

## **CHAPTER 1**

### **INTRODUCTION**

This introduction chapter presents background of the study, statement of the problems, objectives of the study, scope and significance.

#### **1.1 Background of the Study**

Language is a bridge in communicating very well. Needed by every individual. Communication done in life everyday is not always manifested in oral form, but also applied in written form. Abdul Chaer (2007;45) who reviewed language from a social point of view, suggested that the characteristics of the nature of language are arbitrary, productive, dynamic, diverse and human. arbitrary because the relationship between the symbol and the symbolized is not mandatory, it can change and it cannot be explained why the symbol has a certain meaning. language is productive, meaning that with a limited number of elements, almost unlimited speech units can be made, almost unlimited speech units can be made. Language is dynamic, meaning that language cannot be separated from various possible changes that can occur at any time. language is diverse, meaning that even though a language has certain rules or patterns in common, because the language is used by heterogeneous speakers who have different socio-cultural backgrounds, the language becomes diverse, both at the phonological, morphological, syntactical level, as well as at the level of lexicon. Language is human, meaning that verbal communication tools are only owned by humans

Every act of communication, the speaker expect the listener to understand and be able to capture what I want to be informed so that there are no misunderstandings. There are four social dimensions that affect the use of language, including distance, social status, level of formality, and function (Holmes in Sarwiji Suwandi, 2008:98). So as not to happen Understanding, one must know and understand how the use of words in communication that corresponds to the situation and to whom speak. One that must be mastered is diction or word choice. Each individual has his own way of conveying information. In a particular situation or Background, the speaker or person Conveying speech provides more information than what say. The intent or information conveyed more indirectly directly to the addressee. To capture this information, the addressee must understand the Background of the conversation and work hard in understanding the signs given by the speaker. Information that is more than what is referred to in This violates the principle of conversational cooperation. Violation of principles conversational cooperation is sometimes indispensable in certain backgrounds. Thing It can be referred to as the implicatur of conversation in communicating. Diversity in how to convey information is due to one of the things about language is love.

In the novel, the author builds a new world full of conversations and events. conversation in the novel, inseparable from power imagination built by the author. The reader seems to be invited into the world. Presented by the author. Exposure in novels is often depicted through themes, backgrounds, plots, and storytelling of viewpoints in the form of dialogue or monologue. Diction used in dialogue or monologue is no less important. To build and bring the story to life in the work. When the characters in In the novel, having the same conversation as how to

communicate. In real life. In communicating, speakers sometimes violate principles. Cooperation for the sake of politeness and various things behind it.

Based on the description above researchers are interested in writing, Implicature Used By The Major Characters Of In Pramoedya Ananta Toer's' Novel *Bumi Manusia*. *Bumi Manusia* is one of the great works in the realm of Indonesian literature, created by a literature of the country who indeed devoted himself and his life to making a plan of immortality. He is Pramoedya Ananta Toer's, or familiarly called Pram. Pram became the only Indonesian writer who had been nominated six times as a nobel peace laureate in his time. Pramoedya Ananta Toer's was a literary critic who at that time he was also briefly detained as a political prisoner during the new order government and exiled to Buru Island because of his scathing criticism of the government. While on Buru Island, Pram spent his detention by making writing works. When it was first published, precisely in 1980, the novel *Bumi Manusia* received a challenge that can be said to be a slump because of the prohibition of publication in his work. This is because his book is said to contain elements of the teachings of marxism and leninism which were banned during the new order government. However, regardless of this, the story "*Bumi Manusia*" can also be said to be a masterpiece that becomes the best historical legacy for the Indonesian homeland. This book with a thick of 535 pages, tells the life of the Indonesian nation in the period 1898 to 1918 which at that time was the time of the development of Ethical Political thought and the beginning of the National Awakening. At that time, no literati managed to review the life of the Indonesian nation as well as Pram in the tetralogy of Buru, especially in this human earth novel. As explained above, although the novel *Bumi Manusia* received opposition since the beginning of publication, but

this novel also received a warm welcome and extraordinary appreciation, both from domestically and abroad. It was proven that until 2005, novel the *Bumi Manusia* have translated into 33 the language in this world and now successfully translated into 40 language. Not only that, one form of appreciation that will his work by conducting various staging a drama theatrical exactly in 2006, and held at the same time in 12 big cities in indonesia. Even, in 2019 and, the *Bumi Manusia* have transferred into the form of sails wide directed by Hanum Bramantyo.

Researcher chose novel *Bumi Manusia* because as follows: ( 1 ) diction and structure expression used plain and comprehensible; ( 2 ) novel is not only about their love between minke and annelis, but also community life also culture java it with the presentation of ( 3 ) alluring to be read has attraction contention will also the native to the dutch makes it draw may make it a cause be proud of history; and ( 4 ) exposure figures on novel dialogue between the *Bumi Manusia* adds to the value of aesthetic by election diction and an inflicted by raconteur.

