THE ANALYSIS OF CONVERSATIONAL IMPLICATURE IN THE DUFF MOVIE: PRAGMATICS APPROACH

THESIS

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This thesis has been examined and approved on the date as indicated below:

Batam, March 14th, 2019

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ABSTRAK

Implikatur adalah kalimat yang menyampaikan makna secara tidak langsung (tersirat). Implikatur percakapan adalah sesuatu yang tersirat dalam percakapan, yaitu sesuatu yang dibiarkan tersirat dalam penggunaan bahasa yang sebenarnya. Tujuan dari penelitian yaitu menganalisis implikatur percakapan dalam film "The DUFF" yang meliputi pelanggaran maxim dan tipe dari implikatur percakapan. Sumber data yang digunakan dalam penelitian ini adalah semua ujaran dalam film "The DUFF". Penelitian ini adalah penelitian kualitatif deskriptif karena hasil dari penelitian ini akan ditampilkan dalam bentuk kalimat. Data dianalisis dengan menggunakan teori Grice. Dalam mengumpulkan data, peneliti menggunakan metode observasi dengan teknik simak bebas libat cakap. Data yang terkumpul dianalisis menggunakan metode padan pragmatik dari Sudaryanto (2015). Metode ini digunakan untuk mengklasifikasikan dan memadu-padankan dengan teori yang ada. Hasil dari penelitian ini menunjukkan bahwa kebanyakan implikatur percakapan terjadi karena karakter melakukan pelanggaran maxim of relevance. Berdasarkan tipe dari implikatur percakapan antara implikatur percakapan khusus dan implikatur percakapan umum yang paling banyak digunakan adalah implikatur percakapan umum. Kesimpulannya, penelitian ini menganalisis tentang pelanggaran pada maxim yang menyebabkan implikatur percakapan terjadi dan tipe dari setiap implikatur percakapan yang terjadi di dalam film "The DUFF".

Kata kunci: Pragmatik, Implikatur Percakapan, Maxim, Film The DUFF.

ABSTRACT

Implicature is utterances which convey indirectly meaning or implicit meaning. Conversational implicature is something which is implied in conversation, that is, something which is left implicit in actual language use. The aim of this research was to analysed conversational implicature in the "The DUFF" movie which includes flouting maxims and the type of conversational implicature. The source of data which used in this research was all of the utterance in the "The DUFF" movie. This research is the descriptive qualitative research because the result of the data analysis is in the form of sentences. The data analysed by using Grice's theory. In collecting data, the researcher used non-participant of observational technique. The data collected were analysed by using the method proposed by Sudaryanto (2015) named pragmatic identity method. This method used to classify the data and combined it into the theory. The result of the research showed the most of conversational implicature rises because the character flouting maxim of relevance. Based on the types of conversational implicature between particularized conversational implicature and generalized conversational implicature, the most common used in this movie is generalized conversational implicature. In conclusion, the researcher was analysed the flouting of a maxim which rises conversational implicature and the types of each conversational implicature happened in the "The DUFF" movie.

Keywords: Pragmatics. Conversational Implicature, Maxim, The DUFF movie.

ACKNOWLEDGEMENT

TABLE OF CONTENT

APPENDICES
APPENDIX 1: DATA SOURCE
APPENDIX 2: CURICULUM VITAE
APPENDIX 3: THE RESEARCH LETTER

CHAPTER I

INTRODUCTION

1.1 Background of the Research

The situation when people talks to you and you replied them is situation which called conversation. It is need more than one participant. Conversation happens when people have an idea to convey. It follows the rules of etiquette. In addition, conversations occur if between speaker and listener has mutual cooperation.

The conversations are able to go smoothly when people talk corporately. People talk corporately by using explicit utterance. Explicit utterance is the utterance which has literal meaning in the sentence. It helps when conversation follows the rules. The specific rules for conversation arise from cooperative principle. According to Grice (as cited in Davies, 2000) cooperative principle is the principles to make our contribution are required as enough which it occurs in the talk exchange. Grice's cooperative principle has 4 sub principles which are called as maxim they are maxim of quality, maxim of quantity, maxim of manner and maxim of relevance.

