

**AN ANALYSIS OF CONVERSATIONAL IMPLICATURE  
IN BEAUTY AND THE BEAST MOVIE:  
A PRAGMATICS APPROACH**

**THESIS**



**By:  
Melina  
141210148**

**ENGLISH DEPARTMENT  
FACULTY OF SOCIAL SCIENCES AND HUMANITIES  
PUTERA BATAM UNIVERSITY  
2019**

**AN ANALYSIS OF CONVERSATIONAL IMPLICATURE  
IN BEAUTY AND THE BEAST MOVIE:  
A PRAGMATICS APPROACH**

**THESIS**

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



**By:  
Melina  
141210148**

**ENGLISH DEPARTMENT  
FACULTY OF SOCIAL SCIENCES AND HUMANITIES  
PUTERA BATAM UNIVERSITY  
2019**

## **SURAT PERNYATAAN ORIGINALITAS**

Yang bertanda tangan dibawah ini saya:

Nama : Melina  
NPM : 141210148  
Fakultas : Ilmu Sosial dan Humaniora  
Program Studi : Sastra Inggris

Menyatakan bahwa “Skripsi” yang saya buat dengan judul:

### **AN ANALYSIS OF CONVERSATIONAL IMPLICATURE IN BEAUTY AND THE BEAST MOVIE: A PRAGMATICS APPROACH**

Adalah hasil karya sendiri dan bukan “duplikasi” dari karya orang lain. Sepengetahuan saya, didalam naskah Skripsi ini tidak terdapat karya ilmiah atau pendapat yang pernah ditulis atau diterbitkan oleh orang lain, kecuali yang secara tertulis dikutip didalam Skripsi ini dan disebutkan dalam sumber kutipan dan daftar pusaka.

Apabila ternyata didalam naskah Skripsi ini dapat dibuktikan terdapat unsur PLAGIASI, saya bersedia naskah Skripsi ini digugurkan dan gelar akademik yang saya peroleh dibatalkan, serta diproses sesuai dengan peraturan perundang-undangan yang berlaku.

Demikian pernyataan ini saya buat dengan sebenarnya tanpa ada paksaan dari siapapun.

Batam, 16 March 2019

Yang membuat pernyataan,

**Melina**  
141210148

## **DECLARATION OF THE THESIS ORIGINALITY**

Melina, NPM No.141210148

Hereby declare that the thesis entitled:

### **AN ANALYSIS OF CONVERSATIONAL IMPLICATURE IN BEAUTY AND THE BEAST MOVIE: A PRAGMATICS APPROACH**

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

Batam, 16 March 2019

Melina  
**141210148**

**AN ANALYSIS OF CONVERSATIONAL IMPLICATURE  
IN BEAUTY AND THE BEAST MOVIE:  
A PRAGMATICS APPROACH**

**By:  
Melina  
141210148**

**THESIS**

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

**The thesis has been approved to be examined on the date as indicated below**

**Batam, 16 March 2019**

**Melly Siska Suryani, S.S., M.Hum.  
NIDN.1003088203**

## **ABSTRAK**

*Penelitian ini adalah penelitian pragmatik yang mengkaji makna yang berhubungan dengan konteks khususnya implikatur percakapan. Tujuan dari penelitian ini adalah untuk mengidentifikasi tipe-tipe implikatur percakapan dan fungsi penggunaan implikatur percakapan dalam film kartun Beauty and the Beast 1991. Penelitian ini adalah penelitian deskriptif kualitatif. Objek penelitian yaitu implikatur percakapan di film kartun Beauty and the Beast 1991. Dalam mengumpulkan data peneliti menggunakan metode observasi (Sudaryanto, 2015) dengan teknik simak libat bebas cakap. Dalam menganalisis data peneliti menggunakan metode padan pragmatik (Sudaryanto, 2015). Selanjutnya, teori Grice (as cited in Birner, 2013) digunakan untuk menganalisis tipe-tipe implikatur percakapan dan didukung oleh teori Searle (as cited in Meyer, 2009) untuk menganalisis fungsi penggunaan implikatur percakapan. Metode yang digunakan untuk menyajikan hasil analisis data adalah metode informal (Sudaryanto, 2015). Dari hasil analisis data ditemukan, pertama, ada dua tipe implikatur percakapan dalam film kartun Beauty and the Beast 1991 yaitu tipe implikatur percakapan umum dan tipe implikatur percakapan tertentu. Tipe yang paling banyak ditemukan adalah tipe implikatur percakapan tertentu. Kedua, ada lima fungsi implikatur percakapan dalam film kartun Beauty and the Beast 1991 ialah asertif, direktif, komisif, ekspresif, deklarasi. Fungsi implikatur percakapan yang paling banyak ditemukan adalah ekspresif.*

