

**AN ANALYSIS OF CONVERSATIONAL IMPLICATURE IN TAYLOR MORRIS'S
HELLO, GORGEOUS! NOVEL**

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ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisa pernyataan yang tersirat pada implikatur percakapan, yang ditemukan pada ungkapan-ungkapan atau dialogue pada novel "Hello, Gorgeous!". Penelitian ini juga bertujuan untuk mengklasifikasi tipe-tipe dari implikatur percakapan yang ditemukan dalam novel. Penulis menggunakan teori Grice dalam menganalisis implikatur percakapan yang ditemukan dalam dialog-dialog dari karakter dalam novel. Dalam melakukan penelitian, penulis menggunakan metode kualitatif untuk mengumpulkan data. Data dalam penelitian ini dikumpulkan dengan membaca novel dan membuat Catalan pada dialog-dialog yang dianggap sebagai implikatur percakapan. Dari data analisis ini ditemukan ada 26 data pada implikatur percakapan. Dari 26 data, 8 data adalah dikategorikan sebagai generalized implikatur percakapan dan 18 data adalah particularized implikatur percakapan. Data-data ini memiliki makna yang tersirat berdasarkan konteks dari dialog-dialog.

Kata Kunci : *Pragmatik, Implikatur Percakapan, H.P Grice. Generalized Implikatur Percakapan, Particularized, Implikatur Percakapan.*

INTRODUCTION

In real life, as social creature, people necessary socializing between one person and other people. To interact with each other people always using language to communicate. According to Pearson et al (2011:10) "Communication is defined as the process of using message to generate meaning". It shows that, communication is important for us to achieve the meaning of the information which conveyed speaker to hearer. Sometimes, in process of communication speaker and hearer do not always go well. Therefore, the information delivered should be understandable for hearer. In general, communication occurs when a speaker conveys a message to a recipient through the media with the hope to achieve a good response from the hearer. To make a good communication, between speaker and hearer should be understand the language usage. On the other hand, it is necessary to understand the science of language. Actually the study of language is also called linguistics studies.

According to Aitchison (2010:10) "linguistics is the study of language, and how it works". It means that, linguistics is important to learn because to improve our knowledge about language and can help us to know the process of language. In study of linguistics, the writer focus on study about meaning, called pragmatics. As Levinson (1983) points out, pragmatics is study about the way of using language. It shows that, in pragmatics study both of speaker and listener need to know meaning conveyed as well as. However the problem will exist if both speaker and listener can not understand the meaning in every word uttered in conversation, it will lead misunderstanding such as: misinterpretation, conflict, disappointment etc. Therefore, to avoid misunderstanding between them, both speakers and hearers should understand and know the implied meaning in utterances correctly in order to achieve the meaning in communication. In study of pragmatics, to understand the implied meaning of what the speaker's said necessary also learn about implicature. That something must be more than just what the words mean. It is an additional conveyed meaning, called an implicature (Yule, 1996, p.35). It means that, implicature learn about another meaning is implied with another words.

Implicature implies the meaning behind the information of the utterances. In this process, a speaker implies something in their utterances which require the hearer to understand carefully the contexts of situation implied by the utterances. These conditions sometimes cannot easily make the speakers and hearers understand. It needs the same knowledge and matured thinking to understand it. In addition Implicature has a variety of goals beyond communication like maintaining good social relations. Implicature is used to make hearer understand the

assumptions, even though it is neither expressed nor strictly implied by the utterances. The illustration of a conversational implicature can be illustrated below, for example: A guest visiting Mia's house and suddenly he says; "I felt thirsty now " based on this utterance it can be concluded that speaker asked Mia to bring a glass of water to him. Another example of conversational implicature is following examples below:

Anggi: "Hey, do you want to go to the cinema tonight?"

Rika : "I will go to the my grandma's house".

Based on the Rika's response is that, she can not follow to going to the cinema. Rika's utterances does not provide a 'yes' or no' answer. Rika will be spending that evening with her grandma. The implied meaning of Rika's utterances is Rika not at cinema.

Implicature is also used to explain what should be interpreted to give meaning clearly to the interlocutor. Implicature is concluded based on the context of what has been conveyed and some assumptions about implied meaning. The implicature describes all of about the implied meaning in a context of conversation.

