his wife so he determinedly confessed to his wife about the affair. Oprah asked how Stephen was feeling at the time, but he answered with words that contained a specific context where he didn't answer Oprah's question about what she felt when he confessed. Stephen responded by describing the process of his confession to his wife. That gave meaning based on Stephen's specific context that the sense of when he confessed to his wife was implied in the process of recognition. Stephen has been flouting maxim of relevant where he did not provide answers related to what Oprah asked. Stephen's irrelevance in giving answers to Oprah is one of the strategies in flouting maxim of relevant.

Oprah: “OK. You then tell your wife, and what was her reaction?”

Stephen: **“I’ve never known that I could hurt someone that much and in less than a minute. To this day still, I remember that evening so clearly. I just I never knew I could hurt someone that much. And it pained me, because I’m looking. I’m like “Wow, you love me that much?” I didn’t see it. I didn’t...”**

After Stephen made a confession to his wife about his affair, Oprah asked questions about how his wife would react after hearing that confession. Stephen's utterance contained a meaning that required a special context where he told how shocked he was that he actually hurt his wife so deeply, that at first Stephen thought that his wife was too much work to neglect the family, apparently so loved Stephen. His wife cried and made Stephen think he was loved so deeply, but instead betrayed his wife. That is the utterances included in the particularized conversational implicature, Stephen gave an answer that was too long, so the information that Oprah wanted was too much by additional information. Stephen only needed to answer that his wife was very hurt to hear the confession, but he added information such as feeling how surprised he was to see his wife's reaction, so flouting maxim of quantity was found. Too much information was given to be one of the strategies of flouting maxim of quantity which applied in Stephen's utterance.

The emergence of particularized conversational implicature in the talk show of Oprah Winfrey Show makes researcher want to analyze it in a scientific work. This scientific work is based on the existence of previous research that has the same theory or object with the theme that the researcher wants to examine. The first is the international pragmatic journal written by Annisa Martini (2018). The study referred to the everyday conversational implicature of Indonesian English students at Department of Education at Kuningan University. This

research was based on reasons about the number of people who produced speech that did not informative or words that should not be said. This research was a qualitative research and makes observations and records in order to obtain research results. Her research found 80 utterances from conversational implicature of 32 utterances or (40%) general conversational implicature and 48 utterances (60%) of particularized conversational impliature.

The second journal is a journal written by Itsara Namtapi (2018) In her research it had a purpose to find the character's reason behind inviting particularized conversational implicature and to examine whether social distance had effect when used particularized conversational implicature. The object of the research was an antagonist in a 2012 American comedy fantasy film based on the fairy tale Snow White. The theory that used was by Grice for the cooperative principle and by Brown and Levinson for off-record politeness. Descriptive qualitative was the research methodology that used. The different of both journals were from the object which researcher has taken that was in the Oprah Winfrey show and the same part was about the theory of particularized conversational implicature by Grice.

From the explanation of the theory, examples and previous studies that have relevance to the theme that the researcher took, the researcher finds some phenomena in which the utterances used in daily conversation or in question of speaker to listener can contain implied meaning that certain contexts are needed in understanding the intentions of the utterances itself, then the following of flouting maxims that occur in these utterances and the strategies that follow to complete

the meaning based the context, so still could be understood by both speakers and listeners. Researchers found many utterances that contain implied meaning and have a specific context in every understanding in the talk show that was very familiar, Oprah Winfrey Show. After the description above the researcher takes “An Analysis of Particularized Conversational Implicature in the “Oprah Winfrey” Show: Pragmatics Approach” to become the choice of title that discussed by researcher.

1.2 Identification of the Problem

Phenomena that exist in languages such as in particularized conversational implicature discussion which in the background has been alluded to by the example of the data that found in the talk show by Oprah Winfrey. Below are some problems that can be identified.

1. The cooperative principle used in daily conversation.
2. The characteristic of cooperative principle.
3. The flouting maxim which found in conversation.
4. The strategies of flouting maxim.
5. The types of implicature in the utterances.
6. The particularized conversational implicature in the Oprah Winfrey show.

1.3 Limitation of the research

In this discussion the researcher narrows the problem so that it can be easily understood and does not come out of the topic. The researcher analyzes the particularized conversational implicature which contain flouting of the four

maxims; quantity, quality, relevance, and manner. The second is analyzing the strategies of the flouting maxim in utterances that include of particularized conversational implicature. The two problems above discusses by taking data in the Oprah Winfrey Show.

