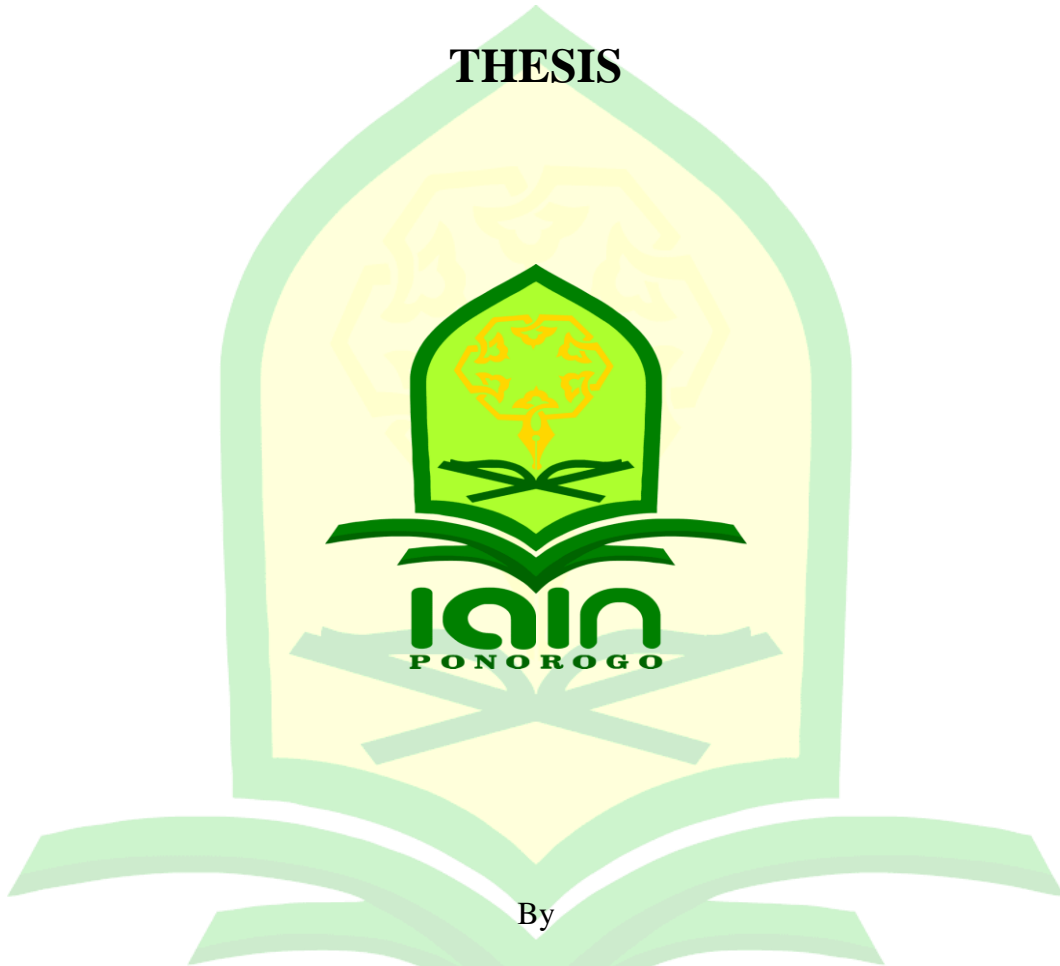


**CONVERSATIONAL IMPLICATURE
ON JOKO WIDODO'S INTERVIEWS AT BBC NEWS
AND CNBC INTERNATIONAL TV YOUTUBE CHANNELS**

THESIS



By

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ABSTRACT

SURYANI, RETNO WULAN ADE. 2023. *Conversational Implicature on Joko Widodo's Interviews at BBC News and CNBC International TV YouTube Channels.* **Thesis**, English Education Department, Faculty of Tarbiyah and Teacher Training, State Islamic Institut of Ponorogo. Advisor Ahmad Nadhif, M.Pd.

Keywords: Implicature, Conversational Implicature, BBC News, and CNBC International TV

Conversational implicature in pragmatics is concerned with how the speakers interpret a speech in a conversation about what they expect to hear. This situation can happen in all contexts of communication such as in President Joko Widodo's interviews at BBC News and CNBC International TV YouTube channels.

The objectives of this study are to know what are the types and maxims flouted of conversational implicature in President Joko Widodo's interviews at BBC News and CNBC International TV YouTube channels.

The research of this study was descriptive qualitative. The data collection was a documentation technique obtained by the listening method and note-taking techniques. In the listening method, the researcher also listened to the conversation on Joko Widodo's interviews at BBC News and CNBC International TV YouTube channels. In the note-taking technique, the researcher made notes to write the classification of the data sources and to describe the data.

As the result of this study, the researcher found 15 data on the types of conversational implicatures. There are 8 data of generalized conversational implicatures, and there are 7 data of particularized conversational implicatures. In the flouting of the maxims of conversational implicature, the researcher found 15 data. There are 12 data of maxims flouted of quantity, 1 data of maxim flouted of quality, and 2 data of maxims flouted of manner. In conclusion, there are 30 data findings of all the data.





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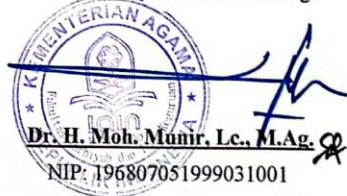
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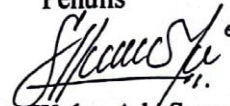
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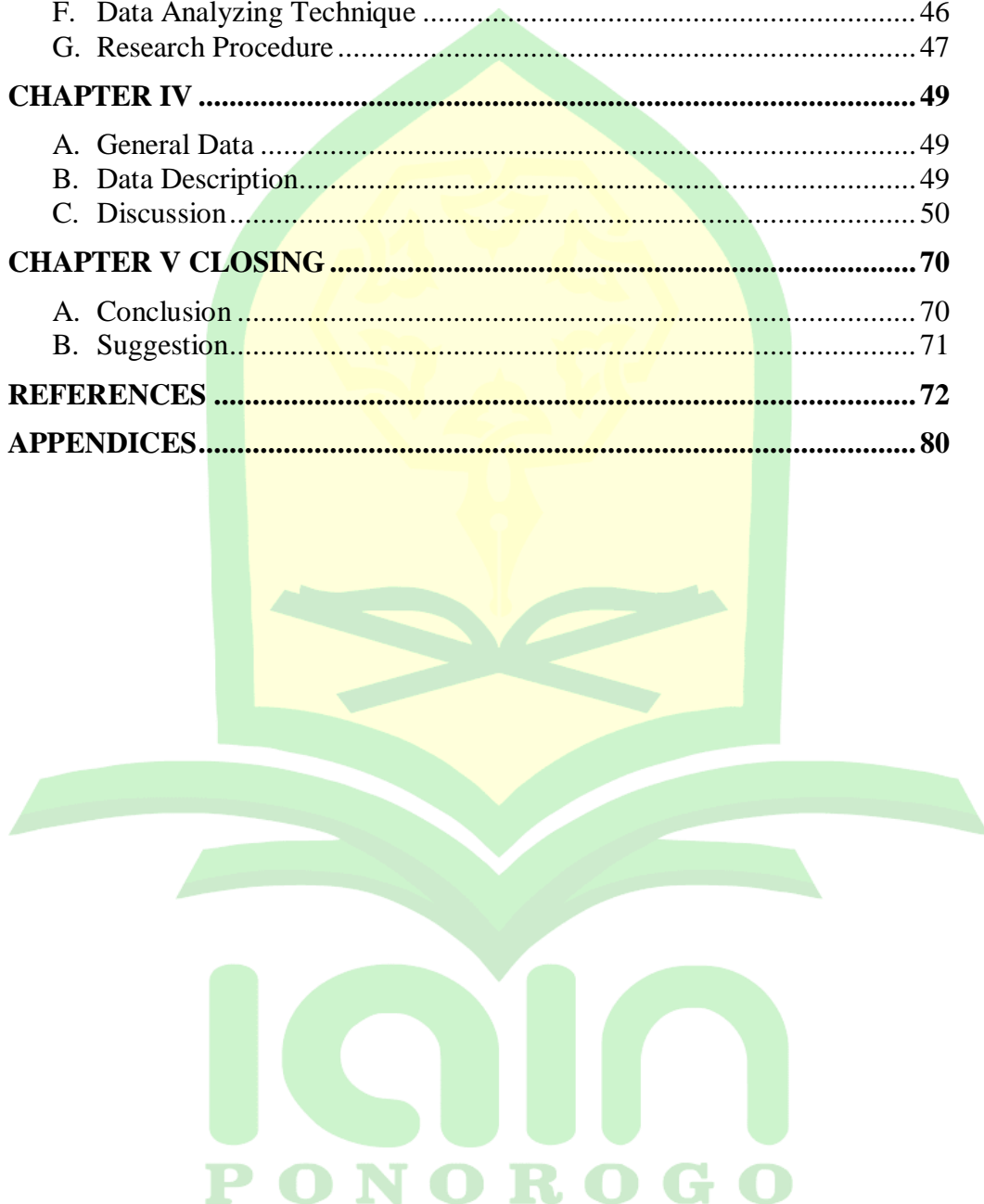
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TABLE OF CONTENTS

