CHAPTER I
INTRODUCTION

A. The Background of the study

People need to communicate to each other to fulfill their social interaction. Basically human communicates with language; language remains to hold an important role in interacting with others. As a communication tool, language has an important role in any aspects of life. Language is a tool for human to express their thoughts and feelings. Without language we cannot communicate to one another; Communication is one of the language's function.

Communication is the way for someone to give an information or ideas to another. According to Lewis and Slade (1994:4), communication is the sharing of ideas, knowledge and feeling. This is mean that people communicate often to deliver their ideas, knowledge and express their feeling in daily life. Without communication, people cannot socialized to each other. To get an effective communication, both listeners and speakers should understand the exact information that the speakers intends. People usually try to convey the meaning of what it said straight to the point or sometimes they use implied meaning to deliver their thoughts. If the speaker cannot speak in a clear sentence while deliver what they mean literally, it may build miscommunication or misunderstanding between the speaker and listener. So to avoid miscommunication and misunderstanding between the speaker and listener, they must be cooperative. Cooperation is a necessary feature of communication because it allows both speaker and listener to understand the meaning. Yule (1996:36) states co-operative principle means that

1

conversational contribution should be made such as is requires, at the stage at which is occurs, by the accepted purpose or direction of the talk exchange in which you are engaged. Cooperative principle is the reference in communication. The cooperative principle is the principles of communication when they attempt to achieve the successful and idea of communication. Yule (1996:37) states cooperative principle is the assumption of cooperation is so pervasive. The speakers and the listeners involved in conversation generally cooperating with each other. According to the philosopher H.P Grice there are four conversational maxims; maxim of quantity (the contribution as informative required), maxim quality (be truthful), maxim relation (be relevant) and maxim manner (avoid ambiguity and be brief).

Cooperative principles provides the rules of conversation. It controls the participants in doing conversation, so their conversation works in cooperative and polite ways. In conclusion, by following the cooperative principles the conversation can work reasonably. A conversation is not only depends on the speaker but also the listener, both speaker and listener must be clear in giving and sharing topic in conversation so that misunderstanding can be avoided. In our conversation, the speakers and listeners are generally cooperating with each other. However sometimes people do not state their statement directly or sometimes they prefer saying something implicitly. For example when someone says A but actually what he means is B, it needs the listener to interprets what is the speaker meaning. This phenomena in the conversation may be elaborated deeply in pragmatics.

Pragmatics is the study of contextual meaning. Yule (1996:3) said that pragmatics necessarily involves the interpretation of what people mean in a particular context and how the context influences what is said. It means that how the speaker organizes what he wants to say appropriately with the listeners. Because to build a good communication both the speaker and the listeners have to understand about the utterances of what it said. Yule (1996:3) states pragmatics the study of speaker meaning. This study concerned of the meaning as communication by a speaker and interpreted by a listener. It is more like the analysis of speaker's meaning in their utterances. Pragmatics also talk about many aspects such as speech act, presupposition and implicature.

The advantage of using pragmatics while speak is we can say something to others without hurting their feelings by implicitly. People talk as their way to communicate with each other. In the communication, they do not always use a clear and explicit language. They modify how to deliver and change the content of what they talk to imply some intention. They intend to say something more specific with adding up another meaning in their utterances. This means that the meaning is more than just what the word said. Actually, we always use this phenomena in daily conversation; it is called as implicature.

Implicature is an additional conveyed meaning. Implicature is one of the pragmatics branch that studies about implicit meaning. It means that the meaning of the word is stated implicitly. However, in some circumstances, a speaker intends to communicate more than is said, that something must be more than just what the words mean. The meaning in conversation sometimes stated

explicitly and implicitly. The meaning is directly expressed in the utterances and sometimes is not. The implicit meaning of the utterances is called as Conversational implicature. It is an additional meaning that needs the listener to work out the real meaning or the exactly meaning that said by the speaker. Conversational implicature is an matter of a sentence but instead of an utterance's meaning.

Conversational implicature is one of branch studies in pragmatics which deals with how the listener interprets what the speaker means more than she/he says. Yule (1996; 40) states it is the speakers who communicate meaning via implicature and it is the listeners who recognize those communicated meanings via inference. It means that the speaker is the one who speak in implicature and the listener is the one who draw a conclusion from the implication of the utterance. There are two types of conversational implicature, they are: Generalized Conversational Implicature and Particularized Conversational Implicature. Generalized conversational implicature is a kind of implicature that does not need special features of context to understand the meaning whether Particularized conversational implicature is the opposite of generalized conversational implicature, it needs special context or background of knowledge to interpret what the speaker meaning,

There are some of the researchers that also took conversational implicature as their study and the researcher takes their studies as a relevant studies in order to build the researcher's point of view in conducting her own study about conversational implicature in movie.