**Kata Kunci:** Film, Implikatur percakapan, Pragmatik

## ABSTRACT

This research is a pragmatics study that investigates meaning related to the context, especially conversational implicature. The aims of this research are to identify the types of conversational implicature and the functions of using conversational implicature which used in Beauty and the Beast cartoon movie 1991. This research was descriptive qualitative research. The object of research was conversational implicature in Beauty and the Beast cartoon movie 1991. In collecting data, the research used the observation method (Sudaryanto, 2015) and non-participatory. In analyzing, the researcher used a pragmatics identity method (Sudaryanto, 2015). Furthermore, Grice theory (as cited in Birner, 2013) was used to identify types of conversational implicature and supported by Searle theory (as cited in Meyer, 2009) to identify functions of conversational implicature which used by speakers in the movie. The method of presenting data in this research was an informal method (Sudaryanto, 2015). The finding of the analysis showed that first, there are two types of conversational implicature in Beauty and the Beast cartoon movie 1991. They are generalized conversational implicature and particularized conversational implicature. The result of the research concluded the type of particularized conversational implicature is the most often used. Second, there are five functions of conversational implicature in Beauty and the Beast cartoon movie 1991, they are assertives, directives, commissives, expressives and declarations. The function of conversational implicature mostly found is expressive.

**Keywords:** Conversational Implicature, Movie, Pragmatics

## MOTTO AND DEDICATION

*Allah does not charge a soul except (with that within) its capacity.*

(Q.S. Al-Baqoroh: 286)

*Do it now. Sometimes “later” can be “never”.*

- Anonim

This thesis is dedicated to:

*Allah Subhanahu wa ta'ala who always give His full of rohmah and blessing*

*My parent (Saipul Anwar & Jumiati)*

*My sisters (Melisa, Melia & Meranti)*

*My bestfriend (Riki Candra)*

You guys are my strength in everything I do



## **ACKNOWLEDGMENT**

All praise to Allah SWT the lord is merciful and compassionate researcher who has been in completing this thesis entitled “An Analysis of conversational implicature in Beauty and the Beast movie: Pragmatics Approach”. The researcher would like to say thanks to beloved father and mother for the love inspiring and blessing given her endlessly in taking this undergraduate program. The researcher wishes to express her gratitude and appreciation to Ms. Melly Siska Suryani, S.S., M.Hum., the researcher’s supervisor who contributed idea, time, support, and guidance in arranging this thesis.

Furthermore, the researcher would like to express here sincere gratitude to all people who involve both directly and indirectly especially to:

1. Dr. Nur Elfi Husda, S.Kom., M.SI., Rector of Putera Batam University
2. Suhardianto, S. Hum., M.Pd., Dean of Faculty of Social Sciences and Humanities in Putera Batam University
3. Afriana, S.S., M.Pd., Head of English Department of Putera Batam University
4. Ambalegin, S.Pd, M.Pd., and all lecturers of English Department, for their guidance, knowledge, motivation, and suggestion during my study at Putera Batam University
5. All of friends in English department, Hi-Five (Riska, Yessy, Yusro and Vanie), and MM’s Rookies (Putri, Kak Lena and Siska).

May Allah SWT give mercy, peace, and love for all of them. Aamiin.

