CHAPTER I

INTRODUCTION

A. Background Of The Study

Communication is one of the important things in human life. Humans use communication as a tool to interact with each other, give and receive information. In every communication, of course there is a speaker and a listener in conveying information through a conversation. Human doing a conversation using a language as a tool to conveying something and exress their ideas.

As a communication tool, language has an important role in every human life. Without the language, communication will be difficult to understand and will not work well. Humans use communication as a social interaction with others. With communication, we get a lot of information, conveying the opinion and express our ideas to others.

In a communication, there is often a misunderstanding between the speaker and the listener in interpreting something. This may occur because the listener does not understand the meaning expressed by the speaker. In other words, the meaning

conveyed by the speaker is not deliver well to the listener. For example : when the writer on the campus with friends, one of us ask :

Ifan: Do you want to go to the park after school ?

Icha: I'm hungry.

Hearing the conversation, the writer and other friends felt confused by the answer said by Icha. However, after a while the writer began to understand the purpose of the statement from Icha. The meaning contained in Icha's statement is that Icha cannot go to the park with Ifan because Icha's stomach feels hungry and wants to eat after school. In this case, what Icha says is not literal meaning but, it is an implicit meaning.

People do not always convey what they mean literally, sometimes they convey their meaning implicitly. It means that there is a hiding meaning behind of what they literally said. In pragmatics, a study of implicit meaning explains in implicature which was proposed by Grice. The implicature serves a variety of goals beyond communication are maintaining good social relations, misleading, style and verbal efficiency. Implicature is an additional conveyed meaning that more than just what the words means.

For example: Selfi : How about your score test ?

Nisa : Don’t ask !

Behind the statement of the speaker, there is a hidden meaning. The writer can assume that the implied of her utterence is that she obtained a low score and she didn't wants her friend to know about her score.

There are several factors that can help the exact meaning be conveyed clearly in understanding the meaning of an utterence. These factors include background knowledge, culture, and context. Context is one of the important things that we have must understand in a conversation. Context becomes a key in the course of a conversation. By knowing the context of a conversation we can find out the meaning that will be conveyed by the speaker. Furtheremore, we can also avoid a misunderstanding between the speaker and the listener in interpreting something. By learning a context we can build an understanding of the meaning to be coveyed by the speaker. A communication is said to be successful if between the listener and the speaker understand each other, and the meaning of an expression can be convey well to the listener.

Sometimes we encounter a phenomenon while an utterance can have many meanings. This might happen because everyone has different abilities in interpreting somethings. Likewise with the students, studying about implicature is needed. This might because by studying implicature the student can add insight into the meaning associated with daily communication or in film. Besides that, learning the implicature can help students to improve their communication skills to be better and avoid misunderstanding with others. From the explanation above, it can be

understood that each utterance can lead to different interpretations. This happens because everyone has the different ability to capture and interpret the meaning of speech. That is why we must understand and learn an implicature so that we do not misinterpret a speech and we can prevent misunderstanding in communication.

Grice divides implicature into two kinds, conventional and conversational implicature. Conventional implicature is the implicature that have conventional meaning of the word used, they do not occur in the conversational. [1] Different from conventional implicature, Conversational implicature is an implicature contained in the conversation that appears as the result of flouting the conversational principles or maxims. Conversational impliature is divided into two kinds, they are generalized conversational implicature and particularized conversational implicature.

Therefore, based on the explanation above, the writer is interested in analyzing conversational implicature. The writer chooses conversational implication because the writer finds something interesting where a sentence or utterance can have a meaning that is not the same as what was written. In this study, there are several statements of problems that the writer have to analyze, namely : (1) What are the types of conversational implicature that occur on the *Stand By Me* Doraemon movie ; and (2) What is the implied meaning of each conversational implicature found in the dialogue of *Stand By Me* Doraemon movie. The writer chose the film Doraemon

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[1] Muhammad Vikry, ‘’An Analysis Of Conversational Implicature In Iron Man 3 Movie’’ (A Tesis, University Of Syarif Hidayatullah, Jakarta, 2014), p. 21.

as an object and source of research data. This movie tells a friendship of a 4th grade elementary school boy with a cat robot that came from the 22nd century. The reason the author chose this film is that it is one of the most popular and entertaining animated films that also has many moral messages for our lives. In addition, another reason the writer chose this movie is because the writer found many players who violated the maxim in his conversation. This study aims to enrich the knowledge of writers and readers about the application of pragmatics to the phenomena that occur around us, one of which is the entertainment media that are widely enjoyed namely movies. From the explanation above, the writer would like to conduct the study of conversational implicature used in a movie under the title 'The Analysis of Conversational Implications in *Stand By Me* Doraemon Movie'.