Nanda, Sukyadi, Sudarsono (2012) in their journal *Conversational Implicature of The Presenters in Take Me Out Indoensia* in the findings shows that the presenters tended to use generalized conversational implicature (59, 8%) rather than the particularized (40,2%). Based on the functions, inferences or motive it contains, generalized conversational implicature can be classified into ten categories implying: (1) the presence of the opposition, (2) the invalidity of the expressions or events at the time of speaking, (3) "not all", (4) events that have not yet occured, (5) the actual position, (6) persons or things having similararity, (7) "not completely", (8) further actions, (9) the others of the similar kind, and (10) the opposite of the real situations.

Yamazaki in his thesis *Conversational Implicature in Stand-up Comedies* examines the pragmatics effects of conversational implicature in Japanese-style stand-up comedies.

Listiani (2012) ih her thesis "*Analysis of Conversational Implicature in Pariah Movie Episode of Smallville Serial Movie.* In her thesis, she examines about the conversational implicature and the violation of the co-operative principle which appears in the 'Pariah' episode of Smallville serial movie. The subject of her thesis is the utterances which contained the conversational implicature in scene one and scene two of act one in written script of the movie. Her findings are the violation maxims that occur in the movie based on Grice's theory. In her findings, she examines four maxims that flouting in the movie, they are: maxim quality, maxim quantity, maxim manner, maxim relevance and there are 14 maxims that flouting in the movie.

The three of the relevant studies took the different object in analyzed conversational implicature. In the first journal, the researcher took variety show as the object, the second researcher took stand-up comedies as his object and the third researcher took radio talk show to analyzed conversational implicature. Following the previous studies, the researcher takes The Interview Movie as the object of the study to be analyzed in conversational implicature because this movie is well-known as a controversial movie and this is also a satire political comedy action movie. The researcher want to disclose about how implicature used in the satire political comedy action movie. There are some of conversational implicature used by the characters that found in the movie, for example:

Dave : How an old person might say, " I think what this guy is telling me.. this Eminem.. is that I should go kill my self, and I.. you know, I don't like that"

Eminem : **I mean I don't necessarily rap about the things I hate, it is more about.. the things I fear.**

The type of conversational implicature that found in the utterance is Generalized conversational implicature. By saying this Eminem doesn't give his answer but he gives statement to Dave's answer. He clearly emphasize that the lyric song he made is about his fearful not about his hatred.

Eminem : When I say things about gay people or people think that my lyrics are homophobic, you know it is because I'm gay.

Dave : What you meant by that exactly?

Eminem : **I mean I'm gay.**

Dave : Uh, I'm just a little confused here, because "gay" can mean a lot of things.

In the utterance above, Eminem giving an ambiguity answer which is leaving Dave in confusion. He doesn't give his statement clearly. The Conversational implicature that found is Generalized conversational implicature which is people can interprets what Eminem say by his statement.

Darryl : I am Marshall's publicist, and I'm telling you pull the fucking plug right now.

Aaron : **No. This is gold.**

In the utterance above, Aaron refuse to pull the plug off because he thinks that this moment of Eminem's confession is the right moment for raising his shows rating up. The conversational implicature that found in the movie is Particularized Conversational implicature which is a special context or background of knowledge needed to interprets what Aaron's meaning,

Aaron : What the heck just happened?

Dave : The real Slim Shady just stood up. That's the heck just happened.

Aaron : **This is like Spike Lee just said he's white.**

In the utterance above, the type of conversational implicature that found was Particularized Conversational Implicature because it needs special context to understand the meaning of the utterance.

By choosing The Interview movie, the researcher found conversational implicature occurred in the utterances that have been transcribed. And all the findings classified into the two types of conversational implicature. In this study,

the researcher analyzed the implicature available in the utterance of the characters, identified and classified the types of conversational implicature, and described the reasons why is it become the dominant type of conversational implicature. The method used is descriptive qualitative method. Sources of data obtained from the transcript of movie.

B. The Problem of the Study

The problem of the study can be stated as the following:

1. What kinds of conversational implicature are found in *The Interview's* movie?

2. What is dominant conversational implicature that found in *The Interview's* movie?

3. What makes the dominant type of conversational implicature occur as the way they are in *The Interview's* movie?

C. The Objectives of the Study

Based on the relation problems of the study, the objectives of study are:

1. To find out the types of conversational implicature that is used in *The Interview's* movie.

2. To find out the dominant implicature that found in *The Interview's* movie.

3. To describe the reason why it becomes the dominant type of conversational implicature that used in The Interview's movie.

D. The Scope of the Study

In this research, the researcher focused on the using of conversational implicature as found in the utterances of the characters in *The Interview's* movie based on Yule's theory. The data are taken from the movie script itself.

E. The Significance of The Study

Theoretically the finding of the study is expected to give a contribution for linguistics study of pragmatics especially in analyzing the use of conversational implicature that found in movie. The finding of the research also expected to be one of the sources for implicature study especially for students who learn English.

Practically the finding of the study is expected to be a contribution to others who are interested in doing similar field of the research as a previous.