COVER	i
TITLE	ii
APPROVAL SHEET	iii
RATIFICATION SHEET	iv
SURAT PERSETUJUAN PUBLIKASI	v
PERNYATAAN KEASLIAN TULISAN	vi
PLAGIARISM RESULT	vii
DEDICATION	viii
MOTTO	ix
ABSTRACT	x
ACKNOWLEDGMENT	xi
TABLE OF CONTENTS	xii
LIST OF FIGURES	xiv
LIST OF APPENDICES	xv
CHAPTER I: INTRODUCTION	1
A. Background of Study	1
B. Research Focus	10
C. Statements of the Problems	10
D. Objectives of the Problems	10
E. Significances of the Study	11
F. Organization of the Study	12
CHAPTER II: LITERATURE REVIEW	13
A. Theoretical Background	13
1. Pragmatics	13
2. Implicature	16
a. Types of Implicature	18
1. Conversational Implicature	18
2. Conventional Implicature	23
3. Cooperative Principle	25
4. Flouting maxims	27
5. How conversational maxims can be flouted	29
6. YouTube	32
7. BBC News and NCBC International TV YouTube Channel	33
A. Previous Study	35
B. Theoretical Framework	39

CHAPTER III: RESEARCH METHOD.....	42
A. Research Approach and Design	42
B. Research Setting	43
C. Data and Data Source	44
D. Data Collection Procedure	44
E. Data Collection Technique	45
F. Data Analyzing Technique	46
G. Research Procedure	47
CHAPTER IV	49
A. General Data	49
B. Data Description.....	49
C. Discussion.....	50
CHAPTER V CLOSING	70
A. Conclusion	70
B. Suggestion.....	71
REFERENCES	72
APPENDICES.....	80



LIST OF FIGURES

Figure 1.1 The theoretical framework 41



LIST OF APPENDICES

Appendix 1. Transcript interview of BBC News YouTube channel	80
Appendix 2. Transcript interview of CNBC International TV YouTube channel	89
Appendix 3. Curriculum vitae	102
Appendix 4. Plagiarism result	103



CHAPTER 1

INTRODUCTION

A. Background of The Study

Human interaction involved communication to convey meaning and goals. Communication is a systemic process in which people produce and interpret meanings by interacting through symbols.¹ People usually do not always say what they mean clearly and to the point. Some people do speak not clearly or convey the hidden meaning in their utterances. Speaker frequently means more than what they say. These things are discussed in the area of linguistics known as pragmatics.²

Pragmatic or pragmatic knowledge is part of our understanding of how to use language appropriately, and like other areas of linguistic competence, it is generally implicitly known at some level but not usually available for explicit examination.³ This implicit meaning often occurs in communication between two or more people with the aim that there are certain things and meanings to be conveyed implicitly. The contrast to the literal meaning, pragmatic comprehension involves the ability to understand this implicature, or implied speaker meanings.⁴ In pragmatics, this can be

¹ Julia T. Wood, *Communication in Our Lives*, 5th ed, Wadsworth Series in Speech Communication (Boston, MA: Wadsworth Cengage Learning, 2009).

² Jenny Thomas, *Meaning in Interaction: An Introduction to Pragmatics*, Learning about Language (London ; New York: Longman, 1995).

³ Chioma J Ikechukwu-Ibe and Chinedu C Ezebube, "Pragmatic Analysis of Conversational Implicature in Krisagbedo's ... a Darkling Plain" 22, no. 2 (n.d.).

⁴ Nuha Abdullah AlSmari, "The Effect of Flipped Classroom Instruction on Developing Saudi EFL Learners' Comprehension of Conversational Implicatures," *International Journal of English Linguistics* 10, no. 2 (February 5, 2020): 107, <https://doi.org/10.5539/ijel.v10n2p107>.

categorized and analyzed in the science of implicature, especially conversational implicature.⁵

Grice's theory stated that conversational implicature describes how the large is used in daily communication.⁶ Grice stated both "what is implied" and "what is uttered are components of speaker meaning. The utterance of "what is said" refers to the part of meaning dictated by truth-conditional semantics, whereas "what is implicated" refers to the part of the meaning that cannot be captured by truth conditions and thus belongs to pragmatics.⁷ Conversational implicature in pragmatics is concerned with how we interpret a speech in a conversation about what we expect to hear.⁸ Conversational implicature (CI) is one of the speaking talents that require both communicator and communicant to participate. The implicature is something that a speaker indicates or implies with an utterance, even if it is not mentioned clearly in the speech. The implicature is possible to convey more successfully by implication than through explicit language.⁹

Conversational implicature is an important study in pragmatics because it serves as a means of expressing messages with hidden meanings

⁵ Betty J. Birner, *Introduction to Pragmatics*, Blackwell Textbooks in Linguistics 24 (Chichester, West Sussex, UK: Wiley-Blackwell, A John Wiley & Sons, Ltd., Publication, 2013).

⁶ Abdulrhman Saleh Alamoudi, et al, "Conversational Implicature in Austen's *Pride and Prejudice*: A Pragmatic Analysis of the Bennets' Discourse," *International Journal of Social Science and Human Research* 04, no. 12 (December 2, 2021), <https://doi.org/10.47191/ijsshr/v4-i12-03>.

⁷ Jacob L. Mey and Jacob L. Mey, eds., *Concise Encyclopedia of Pragmatics*, 2. ed (Amsterdam Heidelberg: Elsevier, 2009).

⁸ Adaoma Igwedibia, "Obama's Political Speeches on Education and Political Reform in America: A Conversational Implicature Analysis," *ASIAN Studies* 8, no. 1 (2022).