1.4 Formulation of the Problem

The researcher makes the formulation below based on the background and problems that have been identified and have been limited to two problems as follows:

1. What kinds of flouting maxim are found in particularized conversational implicature in the Oprah Winfrey Show?
2. What flouting maxim strategies are found in particularized conversational implicature in the Oprah Winfrey Show?

1.5 Objectives of the Research

Based on the formulation of the problem that has been compiled above, the researcher provides several objectives from the analysis of the study as follows:

1. To find the kinds of flouting maxim are found in particularized conversational implicature in the Oprah Winfrey Show.
2. To find the flouting maxim strategies are found in particularized conversational implicature in the Oprah Winfrey Show.

1.6 Significance of the Research

There are two kinds of significance that the researcher wants to convey to the reader, namely theoretically and practically. Based on the theory, this research has several objectives. For the first, this research is expected by the researcher to be able to provide further information for readers about what forms of flouting maxims in particularized conversational implicature. For the second, the research also hopes to increase knowledge, experience, insight, and in the application of material science research, especially those related to our knowledge of particularized conversational implications.

In practical terms, this research is expected to provide benefits for the following parties. First, this research can enrich and add students in the knowledge of English and literature in the pragmatic field, especially in terms of flouting maxim and particularized conversational implicature. Secondly, this research and analysis is expected to provide more practical cooperation and contribution for researchers in describing the particularized conversational implicature and flouting maxim strategy that appears in analyzing the Oprah Winfrey Show.

1.7 Definition of Key Terms

Pragmatic: The study of the meaning in language that has implied intention based on the context in the utterances between speaker and listener itself. (Cutting, 2002)

Flouting Maxim: Flouting is distorting the meaning of utterance with what is meant, where flouting maxims are the opposite of maxims in cooperative principle. Flouting maxim provides contextual expressions so it can be understood in utterances consist of implicature.(Grice, 1975)

Particularized Conversational Implicature: An implicature that included in a conversation. Expressed conversations usually contain implicit meanings that require context because often what is said is different from what is intended.
(Grice, 1975)

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORITICAL FRAMEWORK

2.1 Pragmatics

Pragmatics is a study in which there must be a meaning to be interpreted correctly. Cutting (2002) stated that pragmatics has a difference when the utterance is said with the intended purpose. This emphasizes that pragmatics cannot be separated from the presence of context. If the meaning of an utterance is only interpreted from the word that appears then the domain has changed to semantics. Therefore the context is the differentiator in these two linguistic branches.

According to Yule (as cited as Saragih & Johan (2020) pragmatics is a study that discusses what the meaning of the speaker or utterance means. It can be said that discuss the meaning of utterances said by the speaker and interpreted by the listener. The study of contextual meaning is another meaning of pragmatics which is related to how the speaker arranges of what wants to say and the meaning that conveyed. The meaning of the words in a speech is used quickly to communicate, but knowing what is the core meaning of the speaker with the utterance given by knowing the context's performance in contributing to the meaning is primary.

What is meant by an utterance is the pragmatic definition by Birner (2013). He stated that to know what the meaning meant in the utterance could not only be seen from the meaning written in the word. An understanding is needed in knowing who is giving the utterance and what context is accompanying the utterance. So, the implied meaning that is intended by the speaker can be found and can be understood by the listener. Thus, it can be concluded from the understanding of some experts above that pragmatics is a study that discusses the meaning in a language where the existing meaning cannot be interpreted properly without the presence of context.

Context is a situation and condition where knowing the background of an utterance is conveyed. The circumstances, experiences and factors that support the utterance are also part of the context. In addition, Cutting (2002) also stated that the time and place where the language was spoken was a context which gave an overall picture and analysis of the intended meaning. It can be said that context itself is the situation and conditions when the conversation occurs as an example: There is student comes late to the class. The time of the class begins at eight o'clock.

Teacher: *What time is it?*

Student: *nine o'clock. (without context)*

I am sorry Sir. (with context)

From the example above it can be seen that the answer to the first utterance indicates lack of understanding of the context and the second is an understanding of the context in which the student is teased or coded to realize that

it is too late to enter the class. This is the reason that pragmatics cannot be separated from the presence of context.