The scope of this study is conversational implicature in pragmatics which is found in the novel. The implicature is very important in a conversation, because both speaker and listener can receive the message and understand it, and also to avoid misunderstanding between speaker and listener. This analysis focuses on the implied meaning based on the context of the dialogue in "Hello, gorgeous" Novel.

RELATED STUDIES

This study was conducted by reviewing some relevant theses concerned in conversational implicature, particularly written by some college students. They are Devi Novianingrum (2015), Muhammad Vikri (2014), Muhammad Syaiful (2014). and M. Mahrus Aivy Al-wahidy (2013) from State Islamic University of Syarif Hidayatullah Jakarta.

The first study was taken from, Novianingrum (2015), entitled "Conversational Implicature on ABC Interview Between Barbara Walters and Syrian President Bashar Al-Assad" , from State Islamic University of Syarif Hidayatullah. This study focuses on the analysis of non-observance maxims of cooperative principle theory on ABC Interview between Barbara Walters and Syrian President Bashar Al-Assad. The aims of this study are to discover the non observance maxims on

ABC Interview between Barbara Walters and Syrian President Bashar Al-Assad Interview script, and to find the implied meaning of the utterances by observing the non-observance maxims on ABC Interview between Barbara Walters and Syrian President Bashar Al-Assad Interview script. The method of this study is using qualitative case study. The result of her research shows that there are sixteen data collected from two interview scripts. Those collected data are found from the non-observance maxims which are mostly found in the flouting maxim of quantity. In this research, the writer only found three types of non-observance maxims in those interviews.

Second study, entitled "An Analysis of Conversational Implicative in Iron Man 3 Movie"* was conducted by Muhammad Fikri (2014). from State Islamic University of Syarif Hidayatullah. The study aims at classifying the types of conversational implicature resulted from the non-observance maxims which have been done by the characters movie Iron Man 3 and the explaining their meaning, and also the writer found the existence of two types of conversational implicature, those are generalized conversational implicature and particularized conversational implicature. In conducting this study, he used descriptive qualitative method to describe and identify the conversational implicature. He used the Grice's theory. The writer found the result of this research, they are : Flouting maxim of quantity (2). Flouting maxim of quality (2), Flouting maxim of relation (2). Flouting maxim of manner (5), opting out maxim of manner (1), opting out maxim of quantity and manner (1), and violating maxim quality and manner (1). The writer also finds the existence of two types of conversational implicature; those are generalized conversational implicature (2), and particularized conversational implicature (13).

The third study was taken from Muhammad Syaiful Bahri (2014). entitled "Conversational Implicature in Harry Potter and The Deathly Hallows Parts I and II Movie Transcription: A Discourse Analysis with Pragmatics as an Approach*", from State Islamic University of Syarif Hidayatullah. The purpose of this study are to find out what are the maxim that violated and to find out how are the the implicatures generated in the dialogues. In this study, the writer uses qualitative case study. The results of this study, all of them are implicature, because in all data was violated the maxims their utterances: the types of maxim that are violated are all quantity (5 data) by using of the Grice theory "cooperative principle".

The last study was taken from M. Mahrus Alvy Al-wahidy (2013), entitled "An Analysis of Conversational Implicature in An Enemy of The People Drama Text By I lenrik Ibsen" ,from State Islamic University of Syarif Hidayatullah. This study is to determine what kinds of

implicature are presented in *An Enemy of The People* Drama Text By Henrik Ibsen and to find out the implied meaning from the participant dialogues in the text of drama. The writer found the result of this research, they are generalized conversational implicature (16) and particularized conversational implicature (14). The writer also find the existence of conventional implicature (4).

However, based on the previous study above among all of them had similarities and differences with this study. This study described about the types of conversational implicature which has explained by Grice (1975), depends on Grice's theory that conversational implicature has two types, they are generalized conversational implicature and particularized conversational implicature.

REVIEW OF LITERATURE

Pragmatics

Pragmatics concerns with the meaning of context in human language. Pragmatics is also one of branches of linguistic study. According to Mey (1993 : 6) "Pragmatics, as the study of the way humans use their language in communication, bases itself on a study of those premises and determines how they affect, and effectualize, human language use". Based on the statement above, it can be concluded that there is a connection between pragmatics with human, how they uses their language, and how the speech act is said in situation.