Batam, 16 March 2019

## TABLE OF CONTENTS

	Page
<b>COVER PAGE</b>	
<b>TITLE PAGE</b> .....	i
<b>SURAT PERNYATAAN</b> .....	ii
<b>DECLARATION</b> .....	iii
<b>APPROVAL PAGE</b> .....	iv
<b>ABSTRAK</b> .....	v
<b>ABSTRACT</b> .....	vi
<b>MOTTO AND DEDICATION</b> .....	vii
<b>ACKNOWLEDGMENT</b> .....	viii
<b>TABLE OF CONTENT</b> .....	ix
<b>LIST OF FIGURE</b> .....	x
 <b>CHAPTER I INTRODUCTION</b>	
1.1. Background of the Research .....	1
1.2. Identification of the Problem .....	4
1.3. Limitation of the Problem .....	4
1.4. Formulation of the Problem .....	5
1.5. Objective of the Research .....	5
1.6. Significance of the Research .....	5
1.7. Definition of Key Terms .....	7
 <b>CHAPTER II REVIEW OF RELATED LITERATURES AND THEORETICAL FRAMEWORK</b>	
2.1. Pragmatics .....	8
2.2. Implicature .....	9
2.3. Conversational Implicature .....	10
2.4. Type of Conversational Implicature .....	10
2.5. Functions of used Conversational Implicature .....	12
2.6. Previous Study .....	15
2.7. Theoretical Framework .....	18
 <b>CHAPTER III METHOD OF RESEARCH</b>	
3.1. Research Design .....	20
3.2. Object of the Research .....	21
3.3. Method of Collecting Data .....	21
3.4. Method of Analyzing Data .....	22

3.5. Method of Presenting Research Result .....	22
---	----

#### **CHAPTER IV RESEARCH ANALYSIS AND FINDING**

4.1. Research Analysis .....	23
4.2. Findings .....	59

#### **CHAPTER V CONCLUSION AND SUGGESTION**

5.1. Conclusion .....	62
5.2. Suggestion .....	64

<b>REFERENCES .....</b>	<b>65</b>
-------------------------	-----------

#### **APPENDICES**

**Appendix 1. Research Data**

**Appendix 2. Curriculum Vitae**

**Appendix 3. Reseach certificate**

## LIST OF FIGURE

	Page
Figure 2.1 Theoretical Framework .....	18

# CHAPTER I

## INTRODUCTION

### 1.1. Background of the Research

Conversation is the interaction between two or more people. At this time, a lot of ways that make the people easier to have a conversation not only directly but it also can do indirectly such as phone, email, whats app, facebook, and others. In the conversation there is a topic that is discussed either for mere stale, ask a question or convey a message. Preferably the conversation must be clear, informative and speaker or listener must know topic which discussed to avoid misunderstanding. Sometimes the misunderstanding happens for various reasons such as lack information provided, listeners do not know the topic being discussed and a message conveyed by speakers.

There are two strategies to convey message, they are direct and indirect. It is direct when speaker conveys message clearly without leaving a hidden message. For example there is student in English class who always getting highest score and the teacher says “she is clever in English class” to other teacher. From the utterance, the speaker says clearly that she is clever in English class. Based on context, speaker conveys the message directly. Therefore, listener easier to understand what is the speaker intention. It is indirect when speaker conveys an indirect message. For the utterance “what time is it”, it has an indirect message. It is uttered by the teacher to ask student leave the class when he comes late. In pragmatics, the study of indirect conversation related to implicature.

Implicature is an indirect message implied of the utterance. Grice (as cited in Birner, 2013) make two distinctions of implicature, they are conventional and conversational implicature. In this research, the researcher focuses on the conversational implicature. According to (Grice, 1975) conversational implicature is to be related to cooperative principle. The cooperative itself consists of four maxim, there are maxim quantity, maxim quality, maxim manner, and maxim relevance.

The researcher chooses a conversational implicature to study because it is the delivery of the intent of the speaker to the listener with a hidden message, an interesting thing where it is not only a matter of a sentence but also about an utterance's meaning. Grice (as cited in Birner, 2013) clarify there are two types of conversational implicature, they are generalized and particularized conversational implicature. Each of the utterances of conversational implicature has functions. Searle (as cited in Meyer, 2009) divided the five functions of utterance. They are assertives, directives, commissives, expressives, and declarations.

The research about conversational implicature was studied by Li (2016). He studied the conversational implicature in listening comprehension about how to infer implicature to guide their learning and lead in such theories in listening comprehension. The other research was studied by Inayati (2014). She had analyzed about how conversational maxims are flouted in particularized conversational implicature in the drama serial of *Gilmore Girls*. Similarities of the previous studies with this research are both of the researchers are aiming at studying conversational

implicature. The different of this research, the researcher is analyze type and function conversational implicature which previous research doesn't analyze it.