However, many conversations break the cooperative principle. People do not always follow the principles. It means that they break the maxim. Break the maxim means that they flout the maxims. If a speaker flouts a maxim, the speaker will be liable to mislead. It means that the speaker says a deliberately covert statement in order to not to be noticed.

To understand what the speaker means, the hearer has to know the context. If the hearer understands the context in which the speaker is concerned, there will be no misunderstanding. On the other way, if the hearer does not understand the context of the speaker's utterance, there will be misleading. Context is the background of knowledge that must be understood by the speaker and the hearer. Context used to help the speaker and the hearer to understand what is the meaning of the utterance.

The condition when the speaker does not convey their idea in their utterance is usually called as implicature. Implicatures are meanings that are aspects of what the speaker means without being said (Sadock, 2006). Many people often use implicit utterances. Implicit utterance happened when the speaker might describe the idea that is interpreted to be different from what is said. This condition often continues into a conversation. The widespread of implicature that occurs in a conversation is often called conversational implicature.

Conversational implicature refers to something that is left hidden meaning in conversation. The meaning which is implied in conversational implicature occurs based on the context. "Those things that are communicated beyond what is said depend upon the assumption that the speaker is being cooperative called conversational implicature" (Sadock, 2006 p. 59). The case where the speaker does not make sufficient contributions by making statements that are not related to the question, but indirectly answering questions often occur todays. Therefore, conversational implicature is important to be studied by the reason above.

Moreover, conversational implicature does not only happen in the real life but also in the entertainment industry, like movie. In the movie, the meaning of the character's utterance makes audience difficult to understand. It is because the utterances sometimes have other meaning that different from what is said. This is the reason why the researcher studies about implicature and takes movie as a source of data.

The DUFF movie is one of famous movie that is used by the researcher. It is an American teen comedy movie which directed by Ari Sandel and written by Josh A. Cagan. This movie tells about Bianca which is called by Wesley as a DUFF. DUFF itself is abbreviation from Designated Ugly Fat Friend. The phenomena of conversational implicature which occur in *the DUFF* movie are provided in some of the conversation between the characters, such as:

Jess   : were we fake friends with her?
Bianca : **Kind of**.

Jess is Bianca's best friend. Jess and Bianca want to go to their class from locker. On the way, they meet with Madison Morgan walks from the opposite. Madison is the most famous girl in their school, but she is a liar and has bad attitude. Jess and Bianca actually do not like Madison because she always judge people by the cover. To avoid from commotion they have to have a fake face. When Jess asked Bianca "were we fake friends with her" means that Jess asks for Bianca's opinion about what should they do to confront with Madison. To make the conversation cooperative the answer could be "yes or no", but in here Bianca answers with "kind of" which means that they need to have a fake face.

Bianca breaks the rule of cooperative principle. So, this conversation is the example of flouting maxim of quality, because Bianca does not provide answer that is true. Bianca answers with "kind of", means that Bianca not sure with her answers. It makes conversational implicature happened in the conversation above. The answer of Bianca is categorized as the type of the generalized conversational implicature. Generalized conversational implicature happens when the conversation does not give the specific answer such as "yes or no". The other examples are:

Wesley : Hey, Billy
Bianca   : **No, just Bianca**
Wesley : Looking very handsome tonight

Wesley is Bianca's neighbour. He is a student in the same school with Bianca. In addition, Wesley is the most wanted guys in the school. Jess and Casey got an invitation from Madison, but she does not invite Bianca. Casey has an initiative to rip the invitation letter into two parts. Finally, Bianca attends Madison's party. Actually Bianca does not like party but her friends, Jess and Casey force her to come. Jess and Casey ask Bianca to dance and she follows them. In the half of party Bianca feels bored and she walks into kitchen to get some drink. For some moment, Wesley come to the kitchen and say hello to Bianca using other names like Billy. This is because Bianca wore boy's cloth and look different from the other girl whose wore sexy dresses. Wesley tries to mock Bianca about her dresses is different from other. That is why Wesley said "looking very handsome tonight" which implicate you look different from other. When someone greeting us, it could be answer with "hey or hello". Wesley says

"Hey, Billy" and Bianca answer with "No, just Bianca" which mean that Bianca emphasize to Wesley about her name is not Billy.