## **1.2 Problems Identification**

Based on the background described above, the problems identified in the investing in this research that is as follows:

1. What are the implicature of the speech of the characters contained in Pramoedya Ananta Toer's novel *Bumi Manusia*?
2. What are the meaning of each implicature contained in the Pramoedya Ananta Toer's novel *Bumi Manusia* ?

## **1.3 Objectives**

1. To classifying each type of implicature contained in the novel

2. To analyze meaning each implicature contained in the novel

#### **1.4 Scope**

This look at have beenrestrained on analysis of the entire conversation of the main characters in the human Earth novel, which classifies the kind of implications contained therein, translates the meaning of the implications suggested by the characters. The instrument in this research is a self-researcher because it uses qualitative descriptive research that performs implicit observation using Background analysis utterances from Annelis, Minke, Nyai Ontosoroh, Robert Malemma, Jean, Darsam, and Ah Tjong. After analyzing the data based on the analysis, the theory of the principle of text conversation was presented by Grice's theory.

#### **1.5 Significance**

Theoretically, the importance of this research includes to complete understanding for writers and those who are curious about the study, especially for implicature material, to contribute to the development of coaching in instructional organizations and to be input for lecturers and additional lecturers in instructional organizations. And practically, the end result of these observations to the English instructors in their efforts to additionally teach about implicatures also improve students' analytical understanding. Readers can also take advantage of the sample materials used to enhance their understanding of the analysis.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Structuralism**

Structuralism is a school of philosophy that emerged in France. The term structuralism often confuses various circles. The term structure itself is widely used in various fields or disciplines, the term structuralism is not only used in the field of literature, but also in fields that others, such as biology, psychology, sociology, history, philosophy, language or linguistics, and other scientific disciplines. Structuralism itself is starting to get a lot of attention around the 1960s as a mode of thinking in the field of philosophy in France. Structuralism can be defined as a branch or mode of thought in a field of philosophy or school of thought that reveals the deepest structures of a seemingly chaotic and disorderly reality that varies widely scientific method, emphasizing subjective methods following formulas or laws the law so that it is strict, and maintains a distance between what is observed and what is observing (Susanto, 2012:88-89).

Structuralism views text as a structure. The structuralism has been built by a number of interrelated elements in order to achieve single whole. Structure is an important basic framework for a fiction. Pragmatic talk is not get out of Background. Background terms defined by Mey (1993:38,42) environmental situation in the broadest sense allows participants to speak interact so that their speech understandable.

Structuralism has several characteristics as a field of thought. First, structuralism has a concept that something that is in the surface essentially describes something that is deep (deep structure). The chaos or disorder of the surface basically

has one mechanism that regulates this so that the existing formula can be known. The second property can be derived through the first property, the deep structure (deep structure) essentially has a structured law or self-regulating mechanism. The nature of the mechanism is not only static or fixed, but has an organized potential or strength and patterned (Susanto, 2012: 90-91).

Literature is a system that is lifted from a product by certain people call it literature. Novels related to existence detachment from the length of the story that gives freedom to the author, generally have more than one plot, consisting of a main plot and sub-plots. The main plot content contains the main conflict which is the core of the problem that is told throughout the story that work. While the sub-plots are in the form of or the emergence of additional conflicts that sustains, reinforces, and intensifies the main conflict to to the climax. The additional plots contain possible conflicts not the same degree of importance or role to the main plot. Subplot running alone, maybe even at the same time with their own solutions, but must keep in touch with each other, and stay in relation to the main plot (Nurgiyantoro, 1998:9). Structural theory according to Pradopo (2001:54) is the existence of the notion that in itself, a literary work is an autonomous one which is understood as a unified whole with its constituent elements intertwined.

## **2.2 Pragmatics**

Pragmatics is a branch of linguistics concerned with the use of language in social context and the ways people produce .. Pragmatics is used to communicate in certain situations (F.X.Nadar,2009:2). Pragmatics examines meaning which is influenced by things outside of language (Kushartanti, 2005:104). Pragmatics is a branch of linguistics that deals with what constitutes the structure of language as a

means of communication between speakers and listeners, and as the reference to language signs in "extralingual" matters being discussed (Verhaar, 2006:14). So, pragmatics is a branch of linguistics that studies extralingual things and is used in conversation. pragmatics examines behavior that is motivated by conversational goals. Meanwhile, Yule (2014: 5) defines pragmatics as the study of the relationship between linguistic forms and the use of those forms. Forms of applied linguistics, namely science that uses descriptions, methods, and results of linguistic research for various practical purposes. That is, practical knowledge that can be used directly in everyday life, as a means of communication in society. Cruse (Cumming, 2007: 2) also defines the meaning of pragmatics, thus: pragmatics can be considered to deal with aspects of information (in the broadest sense) conveyed through language which (a) is not encoded by generally accepted conventions in the form of: the linguistic forms used, but which (b) also arise naturally from and depend on conventionally encoded meanings with the Background in which the forms are used (emphasis added). This means that the information aspect is conveyed through language by the speaker to convey the intent and purpose to the speech partner, so that the speaker gets a response by the speech partner. Submission of intent and purpose in the form of speech that is encoded by an agreement between the speaker and the speech partner. Pragmatics is related to interpretation of an expression made follow certain syntactic rules, and how to interpret the expression depending on special conditions the use of this expression in Background. Pragmatics is a branch of linguistics externally, namely how the linguistic unit is used in communication (Chaer in Muliastuti 2014).