⁹ Osman Rabaab Elmahady Musa, Sarvanan Subaiah, and Sharifa Bahia Afrin Mohammed, "Investigating the Importance of Conversational Implicature and Violation of Maxims in Daily Conversations," *Arab World English Journal* 13, no. 2 (June 24, 2022): 109–22, <https://doi.org/10.24093/awej/vol13no2.8>.

that have been formed. In this case, both the speakers and the listeners expect each other to contribute from good, right, relevant, and informative sources. This means that the speaker speaks the meaning via implicature, and the listener interprets the meaning via inference.¹⁰ Grice stated that participants in a communication exchange are driven by the cooperative principle, which governs how language is employed with the greatest efficiency and effect to create rational communication.¹¹

H. P. Grice's theory of conversational implicature most clearly demonstrates the idea that meaning is based on the intentions of speakers.¹² Conversational implicature is the connection between the language used and the meaning that is conveyed through an utterance.¹³ In condition, someone who says something frequently does not mean exactly what the words mean. It is the meaning of the (speaker) that differs from the semantic meaning. For example, the semantic meaning of "A bear is sneaking up behind you!" does not include the concept of warning; it simply reports a fact. However, a warning is a likely part of what the speaker means. This "extra meaning" that goes beyond what the words say is an implicature of the sentence. Grice explained how a speaker's meaning can be determined in such cases by

¹⁰ Maulina Nur Putri, "The Analysis of Conversational Implicature in 'Midnight Sun' Movie." (Surabaya, University of Sunan Ampel, 2020).

¹¹ Haifa Nassar and Abdusalam Al-Ghrafy, "The Understandable English Conversational Implicatures by Yemeni EFL University Learners," *International Journal of Language and Literary Studies* 2, no. 1 (March 16, 2020): 65–80, <https://doi.org/10.36892/ijlls.v2i1.151>.

¹² Ralph W. Fasold and Jeff Connor-Linton, eds., *An Introduction to Language and Linguistics* (Cambridge, UK ; New York: Cambridge University Press, 2006).

¹³ Abdulrhman Saleh Alamoudi, et al, "Conversational Implicature in Austen's Pride and Prejudice: A Pragmatic Analysis of the Bennets' Discourse," *International Journal of Social Science and Human Research* 04, no. 12 (December 2, 2021), <https://doi.org/10.47191/ijsshr/v4-i12-03>.

positing a Cooperative Principle that all speakers and hearers assume when speaking to each other.¹⁴ It can be concluded that conversational implicature is a meaning conveyed by the speaker to the listener implicitly. This is caused by violating or flouting the cooperative principle of conversation.¹⁵

The cooperative principle is the ideal principle for individuals to follow as a result. It facilitates effective communication. Nevertheless, people frequently breach the cooperative principle in interaction for a variety of reasons and don't always communicate in a clear, accurate, or pertinent manner. Conversational implicature is consequently produced.¹⁶ It is defined by aspects of the utterance's context, broadly construed, rather than by words' traditional meaning.¹⁷ It explains explicitly how an utterance has more meaning than what is said. In this case, the conversation is also easily found in everyday life such as through television shows, advertisements, movies, or even everyday conversation. As a result, it is not uncommon for people to conceal their meaning when communicating with the intended recipient. To avoid ambiguity and misunderstanding, the addressee must also interpret the meaning of speech. The participant can find it not only in face to faces interaction but also in social media such as Instagram, YouTube, Facebook, and others, it allows them to assume that

¹⁴ Fasold and Connor-Linton, *An Introduction to Language and Linguistics*.

¹⁵ Putri, "The Analysis of Conversational Implicature in 'Midnight Sun' Movie."

¹⁶ Abdulrhman Saleh Alamoudi, et al, "Conversational Implicature in Austen's *Pride and Prejudice*: A Pragmatic Analysis of the Bennets' Discourse," *International Journal of Social Science and Human Research* 04, no. 12 (December 2, 2021), <https://doi.org/10.47191/ijsshr/v4-i12-03>.

¹⁷ Ikechukwu-Ibe and Ezebube, "Pragmatic Analysis of Conversational Implicature in *Krisagbedo's ... a Darkling Plain*", *Journal of the Linguistic Association of Nigeria*, 23, no. 2, (2020).

the meaning conveyed by the speaker is different from one user to another. This can be caused because everyone has their thoughts and opinions. Moreover, they are not directly involved in the conversation.¹⁸ It also happened on one of the YouTube channels called BBC News and CNBC International TV YouTube Channel.

BBC News and CNBC International TV YouTube Channel are YouTube channel that serves videos in the form of international news. The official BBC News YouTube channel is operated by BBC Global News Ltd which compares BBC World News the 24hr TV channel and bbc.com/news, the international news website. In one of the videos uploaded on the BBC News YouTube channel, there is a very interesting video, namely a video about the interview of the Indonesian president, Joko Widodo, with Yalda Hakim, a journalist from the BBC News YouTube Channel, who discussed the president's plans to build a more advanced country. The journalist also participated in the activities of President Joko Widodo in greeting the public and controlling the construction of toll roads in Indonesia. In some conditions, it was also seen that President Joko Widodo used Indonesian to speak with journalists. The other interviews were also found on CNBC International TV YouTube channel.

CNBC International has international headquarters in London, Singapore, and Abu Dhabi, and covers news and features from Europe, the Middle East, Africa, and Asia Pacific. CNBC International TV offers the best of CNBC's international programming, including breaking, business

¹⁸ Putri, "The Analysis of Conversational Implicature in 'Midnight Sun' Movie."

news, and award-winning original documentaries and feature series. In one of the videos uploaded on the CNBC International TV YouTube channel, there is a very interesting video by President Joko Widodo's interview with a journalist.

The reason why the researcher used these YouTube channels is that these YouTube channels are one of the popular YouTube channels that serve international news. One of the videos, there is an interesting video about President Widodo's interviews which got much attention from the public. It means the public is curious and interested in this video. In each video, the researcher found several problems including the use of two languages in the interview. Journalists gave questions using English, while President Joko Widodo used Indonesian. In the use of these two languages, the researcher found utterances conveyed implicitly by the speaker. The researcher also found maxims flouted in that conversation such as flouting the maxim of quantity.

In this research, the researcher can know the real meaning that the speaker conveyed to the audience. There are some sentences delivered by hidden meaning or implicature that have the meaning. In this study, the researcher does not only know about the hidden meaning or conversational implicature but also flouts the maxims from the conversation. This can be proven that people can see conversations anywhere and anytime with the development of technological media. It also makes the researcher interested in conducting research using technological media as the object of this research, especially the researcher who wants to study language such as

conversational implicatures. The research about conversational implicature not only made this researcher interested in the topic but also there some other researchers who did and interested in this topic.

Some researchers studied conversational implicature because in a conversation sometimes some people used implicit utterances. The following are some researchers who studied conversational implicature. *first*, Firman Kuseiri Usman with the title “Conversational Implicature of Najwa Shihab and Gatot Nurmantyo in Mata Najwa Show”. There were two types of Conversational Implicature, Generalized Conversational Implicature (13 occurrences) and Particularized Conversational Implicature (4 occurrences) This study discovered three of the four Processes of Conversational Implicature: (1) Flouting Maxim of Quantity, (2) Flouting Maxim of relation, and (3) Flouting Maxim of Manner.¹⁹

Second, Ratu Yayang lilies Septiama Ylofa with the title is “Conversational Implicature in Beauty and the Beast movie”. According to the findings of this study, 13 data points include generalized conversational implicature. There are three data points about conversational implicature. Second, there are 23 data points included in the function of conversational implicature. 9 implicatures serve an assertive/representative function. Then 5 implicatures have a directive function, 6 implicatures have an expressive function, and 3 implicatures have a commissive function. Finally, 15 data points include a maxim violation. There are four data included in the maxim

¹⁹ Firman Kuseiri Usman, “Conversational Implicature of Najwa Shihab and Gatot Nurmantyo in Mata Najwa Show.” (Medan, University of Muhammadiyah Sumatera Utara, 2017).

of quality, six data included in the maxim of quantity, two data included in the maxim of relation, and two data included in the maxim of manner.²⁰

Third, Adi Ansori with the title is “An Analysis of Conversational Implicature in the “Maleficent 2; Mistress of Evil”. According to the findings of this study, there are 15 different types of conversational implicatures in Maleficent 2: Mistress of Evil. Then there are five data points on generalized conversational implicature and ten data points on particularized conversational implicature. Finally, the data as a whole is described using contextual meaning.²¹

Fourth, Maulina Nur Putri under the title “The Analysis of Conversational Implicature in “Midnight Sun” Movie. According to the findings of this study, the two main characters use a specific conversation more often than generalized conversational implicature, and Katie and Charlie break maxims more frequently than they ignore maxims. The studying conversational implicature and also the cooperative principle of researchers is in place to express the meaning hidden by the two main characters in the film Midnight Sun, one may pay more attention to the hidden meaning conveyed by the speaker.²²

Fifth, Riza Hanifa with the title “Conversational Implicature Analysis on the Woodlanders Novel by Thomas Hardy”. This study described the kinds of conversational implicature found in the novel “the

²⁰ Ratu Yayang Lilis Septiama Ylofa, “Conversational Implicature in Beauty and the Beast Movie” (Jambi, University of Sulthan Thaha Saifuddin, 2020).

