

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Pragmatics

Pragmatics is the study of the relationship between linguistics the form and the user of the form (Yule, 1996). In pragmatics, communication plays a critical role. One of the roles of pragmatics in conversation is understanding the assumptions made by the interlocutor. The interpretation of what people mean in a specific context and how the context affects what is said are necessary components of this type of study. It necessitates thinking about how speaker structure what they want to say in light of who they are speaking to, where they are speaking when they are speaking, and under what circumstances.

Yule (2010) said, pragmatics can help learners understand their intentions, assumptions, goals, and actions when they speak, such as requests. Because in this study there are interpretations that have implied meanings that need to be describe so that speakers and hearers can establish good communication.

2.1.1 Implicatures

Implicatures are a branch of pragmatics that examines the implied meaning of a statement. The kind of research described here certainly involves interpreting what people mean within a given context and how that context influences what they say. For this reason, it is crucial that speakers consider how they organize their words according to who, when, where, and under what circumstances they are

speaking. Conversational implicatures are revocable, non-detachable, calculable, unconventional, ambiguous, and ubiquitous (Kavetska, 2020).

The implication is a method of communicating between people by using the meaning implied in an answer to a question. During this process, the listener can engage in the process of understanding or interpreting what the speaker is trying to convey. Derakhshan & Eslami (2020) in their journal, found that the results of testing on students through tests by listening to multiple-choice implicatures, it was found that students can think effectively if the students are given appropriate input, namely through videos using the pragmatic instruction method.

An utterance in a conversation, in essence, implements something that is usually hidden in the sentences spoken by the speaker or hearer. In this situation, language is used with hidden or indirect meanings. This incident is called Implicature which means Implicature is when someone utters an utterance but has an indirect or implied meaning of his utterance (Grice, 2005). This happens when someone has a conversation and expresses something indirectly or implicitly. Between what is said and what is actually said, there may be a discrepancy. However, in order for the conversation to flow well, the speaker and the hearer are aware of each other's covert intents.

Examples of Implicature:

Carol : “Are you coming to the party tonight?”

Lara : “**I’ve got an exam tomorrow.**”

(Yule, 2017)

According to Yule (2017) , it can be seen that Lara's statement is not the answer to the question asked by Carol. Lara's answer does not provide a yes or no

answer at all. But Carol could have interpreted the statement to mean "No" or "Maybe not". In order to grasp a literal meaning of a sentence, listeners must assume relevant and innovative as in this example, Carol can find Lara's answer saying "Exam tomorrow" involves "study tonight". So, Lara won't be able to go to the party because he's studying for tomorrow's exam.

2.1.2 Types of Implicature

According to Grice (1975) there are two types of implicature namely Conventional Implicature and Conversational Implicature which will be described as follows.

2.1.2.1 Conventional Implicature

Implicature conventional in addition to determining what is said, the conventional meaning of the words used will also determine what is implicated (Grice, 1975). Everyone in general already knows and understands the meaning or implications of a certain thing because it is general in nature.

Example of Conventional Implicature:

“He is an **Englishman**, he is, there for **brave**.” (Grice, 1975)

From the example above, it can be determined the conventional meaning based on word pairs. Like the word *Englishman* which means someone who is of British nationality and citizenship and *brave* which means having a brave nature. What needs to be noticed is that the listener must focus on the word pair.

2.1.2.2 Conversational Implicature

According to Grice (1975), Conversational Implicature is defines what governs and surrounds conversational activity as an act of language. According to

Grice analysis, the set of assumptions that guides people's actions in the conversation is the cooperative principles.

Examples of Conversational Implicature:

Monsieur Jean : “Where are you off to?”
 Belle : “To return this book to Père Robert, it is about two lovers in Fair Verona.”
 Monsieur Jean : “**Sounds Boring**”

(Khairunas, 2020)

When Belle expresses her desire to visit Père Robert, they have a dialogue. Monsieur Jean gives additional meaning through the implicature "Sounds uninteresting," implying that he does not enjoy reading a book about two lovers in Fair Verona. Because Belle has read the novel, she does not require any specific expertise in order to interpret the implicature offered by Monsieur Jean. Monsieur Jean expresses her opinion in this conversation that the book about two lovers in Fair Verona is a good read. It's possible that Monsieur Jean seems uninteresting since he doesn't like the book and thus remarked that it's boring, but this isn't the case for Belle, who, as we all know, she enjoys reading books.