According to Yule (1996: 3) there are four definition of pragmatics:

"(1) Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). (2) Pragmatics is the study of contextual meaning. (3) Pragmatics is the study of how more gets communicated than is said. (4) Pragmatics is study of the expression of relative distance".

Based on the definitions above concerning pragmatics focus on the study of meaning of the context what speaker's said and listener interpret which given by the speaker based on the context of conversation, pragmatics learn about understand what the speaker's said, and also pragmatics study about utterances depend on distance of listener and speaker.

In addition Chapman (2011:1) defines "pragmatics is one component of the study of human language, and can therefore be described as a branch of the academic discipline of linguistics". It shows that pragmatics relate to study of human language which is learn about

meaning in context of conversation between one person to each other. Pragmatics also is one of a branch of linguistics, which relates to how people using their language in society.

Therefore, this study is very important for us as a social community to understand meaning the speaker means in their utterances. It is very significant to identify the utterances and know the implied meaning of an utterances using pragmatics, especially implicature which has connection with this study and the writer focused on analysis the conversational implicature.

Implicature

Implicature can be found when the speaker and listener make a conversation, speakers convey their ideas and hearers can receive that message and understand the message. In this condition, the listener should understand and conceive the implied meaning in utterances correctly in order to achieve meaningful in communication. Mey (2001:45) defines "The word *implicature* is derived from the verb 'to imply', as is its cognate 'implication'. Originally, 'to imply' means 'to fold something into something else'(from the Latin verb *plicare* 'to fold'); hence, that which is implied is 'folded in', and has to be 'unfolded' in order to be understood".

Gazdar (1979:39) states, "an implicature is a proposition that is implied by the utterance of a sentence in a context even though that proposition is not a part of nor an entailment of what was actually said". From these statement it can be concluded that, to understand what the speaker means, listener should try to interpret what the means of speaker said. There are different types of implicature introduced by the philosopher Grice (1957). namely conventional implicature and conversational implicature.

RESEARCH METHODOLOGY

In this study the writer focused on the qualitative method for analysing. The data is a works, sentences or utterances, because the data are presented in essay. According to Merriam (1988) as cited in Creswee] (1994), qualitative deals with the process on data primary rather than results and products. It means that qualitative method refers to an> data based on the process of analysis and data analysis is based on theories, and usually it is not of numbers.

The data of this study were taken in dialogues from Hello, Gorgeous novel. Hello, gorgeous is a teenager's novel, written by Taylor Morris, and published by Penguin group (USA) in 2011. The writer was interested in to analysing this novel because the writer found several

kinds of conversational implicature of the utterances in the dialogue in the novel. In this study, the writer collected the data step by step. They are as follows:

- a. First, reading "Hello, gorgeous" novel, to understand the story itself repeatedly.
- b. Second, identifying the words that are supposed to be the data. The data are utterances spoken or produced by the speaker from the Hello, gorgeous novel.
- c. Third, listing the data found in Hello, gorgeous novel.

In analysing data, the listed or collected data were analysed using the theory of Grice (1957), to determine the types of implicature and the implied meaning, then the analysis were presented in the essay form.

FINDINGS

From the result of the analysis of conversational implicature in the utterances in Hello, gorgeous's novel, the writer concluded that most characters in this novel use implication in their utterances. Moreover, implied meaning is also necessary to be learned about implied meaning so that it is easy to conceive meaning of the utterances to avoid misunderstanding between speaker and hearer. From the data analysis it was found that there are two kinds of conversational implicature from the utterances in Hello, gorgeous's novel namely: generalized conversational implicature and particularized conversational implicature.

After analyzing data, eight cases for generalized conversational implicature were found. Generalized conversational implicature needs no special knowledge about the context. Furthermore the writer found eighteen cases for particularized conversational implicature. The particularized conversational implicature need special knowledge of special context, which is only speaker and hearer understand about it. Particularized conversational implicature was the dominant type in this novel, because many utterances needed special knowledge to conceive the meaning of the utterances."

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