The researcher chooses *Beauty and the Beast* cartoon movie 1991 because the movie represents natural conversation and shows how conversational implicature is applied. This movie is a 1991 American animated musical romantic fantasy movie written by Linda Woolverton. The movie about a prince who became a monster and his servant became a household appliance as a punishment for his arrogance, and a young woman named Belle whom he imprisoned in his castle.

This is one of utterance in *Beauty and the Beast* cartoon movie 1991:

Gaston	: Do you know who that little wife will be?
Belle	: Let me think

The conversation above happened in Belle's house when Gaston came to her house. Gaston asked "do you know who that little wife will be" this utterance ask about who will be his little wife. Belle answered "let me think" gives indirect message because she pretends that she doesn't know about Gaston's question. Although she knows that Gaston wants to marry her but she doesn't love Gaston, the answer of Belle applied conversational implicature because it has indirect message.

Based on example above, it makes the researcher does an analysis of conversational implicature. It shows that conversational implicature is important to study. It makes to understand and avoid misunderstanding in the conversation. Furthermore, this research will analyze types and functions of conversational implicature which used in *Beauty and the Beast* cartoon movie 1991.

## 1.2. Identification of the Problem

Based on the background of the research, some problem can be identified as follow:

1. The cooperative principle used in *Beauty and the Beast* cartoon movie 1991
2. The conventional implicature used in *Beauty and the Beast* cartoon movie 1991
3. The conversational implicature used in *Beauty and the Beast* cartoon movie 1991
4. Types of conversational implicature used in *Beauty and the Beast* cartoon movie 1991
5. Functions of conversational impicture used in *Beauty and the Beast* cartoon movie 1991

## 1.3. Limitation of the Problem

In conducting this research, the researcher limits the problem to focus the topic of the research. The researcher limits the problem as follow:

1. Types of conversational implicature used in *Beauty and the Beast* cartoon movie 1991
2. Functions of conversational implicature used in *Beauty and the Beast* cartoon movie 1991



#### **1.4. Formulation of the Problem**

Dealing with the limitation of problem, the researcher formulates the problem as follows:

1. What are types of conversational implicature used in *Beauty and the Beast* cartoon movie 1991?
2. What are functions of each conversational implicature in *Beauty and the Beast* cartoon movie 1991?

#### **1.5. Objective of the Research**

Based on the formulation of the problems mentioned above, the objectives of researchers are as follows:

1. To describe types of conversational implicature in *Beauty and the Beast* cartoon movie 1991
2. To describe functions of each conversational implicature in *Beauty and the Beast* cartoon movie 1991

#### **1.6. Significance of the Research**

The significance of the study is the advantage that can be acquired from this study both researcher and reader. The significance of the study can be divided into two types, theoretically and practically.

### **1.6.1 Theoretical**

The results of this research are expected as a reference in the linguistic field in pragmatics study. Especially, this research will increase knowledge about conversational implicature for the reader. The research also gives information for the reader about types and functions of each conversational implicature. This research also can be used as additional information for next researcher who interested in conversational implicature.

### **1.6.2 Practical**

The significance of this research can help the readers especially for them who watch *Beauty and the Beast* cartoon movie 1991 more understand about conversational implicature applied in this movie. In daily life, this research helps to know deeply about conversational implicature if speaker gives indirect message in conversation. The research also informs the reader about types and function of each conversational implicature.

### **1.7. Definition of Key Terms**

Conversational implicature : The conversation that implicitly implies a message (Birner, 2013)

Movie : A story or event recorded by a cameras as a set of moving images and shown in a theater or on television; a motion picture (oxford dictionary).

Pragmatics : The study of speaker meaning. (Yule, 1996).

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK**

#### **2.1. Pragmatics**

Pragmatics is the study of meanings related to context. Each conversation has its own context, the context influences what the speaker says. In this case the speaker's awareness is required in arranging a way to convey a message to the listener according to the context, where, who and under what circumstance when the speaker speaks.

According to Birner (2013), “pragmatics may be roughly defined as the study of language use in context– as compared with semantics, which is the study of literal meaning independent of context” (p.2). He compares pragmatics with semantics. Meaning in pragmatics is defined to relative to a speaker or user of the language (Leech, 1983, p.6). The meaning in pragmatics is generally implicit because every utterance has different meaning in different context. Levinson (1983) states pragmatics is the study of those relations between language and context that are grammaticalized, or encoded in the structure of a language (p.9). It means that those

aspects of the relationship between language and context that are relevant to the writing of grammars.