Moreover, Levinson (1983:9) said that pragmatics is the study of those relations between language and Background that are grammaticalized, or encoded in the structure of a language. In addition, Brown and Yule (1983:86) said that any analytic approach in linguistics which involves Backgroundual considerations, necessarily belong to that area of language study called pragmatics. In the other hand, Kushartanti (2007:104) to know pragmatics work we have to know what Background is. Background influenced in the aptitude system of language.

Based on Oxford Dictionary (2011; 93), Background is situation in which an event happens. Background is an essential factor in the interpretation of utterances and expressions. In Alan Cruse (2006; 35) the most important aspects of Background are: (1) preceding and following utterances and/or expressions ('co-text'), (2) the immediate physical situation, (3) the wider situation, including social and power relations, and (4) knowledge presumed shared between speaker and hearer. In addition, Mey (2001; 41) said that Background is about understanding what things are for; it is also what gives our utterances their true pragmatic meaning and allows them to be counted as true.

As long as the development of pragmatics, there are two scope in pragmatics. According to Mey, the scope of pragmatics is divided into micropragmatics and macro pragmatics. Micro pragmatics contains deixis, anaphora, reference, speech act, indirect speech act and implicature. In the opposite, macropragmatics discusses about conversational analysis, discourse analysis and soon. Besides of micro pragmatics and macro pragmatics, there are subclass

of pragmatics, those are meth pragmatics and societal pragmatics. And in this time, the research will discuss about one of micro pragmatics that is implicature.

### **2.3 Implicature**

The orientation of pragmatic studies focuses on a practical communication that is influenced by several factors outside of language. These factors also give meaning to the communication process. Crues in Louise Cummings (2007: 2) explains, pragmatics is a study that deals with aspects of information (in a broad sense) conveyed through language which (a) is not encoded by convention and is generally accepted in the linguistic form used, but which (b) ) also arise naturally from and depend on conventionally encoded meanings with the ackground in which the forms are used (as emphasis is added). Yule (2006: 3-4) called about four pragmatic definitions, namely (1) a field that examines the meaning of the speaker, (2) a field that examines meaning according to its Background; (3) fields that go beyond the study of the meaning uttered, examining the meaning that is communicated or communicated by the speaker; and (4) a field that examines forms of expression according to social distance that limits participants from engaging in certain conversations.

The expression that implicatures are utterances that imply something different from what is actually said. Something "different" is the speaker's intention that is not stated explicitly. In other words, implicatures are hidden intentions, desires, or expressions of the heart (Alex & Ahmad, 2009 ;152). It can also be said that implicatures are not what is actually said, speakers hide the intentions and desires that actually. Therefore, the speaker and the addressee must have the same Background for the conversation that occurs.

Implicature can also be interpreted as referring to what the speaker communicates but does not say by the speaker (Gunarwan, 2007; 86). Predicting guessing depends on the Background, which includes the problem, the participants of the speech and the background of the speaker and the interlocutor. The deeper a Background is understood, the stronger the basis of the assumption (F.X.Nadar, ;61). From the previous explanation of implicatures it can be concluded that implicatures are speeches that do not directly and provide more information and sometimes require the speaker to guess what the speaker means. The guess or conjecture depends on the Background of the speech and the background of the speech. The implicature of an utterance can be understood, among others, by analyzing the Background of the use of the utterance. Knowledge and ability to analyze Background at the time of using language will determine the accuracy of capturing implicatures. Background really determines the meaning of an utterance (Rani; 181). Implicature depends on understanding the background of the Background and the situation of the two speakers (Ihsan, 2011; 108). So, implicature is strongly influenced by the Background behind the speaker's speech. The Background makes it easier for the speaker to grasp the meaning of the implicature.

One part of pragmatics is implicature. Implicature comes from the verb to imply. the word etymologically means "to fold something into something else" (Jacob L.Mey, 2009; 99). The implicature is not part of the speech that implies it, the relationship between the prepositions is an absolute consequence. In other words, implicature is the hidden intentions, desires, or expressions of the speaker's heart (Wijaya & Rohmad 2009; 37). Thus it can be concluded that implicature is part of

pragmatics which examines the speaker's intent more than what the speaker says and understands language manipulation for politeness.