²¹ Adi Ansori, “An Analysis of Conversational Implicature in the "Maleficent 2; Mistress of Evil” (Lampung, Islamic State University of Raden Intan Lampung, 2021).

²² Maulina Nur Putri, “The Analysis of Conversational Implicature in ‘Midnight Sun’ Movie.” (Surabaya, UIN Sunan Ampel Surabaya, 2020)

woodlanders” and what is the implied meaning of the conversational implicature found in the novel “Woodlanders”. The result of this study explained that there are three types of conversational implicature: generalized, particularized, and scalar implicature. There are 42 generalized conversational implicatures, 58 scalar implicatures, and 106 particularized conversational implicatures. This romance novel applies more particularized conversational implicatures than the generalized one to make the plot and the aesthetic of the story more alive.²³

In conclusion of the previous studies above, there are some differences from this study. They are the research objectives and the object of the research. In this research, the researcher uses the video interview of President Joko Widodo with Yalda Hakim on BBC News YouTube channel. The object of this research is different from the previous research because in this research, the researcher used real activities and videos not from fiction videos, books, and novels fiction but it is real news. The objective of this research is also different. So, the objectives of this research, the research not only to identify the kinds of conversational implicatures but also to flout the maxims in Joko Widodo’s interviews on the BBC News and CNBC International YouTube channels. Therefore, for this research, the researcher chose the title “CONVERSATIONAL IMPLICATURE ON JOKO WIDODO’S INTERVIEWS AT BBC NEWS YOUTUBE CHANNELS” as the research.

²³ Riza Hanifah, “Conversational Implicature Analysis on The Woodlanders Novel by Thomas Hardy” unpublsh Research (Ponorogo, State Islamic Institute of Ponorogo, 2016).

B. Research Focus

This research focuses on the conversational implicature of Joko Widodo's Interviews on BBC News and CNBC International TV YouTube Channels.

C. Statements of The Problems

Based on the background of the study, the researcher formulated the research questions below:

1. What are the types of conversational implicature used in Joko Widodo's interviews on the BBC News and CNBC International TV YouTube channels?
2. What are the maxim flouts in Joko Widodo's interviews at BBC News and CNBC International TV YouTube channels?

D. Objective of The Study

Based on the research question above, the objective of this research is below:

1. To identify the types of conversational implicature used in Joko Widodo's interviews at BBC News and CNBC International TV YouTube channels.
2. To identify flouting the maxims in Joko Widodo's interviews at BBC News and CNBC International TV YouTube channels.

E. Significance of The Study

1. Theoretical significance

This research is expected to contribute to the study of linguistics, especially in the field of pragmatics, namely discussing conversational implicatures

2. Practical significances

a. For the English lecturers

this study can be a reference for the lectures to teach students about conversational implicature. It can help enrich the student's knowledge about conversational implicature, especially the types, and flouting maxims.

b. For the readers

The result of this study is expected to provide information and increase the reader's knowledge about the study of implicature science

c. For the researchers

The results of this study are expected to be used as reference material and motivation for further research that examines similar topics, namely pragmatics, especially in the study of conversational implicatures.

d. For the English education department students

By conducting this research, it hopes can give information and increase the knowledge of English department students in pragmatic study, especially in implicature analysis.

F. Organization of the Thesis

In this organization of the thesis, the researcher describes the thesis design and divided the thesis into 5 chapters.

Chapter 1 is the introduction. Chapter 1 is to introduce the background of the study, research focus, statement of the problem, objective of the research, significance of the study, and organization of the thesis.

Chapter II is a review of related literature of theoretical background and previous study findings. The theoretical background involves the materials about conversational implicature. The previous studies conclude with the research of the previous study and have a similar case to this research.

Chapter III is about research methodology. This chapter explains about research approach and design, research setting, data and data source, data collection procedure, data collection technique, data analysis technique, checking the validity of findings, and research procedure.

Chapter IV is about research findings and discussion. This chapter includes the researcher's findings and a discussion of the data. The data explain the types, functions, and maxims flouted in the conversational implicature of Joko Widodos' interviews at the BBC News and CNBC International TV YouTube channels.

Chapter V is the conclusion and suggestion. This chapter will appear with the conclusion of the research and then the last, there is a suggestion from the result of this research.

CHAPTER II

LITERATURE REVIEW

A. Theoretical Background

1. Pragmatics

Yule stated that the study of meaning and language context as communicated by a speaker (or writer) and interpreted by the listener (or reader) is the subject of pragmatics.²⁴ Pragmatics is the branch of linguistic analysis that investigates meaning in context.²⁵ It is concerned with the appropriateness of utterances in specific situations, speakers, and contexts.²⁶ These pragmatic rules for language production and interpretation in context are shared by speakers within a language community and are part of our linguistic ability, not only technical skills. Pragmatic knowledge is a component of our understanding of how to use language effectively.²⁷ Pragmatics is the branch of linguistics that studies actual language use.²⁸ It is the study of language from the

²⁴ Upul Priyantha Gamage and Patrick Sadi Makangila, "Conversational Implicature, Humour Theory and the Emergence of Humour: A Pragmatic Analysis of Udurawana's Stories in Sri Lanka," *International Journal of Applied Linguistics and English Literature* 8, no. 6 (November 30, 2019): 67, <https://doi.org/10.7575/aiac.ijalel.v.8n.6p.67>.

²⁵ Adaoma Igwedibia, "Grice's Conversational Implicature: A Pragmatics Analysis of Selected Poems of Audre Lorde," *International Journal of Applied Linguistics and English Literature* 7, no. 1 (December 15, 2017): 120, <https://doi.org/10.7575/aiac.ijalel.v.7n.1p.120>.

²⁶ Amaechi Uneke Enyi and Chiekpezie Edwin Orji, "Interlanguage Pragmatics, Communicative Competence, Nigeria's L2 Classrooms," *International Journal of Applied Linguistics and English Literature* 8, no. 4 (July 31, 2019): 19, <https://doi.org/10.7575/aiac.ijalel.v.8n.4p.19>.

²⁷ Birner, *Introduction to Pragmatics*.

²⁸ Gunter Senft, *Understanding Pragmatics*, Understanding Language Series (London ; New York: Routledge/Taylor & Francis Group, 2014).

perspective of users, particularly of the decisions they make, the limitations of experience while using language in social interaction, and the effect on other people who are also involved in the communication process.²⁹ In society, language is the primary medium of communication. Based on an examination of this presumption, pragmatics is the study of how people use language in communication and determines how these presumptions influence and effectuate how people use language.³⁰

Therefore, pragmatics deals with a fairly elusive sort of meaning that is not present in dictionaries and may change depending on the environment. The same phrase will have distinct connotations in various circumstances and even to various individuals. This is shown by the phrase, the same noun phrase can identify many things in the world at various periods. This clause has four words, and this clause contains five words. All of this is categorized as pragmatics. In general terms, pragmatics typically has to do with meaning that is:³¹

- non-literal
- context-dependent
- inferential, and/or
- not truth-conditional

²⁹ Nassar and Al-Ghrafy, "The Understandable English Conversational Implicatures by Yemeni EFL University Learners."