2.1.1 Implicature

The principle of cooperation based on the theory of Grice (1975) is a formula that is formed to make the conversation between speakers and listeners become a continuity. Conversations that occur can run smoothly with cooperation between speakers. In this case Grice divides the cooperative principle into 4 maxims: Quantity, quality, relevance, and manner.

The four maxims must be obeyed in order to contribute the right understanding in the conversation. However, the speakers and listeners can choose to do things that observe the maxim itself, violated maxim which gives a different meaning than what is said then, flout the maxim which gives hidden meaning, or can even reject or opt out the maxim itself. It deals with conversational implicature which is related to flouting the maxim that occurs in conversation. The four maxims have their own conditions when they are determined which one follows the maxim rules which flouts the rules. Here is the theory and description of the maxims. (Tajabadi, Dowlatabadi, & Mehri, 2014)

In the first is maxim of quantity. There are conditions which the rules used are to make conversations that occur as simple and as informative as possible without at length. According to Fukumura & van Gompel (2017) need for context in every conversation that is very influencing the effectiveness of a speech. This does not prevent this maxim from being flouting. Flouting in this maxim

contradicts the conditions given maxim of quantity that is by conversation occurs by adding unnecessary ones to make it wordy.

Like this example of maxim of quantity right by following the rules. When the context is in the following conversation is a friend who knows each other and asks another friend. The following is an example:

Jack: *“Do you know where is Martha?”*

Mia: *“Yes I do. She is in the canteen.”*

From the example dialog above is an example that follows maxim of quantity, which gives the right answer that is only needed by speakers. The example that flouting this maxim can be seen if the comparison is answered as follows.

Jono: *“Do you know where is Martha?”*

Mia: *“I saw her in the library, but when I went to the library she has gone. Then I am hungry and I realized that Martha sit in the corner in front of me was eating her meatball.”*

Then maxim has rules of truth where the conversation or statement that occurs must be right and correct. That is the definition of maxim of quality. Do not give a statement with doubt and there is no strong evidence. According to Grice (as cited as Vergis, 2017) stated that the composition in maxim is a true statement that gives a statement in accordance with what is actually in accordance with reality. Consider the following two examples:

A: *Where is University of Putera Batam?*

B: *It is in near with Embung Fatimah hospital.*

Distinguish with this one:

A: *Where is University of Putera Batam?*

B: *There are three location of UPB, there is in the Tembesi, Tiban, and Nagoya.*

From the two examples above, it can be seen based on the fact that the University of Putera Batam is in three places, Tembesi, Tiban, and Nagoya. The answer from B in the first dialog is not right and does not correspond to reality, thus it is the example flouting the maxim of quality. While the example below provides clear facts and answers that there are three campuses from UPB in different locations. The first dialog showed that it was not true because UPB is near with Top 100 mall not Embung Fatimah hospital.

After that there is maxim only has one condition to fulfill it, namely be relevant. The meaning in the sentence according to Grice (as cited as Birner, 2013) is the connection of what the speaker says with what the listener answers. This is often a flouting which makes the conversation implied. It is often found in conversational implicature which is discussed later. Vergis (2017) also gave statement that if there is an implied utterance or the listener does not answer the question with relevant or does not give statement from the speaker directly that is called flouting the maxim of relevance. If someone asks like this "*Do you want to come to the club after school tomorrow?*" then the answer given is "*I have many tasks to complete*". This shows that the maxim of relevance has been flouted. The required answer is "*yes or no*" but instead an answer is answered which implies that the respondent refused to go to the club.

The last is maxim of manner has a definite rule that is not to make doubt or ambiguity in speech or answers that given. Clarity in speech is very necessary and becomes a complete condition in this maxim. Flouting is often encountered in conversations when someone wants to be hidden or does not want to answer the

truth but still answers to look polite. Maxim requires clear sentence sequences and without ambiguous sentences and can make two meaning that confuse the listener.

Consider the following example:

Husband: *Did you enjoy your family reunion last week darling?*

Wife: *So many people talked about each other.*

From the example, it is very clear that the wife answers unclearly using ambiguous words and sentences and has no rules at all in the utterances. The wife can give two meaning for her husband's question. First is she is enjoying and happy with the crowd where people talk to each other or even the opposite where she doesn't enjoy the family reunion because they feel disturbed and don't like other people talking to each other. The example shows a flouting of maxim of manner.