### **2.3.1 Classifications Implicature**

There are two types of implicatures, namely conventional implicatures and non-conventional implicatures/conversational implicatures (Grice in Kridalaksana 2011: 55). The difference between the two is also clearly explained by Lyons (2009: 272) as follows: “ The difference between them is that the former depend on something other than what is truth-conditional in the conventional use or meaning, of particular form and expression , whereas the latter derive from a set of more general principles which regulate the proper conduct of conversation. Conventional implicature is associated with general usage and meaning, while conversational implicature refers to the principles of speech appropriately. The separation of the two types of implicatures is fully described as follows

#### **2.3.1.1 Conventional Implicature**

Conventional implicatures are general already knows and understands the meaning of these implications. Mulyana (2001) mentioned conventional implicatures are implications or understandings that are general and conventional, everyone already understands the intent or implications of a certain matter. Understanding of conventional implications presupposes to the listener or reader about general experience and knowledge. Thus, conventional implicature implies that a concept or understanding is general and conventional. In other words, everyone in general already knows and understands the meaning or implications of a certain thing. This is in line with Yule (2014:78) who said that conventional implicatures do not require that they occur in conversation and do not rely on locally obtained Backgrounds to

understand. Thus, lexical presuppositions, conventional implicatures are associated with special words and produce additional meanings that are conveyed when those words are used.

Understanding of conventional implications presupposes that listeners or readers have general experience and knowledge. Here's a variant of Grice's example.

- a. The queen is English and therefore brave.
- b. The queen is English and brave.
- c. Being brave follows from being English.

We will use parentheses to refer to the sentences in an example like , and brackets to refer to what the sentences express. So (a) is the sentence "The queen is English and therefore brave" and (c) is the proposition that being brave follows from being English. By using (a) to say and mean (a), speakers implicate (c). That is, by using (a) to say and mean that the queen is English and therefore brave, speakers implicate that being brave follows from being English. They *imply* rather than *say* that being brave follows from being English. In contrast, (b) would rarely if ever be used to implicate (c). The meaning of "therefore" generates the implicature of (c). Other words "triggering" conventional implicatures are *but, even, too, still, yet, already, again, stop, start, know, and regret*. So the lexeme of the championship is not appropriate if its conventional implications are understood other than that. Conventional implications are not widely studied by pragmatists, because they are considered not very interesting (see Levinson, 1991: 128; Brown and Yule, 1983: 31; Sarnsuri, 1987: 3). Types of implicatures considered more interesting and very

important in the study of pragmatics is conversational implicature. The study of this problem directly opens the progressive development of pragmatics.

### **2.3.1.2 Conversational Implicature**

Conversational implicatures appear in an act of conversation. Therefore, it is temporary (occurs during an act of conversation), and non-conventional (something implied does not have a direct relationship with the spoken speech (Levinson in Nadar, 2009: 117). Stephen C. Levinson divides conversational implicature into two types, namely: 1. generalized conversational implicatures, and 2. particularized conversational implicatures. The first implicature is implicature which in its meaning is highly dependent on certain features of the Background. For example, it can be observed from the following conversation:

(1) A: Is Adi in college today?

(2) B: Adi's motorbike is said to have broken down, sir.

Answer B is a general implicature because the proposition that Adi's motorbike breaks down in general does not convey information related to lecture attendance. However, because it is related to the question, it can be understood that Backgroundually the meaning is that Adi is most likely not going to college because his motorbike broke down. While the second implicature or conversational implicature does not depend on the Background but on the proposition being spoken. Example:

(3) MC: I don't think Adi will go to college this afternoon.

(MC) doesn't know for sure if Adi won't go to college this afternoon. In addition, Putrayasa (2014:68) has several conversational implicatures forms and intentions that often appear during the communication process, namely:

a. Conversational Implicature Forbids

Tangible conversational implicatures prohibit which are often used in command sentences, but also in the form of declarative sentences.

b. Conversational Implicature Approve

Conversational implicatures in the form of agreeing which are usually found in questions and commands.

c. Conversational Implicature Refuse

Conversational implicatures in the form of refusing are not always carried out automatically directly and blatantly but indirectly. This matter done so that the speech partner does not feel offended and the reasons given is acceptable.

d. Conversational Implicature Rules

Conversational implicatures command in the form of declarative or sentence forms statement, but has the intention of giving an order.

e. Conversational Implicature Asking

Conversational implicatures take the form of asking. Formal speech asks for this usually use the form of interrogative sentences and statements.

f. Conversational Implicature Affirms

Tangible conversational implicatures emphasize those that tend to take the form of statement sentences that confirm or can be seen from the use of words in describing the affirmation of the principle.

g. Complaining Conversation Implicature

Conversational implicatures in the form of complaining are usually in the form of sentences statement.