³⁰ Jacob Mey, *Pragmatics: An Introduction*, 2nd ed (Malden, MA: Blackwell Publishers, 2001).

³¹ Birner, *Introduction to Pragmatics*.

The study of meaning as it is delivered by a speaker (or writer) and understood by a listener (or reader) is called pragmatics.³² As a result, it involves analyzing what individuals mean when they speak rather than simply determining what the words or phrases signify on their own. The study of speaker meaning is called pragmatics.³³ The basic issues of linguistic pragmatics are context-dependent characteristics of meaning.³⁴ It is concerned with how the environment of usage influences meaning, both semantic and speaker meaning.³⁵

This kind of research inevitably entails the interpretation of what individuals say in a certain situation and how that environment affects what they say. It necessitates taking into account how speakers arrange their words in line with whom they are speaking to, where, when, and under what conditions they are speaking. Contextual meaning is the subject of pragmatics. This kind of research looks at how a lot of what is communicated but not said is nonetheless acknowledged. We could describe it as the study of hidden significance. The study of pragmatics focuses on how less is spoken but more is conveyed. The issue of what influences the decision to choose the uttered over the unsaid is then raised by this viewpoint. The fundamental solution has to do with the idea of distance. This becomes close and entails sharing an experience

³² Priyantha Gamage and Sadi Makangila, “Conversational Implicature, Humour Theory and the Emergence of Humour.”

³³ George Yule, *Pragmatics*, 21. [impr.], Oxford Introductions to Language Study (Oxford: Oxford Univ. Press, 2014).

³⁴ D. A. Cruse, *A Glossary of Semantics and Pragmatics* (Edinburgh: Edinburgh University Press, 2006).

³⁵ Fasold and Connor-Linton, *An Introduction to Language and Linguistics*.

whether it be social, physical, or conceptual. The speaker decides how much to say based on the listener's proximity or distance.³⁶

In conclusion, pragmatics is a branch of linguistics that studies the relationship of meaning to the context of the situation that occurs, namely between speakers (or writers) which are interpreted by listeners (or readers) in an utterance.

2. Implicature

The presence of the term "implicature" cannot be separated from the presence of the figure of H. Ph. Grice.³⁷ He was the first to use the term implicature.³⁸ He used the concepts of "what is implied" and "what is said" as two different things in an utterance.³⁹ The difference is "what is said" is part of the meaning that is determined by the truth condition semantics, while "what is implied" is a meaning that cannot be reached by truth conditions and thus becomes part of pragmatics.⁴⁰ Implicatures occur in other speech genres and writing just as much as they do in conversation.⁴¹

³⁶ Yule, *Pragmatics*.

³⁷ Zahra Hassani Laharomi, "Conversational Implicatures in English Plays and Their Persian Translations: A Norm-Governed Study," *International Journal of Applied Linguistics & English Literature* 2, no. 5 (September 1, 2013): 51–61, <https://doi.org/10.7575/aiac.ijalel.v.2n.5p.51>.

³⁸ Othman Ahmad Abualadas, "Systematic Shifts in Implicatures in Two Arabic Translations of Ernest Hemingway's A Farewell to Arms," *International Journal of Comparative Literature and Translation Studies* 7, no. 3 (July 31, 2019): 65, <https://doi.org/10.7575/aiac.ijclts.v.7n.3p.65>.

³⁹ Ikechukwu-Ibe and Ezebube, "Pragmatic Analysis of Conversational Implicature in Krisagbedo's ... a Darkling Plain", *Journal of the Linguistic Association of Nigeria*, 23, no. 2, (2020).

⁴⁰ Mey, *Pragmatics*.

⁴¹ Patrick Griffiths, *An Introduction to English Semantics and Pragmatics*, Edinburgh Textbooks on the English Language (Edinburgh: Edinburgh University Press, 2006).

The concept of implicature provides a theoretical explanation for the fact that there is frequently a difference between sentence meaning and speaker meaning.⁴² An implicature is an implicit message conveyed through implicit words during a conversation.⁴³ According to Grice, implicature is when someone says something, they do not mean exactly what the words mean.⁴⁴ Grice's theory attempts to explain how a listener moves from what is said to what is meant from declared meaning to implied meaning.⁴⁵ Implicature is a component of speaker meaning that is a feature of what is meant in a speaker's utterances, but it is not spoken. The speaker utterance of what a speaker means to communicate is typically far richer than what she directly communicates: linguistic meaning significantly underdetermines the message transmitted and understood.⁴⁶ Levinson stated that implicature is an example of the language phenomenon. Levinson stated that implicature is a new definition that indicates the persuasive component of pragmatics as a language quality.⁴⁷

Therefore, from the definition above the researcher conclude from Grice's theory that a statement that indicates something distinct from

⁴² Ahmad Abualadas, "Systematic Shifts in Implicatures in Two Arabic Translations of Ernest Hemingway's A Farewell to Arms."

⁴³ Sharipah Nur Mursalina Syed Azmy et al., "Implicature Analysis of Value Elements in Omar and Hana Music Animated Cartoon," *SSRN Electronic Journal*, 2021, <https://doi.org/10.2139/ssrn.3854338>.

⁴⁴ Fasold and Connor-Linton, *An Introduction to Language and Linguistics*.

⁴⁵ Thomas, *Meaning in Interaction*.

⁴⁶ Laurence R. Horn and Gregory L. Ward, eds., *The Handbook of Pragmatics*, Blackwell Handbooks in Linguistics (Malden, MA: Blackwell Pub, 2004).

⁴⁷ Rabaab Elmahady Musa, Subaiah, and Bahia Afrin Mohammed, "Investigating the Importance of Conversational Implicature and Violation of Maxims in Daily Conversations."

what was spoken is known as an implicature. Implicature is a contextual assumption or implication in which a speaker intends her utterance to be relevant and manifestly intended to make evident to the hearer.⁴⁸ Grice also distinguished two kinds of implicature: conversational implicature and conventional implicature.⁴⁹

a. Types of Implicature

There are two types of implicature: conversational implicature and conventional implicature.

1. Conversational Implicature

Conversational implicatures are inferences based on the existence of linguistic standards, such as the universal agreement that communicators should strive to convey the truth.⁵⁰ Grice stated that conversational implicatures are regarded as "basically related with certain generic aspects of discourse".⁵¹ These characteristics include certain expectations that individuals mutually share, and knowledge of these expectations allows speakers and listeners to conclude about one another's communication behavior.⁵² According to Grice is always purposeful and reasonable. Levinson argued, "What is conversationally involved is not codified but rather inferred

⁴⁸ Wolfram Bublitz and Neal R. Norrick, eds., *Foundations of Pragmatics*, Handbook of Pragmatics, v. 1 (Berlin ; Boston: De Gruyter Mouton, 2011).

⁴⁹ Thomas, *Meaning in Interaction*.

⁵⁰ Griffiths, *An Introduction to English Semantics and Pragmatics*.

⁵¹ Ahmad Abualadas, "Systematic Shifts in Implicatures in Two Arabic Translations of Ernest Hemingway's A Farewell to Arms."

⁵² Laharomi, "Conversational Implicatures in English Plays and Their Persian Translations."

based on some basic assumptions about the rational nature of conversational action." Therefore, based on these presumptions, participants in a conversation can assume that the other person is generally willing to cooperate and share information that is pertinent to the topic at hand.⁵³

In the interaction, someone will communicate which causes conversation and exchange of meaning, intent, and express ideas. The convey of meaning or ideas someone will include meaning both explicitly and implicitly. For example:⁵⁴

A: Jack, (the tub) is full!

B: I'm in the bathroom!