Conversational comes in two types:

A. Generalized Conversational Implicature

Grice (1975) explained, the generalized conversational implicature is a type of implicature in which the interlocutors do not need special knowledge to understand what is going on, as the context used is one that facilitates understanding of the meaning of the conversation directly by the interlocutors.

Examples of Generalized Conversational Implicature:

Speaker : “I hope you brought the bread and the cheese.”
 Hearer : “Ah, **I brought the bread.**”

(Prihatini, 2018)

As shown in the example above, the hearer does not mention cheese in the conversation. As a result, the hearer could explain that he brought only bread. Therefore, the answer from the hearer can be understood by the speaker and the implied meaning is that the hearer does not bring cheese.

B. Particularized Conversational Implicature

Grice (1975) explained, the particularized conversational 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.

Examples of Particularized Conversational Implicature:

Man : “Do you like ice cream?”
 Woman : “**Is the pope catholic?**”

(Yule, 1996)

In the example above, when the man offers ice cream, the man can understand what the woman means when he asks if there is ice cream with a pope catholic flavor. It can be concluded that this conversation has an implied meaning, namely pope catholic is one of the flavors of ice cream desired by the woman when the hearer offers ice cream.

2.1.3 Cooperative Principles

In conversational interactions, people use the cooperative principle as a guide, which normally occurs between speakers and hearers. In (Grice 1975), there is a general assumption that underpins all interpretations of utterances. The speaker's and hearer's interpretations are influenced by the cooperative principle.

There are a number of maxims that guide this cooperative principle. According to (Grice 1975), the maxims in the cooperative principle are the basis or function of the occurrence of implicatures in conversation. Regardless of whether or not the speaker violates the principle of cooperation. However, adherence to maxims is the first assumption that causes implicatures to occur.

The cooperative principle is the set of assumptions that guide people's actions during conversations (Grice 1975). Four conversational maxims must be fulfilled by each speaker during the cooperative act of conversation.

2.1.3.1 Maxims of Quantity

Information is of utmost importance to the maxim of quantity. To ensure that the conversation can proceed, the information provided by the speaker should be informative (neither too little nor too much).

Example:

Mother: "What do you need for your examination tomorrow?"

Sisca : "**Pen and dictionary.**"

Mother: "Anything else?"

Sisca : "**No. It's enough.**"

(Munthe & Ambalegin, 2021)

From the conversation in the example, it is a maxim quantity where Sisca answers her mother's questions clearly and informatively, in other words Sisca only provides the information needed without reducing or exaggerating her answer.

2.1.3.2 Maxims of Quality

Truthfulness is a quality maxim that speakers must adhere to. It is not a good idea for them to make statements without evidence.

Example:

Ali : “When is physics exam?”

Jordan : “**This Saturday**”

(Sari & Afriana, 2020)

In this example, there was a conversation between Ali and Jordan. Where Ali asked when the physics exam, then Jordan answered with the truth that he believed.

2.1.3.3 Maxims of Relation

When a speaker uses this type of maxim, speakers must create a statement which relates to the topic at hand.

Example:

Speaker : “What do you cook for today?”

Hearer : “**I cook chicken soup.**”

(Taufiqi et al., 2021)

In the example above, it is explained that the speaker's question must be related to the answer given by the listener. In this maxim example, the speaker asks what menu is being cooked, then the hearer answers that he is cooking chicken soup. It can be concluded that the questions asked by the speakers in this conversation are related to the answers.

2.1.3.4 Maxims of Manner

By creating a clear and brief statement, the speaker adheres to the maxim of manner. Additionally, speakers must avoid absurdity and ambiguity.

Example:

A : “What do you think about the Ding tea drink?”