The other expert said that pragmatics as the study of the way humans use their language in communication, bases itself on a study of those premises and determines how they affect, and effectual human in language use (Mey, 2001). From some definition, the researchers conclude that pragmatics is the study of the meaning relate to a context which conveyed by the speaker and interpreted by the listener. While the contexts in pragmatics is about situations when and where speakers convey their message. Thus, pragmatics is the approach used to study the way listeners to understand a message conveyed by a speaker.

## **2.2. Implicature**

Implicature is a hidden meaning implied when we talk about it, implicature happens between a speaker and listener in the conversation. Grundy (2008) states implicature is the addition to expressing an invariant meaning proposition also frequently convey an implied meaning (p.20). The speaker conveys a meaning directly, but they sometimes convey a meaning indirectly.

Implicature is a component of speaker meaning that constitutes an aspect of what is meant in a speaker's utterance without being part of what is said, the listener also should give the attention to the speaker, so they can interpret the speaker said. What a speaker intends to communicate is characteristically far richer than what she

directly expresses; linguistic meaning radically under determines the message conveyed and understood (Horn & Ward, 2006).

### **2.3. Conversational Implicature**

When the listener hears the utterance of the speaker in the conversation, they must first assume that the speaker wants to convey something. That something must be more than just what the words mean, it can be there is a message by speaker. But how is ways listener interpreted a message if speaker conveys indirectly, it called conversational implicature in pragmatics.

Conversational implicature is a conversation that implicitly implies, this happens when a speaker conveys a message indirectly. According to Grice (as cited in Birner, 2013) that there are two types of conversational implicature in which the strength of the attachment differs; thereafter, it discuss conventional implicatures, in which the implicature is in fact context-independent to understand the meaning of conversational implicature, sometimes we must relate it with situation or context where it's happening. Conversational implicature deals with utterance meaning which is the study of extra linguistic.

### **2.4. Type of Conversational Implicature**

A conversational implicature is that its contribution to the meaning of the utterance is not truth conditional: If it turned out that the implicature did not hold, the truth of the statement would not be affected (Birner, 2013). Conversational

implicature divided into two type, those are generalized conversational implicature and particularized conversational implicature (Grice, as cited in Birner, 2013).

#### **2.4.1. Generalized Conversational Implicature**

It defined as something that is one which does not depend on particular features of the context. Generalized conversational implicature arises when no special knowledge is requires in the context to calculate the additional conveyed meaning. Without the particular context of the conversation, the word uttered by the speaker has clearly implied an indirect message. Hence, the listener not required the special background knowledge in understanding what is meant by the speaker. While Birner (2013) states generalized conversational implicature is one which is generally attached to the form, therefore does not need to be computed a new with each relevant utterance (p.63).

A: Do you want drink coffee or tea?

B: I want to drink coffee

From the example above, when the speaker A offer speaker B to drink coffee or tea. The speaker B answer “I want drink coffee” it means that the speaker B does not want to drink tea and it can be understood although the speaker B does not give more information about that. The listener can easily understand the meaning of the speaker’s utterance although there is no special context of situation.

### **2.4.2. Particularized Conversational Implicature**

According to Birner (2013), particularized conversational implicature are unique to the particular context in which they are occur. It means particularized conversational implicature typically associated with the conveying message that depends on particular of the context. For the example:

Lisa : Hey, coming to the party tonight?  
 Nasya : My uncle is visiting

From the example conversation above, it happens when Lisa meet Nasya, she asks “will Nasya come to the party” and Nasya answers “My uncle is visiting” it means that Nasya give information that her uncle will visit her. But she not answers whether she would come to the party or not. From the Nasya’s answer, she gives indirect message that she not comes to the party tonight because her uncle will visit. She should give simple answer she will come or not and more information what her uncle will visit her tonight. Nasya answer shows the particularized conversational implicature because her answers is not complete, those who don’t understand the context of the situation might be confused in understanding the conversation above.

