

## ABSTRACT

**Siahaan, Swarman Rindu M. 2112220017. Conversational Implicature in *Mata Najwa's* Talk Show. A Thesis. English and Literature Department. Faculty of Languages and Arts. State University of Medan. 2015**

The objectives of this research were to find out the two types of conversational implicature, they are; generalized conversational implicature and particularized conversational implicature and to describe the reason of the most dominant type of conversational implicature. This research was conducted by using descriptive qualitative. The data was collected by applying documentary technique such as; collecting reference and journal related to the study, searching and selecting the source of data, downloading the data from *youtube*, and transcribing the script of the show. The data were taken from six segments of one episode of *Mata Najwa's* talk show. The two types of conversational implicature were occurred in the episode of *Mata Najwa's* talk show. The findings of data analysis showed that the total numbers of conversational implicature was 84 occurrences. The two types were Generalized Conversational Implicature 49 (58.33%) and Particularized Conversational Implicature 35 (41.67%). The most dominant type of conversational implicature was Generalized Conversational Implicature. It shows that the interviews usually used the clear, brief and straightforward statements in order to avoid the ambiguity and to make the listeners were able to understand what he/she said. And also this program is expected to give information, interested and give some positive lessons to the listeners.

**Keywords:** *Conversational Implicature, Mata Najwa's Talk Show.*

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