

CHAPTER I

INTRODUCTION

1.1 Background of the Research

According to Yule (2010) pragmatics is a part of linguistics. The study of pragmatics involves how language is related to the context in which it is used and has been unified as a distinct and coherent domain of inquiry only in relation to the study of language abstracted from its use in context, which has become the main focus. Pragmatics can be found where someone speaks or writes. Without realizing it, this often happens in everyday life, when someone has a conversation with friends and family, or writes something on social media such as Instagram, Twitter, You Tube and many more. In fact, every spoken word has its own role in Pragmatics. A core ability that learners of a new language require to acquire is pragmatic capacity, which falls under various frameworks of communicative language ability (Samaie & Arianmanesh, 2018).

In pragmatics there is implicature which is one of the branches of pragmatics that is often done when someone talking but has a different meaning to the word or can be said to have a hidden meaning in utterances, depending on what topic is used. Implicature is an understanding that is often hidden behind the resulting speech and is not a direct part of it (Parker, 1988). According to Efizahane, Y., & Afriana (2022) When having a conversation, of course we really hope that the hearer understands the conversation well, but sometimes what the speaker conveys has its own meaning so that the hearer fails to understand it. However, in

this context the listener can understand what the speaker is saying without having to define it ambiguously and misunderstand. This can help listeners and speakers quickly understand what they find without repeating and re-explaining what has been said.

According to Aisyah (2019), many people do not know Implicature. Implicature can be found in conversations or sentences. Unconsciously, many people experience or witness implicature but do not know that implicature is one of the linguistic sciences that must be known. Implicature has two types, namely Implicature Conventional and Conversational Implicature. For some people do not care about language knowledge, so people do not know what it means even though they often experience it in daily life. The purpose of this paper is to provide information about the types of implicatures and implicature functions contained in Cooperative Principles.

It can be seen in movies or social media that there are many conversations that are difficult to understand. To understand the meaning of the conversations that occur in movies and social media, the audience or readers must understand all the conversations that have been done previously. However, that is impossible to do. Therefore, both the audience and the reader must understand what implicature is. So that if there is a conversation that contains the meaning of implicature, the audience can understand what implicature is and what is meant by the movie without repeating the movie. Even worse, the audience will not understand the story of the movie if they do not know the meaning of sentences that have implicatures.

Analysis movie is becoming more significant in today's media-driven culture. Films or movies are ingrained in the ways that society interacts and communicates as a communication medium. Films are part of discursive and social practices. Films serve as a reflection of the social and personal structures and conditions that exist (Flick, 2014).

The researcher in this study found an implicature phenomenon on one of the YouTube Channel of The Celebrity Reporter entitled "This is Why Angelina Jolie Separated Her Daughter Zahara from biological Mother" which discusses a very famous American actress, Angelina Jolie and her adopted daughter. In this video talked about Angelina Jolie who adopted 3 children, one of them was Zahara. She was adopted when she was 6 months old from Ethiopia and then brought to the United States. However, 12 years later, Zahara's biological mother appeared in public and begged to meet her daughter is named Lebisso who says that she didn't snatch Zahara, she just wanted to talk. In addition, Lebisso also said that Angelina Jolie had carried out her duties as a mother much better than her. The implicature expression is found in the comments given by one of Angelina Jolie's fans as follows.

Samantha Jackson (S): "**She has a heart of gold**"

From utterance by one of Angelina Jolie's fans above she said, "She has a heart of gold". In this context it doesn't mean that Angelina Jolie's heart is made of gold, the implied meaning in the utterance states that Angelina Jolie is a very good person. This expression is a meaning that is not expressed directly. In accordance with what is discussed in this study, the implicature phenomenon has occurred in

the speech delivered by the speaker, then the comments are read by the video audience. If they can imply that Angelina Jolie is a good person from the comment, then the implicature has occurred between the comment writer and the comment reader.