This conversation met an interruption because there is no relation between Wesley and Bianca conversations. To make the conversation cooperative, between the speaker and the listener have to be relevant therefore, the conversation does not meet any interruption. The conversation between Wesley and Bianca is the example of flouting maxim of relevance. Bianca's answer is tried to correct Wesley's greeting which does not have relation with Wesley's greeting. It makes conversational implcature happened in the conversation. Bianca utterance gives the specific answer about Wesley's utterances with using "no" which means that she wants to tells Wesley that her named is not Billy but Bianca. To understand the utterance we need to know the special knowledge about the character. Hence, this conversation categorized as particularized conversational implicature.

The researcher listed some of the previous studies related to conversational implicature. The first Fang and Xin (2017). They used Chinese TV series entitled "Nirvana in Fire" as source of data. The researchers mainly used the theory of cooperative principle and implicature proposed by Grice (1967). They analysed selected examples of every maxim of violated the cooperative principle to help the readers understood the characteristics of the character and the development of the plot. The objective of this research was to prove that the cooperative principle plays an indispensable role in analysing the TV plays "Nirvana in Fire".

Nanda, Sukyadi, & Ihrom (2012) used TV game shows such as "Take Me Out Indonesia" for their research. They used the episode XXII of the show. The

aims of this research were to investigate conversational implicature used by the presenter. Then, the researchers used the theory of conversational implicature proposed by Grice on 1975. The results of the research showed that the presenters tended to use generalized conversational implicature rather than particularized conversational implicature.

Through previous studies that were conducted by the other researchers, the researcher found the similarities and the differences between this research and the previous studies. The similarities are the object related to analysis; conversational implicature, and the researcher also used Gricean theory as the main theory. The differences are the first study used TV series for source of the data and focused on the maxims of violating the cooperative principle to understand the characteristic of the character and the plot. The second study used the reality or game show for source of the data and focused only on the types of conversational implicature.

In conclusion, the studies about conversational implicature have been carried out by the other researchers. However, the analysis by using "The DUFF" movie has never been done by other researcher. Therefore, the researcher is interested in analysing about conversational implicature in the "The DUFF" movie further. This research concern on the flouting of maxims which found in the conversation and the type of conversational implicature found in the movie.

1.2 Identification of The Problem

Based on the background of the research, the identification of the problem in this research is about:

1. Explicit utterances in conversation "The DUFF" movie.

2. Implicit utterances in conversation "The DUFF" movie.

3. The cooperative principle in the "The DUFF" movie.

4. Flouting of maxims occurs in the "The DUFF" movie.

1.3   Limitation of the Problem

The limitation of the problem in this research is focused on:

1. Maxims which are flouted in the "The DUFF" movie.

2. The types of conversational implicature in the "The DUFF" movie.

1.4   Formulation of the Problem

Based on the limitation of the problem, the researcher formulates main problems to be answered as stated in following research questions:

1. What maxims are flouted in the "The DUFF" movie?

2. What are types of conversational implicature in the "The DUFF" movie?

1.5   Objective of the Research

In this research, the objectives of the research are:

1. To describe maxims which are flouted in the "The DUFF" movie.

2. To describe the types of conversational implicature in the "The DUFF" movie.

1.6   Signification of the Research

The significance of the research can be seen as follow:

1.   Theoretical

Theoretically, this research has some purposes. First, hopefully, this research gives further information to the readers about conversational implicature such as the flouting maxims which occur in conversation and the types of conversational implicature. Second, the researcher hopes this research also enhance our knowledge, which can be used in applying scientific research, especially regarding our knowledge of conversational implicature. The last after reading, researcher hopes this research people understand about conversational implicature.