h. Conversation Implicature Reporting

Tangible conversational implicatures usually use the form of a statement sentence, but it can also be in the form of a command sentence. Furthermore, which has an important role in implicature is Background. Background in conversational implicature has the most important role because Background conversation can be the background of the speech. That is, the Background that created, namely the same assumptions and understanding between the speaker and the partner talk about the topic being discussed. Moreover, in conversational implicature only the speaker and the speech partner know the Background of the conversation. Grice (1975) divides conversational implicatures into two parts, namely:

#### **2.3.1.2.1 Generalized Conversational Implicature**

Generalized conversational implicatures are implicatures whose presence in conversation does not require special Background. Every utterance that belongs to In general conversational implicatures are not required to count additional meaning conveyed. For example :

- a. Some athletes smoke.
- b. Not all athletes smoke.

Grice (1975: 37ff) called implicatures like (b) *generalized* conversational implicatures (“GCIs”). The term is appropriate because (a) can be used to implicate (b) in a wide variety of Backgrounds. Grice characterized generalized implicatures as those that “would normally (in the absence of special circumstances)” be carried by “the use of a certain form of words”. Levinson’s (2000: 11–12, 16–22, 42–46) characterized GCIs similarly as “default inferences”—implicatures we normally and automatically infer in the absence of evidence to the contrary.



### **2.3.1.2.2 Particularized Conversational Implicatures**

Particularized conversational implicature is a meaning that must be known because it requires knowledge of certain Backgrounds. A particularized implicature is a conversational implicature that is derivable only in a specific Background.. Such inferences are required to determine the meaning conveyed produces special conversational implicatures, as in the following speech Grice (2014:74) Examples:

A: What on earth has happened to the roast beef?

B: The dog is looking very happy.

In the above exchange, (A) will likely derive the implicature "the dog ate the roast beef" from (B)'s statement. This is due to (A)'s belief that (B) is observing the conversational maxim of relation or relevance in the specific Background of (A)'s question

### **2.3.1.3 Cooperative Principle**

Grice (2014) said that, in communication you have to make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which are engaged. Cooperative principle is the principle when the concept of there being an expected amount of information provide in conversation is just one aspect of the more general that people involved in a conversation will cooperate with each other. In most circumstances, the assumption of cooperation is so pervasive that can be stated as cooperative principle of conversation and elaborated in four sub-principles, called maxims, and those maxims are:

1. Maxim of Quantity

The maxim quantity related to the quantity of information to be :

- a. Make your contribution as informative as required (for the current purposes of the exchange).
- b. Do not make your contribution more informative than is required.

## 2. Maxim of Quality

Try to make your contribution one that is true

- a. Do not say what you believe to be false.
- b. Do not say that for which you lack adequate evidence.

## 3. Maxim Relation

Grice said that, in the communication we have to be relevant in the other words make your contribution relevant, so that the process of communication does not met any interruption. This maxim is the easiest one, pointing out that participants center about the same topic and avoid asserting something irrelevant.

## 4. Maxim of Manner

Unlike the previous categories, the maxim manner concerned to how what is said is to be said. Be perspicuous.

- a. Avoid obscurity of expression.
- b. Avoid ambiguity.
- c. Be brief.
- d. Be orderly.

The example below will show when speaker observes all maxims.

Husband : Where are the car keys?

Wife : They're on the table in the hall.

In the example, the wife has answered clearly (Manner) truthfully (Quality), has given just the right amount of information (Quantity) and has directly addressed her husband's goal in asking the question (Relation). She has said precisely what she meant, no more and no less, and has generated no implicature (i.e. there is no distinction to be made here between what she says and what she means, there is no additional level of meaning).

### **2.3.2 Implicature Feature**

Grice states that implicatures are largely predictable, so Levinson In Rahardi (2005 :114) groups into four main characteristics of implicature as follows:

a. Cancellability, meaning that it can be canceled if a conclusion that is not may be withdrawn if there is a possibility to cancel it with add some additional premise or reasons to the original premise.

b. Non-detachability, i.e. implicatures cannot be removed, this means that implicature is attached to the semantic content of what is said, not to linguistic form, then implicature cannot be separated from a speech.

c. Calculability, implicature is a 'thing' that can be calculated. That is, it is possible for each implicature to construct a valid argument shows that the literal meaning of an utterance is combined with the principle of cooperation and its maxims.

d. Non-conventionality, non-conventional implicature that is not part of from the conventional (general) meaning of linguistic expressions. It means, the ability to cancel (defeasibility) cannot be removed. Knowing the literal meaning before calculating the implications in Background. In addition, Mulyana (2001) identified several characteristics of implicatures (conversation) as follows.

a. Implications are not stated explicitly. Meaning, implication or intent what you want to express is not clearly stated in the utterance.

b. Has no absolute relationship with the speech that realizes (what what is spoken is different from what is meant). With words On the other hand, the speech that is said is not what the speaker intended or speech partner.