The same event was found, namely on the Motivation Ark YouTube channel which has the title "Oprah Winfrey Best Ever Motivational Speeches Compilation" which provides motivational words. In the video, Oprah is a famous host, actress and billionaire from the United States. She has uploaded a video containing motivational words on his YouTube channel, which says never give up on something. And she also told of his life as a child who was very poor. But Oprah kept on rising and never gave up. The motivational words in this video make the audience feel motivated about it. This case occurred when a You Tube account called Olabisi Salis commented on this video as follow.

Olabisi Salis (S): "Thanks for this awesome talk, Oprah; **you've made my day.** "

One YouTube channel account, Olabisi Salis as speaker, said "Thanks for this awesome talk, Oprah; you've made my day." which means that he is very grateful to Oprah for motivating her by saying extraordinary words. In the sentence "you've made my day" what we know is that you have made my day. But in this context, it means that Oprah has made her life motivated and perfect right now. Then this is conveyed in indirect words, but has a different meaning. However, if people don't know the implicature, there may be a misunderstanding because they don't know what the sentence means, such as a replay of Olabisi Salis, namely from

a You Tube account called Seventy Projects which says “*Oprah godlike*”, which means the account thinks Oprah is a god who has make the day for him.

In this study, the researcher also found an implicature case in an action movie entitled "House of Gucci" which also has conversational implicatures in the movie.

Patrizia (S) : “What were the chances of us seeing each other again?”
Maurizio (H) : “**It's fate**”

(00:09:54-00:09:58)

In this conversation, speaker (Patrizia) met hearer (Maurizio) at the end of their farewell the speaker said to hearer if they could meet again next time, but hearer said “*it's fate*”, which means that hearer's utterance refers to his answer that at any time they can meet again or not. But the speaker could understand what the hearer's answer meant, this was an example of Particularized Conversational Implicature in Conversational Implicature. Then the function of Conversational Implicature in this utterance can be categorized as a Maxim of Relation in Cooperative Principles. The participant can give a relation contribution to the topic of conversation. In this case, the listener's speech promises a condition where they can meet again.

Other events are also found in this House of Gucci movie which has conversations that have implicatures.

Maurizio (S) : “**These are your ghosts, not mine**, these are your regrets.”
Rodolfo (H) : “Don't do this to me.”

(00:20:36-00:20:42)

In this conversation, the speaker (Maurizio) and the hearer (Rodolfo) are the speaker's father. The hearer does not agree with the speaker's intention to marry the woman he loves because the speaker is the heir to a very rich father. But speaker rejects hearer's wish saying "*This is your ghost, not mine.*". In this sentence the word *Ghost* functions as a pronoun for the treasure owned by the listener. Without being explained explicitly, the hearer already knows that the *Ghost* referred to by the speaker is not the real Ghost, but is the hearer's treasure. In accordance with the understanding of the generalized implicature in conversational implicature, this type of implicature does not provide much information from the conversation that occurs, so it requires analysis to explain the meaning conveyed by the speaker. This phenomenon falls under the category of relational maxims when it is associated with four types of maxims. It can be relevant if someone says something related to the discussion. When the listener asks the speaker to stop saying it, the speaker stops.

According to Griffiths on (Khairunas et al., 2020) journal, explained conversational implicature is divided into two types;

1. Generalized conversational implicature
2. Particularized conversational implicature.

Where conversational implicatures are implicatures that occur with general words or general knowledge that is not temporary. Agsa & Ambalegin (2022) defined conversational implicature is something that is implied in conversation, that something that is left implied in the actual language. They can be explicitly rejected or alternatives reinforced in different ways.

Research results from the movie *Maleficent 2; Mistress of Evil* conducted by Ansori (2021) which uses Grice's theory, states that the data that often appears is the type of conversational implicature. This confirms that the type of conversational implicature is an implicature that occurs in the context of a conversation, while Conventional implicature is used in the context of expressing a statement.

From the results of the research found by Aisyah (2019) regarding general conversational implicatures in talk shows, speakers mostly practice the cooperative principles in which it is imperative to contribute to the conversation as required. In other words, it is not advisable to pronounce more words than are required to communicate a set of meanings because unspoken meanings can generally be assumed because no context or specialized knowledge is attached.