In the conversation, A who was taking a shower thought that his roommate was not in the bathroom. Therefore, he could turn off the water pump. It turned out that his friend was in the bathroom next door, which like him of course couldn't turn off the water pump because the pump switch was outside both bathrooms. The conversation contains conversational implicatures. This kind of thing in everyday conversation rarely happens. This phenomenon happens in that speakers of conversational implicatures and speakers make pragmatic inferences.⁵⁵

⁵³ Senft, *Understanding Pragmatics*.

⁵⁴ Maulina Nur Putri, "The Analysis of Conversational Implicature in Midnight Sun Movie" (Surabaya, UIN Sunan Ampel Surabaya, 2020).

⁵⁵ Mey, *Pragmatics*.

Grice developed the principle that can be used as a benchmark for conversation, namely the cooperative principle.⁵⁶ He stated that four conversational maxims can make effective and cooperative conversation.⁵⁷ On the other hand, Wahab stated that the principle of cooperation serves to underlie the performance of the conversation so that it takes place cooperatively and efficiently by the objectives of the speaker and addressee. Therefore, the adherence of speakers and addressees to the principle of cooperation Yule stated that it is a prerequisite for conversation that ideally is not violated because it can endanger the "safety" of the goal.⁵⁸

A conversational implicature is distinguished by the fact that its contribution to the meaning of the utterance is truth-independent: If it turned out that the implicature was false, the statement's truthfulness would not be affected. One more is that the implicature depends on the context; if the context were different, this specific form might not lead to the same implicature.⁵⁹ However, the implicature's attachment to the form varies in strength. There are two types of conversational

⁵⁶ Laharomi, "Conversational Implicatures in English Plays and Their Persian Translations."

⁵⁷ Dr Jayashree Premkumar Shet, "Instances of Flouting of the Conversational Maxims by Della & Jim in O. Henry's The Gift of the Magi," 2021.

⁵⁸ Birner, *Introduction to Pragmatics*.

⁵⁹ Mohammed Jasim Betti and Noor Sattar Khalaf, "A Pragma-Stylistic Study of Implicature in Shakespeare's Hamlet and Twelfth Night," *International Linguistics Research* 4, no. 3 (September 2, 2021): p12, <https://doi.org/10.30560/ilr.v4n3p12>.

implicature: generalized conversational implicature and particularized conversational implicature.⁶⁰

a. Generalized conversational implicature

Generalized conversational implicature is related to the specific meaning that words achieve when used in a specific form.⁶¹ Bach stated that generalized conversational implicature also referred to as default implicature or pragmatic regularities. Levinson claimed that utterance types contain generalized conversational implicature: rational speakers mean both what they say (save in non-literal meaning) and what that speaking implies; diverse layers of meaning all come under the tent of meaning.⁶² An implicature that is usually associated with a conversational form is referred to as a general implicature. As a result, there is no need to calculate each relevant utterance. For example:

"Most of the mothers were Victorian; in fact, they all were"

In this case, there is no apparent contradiction between saying that most of the mothers were Victorian (which would typically imply "not all") and then saying that they were all. The selection of one value on a scale will imply that no greater value applies, all other things being equal.

⁶⁰ Bublitz and Norrick, *Foundations of Pragmatics*.

⁶¹ Laharomi, "Conversational Implicatures in English Plays and Their Persian Translations."

⁶² Bublitz and Norrick, *Foundations of Pragmatics*.

This is known as a scalar implicature, and they are a class of generalized implicatures. The problem is that not all other factors must be equal; for example, an explicit cancellation can have an impact on whether a scalar implicature exists or not.⁶³ Generalized conversational implicature is when the participants do not need special knowledge to understand the convey of hidden meaning by the speaker's utterances.⁶⁴

b. Particularized Conversational Implicature

Particularized conversational implicature is when the participants need special knowledge to understand the conveying of hidden meaning by the speaker's utterances.⁶⁵

This type of conversational implicature is controlled by a very specific context.⁶⁶ The interpretation of particularized conversational implicature is dependent on the context of discourse.⁶⁷ Therefore, a particularized conversational implicature develops as a result of an utterance's interaction with the unique, extremely specific context in which it occurs and thus does not develop in the default case of the utterance's use or in the use of some more general class of utterances to which it belongs.⁶⁸

⁶³ Birner, *Introduction to Pragmatics*.

⁶⁴ Yule, *Pragmatics*.

⁶⁵ Yule.

⁶⁶ Mohammed Jasim Betti & Noor Sattar Khalaf, "A Pragma-Stylistic study of Implicature in Shakespeare's Hamlet and Twelfth Night", *International Linguistics Research*, 4, 3, (2021), 14.

⁶⁷ Laharomi, "Conversational Implicatures in English Plays and Their Persian Translations."

⁶⁸ Birner, *Introduction to Pragmatics*.

According to Grice's theory, scalar values act similarly as a class about conversational implicature in a way that is not comparable to, for example, the class of Quality implicatures. One can contend that scalar values are a semantically consistent class in a way that declarative statements are not, as the term "declarative" is too broad. For these reasons, one could argue that the generalized/particularized breakdown, which distinguishes between subtypes of Quantity implicatures, fails to distinguish between subtypes of Quality implicatures when applied to the complete class of Quality implicatures.⁶⁹

Levinson stated that this kind of implicature concentrates on transgressing the cooperative principles. On the other hand, if the speaker willfully violates the rules, they should more strictly abide by the cooperative rules; otherwise, the addressee won't be able to discern the speaker's true intentions. In other words, a particularized implicature presupposes that information is required in a very specific context during the dialogue.⁷⁰

2. Conventional Implicature

Cruse stated that conventional implicature is defined as components of the meaning of utterances that are not propositional in nature but have a stable association and thus

⁶⁹ Birner.

⁷⁰ Putri, "The Analysis of Conversational Implicature in Midnight Sun Movie."

cannot be canceled.⁷¹ Conventional implicature refers to inferences made by listeners based on conventional meanings encoded as lexical items with no effect of context. It refers to non-truth conditional features of meaning that are usually associated with specific linguistic forms.⁷² It is in contrast to all the conversational implicatures previously examined, which are not predicated on the cooperative principle or the axiom that they are similar to lexical presuppositions. Conventional implicatures are connected to particular words and result in additional meanings being transmitted when those words are utilized.⁷³ One of these terms is the English conjunction "but." Conventional implicature also exists for other English words like "even" and "yet." There is a sentence describing an incident that contains the word "even" which is implied to mean "contrary to expectation". The usual meaning of the word "yet" is that the current circumstance is anticipated to change or possibly even turn out to be the opposite, in the future.⁷⁴

⁷¹ Betti and Khalaf, "A Pragma-Stylistic Study of Implicature in Shakespeare's Hamlet and Twelfth Night."

⁷² D. A. Cruse, *Meaning in Language: An Introduction to Semantics and Pragmatics* (Oxford ; New York: Oxford University Press, 2000).

⁷³ Laharomi, "Conversational Implicatures in English Plays and Their Persian Translations."

⁷⁴ Yule, *Pragmatics*.

3. Cooperative principle

In his Cooperative Principle, Grice formulates these "basic assumptions about the rational nature of conversational activity": Make your conversational contribution as required by the acknowledged purpose or direction of the discussion exchange in which you are engaged.⁷⁵ Grice proposes that the cooperative principle and its conversation maxims work on the assumption that talk is seen as "purposive, indeed rational behavior."⁷⁶ Grice developed four maxims that allow for effective and cooperative conversation.⁷⁷ These 'quantity, quality, relation, and manner' categories or conversational maxims, which are claimed to be generally valid, are defined as follows:⁷⁸

a. Maxim of quantity

The quantity of maxim is concerned with the amount of information.⁷⁹ The following maxims are included in the category of QUANTITY, which pertains to the quantity of information to be provided:

- Provide the necessary information in your contribution (for the current purposes of the exchange).