B. Focus Of Study

The study focus on the utterence of conversational implicatures which was produced by characters in *Stand By Me* Doraemon Movie, an Japan Computer Animation 3D, directed by Takashi Yamazaki And Ryuichi Yagi, Produced by Fujiko Movie Studio, and Released by Walt Disney International Japan in 2014.

C. Research Questions

The research focus on the research question :

1. What are types of the conversational implicature that occur on the *Stand By Me* Doraemon movie ?
2. What is the meaning of each conversational implicature found in the dialougues of *Stand By Me* Doraemon movie ?

D. Objectives Of The Study

Based on the research question above, the objective of this study are :

1. To analyze the types of the conversational implicature that occur on the *Stand By Me* Doraemon movie.

2. To describe the implied meaning of each conversational implicature found in the dialogues of the characters in the *Stand By Me Doraemon* movie.

E. Significances Of The Study

This research is purposed to give a contribution in the term of theoritical and practical contribution as follows :

1. Theoritical Significances

The writer hope that this research can be used as references for those who wants to conduct a research in identification conversational implicature.

2. Practical Significance

a. For the Teacher

By this research, the writer was expected to gain another information about conversational implicature. So that in teaching, the teacher will have enough information to tell the students when the lesson come to conversation material. Furthermore, the teacher can make the students understand about the material and make a good interaction with them to find out more about their competences.

b. For the other Researcher

The writer hope that this research can be used as references for the next researcher who want to conduct or interest to identification conversational implicature.

c. For The Student

The writer hopes this study can help students to better undersand about the types of maxim in a conversation, so that the students know the purpose of an expression both that occurs in the real life or in a movie. In addition, the writer also hope that this study can help the students to improve their ability to communicate with others without any misunderstanding.

F. Previous Study

In conducting the study, the writer found two previous study that related with this study there are :

1. The first research was done by Sheila Nanda, student of Pendidikan Indonesia Universty, Jakarta in (2012). The title of this study is ‘’Conversational Implicature Of The Presenters In Take Me Out Indonesia’’. She investigates a reality show because her research takes data from the utterence by announcer and participant of reality show. This study identified implicature that are flouted by announcer and the participant of that show and also types of each implicature. She found 122 generalized conversational implicature and 82 particuralized conversational implicature.
2. The second research was done by Faizatul Wardah from State Islamic University of Sunan Ampel Surabaya in 2018. The title of this thesis is ‘’Particularized Conversational Implicature Used By The Characters In The *Vampire Diaries Season 2’’*. This study aimed to identify the utterence of particularized conversational implicature, its implied meanings and its function. In conducting this study, the writer used descriptive qualitative research method to analyzed the data. The result show that there are 14 utterence of particularized conversational implicature found in the *Vampire Diaries Season 2*. Those utterence come from float the maxim of relation and manner. It show that when the characters in the *Vampires Diaries Season 2* float the conversational maxims they are not really intend to break the conversation, but they want other characters to be aware of their implied meaning.
3. The third research was done by Miftahul Huda from University of Brawijaya in 2013. The title is Conversational Implicature Found In Dialogue Of *Euro Trip*

Movie. This study aims to analyzed conversational implicature, the type and its function. The result of this study is the type of imlicature that occur are generalized and particularized implicature. Implicature in this dialogue have four types of particular function named representative, directive, exvressive and commissive.

From the explanation above, we can see that each study has its own differences. Where in the first study the object of research is a Talk Show and investigates the implications of the announcers and participants. The second research uses *Vampire Diaries Season 2* as the object and data source, this research identifies the implicature, implied meaning and function. Meanwhile, the last research uses the *Euro Trip Movie* as its object and data source. This research identifies the implicature, type and function.

In contrast to the three studies above, this study aims to identify the types of implicatures found in stand by me doraemon films. Besides, this study also aims to find out the hidden meanings contained in the utterances conveyed by the players in the *Stand By Me* films. This study uses the Grice theory of Cooperative Principles to analyze and answer the research question.

G. Organization Of Writing

To make this research easy to be understanded, the writer divides this research into five chapters :

Chapter 1 : Introduction; In this chapter the researcher puts some points: background of the study, focus of the study, the research questions, objectives of the study, the significances of the study, and the writing organization.

Chapter 2 : Literature Review; This chapter consist of the theories from some experts about Pragmatics, Implicature, Conversational Implicature and *Stand By Me* Doraemon Movie.

Chapter 3 : Research Methodology; This chapter consist of the research design, data sources, technique of collecting the data, analyzing the data.

Chapter 4 : Result and Discussion; which consist of a descriptive of data, analyzing of data and data interpretation.

Chapter 5 : Conclusion and Suggestion.