c. Including elements outside the discourse. That is, that the implications are outside the text (discourse) itself or the intention does not appear in the utterance.

d. Implicatures can be cancelled. In other words, that implicature can canceled because the speech partner did not catch the implicature or implicature already opened.

e. Open interpretation or many meanings (multi interpretable). This means that the implications (intentions) can be understood or interpreted from various points of view.

f. Occurs due to complying or not complying with the principle of cooperation in conversation. In other words, that the cooperative principle (maxim) often violated but still understandable. Based on these two opinions regarding the characteristics of implicatures, it can be concluded that the implicature has the following characteristics:

a. An implicature can be canceled, if there are certain things that can be cancel the implicature in a conversational utterance (Cancellability).

b. Implicatures cannot be removed. In other words, implicature cannot be separated from the semantic content to maintain the implicature that occurs in conversational speech (non-detachable).

c. Literally does not have a relationship between speech (what is pronounced differently than what was intended). Besides, Truth the content of a conversational implicature depends on what is said, but no matter how the action to say it (calculable).

d. Conversational implicature demands to know the meaning of the utterance, then only can guess the implicature through the Background, because implicature is not to find meaning but to find meaning speech (non-conventional).

#### **2.4 Review of Related Researches**

The relevant studies related to forms and function euphemisms have been carried out by several previous researchers

1. The first realated research is a thesis written by Pipit Ambasari from the title“Realization Of The Conversational Maxims In The Comic Strip “ The Born Loser” Of The Jakarta Post”, from magister program english department Semarang State University (2016). This study was intended to describe, analyze, and explain types of observance and non-observance of gricean maxims, conversational implicatures and factors of non-observance produced by the characters of The Born Loser Comic Strip. This research followed a qualitative research. The data were all utterances of the characters of The Born Loser Comic Strip published in The Jakarta Post of 60 episodes from february to march 2012. The collected data are analyzed through several procedures of identifying, classifying, calculating and interpreting. The

findings show that the observance of maxims dominates almost all utterances and the non-observance of maxims is small in number. The way the characters do not observe the maxims are various, they are violation (36%), flouting (43%) and infringement (21%). While opting out and suspending the maxims, they are not found in the data. Furthermore, seen from the conversational maxims, the maxim of quality is not observed for 37% by the characters of the comic strip. They mostly violated the maxim of quality (23%) compared to flouting (9%) and infringement (5%). The maxim of quantity is not observed for 27%. It is mostly flouted for 19%, less violated and infringed for only 4% and 3% respectively. The maxim of relation is not observed for 21%. It is mostly infringed (13%) and also less flouted (7%) and violated (1%). The maxim of manner is not observed for only 13%. It is flouted and violated for 8% and 7% respectively. The characters has reasons for committing non observance of maxims namely hiding truth, cheering the interlocutor, mocking the interlocutor and saving face.

2. The seconds realated research is a thesis written by Raden Rama Widya Kartika Yudha with the title "Conversational Implicature Analysis In "Jhonny English –Strikes Again", from master program Yogyakarta State University (2019). This study mainly discusses conversational implicatures in a movie that is considered as one of the audio-visual media which is one of the favorite media nowadays. The aim of this study is to describe (1) the forms, (2) the types, and (3) the functions and purposes of conversational implicatures in the movie. This research followed descriptive qualitative research which used the pragmatics approach. The source of the data is a movie entitled Johnny English Strikes Again, and the data are the utterances

that have conversational implicatures in them. The instrument used includes the human instrument and the data sheet. The data were collected by using the Simak-catat method, and analysed using the Padan pragmatics method (equivalency method), following the steps including data reduction, data display, data conclusion, and verification. In triangulating the data, the researcher built cooperation with experts. The results of the study are as follows. (1) The implicatures found in the movie are in the (a) declarative, (b) interrogative, (c) imperative, and (d) exclamative forms. (2) The types of implicatures are (a) generalized conversational implicatures, (b) scalar implicatures and (c) particularized conversational implicatures. (3) The functions of implicatures in the movie are (a) to prohibit, (b) to agree with, (c) to reject, (d) to direct, (e) to request, (f) to state, (g) to complain, and (h) to report something. Based on the results of the study, it can be concluded that the utterances in Johnny English Strikes Again contain many conversational implicatures whose form and type have a function and a purpose in the conversation in the movie.