⁷⁵ Cruse, *Meaning in Language*.

⁷⁶ "Exploring Some Pragmatic and Stylistic Aspects in Three English Translations of Sūrah Al Hujurat: An Analytical Linguistic Study," *International Journal of Social Sciences and Educational Studies* 7, no. 3 (2020), <https://doi.org/10.23918/ijsses.v7i3p38>.

⁷⁷ Shet, "Instances of Flouting of the Conversational Maxims by Della & Jim in O. Henry's The Gift of the Magi."

⁷⁸ Senft, *Understanding Pragmatics*.

⁷⁹ Shet, "Instances of Flouting of the Conversational Maxims by Della & Jim in O. Henry's The Gift of the Magi."

- Avoid adding more detail than is necessary for your contribution.⁸⁰

b. Maxim of quality

Under the heading of QUALITY, there is a supermaxim that reads, "Try to make your contribution one that is true," as well as two further more detailed maxims:⁸¹

- Avoid saying anything you think is untrue.⁸²
- Avoid making claims that are not supported by sufficient evidence.

c. Maxim of relation

Under the category RELATION, I have only one rule: "Be relevant".⁸³ The term "relation" is appropriate for this maxim because it refers to the relationship between the current utterance and those preceding and following it, as well as the relationship between the current utterance and the entire context, both textual and situational.⁸⁴ That is both what is happening in the discourse and the nature of the surroundings in which the discourse is taking place. This maxim means that the current utterance must be related to the context; it must be related to what has come before it in the discourse and/or what is going on in the situation.⁸⁵

⁸⁰ Horn and Ward, *The Handbook of Pragmatics*.

⁸¹ Griffiths, *An Introduction to English Semantics and Pragmatics*.

⁸² Priyantha Gamage and Sadi Makangila, "Conversational Implicature, Humour Theory and the Emergence of Humour."

⁸³ Thomas, *Meaning in Interaction*.

⁸⁴ Balqis I. G Rashid and Uhood Abdul Razzaq Sliah, "Implicature In Some Selected Hollywood Films' Scenes," *Turkish Journal of Computer and Mathematics Education* 12 (2021): 3060–76.

⁸⁵ Birner, *Introduction to Pragmatics*.

d. Maxim of manner

Under the category of MANNER, which interpret as relating not (like the previous categories) to what is said but rather to HOW what is said is to be uttered, include the super maxim "Be perspicuous" and several maxims such as:

- Avoid obscurity of phrase.
- Avoid ambiguity.
- Keep it short (avoid unnecessary prolixity).
- Maintain order.⁸⁶

4. Maxims Flouts

According to Grice's theory, a speaker may blatantly disregard a maxim.⁸⁷ Grice stated that the offers both instances in which maxims are upheld and instances in which they are disregarded.⁸⁸ Flout happens when a speaker deliberately fails to observe a maxim at the level of what is said with the goal of causing an implicature.⁸⁹ The following are kinds of flouting of the maxims.

a. Flouting the maxim of quality

The flouting maxim of quality occurs when the speaker says something false or he or she lacks adequate evidence.⁹⁰ For example:

- (i) The mushroom omelet wants his coffee with.

⁸⁶ Senft, *Understanding Pragmatics*.

⁸⁷ Rashid and Sliyah, "Implicature In Some Selected Hollywood Films' Scenes."

⁸⁸ Senft, *Understanding Pragmatics*.

⁸⁹ Betti and Khalaf, "A Pragma-Stylistic Study of Implicature in Shakespeare's Hamlet and Twelfth Night."

⁹⁰ Thomas, *Meaning in Interaction: An Introduction to Pragmatics* (London: Longman, 2013).

- (ii) I married a rat
- (iii) It'll cost the earth, but what the hell!

There is none of the above sentences are likely to be true, but none of them are likely to mislead a listener. In each case, an additional interpretive process will be used. In the first case, the interpretive process will be metonymic, and the understood message will be that the person who ordered a mushroom omelet prefers to have his coffee served with the omelet rather than afterward. In the second example, the interpretive process will be metaphorical. In the third example, the implicatures are less obvious, but hyperbole of this type can imply a relaxed, informal relationship with interlocutors.⁹¹

b. Flouting the maxim of quantity

A flouting maxim of quantity occurs when a speaker blatantly provides more or less information than the situation requires. For example:

- (i) Mother: what exactly did you do?
Daughter: (with exaggerated patience, develops a long list of completely uninteresting details)

This is the inverse of the previous two examples in that too much information is provided. The implicature is that the mother is overly curious and concerned about her daughter's actions.

⁹¹ Cruse, *Meaning in Language: An Introduction to Semantics and Pragmatics* (New York: Oxford University Press, 200).

c. Flouting the maxim of relation

The role of maxim relation is “be relevant”. It is abused by making a comment or responses that are blatantly unrelated to the subject at hand. For example, by abruptly changing the topic or by flagrantly failing to respond to the other person’s goal in asking a question.

d. Flouting the maxim of manner

This flout produces obscurity, ambiguity, maintaining order, and unnecessary prolixity.⁹² For example:

(i) A: don’t worry, I’ll take care of Samantha for you. We’re going to enjoy ourselves, Sam, won’t we?

B: excellent, but please don’t serve her any supercooled oxide or hydrogen-based post-prandial concoction, if you don’t mind.

Convulsive nausea is usually the result. This needless prolixity implores the conclusion that B does not want Samantha to Understand what she is saying.⁹³

5. How the Conversational Maxims can be Flouted

Maxims of conversation can be broken or flouted of the utterance. Grice stated that the offers both instances in which maxims are upheld and instances in which they are disregarded.⁹⁴ A flout happens when a

⁹² Thomas, *Meaning in Interaction: An Introduction to Pragmatics* (London: Longman, 2013).

⁹³ Cruse, *Meaning in Language: An Introduction to Semantics and Pragmatics* (New York: Oxford University Press, 200).

⁹⁴ Senft, *Understanding Pragmatics*.

speaker deliberately fails to observe a maxim at the level of what is said with the goal of causing an implicature.⁹⁵ The following are some examples of how a conversation exchange participant could fall short of a maxim:

- The speaker might subtly and unostentatiously breach a rule; in that instance, he might be found to have deceived.
- The speaker has the option to reject the application of both the maxim and the cooperative principle; he can express or make it obvious that he is reluctant to cooperate in the manner that the maxim requires.
- The speaker might come up against a conflict; for instance, he might not be able to uphold the first quantity maxim (be as informative as is necessary) without compromising the second quality standard.
- The speaker might disobey a maxim, that is, he might flagrantly fail to uphold it.⁹⁶

On the other hand, there is an example, Grice gives a passage from a hypothetical dialogue in which a maxim is broken, but he justifies it by assuming that it conflicts with another maxim:

A: Where does C live?

B: Somewhere in the South of France.

⁹⁵ Thomas, *Meaning in Interaction*.

⁹⁶ H. Paul Grice, *Studies in the Way of Words* (Cambridge (Mass.) London: Harvard university press, 1991).

Following are Grice's observations on this instance: Both speaker A and speaker B are aware that speaker A intends to see his friend C while he is on vacation in France, provided that doing so won't cause an undue detour. B's response to A's query offers less information than is necessary. However, "the hypothesis that B is aware that to be more informative would be to say something that infringed the quality maxim, "don't say something you lack enough evidence for," can explain this "infringement of the first maxim of quantity".⁹⁷

The responding in this manner, B implies that he is not certain about C's exact residence. The disregard for any flout of maxims is shown in the examples below. To demonstrate the violation of the first maxim of quantity, Grice uses the following hypothetical recommendation made by a professor on one of his students who seek a position at a university:

Therefore, if speaker A wants to know whether a particular claim is true, this would be an instance of violating the second maxim of quantity (Grice). Speaker B, who is aware of the truth or falsity of the statement, not only affirms it but also offers further, unnecessary details as to why it is clear that the statement is accurate. Now, if it is assumed that B did this deliberately, it may imply that what B asserts to be established truth is debatable.⁹⁸

⁹⁷ Grice, *Studies in the Way of Words*.