2.   Practically

Practically, this research is expected to be useful such as; first, the researcher hopes this research enriches the English student knowledge's in the use of conversation correctly. The second, this research help the student to give more practical contribution for the researcher. For example, describing the phenomenon of conversational implicature that happen in the real life. It also helps another researcher to classify the conversational implicature based on the flouting of maxim or the types.

1.7 Definition of Key Terms

Conversational Implicature : To deal with the aspect of meaning that the speaker implies beyond what he literally said (Grice as cited in Al-Hindawi & Saffah, 2017).

Pragmatics : The study of context in the language used (Moeschler, 2012).

Movie : A story playing in the screen or television by recording of moving images (Merriam-Webster dictionaries online, 2018).

CHAPTER II

REVIEW OF RELATED LITERATURES AND THEORETICAL

FRAMEWORK

2.1 Pragmatics

In this research, approach which is used by the researcher is pragmatic approach therefore, it is necessary if we know the definition of pragmatics. According to Moeschler (2012) pragmatic is the study of context in the language used. Pragmatics deals with utterances which mean the specific events, the intentional act of speakers at times and places, typically involving language. Levinson (as cited in Al-Hindawi & Saffah, 2017) argued if in semantics focused on the relation between sign and the object, while in pragmatics focused on the relation of the signs and the used of sign itself. Pragmatics usually characterized by dealing with the effects of context. In this research, researcher discusses more specific about utterance meaning based on the context.

2.1.1 Cooperative Principle

In communicating people have to make their conversational contribution such as required. According to Levinson (as cited in Al-Hindawi & Saffah, 2017) in guiding the performance of conversation, Grice proposes the four essential maxims, which together convey a broad cooperative principle. "Grice's cooperative principle reads as make your contribution such as required, at the stage   at   which   it   occurs,   by

the accepted purpose or direction of the talk exchange in which you are engaged"
(Al-Hindawi & Saffah, 2017, p. 7). Cooperative principle is the principle when
the concept of the existence of information in the expected amount is only one
aspect of the more general idea that people involved in conversations will work
together. In most circumstances, the cooperative assumption is so broad that it can
be expressed as cooperation principle of conversation and is described in four sub-
principles, called maxims.

2.1.1.1 Maxim of Quantity

Grice explained "that this maxim related to quantity of information to be
provided, and under it fall the following maxim. Make your contribution as
informative as required. Do not make your contribution more informative than is
required" (as cited in Davies, 2000, p. 2).

Example:

Bianca   : What time is it?
Jess   : It is 7.30 PM

This is the example for maxim of quantity. Jess giving the right information
to Bianca without any additional information which is not necessary. So, Bianca
can accept the information correctly.

2.1.1.2 Maxim of Quality

Grice described "in maxim of quality we need to try to make our
contribution one that is true. Do not say what you believe to be false. Do not say
that for which you lack adequate evidence" (as cited in Davies, 2000, p. 2).

Example:

    Wesley : Bianca, do you know where the Big Ben Clock Tower is?
    Bianca   : it's in London.

In this conversation Wesley and Bianca fill the maxim of quality. Bianca answer is correct and provide with the fact information that the Big Ben Clock Tower is in London. Therefore, the communication they interacted went well and did not cause misunderstandings.

2.1.1.3 Maxim of Relevance

Grice said:

> In the communication we have to be relevant. In the other words, when we want to make a conversation we have to make our contribution relevant, so that the process of communicating does not met any interruption. This maxim is the easiest one, because we only need to be cantered on the same topic and avoid asserting something irrelevant. (as cited in Davies, 2000, p. 2)

Example:

    Cassie   : What is your name?
    Jess   : My name is Jess.

The dialogue above is the example for maxim of relevance, since it can be seen that Jess gives the relevant answer to Cassie's question. So, the answer can be accepted correctly for both of them.

2.1.1.4 Maxim of Manner

Grice explained "maxim manner concerned to how what is said is to be said and be perspicuous. Avoid obscurity of expression, avoid ambiguity, be brief, and be orderly" (as cited in Davies, 2000, p. 2).