3. The third related research is a thesis written by Winda Ayuanda with the title "An Analysis Of Conversational Implicature In A Bbc One Television Serie :Sherlock – A Study In Pink" , from department of english faculty of cultural studies magister program University of Sumatera Utara (2015). This thesis discusses about the types of conversational implicature and the speakers' implications from a television series Sherlock – A Study in Pink. The theory used in this thesis is Grice's implicature theory. Grice divides conversational implicature into two types, those are generalized conversational implicature and particularized conversational implicature. The

research method followed descriptive qualitative method. As the result of the research, it was found that there are 11 generalized conversational implicatures and 26 particularized conversational implicatures. From the implicatures which have been found, there are 5 exploitations of quantity maxim, 15 exploitations of quality maxim, 15 exploitations of manner maxim, and 2 violations of quantity maxim. The speakers use implicatures when they speak, yet the hearers can understand, it shows that implicature is effective enough to be used in communication.

4. The fourth related research is a thesis written by Dina Eka with title “Implikature Tuturan Para Tokoh Dalam Novel Populer Indonesia Tahun 2007 – 2016 Kajian Pragmatic”, magister program from University of Sanata Dharma Yogyakarta (2017). This study focused on examining the use of implicatures in Indonesian popular novels. The aims of this study were to: (1) describing the form of implicatures in the Indonesian popular novels, (2) describing the meaning of implicatures in the novels, and (3) describing the rule of implicatures. This research used implication theory as the basic and also the approach. The implicature theory was supported by pragmatic theory and popular literature theory. The implicature theory told about the additional meaning of the characters speech on the popular novel. The method of this research was followed qualitative-descriptive. The writer used the characters’ utterances as the primary source of data and took the utterances containing implicatures to analyze the research. The method was applied to collect the data which was reading and note-taking towards documents or archives while comparing method was applied for the analysis by comparing and connecting the elements of data; it used the combination of basic and advanced



techniques. Data Analysis technique was done by classifying the data into two types of implicature namely conventional implicatures and conversational implicatures. Those two types of implication were analyzed based on the form and meaning which was found in the data. Through the form and meaning, it could be known the rule of implication which was used in communication process. Based on the analysis, there were three major results. First, the 'forms' of implicature as communicative function and grammatical construction form. Based on the communicative function, the conventional implicatures were in the form of (a) declarative sentence, (b) exclamative sentence, (c) imperative sentences. The conversational implicatures including (a) declarative, (b) interrogative, and (c) imperative sentences. The grammatical construction were in forms of (a) words, (b) phrases, (c) clauses, and (d) sentences. Second, The 'meaning' which was found was based on the form (a) confirming, (b) priding, and (c) praising. The meaning of the conversational implicatures including (a) clarifying, (b) accusing, (c) resuscitating, (d) persuading, (e) banning, (f) stating, (g) expressing no respect, love, pride, and hope, (h) reprimanding, (i) suggesting/advising, (j) asking, (k) knowing, (l) inviting, (m) appreciating, (n) avoiding. Third, the 'rules' of implicature they were: 1) the conventional implicatures (1) refining the speech, (2) expressing intentions by meaning. (2) conversational implicatures consisted of (1) maintaining courtesy, (2) maintaining confidentiality, (3) maintaining ethics of communication, and (4) maintaining culture.

Aimai dalam implikatur percakapan bahasa Jepang : kajian pragmatic, a thesis by Lisamayangsari from magister program university of Sumatera Utara 2013. This research deals with aimai in Japanese

conversation implicature. For hiding conflict and dissimulating disagreement, Japanese people use vagueness called *aimai*. Speech implicature happens for the offense of conversation principles. *Aimai* concept as the part of norm and culture of Japanese people is very related to implicature that it is proper to be investigated. The data resource for this research is *Kimi ni Todoke* movie, and the analyzed data is the conversation in the movie. The theories used in this research are the theory of cooperative principle of Grice, the theory of politeness principle by Leech, implicature, and *aimai*. This is a qualitative descriptive research using heuristic analysis technique. The results of this research are: 1. Conversational implicatures caused by the offense of cooperative principle are: 1) representative implicature 2) directive implicature 3) expressive implicature 4) commissive implicature 2. The speech implicatures caused by the offense of politeness principle are: 1) representative implicature 2) directive implicature 3) expressive implicature 4) commissive implicature and the realization is to threaten. *Aimai* is found only in the offense of cooperative principle seen in explaining, flirting, refusing, protecting, trapping, avoiding, and commanding implicature. Speech implicatures are realized in *Kimi ni Todoke* movie by breaking the cooperative maxim for there are speaker's implications and significancies for explaining, informing, commanding, flirting, admitting, complimenting, refusing, promising, avoiding, and blaming. Speech implicatures are realized in *Kimi ni Todoke* movie by breaking the politeness maxim for there are speaker's implications and significancies for forcing, blaming, showing, criticizing, threatening, and refusing.