### **2.5. Functions of Conversational Implicature**

Searle (as cited in Meyer, 2009) states every case uniquely determines the meaning of what is conveyed in the utterance, the speaker has own way to convey the message to the listener. It means each of the utterances sometimes has more meaning in a different case. Everyone has an assumption to speak and they have unique ways



to convey the message in the utterance. The utterance is a form of action rather than a tool to describe a message directly or indirectly (Bublitz & Norrick, 2012). It means the speaker does an action in saying something.

Yule (1996) says usually people performed their intention of the utterance. The utterance can describe many intentions such as requesting, commanding, questioning, or informing. Speaker conveys intention directly or indirectly to the listener for the different function to inform the listener. Searle (as cited in Ad-Darraj et al, 2012) claims some utterances speaker communicates to hearer more than the literal meaning. Searle (as cited in Meyer, 2009) divided the five functions of utterance. They are assertives, directives, commissives, expressives, and declarations.

### **2.5.1. Assertives**

Assertives is the utterance of reporting the statements of fact verifiable as true or false (Meyer, 2009). The utterance must match the fact in order to be true when the speaker utters it. In other word assertive occurs when the speaker reports to the truth of something such as asserting, claiming, reporting. For the example: “no one can sing better than me” this utterance is assetives that boating about herself and she disparage others.

### **2.5.2. Directives**

Directives is utterances intended to get someone to do something (Meyer, 2009). Directive occurs when the speaker expects the listener to do something as a response. The utterance embody an effort on the part of the speaker to get the listener to do something or to “direct” him or her towards some goal. Directives is attempts of the speaker to get the hearer to do something such as ordering, commending, requesting, begging. For example: “don’t touch me” it means that speaker commending to not touch her.

### **2.5.3. Commissives**

Commissives is utterances committing one to do something (Meyer, 2009). The point of commissives is to commit speaker to perform some future action. This kind of the utterance even called intended act. In conversation, common commissives such as threats, promising, vowing, refusing, threatening, pledging, guaranteeing, etc. For example: “I’ll promise to come your home tomorrow” this utterance is commissives that speaker promising about something.

### **2.5.4. Expressives**

Expressives is utterances expressing speaker attitudes (Meyer, 2009). The point of expressive is to express the psychological state about some affairs. By expressive, the speaker should express his psychological state about some affairs. It expresses an inner state of the speaker which, insofar as it is essentially subjective, says nothing

about the world. Typical cases are when the speaker curses, praises, congratulates, thanking, apologizing, complimenting, complaining. For example: “I’m really sorry” it’s mean that the speaker apologizes to hearer. This utterance is apologizing in expressives types.

#### **2.5.5. Declarations**

Declarations are utterances bringing about a change in the state of affairs. In communication the process of conveying message in communication can be in form verbal and implied. When speaker conveys the message of course there is purpose behind uttering something. For example: “elections held in April” this utterance by speaker to declare the elections.

### **2.6. Previous Research**

In order to help the researcher for drawing the concept of this research, the researcher has read some previous researches which are related with this research. The first researcher was Desilla (2012). She discussed implicature in the polysemiotic context of films. This research drew on insights from relevance theory, film studies, and multimodality. Implicature was proposed where relevance-theoretic, concepts were adapted accordingly to cater to the semiotic complexity of film communication. The aim of the research demonstrated that implicatures were not conveyed by the film dialogue alone but, rather, via the co-deployment of verbal and nonverbal cinematic signifiers.

The second researcher was Inayati (2014). She discussed how conversational maxims are flouted in particularized conversational implicature in the drama serial of *Gilmore Girls*. The method used in her research was the descriptive analysis method. The analysis of the particularized conversational implicature was carried out through pragmatics analysis based on particularized conversational implicature theories developed by Grice (1975) and Yule (1996). The data of the research were taken from a drama serial entitled *Gilmore Girls* written by Amy Sherman-Palladino. The result of the research indicated that particularized conversational implicature flouts two kinds of maxim which are maxim of relation (be relevant) and/or maxim of manner (be perspicuous, avoid obscurity of expression, avoid ambiguity, be brief, be orderly).

The third researcher was Foroughi & Reza (2015). They discussed what extent native speakers of English and native-speakers of Persian observed the Gricean maxim of quantity in their English writings. Considering the observance/non-observance of quantity maxim, he was eager to know if there was any significant difference between English texts produced by both native English and Persian speakers as well as whether there was a meaningful difference between English and Persian texts. The aim of the research was to compare the texts produced by Iranian writers and native speakers of English with respect to Grice's maxim of quantity. The result of this research revealed that not only the native speakers of Persian language but also the native speakers of English language violated the quantity maxim of Grice in their English writings.