The flouting maxim that happened in an utterance has implication. Implications are the meanings contained or hidden in an utterance. The meaning is not said to be clear and unrealized has a specific purpose. Grice (as cited in Birner 2013) stated that there are different between what is said and what is implied. What is said has meaning truth-conditional and what is implied is not. That is why there is always a separate meaning and function in each utterance implicature. There are two kind of implicature: Conventional implicature and conversational implicature.

Conventional implicature is the opposite of conversational implicature. Birner (2013) stated that conventional implicature does not require context or based on maxim in the cooperative principle. It can be interpreted that this is a non-truth-conditional and an independent context. Such as the following example:

“*Sinta is poor, but she has wonderful life.*” In this example it can be interpreted that in general poor people are miserable and feel sad about the life that lacks property, but instead Sinta has an extraordinary life which feels wonderful in its shortcomings.

In other side, conversational implicature is very closely related to the cooperative principle because they still have a strong chain. The flouting that occurs in the maxim gives the implicit meaning in the speech that given. Grice (1975) stated that the relationships that occur are very close to each other. So the meaning of conversational implicature is a conversation that contains implicit meanings which all flouting every maxim that exists. He also explained that the implicature in the conversation would give a misunderstanding, but in the context of this it could be avoided.

There are many examples of conversational implicature that can be found. These examples is reviewed and shown by researchers through the analysis that is presented in the next chapter. There are two kinds of conversational implicature: Generalized conversational implicature and particularized conversational implicature. The difference between the two sections is in the context. Here's a further explanation.

A. Generalized conversational implicature

In this aspect there is no need for a deep context. Some examples of generalized conversational implicature are “not all”, “some”, “most”, and etc. For example “*Most of the students are active*” and “*Some teachers are in the office which means not all of students are active and not all teachers are in the office.*”

In the sentence it states that most students are active. From that sentence can be replaced or said with "*Not all of the students are active*" same as the teacher too. The two sentences above are the same and correct. They do not need the specific context used. Only by looking at the sentence can it be concluded.

B. Particularized conversational implicature

This section is contrary to generalized conversational implicature which does not require the existence of a special context. In particularized conversational implicature requires a special context to be able to understand it. Like the example in the book Birner (2013) "*it is going to rain tomorrow*" in this case the speaker is sure and has reason to believe that tomorrow will rain. Again with the context this gives a difference with the previous aspect. Another example can be seen in example below:

A: "*Do you know where is my red blanket?*"

B: "*Rina is playing matador in the yard*"

From the example above is an example where utterance contains a specific context. The answer that given means that "*Your red blanket was used by Rina to play the matador in the yard*". The answer given by B is the flouting of maxim of relevant where the answer given is different from what is needed by A. But with a special context where it is known that the matador is an action between humans and bulls using a red cloth, where the blanket of A also red so that from this context, it can be interpreted that B knew that blanket A was brought by Rina to play the matador. Thus, utterances that contain particularized conversational implicature cannot be separated from flouting maxim where what is said is not in

relevant with what is meant so that the specific context that is the basis for understanding the meaning to be conveyed.

2.1.2 Strategies of Flouting Maxim

There are some strategies that used in flouting maxim. According to Cutting (2002) every maxim has ways or strategies to flout in utterance that implies meaning based the context.

A. Maxim of quantity

In the maxim of quantity there are two strategies that includes of flouting maxim of quantity. Cutting said that if someone gives some information with too short or too much and long information it can be classify as flouting maxim of quantity.

1. Giving too little information

A: *“Do you know what is going on up there? Why are so many people crowded?”*

B: *“Just about the cat”*

2. Giving too much information

A: *“Do you know what is going on up there? Why are so many people crowded?”*

B: *“There is a cat that saves its child from the drains. People feel drawn to seeing it so that they get together and record. The cat is very cute to have white fur with a black tail and the kitten is like the color of its mother's fur.”*

B. Maxim of quality

1. Hyperbole

In flouting maxim of quality there is hyperbole which is included in the strategy according to Cutting. Excessive language that is used to give meaning that seems more than the facts are called hyperbole. An example is *“I have a*

million dreams that have not yet come true." The example is included in the hyperbole example because it exaggerates the word "*a million dreams*" which gives more information than is needed in terms of meaning.