Implicature without realizing it has actually been used in everyday life since long ago. Many people speak using implicatures, but many people don't know what these implicatures mean, even though they often do this in everyday life. Therefore, the researcher wants to tell what is meant by implicature and introduce the implicature. The researcher chose to examine implicatures on the grounds that implicatures are utterances that have become part of conversations in everyday life. Then the implicature needs to be known so that there is no misunderstanding of the hidden meaning in the speech when a conversation occurs. As well as to understand the implicative forms of language, there needs to be an in-depth analysis so that the hidden intentions in the text are truly understood by the speech partner. In addition, the researcher realizes that there are many words, utterances, sentences and

conversations in the House of Gucci movie which have multiple meanings and are difficult to understand, so the researcher intends to interpret the meanings of these sentences and conversations to make it easier for audiences to understand the messages and stories told in the movie.

The novelty of this study is that researchers use “House of Gucci” 2021 as the data. Which Gucci is a luxury and well-known brand at this time. Therefore, there is a difference between previous researchers and this study, namely in the data sources examined.

1.2 Identification of the Problem

As explain in the background of problem above, researcher find some problems that could be analyze. These problems can be identified such as:

1. The misunderstanding of the implied meaning to the audience.
2. The meaning of the Conversational Implicature phenomenon found in the House of Gucci movie.
3. The types of Conversational Implicature in the House of Gucci movie.
4. The functions of Conversational Implicature in the House of Gucci movie use the Cooperative Principles.

1.3 Limitation of the Problem

Based on the Identification of the Problem, the focus of research is an analysis of conversational implicature on the House of Gucci movie, such as:

1. The types of Conversational Implicature in the House of Gucci movie.
2. The functions of Conversational Implicature used in the House of Gucci movie use the Cooperative Principles.

1.4 Formulation of the Problem

From the limitations that have been mentioned in point 1.3, the researcher formulates the problem as follows:

1. What are the types of Conversational Implicature in the House of Gucci movie?
2. What are the functions of Conversational Implicature used in the House of Gucci movie use the Cooperative Principles?

1.5 Objective of the Research

Following the formulation of the problem, the researcher has the following objectives:

1. To find out the types of Conversational Implicature used in the House of Gucci movie.
2. To analyze the functions of Conversational Implicature used in the House of Gucci movie use the Cooperative Principles.

1.6 Significance of the Research

The following section explain how the study's findings can be applied both theoretically and practically.

1. Theoretical Significance

The results of this study are as a guide for other students to find out the types of implicature and implied meaning functions by using cooperative principles, especially in analyzing movies. Then as reading material to add insight for lay people who want to know about Implicature.

2. Practical Significance

The results of this study indicate the importance of knowing what conversational implicatures are often used in everyday life but many people do not know it. Especially, to find out the type of implicature and the function of the implied meaning of implicature, namely by using Cooperative Principles as a guide to determine the function of implicature so that misunderstanding or misinterpretation does not occur, especially in movies and audiences.

1.7 Definition of Key Terms

- Linguistics** : The study of human language as a science that focuses on systematic investigations carried out, regarding the nature or characteristics of language in general (Yule, 2010).
- Pragmatics** : Pragmatics can help learners understand their intentions, assumptions, goals, and actions when they speak, such as requests (Yule, 2010).
- Implicatures** : One of the branches of pragmatics that is often done when someone uses a word but has a different meaning depending on the context of the conversation (Grice 1975).
- Conversational Implicature:** Conversational Implicature is defines what governs and surrounds conversational activity as an act of language (Grice 1975).

Generalized Implicature : The type of implicature in which the interlocutors do not need special knowledge to understand what is going on (Grice 1975).

Particularized Implicature : The type of implicature occurs when the interlocutors are indirectly provided with more assistance to explain the meaning of a conversation because the context is not general in nature (Grice 1975).