CHAPTER I
INTRODUCTION

A. The Background of Study

There are many ways in expressing our purpose in communication. Most people use spoken or written language by using clear words so that the listener or the reader can understand the exact meaning. On the contrary, some people uses unclear words or utterances for a certain purpose, so it is hard to be understood the meaning indeed because of the implied meaning of the utterances. In this case, the language action that must be noticed are the structure and the conversational circumstance, because both things can help to understand the meaning of utterances, whether for the readers or the speakers. A good language structure and an involvement situation where the language is used, will be very helpful to make a communicative conversation.

A phenomena where the meaning of the language is hardly understood is caused by the using of connotative and the meaning of the language is influenced by the contextual usage. The context that is not involved when the language used connotatively not dennotatively, will make it difficult in understanding the meaning of a language. This usually occur in a conversation. In this case, besides the meaning, other thing that must be noticed is the image of the speech, so that the meaning or the effect of the speech can be achieved. One of the branch of pragmatics is implicature, that is implied meaning of the language. Implicature is considered as important to study more because nowadays is found so many programs, especially in TV, that is used an implied language, whether in talk

show program, comedy, or program with a concept to motivate audience. In a conversation (dialogue), frequently happened that the speaker doesn't deliver the meaning directly. Something that wants to deliver, precisely implied, spoken indirectly, or the language that is spoken is totally different with the meaning. In this case, besides the meaning, other thing that must be noticed is the image of the speech, so that the meaning or the effect of the speech can be achieved. But the language usage contains of implicature can complicate the audience if the audience doesn't have much knowledge to understand the meaning. By only involving the situation will not be enough to the ordinary audience to catch the meaning of the language contain of implicature. Here is the role of pragmatics needed to understand the meaning of a speech. Pragmatics is not only seeing language from the form but also the contextual circumstance. One of the branch of pragmatics is implicature, that is implied meaning of the language.

That's why implicature is very interesting to study, then a certain language form in a conversation can be understood. Implicature is considered interesting to study because many conversation which the speaker doesn't apply cooperative principle, so that the understanding of an implicative language can be difficult.

There are some researchers that had taken conversational implicature as their study. They are Nanda, Sukyadi, Sudarsono (2012) analyzed conversational implicature of the presenters in Take Me Out Indoensia, they found that the presenters mostly used general conversational implicature than particularized implicature.Yamazaki in his study about conversational implicature in Stand-up Comediesanalyzed the pragmatics effects of conversational implicature in

Japanese-style stand-up comedies and Pakpahan (2012) in her studyaboutconversational implicature in Smart FM's Radio Talk Showsanalyzed the two types of conversational implicature and she found that general conversational implicature was the most dominant type. Following the previous studies the writer wants to analyze conversational in Televison program especially in talk show.

This study of implicature is expected to be useful for the audiences who enjoy the TV program to make them easier in understanding the program contains of implicature language. Sentilan sentilun talk show is full of implicature conversation.The utterances in sentilan sentilun is very interesting.They contain argument and question to make the respondent in this show response the argument. The characters of this show alternately argue their opinion (using implicature language) to create deep explanation and argument of the speech. When it relates to the context, the speech of the characters is more likely to criticize social matter. These things that make this show interest to be watched. Based on the background of problems above, this research done by purposes to explain the implicature form and violation of cooperative principle in sentilan sentilun show, and elaborated the purpose of the violation of cooperative principle itself.

B. The Problem of Study

The problems of the study could be stated as the following :

1. What types of maxim violation did potentially cause conversational implicature in Sentilan Sentilun talk show?

2. Which type of maxim violation did dominantly cause conversational implicature in Sentilan Sentilun talk show?

3. Why is the dominant type of maxim violation that potentially cause conversational implicatures used as the way it is?

C. The Objective of Study

In the relation to the problems of the study, the objectives of study were :

1. To find out the types of maxim violation potentially caused conversational implicature in Sentilan Sentilun talk show

2. To find out the maxim violation dominantly caused conversational implicature in Sentilan Sentilun talkshow.

3. To give the reasons of the dominant type of violation that caused conversational implicatures in Sentilan Sentilun talk show.

D. The Scope of Study

In this research, the writer focused on the conversational principles as found in the utterances of the speakers in Sentilan Sentilun talk show based on Grice's theory(maxim of relation, maxim of quantity, maxim of quality and maxim of manner) and analyzed the purpose in using implicatures in the speakers conversation that related to the maxims. The data were taken from two episodes of

Sentilan Sentilun talkshow. The data were "Upaya Penggembosan Anti Korupsi" (February, 6th 2015) and "Gonjang Ganjing Dana Siluman" (March, 6th 2015).

E. The Significance of study

The findings of this study are expected to be useful theoretically and practically.

Theoretically, the finding of the research is expected to be one of the sources in pragmatics study in analyzing the conversational implicature used by people in their communication.

Practically, This research is expected to increase our understanding of Conversational Implicature. This research also can be advantageous both to the reader and writer. Moreover, it can be used as a reference to increase students' interest in learning English language, especially about Pragmatics study. It is aimed to be guidance for students who are interested in conducting further researches on Conversational Implicature.