2. Metaphor

Metaphor is the use of language that is not the real meaning, but as an illustration by using similarities or differences. Like the example "*Her eyes are so beautiful like diamonds.*"

3. Irony

Irony is one of the expressions of meaning which is the opposite of the intended meaning. By using irony, the speaker can hide his intentions more closely and politely like the example "*Dad is so thin that it won't fit wearing that shirt.*" In this example it is an irony which states that father is so thin but has the opposite meaning that is too fat because it makes his shirt no longer fit. On the other hand, when hiding meanings in a mocking and open tone called sarcasm. "*You are so beautiful that it makes my eyes hurt*" is one example of sarcasm.

4. Banter

Banter is a joke or familiar language used in close situations such as meeting or talking with friends. Like the example "*Quit your job and continue to be my bodyguard*" this is said in close situations such as family or friends to make jokes so as not tense.

C. Maxim of relevant

In the maxim of relevant flouting strategy, there is only one problem, which is the discontinuity in answering or can be called irrelevant. If someone asks and the answer does not match what is asked then it has become irrelevant.

Like the example below.

Abah: *“Have you finished your task?”*

Abu: *“I’m confused sir.”*

From these examples it can be seen that what is asked is different from what is answered, but can be interpreted based on the context that arises.

D. Maxim of manner

Ambiguous is the only strategy in flouting maxim of manner. Utterances those are ambiguous and unclear when answering or stating something despite the accompanying context. Like the example below.

Muna: *“Is dinner ready?”*

Lisa: *“Nobody gave permission tonight”*

From the following example, there are two meanings that can be obtained first, dinner is not finished and the second is the refusal of permission after dinner is finished, making it ambiguous.

2.2 Previous Study

There are some previous research that became the guidance of this research. First journal was written by Haiyan Wang (2011) which researched the English comprehension and used Grice theory to find out the result. In here the theory of the research same with the researcher has and has difference in the

object of the data. This study aimed to improve listening skills for English learners to understand basic pragmatic theories and tried to find out the relationship of theory to those played by conversational implicature in listening comprehension.

The second is by Nanda, Sukyadi, Sudarsono, Nanda, & Sukyadi (2012) the research aimed to look for conversational implicature on the *Take Me Out Indonesia* presenter. Episode XXII shows selected as a sample. The method used in processing the transcription of 204 recorded implicature data was a qualitative method. The intended method was identified, classified, calculated and then analyzed separately based on the theory of conversational implicature of Grice (1975). The results of the study were that presenters tend to use the general conversational implicature (59.8%) rather than the particularization (40.2%). This research concluded that various types of implicature were used in informal game showed conversations in order to interact smoothly.

The third is by Laharomi (2013) this study was to describe the implicature in two 20-year time periods before and after the Iranian Islamic revolution to provide an overview of the strategies used by translators in the two eras. The aim was to explain translational norms of linguistic elements and to outline the reasons and ways of conversation based on the identification of implicature exist because of flouting of the four principles of Grice's (1975) conversation. Then implicative translations were analyzed to determine the dominant norm of the implicature translation in light of Toury (1995) initial norm ideas. The results obtained were from before and after the revolution data,

preservation was revealed as the most frequent strategy in both eras, modifications and explanations were the second and third most frequent each other's strategies.

Next is journal by Indah Sari Lubis (2015). The purpose of her research was to find out the flouting maxim that occurred in the conversational implicature and to find out what kind of flouting maxim that most dominant by Grice. The method that used was descriptive qualitative. The results of the study were first found there were four types of flouting maxims namely maxims of quantity, quality, relevance, and manner, secondly the quantity maxim was the most dominant in flouting maxim, and the third to show the core problem to the audience and show pain was the most dominant reason of flouting maxim.

After that is journal from Rahayu (2016) the study was to find the type of implicature in informal conversations implemented by students of English education courses. The purpose of this research was to analyze the types of implicature and how the implicature was performed in informal conversations. The method used was descriptive qualitative method. There were 25 students who became subjects and had an English study program informal conversation. The results showed that there were three types of implicature found was conventional, generalized conversational implicature and particularized conversational implicature. The conclusion was that students in informal conversations had the potential to imply this showed that their speech had an implied meaning.