B : “**I like the drink.**”

(Op.Sunggu & Afriana, 2020)

From the example above, the question is answered clearly and concisely. It can be concluded that the conversation is a maxim of manner, where questions are answered without ambiguity.

2.2 Previous Studies

Many researchers have done implicature, especially conversational implicature in recent years, be it in movies or television shows.

According to the results of the research carried out by Asridayani & Soekarno (2019). Based on the context of the June 2014 Indonesian Presidential Debate on Metro-TV Television, this study identifies the types and meanings of conversational implicatures, especially the speeches of the presidential candidates. Data analysis is presented using informal methods. This study aims to explain the kinds and meaning of conversational implicature that occur during Indonesian President Candidate debates on Metro-TV television. Researchers use descriptive qualitative methods that emphasize meaning and describe data, not numbers, but rather verbal and written words. According to the analysis, the presidential candidate's debate speech contains two types of conversational implicatures. Special conversational implicatures, that is implicatures that can be assumed from the listener's knowledge of a certain context. In the next section, we will discuss general conversational implicatures, that is, implicatures that do not require context to be assumed.

Akmal and Yana (2020) stated that the purpose of this study is to identify the types of conversational implicatures and the maxim of disobedience to the cooperative principle expressed by the characters in William Monahan's movie

script the Kingdom of Heaven. Conversational implicatures are analyzed using Grice (1975) theory, and they are explained using a qualitative approach. According to the results of this study, special implicatures were the most frequent conversational implicatures in movie scripts, followed by general implicatures with six occurrences. Moreover, the movie script only contains three quotes in which the maxim of quantity is flouted, compared to 14 out of a total of 20 quotations on the flout of the maxim.

Cristina and Afriana (2021) analyzed what functions conversational implicatures play in a TV show called F.R.I.E.N.D.S. Grice's conversational implicature theory is used to determine utterances and Searle's speech act theory for categorizing functions. In his classification of speech acts, Searle divided them into five categories. The types of actions include representations/statements, directives, commissions, expressives, and declarations. A qualitative research design is used in this study. In order to collect data, the researcher uses the Sudaryanto interview method, analyzes the data using the pragmatic identity method, and presents the results using the informal presentation method. Based on the ten analyzed data, directives accounted for the majority of speech acts in TV shows. Two of the ten data are categorized as representative assertive. There are three directives in the data. Commissions are categorized in two data sets. Expressive data are the next two. Lastly, only one data set is classified as a declaration.

According to the results of the research carried out by Marbun et al., (2021). It is the objective of this study to evaluate the types of implicatures that appear in Covid-19 PSAs created by the Ministry of Health Republic of Indonesia for their

Instagram account, @kemenkes_ri, in order to address a research gap about implicatures in public health and political contexts. Grice's implicature theory was used to analyze a data set of eleven Covid-19 PSAs published between March 2020 and January 2021. Conversational implicatures were used more frequently by PSAs to deliver their messages than conventional implicatures (18%), with generalized conversational implicatures being more common (64%) than particularized conversational implicatures (18%). PSAs using conventional implicature only appeared when Covid-19 wasn't a common knowledge by the public, but once people had adjusted to the "new normal", conversational implicature was used because the public already knew the context. In this study, the differences between implicature types were identified, and this study also contributed to the lack of studies on PSAs' implied meanings, which are rare in non-classroom settings.

Shalehah, N. A., (2019) about a study of The Wendy Williams Show identifies two types of conversational implicature. During the Wendy Williams Show, data were identified and analyzed from remarks made by guests and presenters. Using Grice's theory, the author identified and analyzed the collected data. As a research method, this study uses qualitative methods. There are one to four utterances that have implied meanings in each of the 23 episodes selected by the author. From 50 utterances taken from The Wendy Williams Show, 29 specifics and 21 generals were found to be conversational implicatures. Each utterance has a different context in conveying messages that contain implied meanings, based on this analysis.