Example:

Allen   : What did Jess do when she gets the surprise?
Bianca   : Jess shock and crying happily.

In this dialogue is the example for maxim of manner. Bianca delivered the appropriate message and did not contain any ambiguous words to Allen. So, the message is well conveyed and does not violate the rules of the maxim of manner itself.

In conclusion, cooperative principle is the principles that make our contribution as informative as required. Therefore, if people want to have cooperative conversation people need to follow each characteristic of the maxim.

2.1.2 Conversational Implicature

Conversational implicature is one of the topics in pragmatics which discussed about meaning based on the context. Brown and Yule (as cited in Al-Hindawi & Saffah, 2017) mention that the term implicature deal with the aspect of meaning that the speaker implies beyond what he literally said. Mey (as cited in Al-Hindawi et al., 2017) concluded that the word implicature is derived from the verb to imply. So, conversational implicature refers to the meaning which is left in conversation. This statement is the reason why pragmatics concerned with implicatures. In conclusion, conversational implicature is a meaning of the

language which a speaker indicates intentionally by hinted. In this case, the message that the speaker said may be not understood by the hearer, if the hearer does not know the context.

2.1.2.1 Flouting Maxims

Based on the cooperative principle, people should follow each of the principles. By following the maxims, in conversation there will not be misled. If people break the maxim it means they flouting the maxim. According to Grice (as cited in Amelia, 2016) flouting a maxim is a speaker who blatantly fails to observe the maxim, not with deceptive or misleading intent, but because the speaker wants to encourage the listener to look for meaning that is different from, or besides, the meaning expressed. According to Grice (as cited in Romadhona, 2016) speaker flouts a maxim if he might fail to fulfil the maxim. In other words, a speaker tries to intentionally make his utterance open or noticed. This makes the listener conclude implicature.

2.1.2.1.1 Flouting the Maxim of Quantity

Flouting maxim of quantity happen when the speaker giving inadequate information or even excessive than required.

Example:

Ali   : Where are you, Majid?
Majid   : I'm in my clothes.

In this conversation, Majid said the true condition because he argues that every people wearing clothes. However, unwittingly by not providing adequate

information, he has committed a foul because it is deemed to have been flouting maxim of quantity.

2.1.2.1.2 Flouting the Maxim of Quality

Flouting the maxim of quality is happened because the speaker does not telling the truth. This flouting is saying something very contrary to what he really wants to say. It is done intentionally by the speaker with the intent so that the speech can be well understood.

Example:

Teacher   : Wow, what time is it now boy?
Student   : Sorry miss! It won't happen again.

From the dialogue above, the researcher can see that the utterance flouting the maxim of quality, because the teacher does not real to asked him the time, but she asks the student to pay attention the purpose of the utterance. And the student understood that he late and he apologized for the delay.

2.1.2.1.3 Flouting the Maxim of Relevance

Flouting maxim that exploits the maxim of relevance is an offense committed when the speaker says something irrelevant. When speaker fail to convey the answer or response requested by a speech partner, such as not answering a question or a speaker deliberately changes the topic of conversation with another purpose.

Example:

Bianca   : Why you come late?

Wesley   : I bring you a bucket of flower.

In the dialogue above, Wesley has committed an offense. The answer from him does not relate with the question from Bianca. Wesley changed the topic. So, this make interruption happened in this conversation.

2.1.2.1.4 Flouting the Maxim of Manner

This kind of flouting happened when speaker reveals something which is ambiguous. This can certainly have a negative impact on the interaction that is being undertaken, because the responses and answers that are ambiguous can be confusing to the listener. So, the listener must understand more deeply into the true meaning of what the speaker says. It can be misled, if the listener has different assumption from what the speaker means.

Example:

> Wesley: People ask you questions about them, right? Because that's your
>   job as their DUFF.
> Bianca: Sorry as their what?
> Wesley: DUFF. D-U-F-F. Designated Ugly Fat Friend.