The fourth researcher was Li (2016). He discussed conversational implicature in English listening comprehension teaching, he studied the conversational implicature in listening comprehension about how to infer implicature to guide their learning and lead in such theories in listening comprehension. As the result, he found the importance of listening comprehension among the four basic second language acquisition skills, considerable attention has been given to the pedagogic method of improving listeners' proficiency, listening comprehension is an active process. The importance of developing students' listening competence in Senior Middle School English Teaching is obvious.

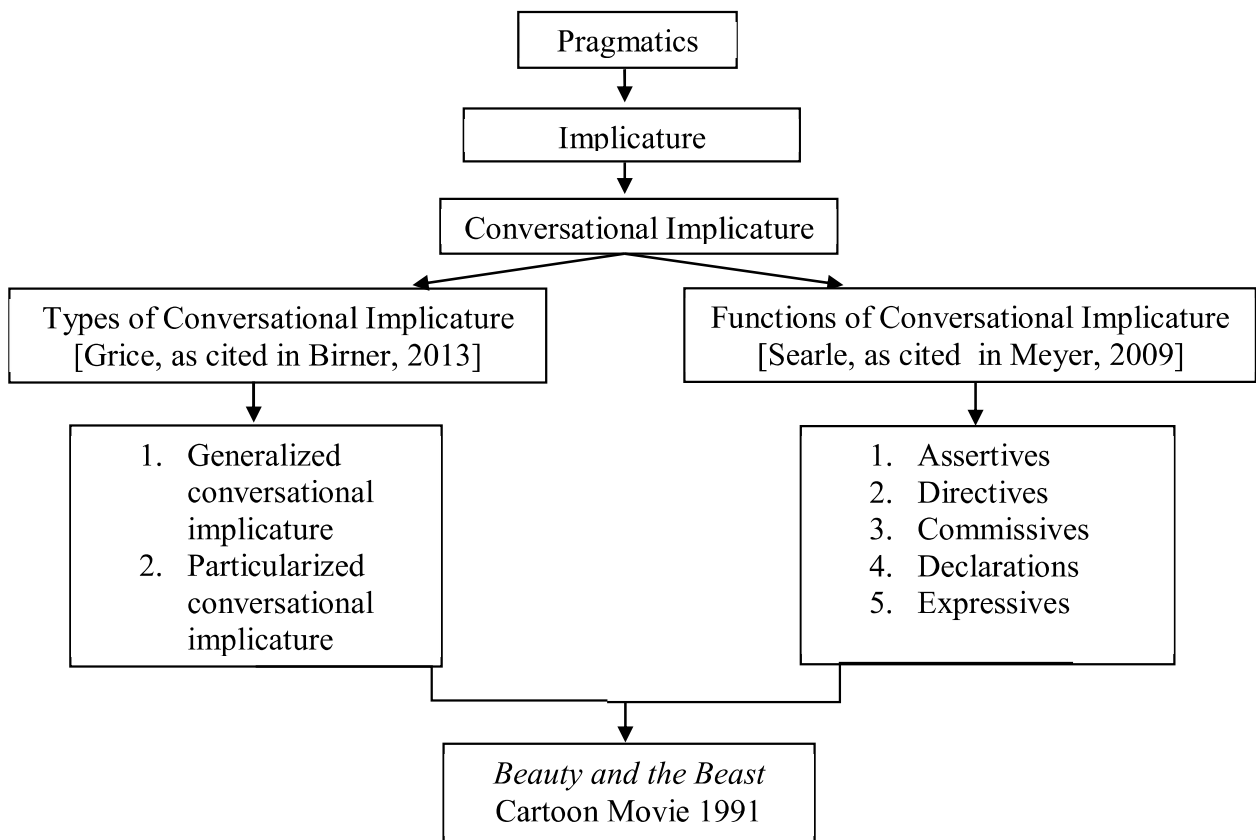
While the fifth researcher was Thakur (2016). He analyzed about various issues of inferences generated via Grice's model in the interpersonal pragmatics involved in the character utterances in Vikram Seth's *A Suitable Boy*. The aim of his research was demonstrated how pragmatics interpretative strategies can make an added contribution to the study of literature as well as to the development of pragmatics competence, critical thinking, and better understanding of the use of naturally occurring language, both in literature and language classrooms. As the result, he found the maxims of cooperative principle are not sufficient to account for the conversational complexities of the participants in all the communicative situations.