Then journal from Igwedibia (2017) this research used Audre Lorde's poem which was interpreted by using Grice's theory of Conversational Implications which was included in flouting cooperative principles. The research

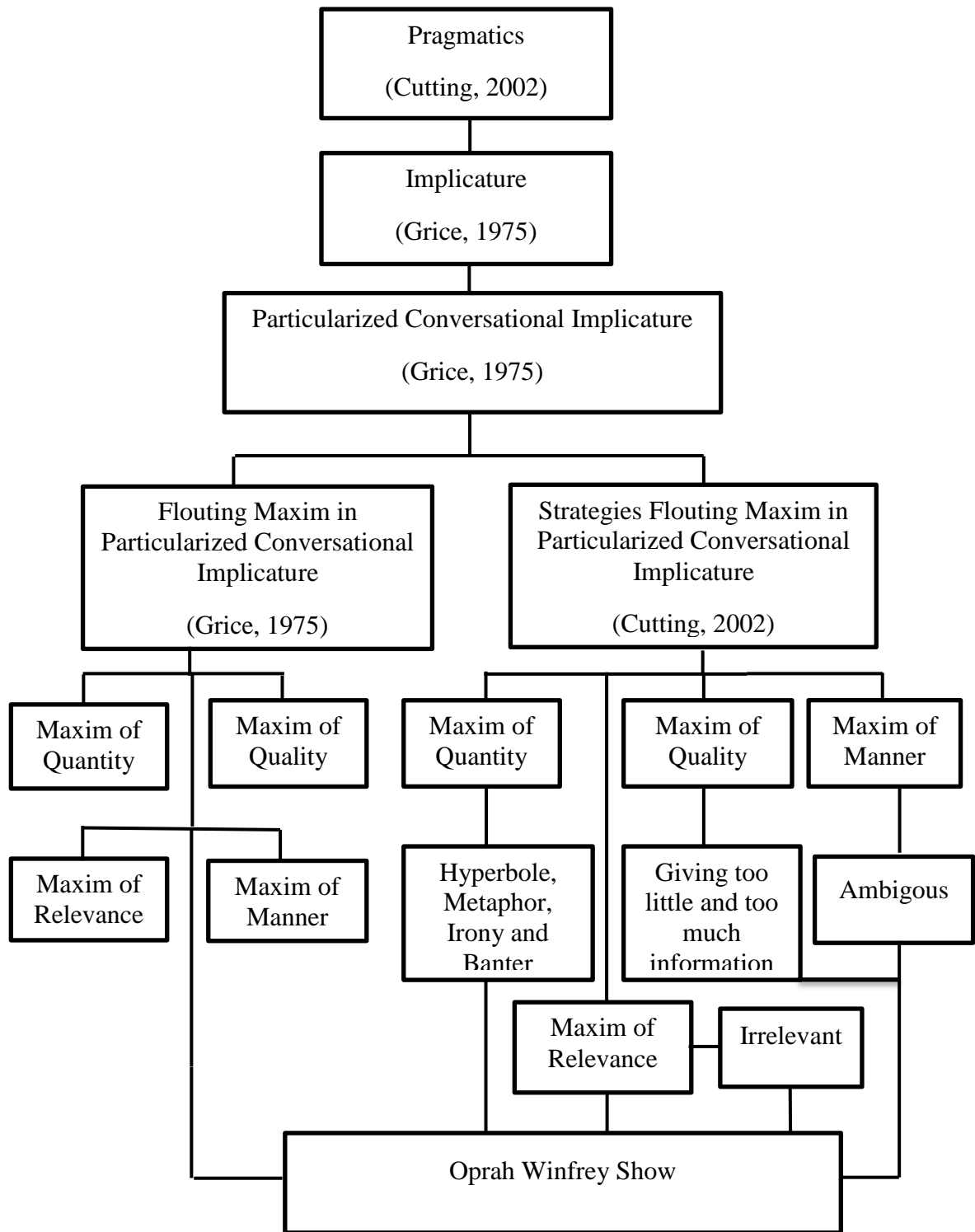
was to find the maxims applied to selected Lorde poems and find out that Lorde's poetry flouted or followed of Grice's principles. The design was analytic survey in pragmatic analysis. The conclusion was Audre Lorde flouted in some of his poems and on the other hand there were those who flouted the principles and obeyed them both in one breath.

The last is by Khairunas, Sidauruk, Mirani, & Pratama (2020) the purpose of this study was to find and analyze the types of conversational implicature and flouting maxim in the film *Beauty and the Beast*. A qualitative descriptive method was used to conduct this research. The researcher took the theory from P. H. Grice to analyze the types of conversational implicature and flouting maxim. The results of the study showed that there were two types of conversational implicature in the film *Beauty and the Beast*, namely generalized conversational implicature and particularized conversational implicature. The generalized conversational implicature was the most common type of conversational implicature in the film *Beauty and the Beast*. There were four maxims which flouted in the film *Beauty and the Beast*, namely maxim quality, quantity, relationship and manner. Maxim quantity was the most frequently flouted in the film *Beauty and the Beast*.