The dialogue above, take the advantage from maxim of manner, because the answer that has been said by Wesley makes Bianca confused. His utterance about DUFF is ambiguous. The real meaning of DUFF is not an Ugly Fat Friend but friend who does not look as good that making their friend look better.

In conclusion, when the speaker's utterance does not give related answer for the question, it makes the listener misunderstanding the meaning of the utterance. As the explanation above, the researcher conclude that flouting maxim is the cause of conversational impplicature happened in the conversation.

2.1.2.2   Types of Conversational Implicature

In conversational implicature, to understand the meaning we have to relate it with the situation or the context of the utterance happens. In Levinson (as cited in Vikry, 2014) he said that Grice has distinguished conversational implicature into two types, the first is generalized conversational implicature and the second is particularized conversational implicature. Grice (as cited in Huang, 2015) said that conversational implicature which occur without any particular contextual conditions is called as generalized conversational implicature, while those which require any contextual condition called as particularized conversational implicature.

2.1.2.2.1 Generalized Conversational Implicature

Generalized conversational implicature arise when people do not give special background knowledge of the implicature. "Grice said that generalized conversational implicatures arise when one can say that the use of a certain form of words in an utterance would normally carry such- and-such an implicature or type of implicature" (Vikry, 2014, p. 24). There is another way to identify generalized conversational implicature. According to Levinson (as cited in Vikry, 2014) Horn provide additional way to identify generalized conversational implicature by using scalar implicature. This term is used to express quantity or scale of value, such as all, most, some, few, always, often, and sometimes. Those are the indicator to define which one is generalized conversational implicature.

Example:

1)   The earthquake killed some of the villagers.

It means that the earthquake did not kill all of the villagers. The word some is the scalar implicature that indicate the generalized conversational implicature happened in this sentence.

2)   Ami : who is the best in class?
       Ali : John is sometimes the best in class.

It means that John is not always the best in class. The word sometimes is the word of scalar implicature.

2.1.2.2.2 Particularized Conversational Implicature

According to Grice (as cited in Blome, 2013) conversational implicature which is carried by saying of a preposition in particular contexts is called as particularized conversational implicature. It also can be assumed as knowledge which is required with specific context during conversation. According to Yule (as cited in Amelia, 2016) particularized conversational implicature is the meaning which is out part of the utterance that make the listener need to have more knowledge to interpret the speaker means.

Example:

John   : where's Peter?
Mary   : the light in his office is on.

The answer of Mary implicate that Peter is in his office. Mary's utterance shows the particular condition of Peter. This is the reason why this sentence called as particularized conversational implicature.

2.2   Previous Study

For consideration in this research, there are a few listed of some previous studies by several researchers that discussed about the same object. The first was from Nanda, Sukyadi, & Ihrom (2012). They used TV game shows such as "Take Me Out Indonesia" as source of data. They used episode XXII of the show. The aimed of this study was to investigate conversational implicature which used by the presenters. The researchers used the theory of conversational implicature proposed by Grice on 1975. The researchers used qualitative method to process the transcription of the 204 recorded implicature data. The results of the study showed that the presenters tended to use generalized conversational implicature rather than particularized conversational implicature. The researchers concluded that in the informal game show conversations were used various types of implicature to make the interaction flows smoothly.

The second previous study was conducted by Nugraheni (2010) which used Movie entitle "Harry Potter and the Goblet of Fire" as source of data. This research used the theory of Paul Grice on 1975 which talked about cooperative principle. The aimed of this study was to describe the utterance that break the maxim of cooperative principle which occur conversational implicature. The amount of the data which has found was 63 data. From the data, researcher found the presentence of utterance which breaking the maxims, such as maxim of quantity 26,9%, maxim of quality 14,2%, maxim of relevance 41,3%, and the last

maxim of manner 17,4%. The result from the data was the most maxims which flouted in conversation are maxim of relevance.

