AN ANALYSIS OF CONVERSATIONAL IMPLICATURE IN "HOUSE OF GUCCI" MOVIE: PRAGMATICS APPROACH

THESIS

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DEPARTMENT OF ENGLISH LITERATURE

FACULTY OF SOCIAL SCIENCES AND HUMANITIES

PUTERA BATAM UNIVERSITY

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I, Yanika Efizahane, NPM No. 191210018

Hereby declare that the term paper entitled:

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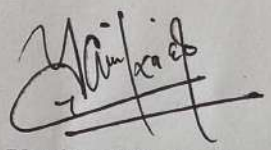

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The thesis has been approved to be examined on the data as indicated below:

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui jenis-jenis implikatur percakapan dan maksim yang dilanggar oleh karakter dalam film yang menciptakan implikatur percakapan yang muncul dalam film "House of Gucci". Penelitian ini difokuskan pada analisis film dengan menggunakan teori implikatur dan prinsip kerja sama yang dikemukakan oleh Grice (1975). Kemudian data dianalisis dengan menggunakan metode deskriptif kualitatif. Peneliti menggunakan pencatatan sebagai instrumen untuk mengetahui data yang lebih valid yang termasuk dalam implikatur percakapan. Penelitian ini dilakukan dengan tujuan untuk memperluas wawasan pembaca dalam bidang pragmatik, khususnya yang berkaitan dengan implikatur percakapan. Selain itu, penelitian ini dapat dijadikan referensi tambahan untuk penelitian selanjutnya. Hasil penelitian menunjukkan bahwa dalam film "House of Gucci" terdapat 40 ujaran yang termasuk dalam implikatur percakapan, dimana terdapat 35 implikatur percakapan umum dan 5 implikatur percakapan khusus dengan melanggar maksim percakapan. Yaitu, yang paling dominan melanggar maksim kualitas sebanyak 16 data, sedangkan yang paling sedikit melanggar maksim kuantitas sebanyak 1 data. Alasan mengapa pelanggaran maksim kualitas lebih banyak dari pelanggaran maksim kuantitas adalah karena pada zaman dulu orang sering menggunakan kata-kata kiasan yang digunakan untuk memberi kesan keindahan dan tekanan pentingnya apa yang disampaikan.

***Kata kunci**: Pragmatik, implikatur percakapan, prinsip kerja sama, pelanggaran maksim, film.*

ABSTRACT

This study aimed to determine the types of each conversational implicature and the maxims flouted by the characters in the movie that create conversational implicatures that appears in the movie “House of Gucci”. This research focused on movie analysis using the theory of implicature and the cooperative principle proposed by Grice (1975). Then the data were analyzed using a qualitative descriptive method. Researchers use note-taking as an instrument to find out more valid data that is included in conversational implicatures. This research was conducted with the aim of broadening the reader's insight into the field of pragmatics, especially with regard to conversational implicatures. In addition, this research can be used as an additional reference for further research. The results show that in the movie "House of Gucci", there are 40 utterances that are included in conversational implicatures, of which there are 35 generalized conversational implicatures and 5 particularized conversational implicatures by violating conversational maxims. That is, the most dominant flouted the maxim of quality is 16 data, while the least is flouted the maxim of quantity of 1 data. The reason why there are more flouted maxim of quality than flouted maxim of quantity is because in ancient times people often used figurative words to convey the impression of beauty and emphasize the importance of what was conveyed.

Key words: *Pragmatics, conversational implicature, cooperative principle, flouting maxim, movie.*

MOTTO AND DEDICATION

MOTTO

“It's not impossible for ordinary people to decide to be extraordinary”
(Elon Musk)

DEDICATION

I dedicated this thesis to the people who have struggled to raise me and to everyone who always support and loves me.
I dedicated this thesis to the readers who read this research.

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