2.3 Theoretical Framework

This research begin with the understanding of pragmatic based on Cutting as the approach of this research, then lead to the theory implicature by Grice. The implicature theory leads to a more specific part, namely particularized conversational implicature. In the particularized conversational implicature

theory, researchers can continue to refer to the first formulation of the problem in the form of flouting maxim that occurs in the particularized conversational implicature also by Grice, the flouting in it divided into four parts namely flouting maxim of quantity, quality, relevant, and manner. The strategy in flouting maxim in particularized conversational implicature becomes the formulation of the second problem which is divided into four branches also in accordance with the strategy of flouting maxim which follows by Cutting. Like the strategy of flouting maxim of quantity that is giving too much and too little information, the strategy of flouting maxim of quality is hyperbole, metaphor, irony, and banter. Then the flouting maxim of relevant strategy is irrelevant and the flouting maxim of manner strategy is ambiguous. Both of these problem formulations are applied to object of data in the form of utterances contained in the conversation in Oprah Winfrey Show. Below is the framework.



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

There are two types of research designs; they are quantitative and qualitative research. Quantitative research focuses on numerical data and generalizes it in groups of people or to explain certain phenomena. This method is usually used in the study of accounting, management and economics. Whereas qualitative research focuses on descriptive data in the form of written or oral words from people that are usually used in language, literature, and linguistic studies. (Sudaryanto, 2015) Descriptive data is data that is in the written words or utterances of someone to be analyzed. In conducting this research, researchers used a descriptive qualitative study which was applied to analyze the implications of particular conversations in the Oprah Winfrey program.

3.2 Object of the Research

Research objects are things that examined and analyzed in a study. This research focuses on particularized conversational implicature contained in Oprah Winfrey talk show. This object was chosen to be studied because there are so many particularized conversational implications found in the Oprah Winfrey talk show. Oprah Winfrey talk shows are very influential events and the discovery of utterances in conversations that contain the object under study makes researchers choose the talk show.

3.3 Method of Collecting Data

The researcher uses the method of observation in the process of collecting data. Sudaryanto (2015) stated that the method of observation is a method of collecting data by observing the data itself. Participatory and non-participatory are the two techniques in it. Where researchers are involved as participants in the process of collecting data is what is referred to as participatory techniques.

There is a very clear difference between participatory techniques and non-participatory techniques. In non-participatory techniques, researchers do not participate in data collection. Researchers only observe each sentence or utterance in a conversation on the Oprah Winfrey talk show. Researchers used non-participatory techniques to collect data in this study because researchers did not participate in writing scripts or were part of the talkshow stars because there were several writers and editors who had written scripts and presenters and actors. Watching every conversation on the talk show is what the writer does.

The author collected data by watching videos from the Oprah Winfrey talk show, then recognizing data containing particularized conversational implications, then take a note them. The researcher also downloaded the video in question on YouTube and heard it many times to find the context related to the data studied. This is because particularized conversational implicature requires a specific context. Then, the researcher bold the data that have utterances contains specific context in particularized conversational implicature and the flouting

maxim. After that, the researcher determines the answer to the first problem formulation, first the kinds of flouting maxim in particularized conversational implicature by Grice and then the strategies of flouting maxim that contains particularized conversational implicature by Cutting.

3.4 Method of Analyzing Data

After the process of collecting data, researchers use the pragmatic identity method. The technique is pragmatics competence in equalizing which means competence in equalizing the main points is to equate the main points or data with related theories. In this study, researchers used Grice (1975) theory to answer the first problem formulation and Cutting (2002) theory to solve the second problem.

3.5 Method of Presenting the Result Analysis

The next step after conducting the analysis is to present the results of the analysis. There are two methods of presenting the analysis of results according to Sudaryanto (2015); they are informal and formal. The first is research using symbols, tables, diagrams, and numbers in presenting the results is a form of formal methods. Meanwhile, when referring to the method of presenting the analysis of results using words it is called the informal method. This means that quantitative research uses formal methods in presenting results. The opposite is qualitative research that uses informal methods to present results. In this study, the results obtained and presented in the form of words that make researchers use informal methods.