The third previous study was conducted by Kondowe, Ngwira, & Madula (2014). They used newspaper cartoons as source of data. The aim of this study was to describe how implicature analysis could give contribution to the reader in interpreting notional connotation in Malawi political leaders. They focused on the cartoons under Joyce Banda, the fourth president in Malawi. The data were selected from the Nation newspaper from October 2012 to May 2013. They used Grice's conversational implicature as a theory. The results of the analysis indicate that Malawi cartoonists often did not obey to the conversational maxims by flouting, suspending, and opting out. Flouting maxim of manner was the most preferred way of exploiting the maxims that found in the data. The conclusion of this study was the cartoonist deliberately provided disguise information not to show confusion or lack of authoritative knowledge; but rather to indicate accuracy.

The fourth previous study was conducted by Fang and Xin (2017). They used Chinese TV series entitled "Nirvana in Fire" as source of data. The researchers mainly used the theory of cooperative principle and implicature proposed by Grice (1967). The researchers used the method of descriptive qualitative method to present the result. They analyze selected examples of every maxim of violated the cooperative principle to help the readers understood the characteristics of the character and the development of the plot. The objective of
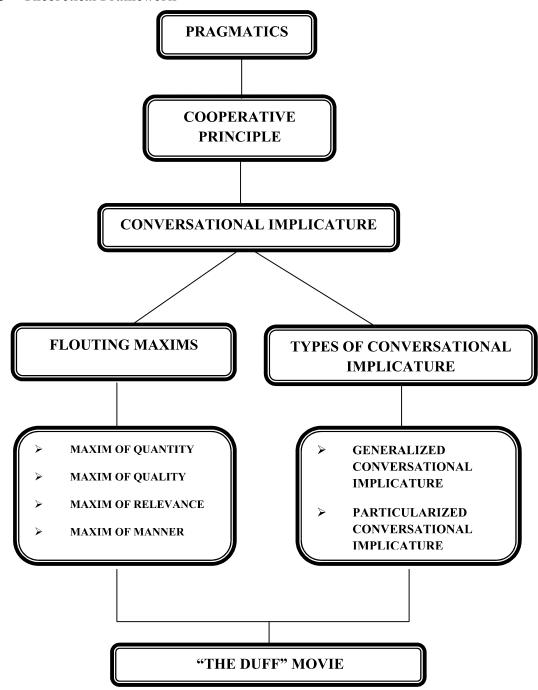
this research was to prove that the cooperative principle plays an indispensable role in analysing the TV plays "Nirvana in Fire"

The last previous study was by Inayati, Citraresmana, & Mahdi (2014). This study showed the way conversational maxims were flouted in particularized conversational implicature. Descriptive analysis method was the method used in the study. The analysis was carried out through pragmatics analysis theories developed by Grice on 1975 and Yule on 1996 about particularized conversational implicature. The data for the research were taken from a drama serial entitled Gilmore Girls written by Amy Sherman-Palladino. The data of the study collected were classified and analysed. The result of the study was indicate that particularized conversational implicature flouts two kinds of maxim which are maxim of relevance and/or maxim of manner.

Through previous studies that were conducted by the other researchers, the researcher found the similarities and the differences between this research and the previous studies. The similarities are the object of the research to analyse; conversational implicature, and the researcher also used Gricean theory as the main theory. The differences are the source of the data that the researcher used and the focused on the analysing conversational implicature. In conclusion, the studies about conversational implicature have been carried out by the other researchers. However, the analysis of conversational implicature by using "The DUFF" movie has never been done by other researcher. Therefore, the researcher is interested in analysing about conversational implicature in the "The DUFF" movie further. This research is importance, because the researcher wants to know

the meaning that left hidden in the conversation of the "The DUFF" movie by concern on the flouting of maxims which found in the conversation to occur conversational implicature and the type of conversational implicature found in the movie.