5. The fifth related research is a thesis written by Tuti Ibawardani with the title “Penyimpangan Prinsip Kerja Sama, Wujud Implikature, Dan Nilai Pendidikan Karakter Dalam Novel “Bidadari-Bidadari Surga” Karya Tere Liye (Kajian Pragmatic)”, from magister program University of Sebelas Maret Surakarta (2014). This research was aimed at (1) describing and explaining the flouting of cooperative principle in BBS by Tere Liye; (2) describing and explaining the realization of implicature found in BBS by Tere Liye; (3) describing and explaining the character education values found in BBS by Tere Liye. This research followed descriptive qualitative with pragmatic approach. The data for this research are conversation and non conversation in a novel BBS by Tere Liye. The data source is a novel entitled BBS by Tere Liye published by Republika Publishing. The method used in this research was descriptive analytic to describe and analyze data simultaneously by using words in a language. The technique used in gathering the data was by reading and note taking. The data were validated by triangulation method. That was using something other than the data to check the data. Data analysis techniques were data gathering, data reduction, data exposure and conclusion or verification. Based on data analysis, it can be concluded as follows: (1) there are four floating maxims in a novel by Tere Liye, BBS, those are the flouting maxim of quantity (45), the flouting maxim of quality (27), the flouting maxim of relation (30) and the flouting maxim of manner (27). The purpose of flouting maxim is: explaining, convincing, notifying, reminding, complimenting, being humble, being arrogant, being doubtful, changing focus, requesting, implying and teasing (humour). (2) The realization of implicature in BBS by Tere Liye is conventional and

nonconventional implicatures. The conventional implicature signals are :but (29), however ( 15),dan (35). Nonconventional implicature consists of implicature of a specific conversation and implicature of a common conversation. The Background of implicature of a specific conversation consists of religion (8),education (15), socio cultural Background (35), implied utterance (10), and humour (2). While the signals of common conversations: semua(9), seluruh(2), cukup(1), sedikit(2), banyak(2), mungkin (4), dan selalu(2).(3) The character education values in this novel consists of: 1)being religious and tolerant (28), 2) disciplined (27), (3) honest, responsible and willing to sacrifice (46), (4)hard work (26), (5) creative and curious (26), (6) appreciating achievement, competence and autonomy (21), (7)democratic (11), 8) socially sensitive (42), (9) environmentally friendly (12), and (10)being respectful (8)

6. The sixth related research is a thesis written by Veronica Surya Widjaja with the title “Conventional And Conversational Implicatures In Utterances By Huckleberry Finn And Jim In Mark Twains “ The Adventures Of Huckleberry Finn” from magister program University of Katolik Widya Mandala Surabaya (2004). This study is focused on the implicature that are used by the major characters and minor characters in a novel. The theory of implicature as proposed by grice, there are two (2) kinds of implicature, they are conventional and conversational implicatures. According to Yule, Conventional Implicature is classified into entailment, existential presupposition, factual presupposition, non:factual presupposition, lexical presupposition, stmctural presupposition, counter factual presupposition, and conventional metaphorical meaning. Furthemore, conversational implicature

is classified into generalized and particularized conversational implicature. The approach of this study is qualitative approach and the researcher acts as the key instrument. The data analysis is based on interpretation. The data are taken from the utterances between Huckleberry Finn and Jim in Mark Twain's *The Adventures of Huckleberry Finn* To measure the validity of this study, the researcher uses triangulation that is investigator triangulation. Through the analysis, it is found that there are two kinds of implicature; they are conventional and conversational implicatures. In addition, the most dominant type of conventional implicature is structural presupposition and the most dominant type of conversational implicature is particularized conversational implicature . Due to what has been found in this research, it is suggested that other research on spoken utterances that happen in real life could be conducted so the differences between written and spoken utterances could be compared.

7. The seventh related research is a thesis written by Sutrisno with the title “Penggunaan Implikature Dan Tindak Tutur Pada Acara Talks Show Mata Najwa Di Metro Tv: Kajian Pragmatics”, from magister program University of Hasanuddin Makassar (2017). This study aims to clarify two things, namely (1) the forms implicatures used in Mata Najwa talk show on Metro TV, and (2) forms of speech acts used in Mata Najwa talk show on Metro TV. Data were collected by means of downloading video talk show episode Mata Najwa October 2016 until January 2017 via youtube. Collection method used is the method refer to the log techniques, namely listening to videos you've downloaded for later, transcribed and recorded speech Najwa and her sources which is a form of implicature and of speech acts. The data have been

collected and analyzed followed descriptive qualitative. The results showed that the forms implicatures found two forms of conventional and non-conventional implicatures. Najwa and informants predominantly use the form implicatures nonkonvensioan in the form of speech act satirical and invite. Both found four of the forms of speech acts in conversations in talk show Mata Najwa is a form of speech acts assertive: (1) states, (2) to say, (3) claims, (4) asserts, a form of speech acts directive: (1) order, (2) request, (3) invite, (4) warned, (5) prohibits, (6) recommends, while a form of speech acts expressive: (1) Thanking you, (2) praise, (3) anger, (4) criticize, (5) quipped, (6) clarify, likewise form commissive speech acts: (1) promise, and (2) offer something.