According to the results of the research carried out by Musdalifa et al., (2022). By using Grice's theory to determine the form of implicatures and Searle's illocutionary classification theory to determine the function of implicatures, this study examines the phenomena in the conversation between the two main characters in *Lady Bird*. Based on Hymes' theory and supporting theory, the context of a conversation determines the factors that affect communication. In this study, qualitative methods and content analysis approaches are used to analyze data in the form of dialogue in order to identify two categories of conversational implicatures, namely generalized conversational implicatures and specialized conversational implicatures. Following the findings and discussion, it was concluded that there were 31 conversational implicatures, including 10 general implicatures and 21 special implicatures.

The last previous research conducted by Agsa & Ambalegin (2022). The purpose of this research is to avoid misunderstandings in interpreting each alignment in the *Central Intelligence* movie. This descriptive qualitative research investigates the conversational implicatures found in the movie entitled "*Central Intelligence*". Grice's theory was applied to examine the types of conversational implicatures spoken by the characters of the movie "*Central Intelligence*". The results obtained from the application of Grice theory in analyzing the movie, the researchers found types of conversational implicatures, namely special conversational implicatures with 10 data, general conversational implicatures with nine where five data for scalars, and four data for indeterminate. This study also found that specific conversational implicatures were the dominant type.

2.3 Theoretical Framework

The theoretical framework above is designed to make it easier for readers to read this research. This research has several branches, starting from the Pragmatic branch and then subdividing into Implicature. Implicature has two types, namely Conventional and Non-conventional. Under Non-Conventional it is further divided into Generalized Conversational Implicature and Particularized Conversational Implicature. The following is a description of the theoretical framework

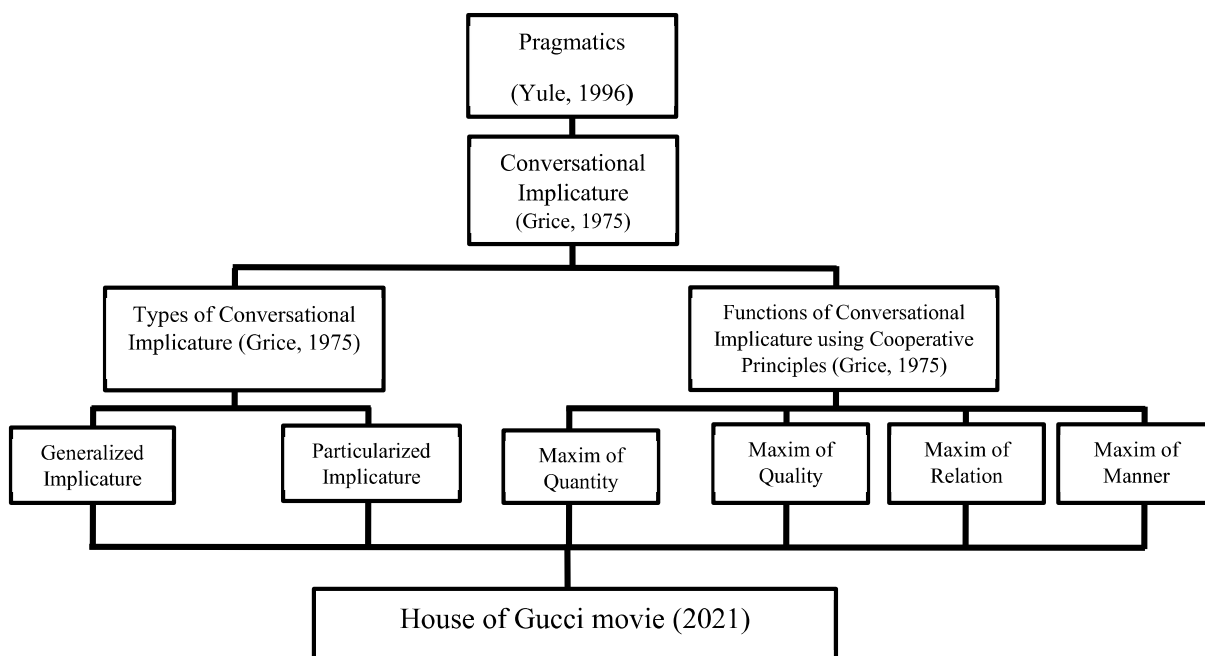


Figure 2.1 Theoretical Framework