2.3   Theoretical Framework

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                    ┌─────────────────────┐
                    │     PRAGMATICS      │
                    └─────────────────────┘
                              │
                    ┌─────────────────────┐
                    │    COOPERATIVE      │
                    │     PRINCIPLE       │
                    └─────────────────────┘
                              │
              ┌──────────────────────────────────┐
              │  CONVERSATIONAL IMPLICATURE       │
              └──────────────────────────────────┘
                     ╱                    ╲
        ┌─────────────────────┐   ┌──────────────────────────┐
        │   FLOUTING MAXIMS   │   │ TYPES OF CONVERSATIONAL   │
        └─────────────────────┘   │      IMPLICATURE          │
                  │               └──────────────────────────┘
                  │                            │
    ┌─────────────────────────┐   ┌──────────────────────────────┐
    │ ➤  MAXIM OF QUANTITY    │   │ ➤  GENERALIZED               │
    │                         │   │    CONVERSATIONAL            │
    │ ➤  MAXIM OF QUALITY     │   │    IMPLICATURE               │
    │                         │   │                              │
    │ ➤  MAXIM OF RELEVANCE   │   │ ➤  PARTICULARIZED            │
    │                         │   │    CONVERSATIONAL            │
    │ ➤  MAXIM OF MANNER      │   │    IMPLICATURE               │
    └─────────────────────────┘   └──────────────────────────────┘
                  │                            │
                  └──────────────┬────────────┘
                    ┌─────────────────────────┐
                    │   "THE DUFF" MOVIE      │
                    └─────────────────────────┘
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This research contains a framework that shows a brief summary to help researchers achieve their objectives in analysing data and helping readers to

understand this research more easily by presenting it in a diagram. As seen in the picture above, in this study first explained pragmatics. Then, analyse conversational implicature which divided into flouting of maxims and types of conversational implicature based on theory proposed by Grice on 1975. The research is applied to analyse the conversational implicature in the "The DUFF" Movie.

CHAPTER III

METHOD OF RESEARCH

3.1 Research Design

The researcher used descriptive qualitative research to explore the conversational implicature in movie, "The DUFF". The researcher used descriptive qualitative research because the result of the data analysis is in the form of words, phrases and sentences. According to Sudaryanto (2015), research which is based solely on facts or phenomena that is exist empirically live in speakers and is produced or recorded in the form of data is called as qualitative research.

3.2 Object of the Research

Research object is the data which going to be analysed by the researcher. This research focused on the conversational implicature in the "The DUFF" movie. The theory was based on Grice as cited in the journal of Al-Hindawi, F. H. & Saffah (2017).

3.3 Method of Collecting Data

In process of collecting data, the researcher used observational method proposed by Sudaryanto. According to Sudaryanto (2015) observational method is the method of research conducted by observing the object of the research to collect

the data. In observational method there are two techniques; participatory and non-participatory. The researcher used non-participatory technique because the researcher did not engage in interaction with speakers in the movie. The researcher only watched and observed the conversation in the movie.

The collected data was done by watching the movie, reading the script, understanding the data and taking the note. The process of collecting data was divided into several steps. First, the researcher watched the movie from YouTube application and then downloads the movie from YouTube. Second, the researcher finds the script from www.IMDb.com, copy and then read the script. The function of the script was to facilitate the researcher in seeing conversations that occurs in the movie. Third, watched the movie again and then circle the conversation which contains conversational implicature. The last, classified the data into conversational implicature.

3.4   Method of Analysing Data

After collecting the data, they were classified into certain categories then analyse based on Grice theory (as cited in Al-Hindawi, F. H. & Saffah, 2017). The method of analysing data used was pragmatic identity method. Sudaryanto (2015) stated that the data which has been collected analysed by pragmatic identity method. The basic method which used was sorting technique. This technique used to classify the structure of the reviewer text that is loaded in the conversation in the movie then combined it to the theory. The data were identified

categorized based on the flouting maxims and the types of conversational implicature.

3.5   Method of Presenting Research Result

To present the result of the research, the researcher used the informal method. Based on Sudaryanto (2015) there are two methods of presenting data, they are formal and informal. Formal method is presented by using signs and symbols. Informal method is used to present the result of the research with ordinary words. So, the researcher presented the research result by informal method, because this research contains of explanation.