Based on explanation above, the researcher realized that previous researchers had similarity. First, there was similarity in using of Grice theory. Second, the method of collecting data used descriptive qualitative method. However, this research was different from the previous research. This research analyzed types and functions

of conversational implicature utterances which the previous researchers did not researcher about it. The data were taken from *Beauty and the Beast* cartoon movie 1991.

## 2.7. Theoretical Framework

Below is the framework of the researcher's work in analyzing the object. It becomes a concept that guides the researcher in doing this thesis.



**Figure 2.1** Theoretical Framework

The theoretical framework is process of theories that will be used in the analysis of the theory of pragmatics approach by Grice. This research departs from the phenomenon in pragmatics that include in conversational implicature. Here, the researcher used *Beauty and the Beast* cartoon movie 199 as the data source. Dealing with the phenomenon of conversational implicature, the researcher has chosen two types and five functions of conversational implicature that could be analyzed. First, the researcher focused in types of conversational implicature that used in the movie. Second, the researcher focused in functions of each conversational implicature in the movie.

## CHAPTER III

### RESEARCH METHOD

#### 3.1. Research Design

Research design is divided into two kinds; they are quantitative and qualitative research (Sugiyono, 2010). Quantitative is a research that obtains the data of numbers and analyze by statistical analysis. This research is descriptive qualitative research because the researcher describes the data in the form of word or utterance which found in *Beauty and the Beast* cartoon movie 1991 to analyze based on the theory.

This research begins from the phenomenon in pragmatics study that is implicature, there are two types of implicature that is conventional and conversational implicature. The researcher chooses phenomenon of conversational implicature because the researcher interested to know deeply about conversational implicature. This research aims to identify the types of conversational implicature and the functions of implicature. The researcher finds the phenomenon from the *Beauty and the Beast* cartoon movie 1991 after that researcher studies about conversational implicature through books, journals, articles, utterances and others. Then, the researcher formulated the problem and searched the proper theory.



### 3.2. Object of the Research

In a research, the researcher must accurate to decide the object which used in the research because object the research is very important in order to get the result. In this research, the object is a conversational implicature which is used by speakers in *Beauty and the Beast* cartoon movie 1991. The data are all conversational implicature utterances which are uttered by speaker in *Beauty and the Beast* cartoon movie 1991.

### 3.3. Method of Collecting Data

In process of collecting data, the researcher used observational method by Sudaryanto (2015). It is because in collecting data the researcher only observed the data. There are two kinds of techniques used, they were participatory and non-participatory. In participatory technique, the researcher involved as participate in collecting the data. In non-participatory technique, the researcher did not involve in the data. In this research, the researcher used non-participatory technique to collect the data because the researcher did not involve in movie conversation.

The researcher only observed every utterances which contain conversational implicature in *Beauty and the Beast* cartoon movie 1991. There were some steps which the researcher did in collecting the data. First, the movie was downloaded from websites [www.indoxx1.com](http://www.indoxx1.com). Second, the researcher watched many times the movie until finish in order to get all the data. Third, transcribed all the utterances in the movie contains conversational implicature in *Beauty and the Beast* cartoon movie 1991. The last, the researcher classified the data.

### **3.4. Method of Analyzing Data**

After collecting data, the researcher was analysis data. In analyzing the data, the researcher applied conversational implicature theory proposed by (Birner, 2013) to analyze types of conversational implicature. To analyze the functions of conversational implicature, the researcher used Searle in Meyer (2009).

In this research, data were analyzed by pragmatics identity method Sudaryanto (2015). Pragmatics identity method is method that based on contextual situation, because the researcher must know the context of situation in utterances, whether it refers to the types and functions of conversational implicature.

### **3.5 Method of Presenting Data**

In this research, the researcher presented the result of data analysis by using informal method which introduced by Sudaryanto (2015). Informal method is presenting data only explains by words and sentences without involving any number in presenting the result. The researcher presented the result of data analysis based on the purpose of the research.