⁹⁸ Paul Grice, *Studies in the Way of Words*, (London: Harvard University Press, 1991), 33

Grice also uses metaphors (such as "You are the cream in my coffee"), ironic comments (such as "speaking of a rival as a wonderful buddy"), and understatements (such as "he was a little intoxicated") to highlight transgressions of the maxim of quality. Irony, metaphor, and understatement are three classic instances of implicatures in speech.⁹⁹

6. YouTube

a. The definition of YouTube

YouTube is a video-sharing service owned by Google. Google is the world's largest. YouTube is now popular not only in Indonesia but also around the world.¹⁰⁰ According to Alexa YouTube is the world's second most popular website today. YouTube has some site features, below:

1. Thumbnail

A thumbnail is a cover for a video or image that appears first before the viewer votes on the video. A good thumbnail manages to give an idea of the video's content without revealing the entire video's content.

2. The title of the video

Video titles have similarities like thumbnails that should be able to provide an overview of the video's content while capturing the audience's attention without revealing the entire

⁹⁹ Gunter Senft, *Understanding Pragmatics*, (New York: Routledge, 2014), 36.

¹⁰⁰ Muhammad, Ilyas and Miranti Eka Putri, "YouTube Channel: An Alternative Social Media to Enhance EFL Students' Speaking Skill", *Journal of English for Academic*, 7, No. 1 (2020).

content of the video. The maximum number of characters in a YouTube video title is 100 (including spaces), but it is recommended that YouTube video titles contain no more than 70 characters (including spaces) to maximize keyword searches.

3. Video content

A standard YouTube video can be up to 15 minutes long, but this can be extended by first verifying your Google account via the YouTube support page. The higher quality of the uploaded video and audio will make the audience comfortable with your video.

4. The kinds of interaction

The kinds of interaction on YouTube such as comments, liking, disliking, sharing, and subscribing.¹⁰¹

7. **BBC News and CNBC International TV YouTube Channel**

YouTube is one of the social media platforms that humans use in their everyday lives to watch movies or look for information like news. One of the YouTube channels that provide video based on information like the news is BBC News and CNBC International TV YouTube channel. BBC News YouTube channel is a YouTube channel that serves videos in the form of international news. The official BBC News YouTube channel is operated by BBC Global News Ltd which compares BBC World News the 24hr TV channel and bbc.com/news,

¹⁰¹ Aron Levin, *Influencer Marketing for Brands: What YouTube and Instagram Can Teach You About the Future of Digital Advertising*, (Sweden: Press, 2020)

the international news website. This channel joined YouTube on April 8, 2006. This channel has 17,000 videos and 13.4 million subscribers, and until now the videos have been viewed more than 4,105,535,873 times.

On the other hand, CNBC is the world's recognized business news leader, providing real-time financial market coverage and business information to approximately 385 million homes worldwide. CNBC International has international headquarters in London, Singapore, and Abu Dhabi, and covers news and features from Europe, the Middle East, Africa, and Asia Pacific. CNBC International TV offers the best of CNBC's international programming, including breaking, business news, and award-winning original documentaries and feature series. This channel was joined on July 24, 2017. This channel has 19,000 videos and 332,000 subscribers, and until now the videos have been viewed more than 102,468,318 times.

On two YouTube channels, there is an interesting video of President Joko Widodo's Interview with a journalist. In each video, there are some utterances by the speaker conveyed with heading meaning. Researchers find hidden meanings or conversational implicatures conveyed by these people. Therefore, the researcher is interested in using the video as a pragmatic research study, especially in conversational implicatures to express the hidden meanings.

B. Previous study

The researcher took some previous studies related to this study which also discussed conversational implicature.

First, Firman Kuseiri Usman a student from the Faculty of Teacher Training and Education University of Muhammadiyah Sumatera Utara Medan under the titled “Conversational Implicature of Najwa Shihab and Gatot Nurmantyo in Mata Najwa Show” used a qualitative study with naturalistic design and the instrument was documentary technique. The study aimed to investigate the types of conversational implicatures contained and to describe how conversational implicatures were realized by Najwa Shihab and Gatot Nurmantyo. The study's findings revealed two forms of Conversational Implicature: Generalized Conversational Implicature and Particularized Conversational Implicature. The conversational implicature appeared in 17 statements. There were 13 utterances (76,47%) that belonged to Generalized Conversational Implicature and 4 utterances (23,53%) that belonged to Particularized Conversational Implicature. This study discovered three of the four Processes of Conversational Implicature: 1. Flouting Maxim of Quantity, 2. Flouting the Maxim of Relationship, and 3. Flouting Maxim of Manner. One procedure that is not found is Flouting the Maxim of Quality since it is not found in the study data.¹⁰²

Second, Ratu Yayang Lilies Septiama Ylofa a student from the English Literature Study Program Faculty of Adab and Humanities State

¹⁰² Usman, “Coconversational Implicature of Najwa Shihab and Gatot Nurmantyo in Mata Najwa Show.”

Islamic University Sulthan Thaha Saifuddin Jambi Under the titled “Conversational Implicature in Beauty and the Beast movie” the researcher used qualitative research with the descriptive method and used documentation technique and content analysis. The primary goal of this research is to discover how an utterance can go beyond its literal meaning by the speaker in dialogue disobeying or flouting some principles because flouting maxims are a particularly salient way of getting and addressing to draw an inference and thus recovering an implicature or implied meaning. In this study, the researcher applied the theory of P.H. Grice which is supported by Searle's theory. According to the findings of this study, 13 data include generic conversational implicature. Then there are three pieces of data about Particularized conversational implicature. Second, there are 23 data contained in the function of conversational implicature. 9 implicatures serve an assertive/representative function. Then there are six implicatures with a directive function, six with an expressive function, and three with a commissive function. Finally, 15 data points include a maxim violation. There are four data included in the maxim of quality, six data included in the maxim of quantity, two data included in the maxim of relation, and two data included in the maxim of manner.¹⁰³

Third, Adi Ansori a student from Tarbiyah and Teacher Training Faculty at Islamic State University of Raden Intan Lampung under the titled “An analysis of Conversational Implicature in the “Maleficent 2; Mistress of Evil” the researcher used qualitative research with the descriptive method

¹⁰³ Ylofa, “Conversational Implicature in Beauty and the Beast Movie.”

as a research design and documentation technique to collecting the data from non-human sources, the sources consist of documentation and recordings. The Objectives of The Research are to know the types of Conversational Implicature that are found in the Maleficent 2; Mistress of Evil based on the context and to know the contextual meaning of the conversational implicature used in the Maleficent 2; Mistress of Evil. According to the findings of this study, there are 15 different types of conversational implicatures in Maleficent 2: Mistress of Evil. Then there are five data points on generalized conversational implicature and ten data points on particularized conversational implicature.¹⁰⁴

Fourth, Maulina Nur Putri a student from the English Department Faculty of Arts and Humanities UIN Sunan Ampel Surabaya under the titled “The Analysis of Conversational Implicature in Midnight Sun Movie” the researcher used qualitative research with the descriptive method as a research design. The purpose of this study is to look into the various types of conversational implicature and maxims that Katie and Charlie violated or flouted in the Midnight the film Sun. According to the findings of this study, researchers discovered that particularized conversational implicature was employed more frequently by the two major characters than generic conversational implicature. Aside from that, both Katie and Charlie violate maxims more frequently than they flout maxims. The researcher is in a position to express the meaning hidden by the two main characters in the Midnight Sun movie by researching the conversational implicature and

¹⁰⁴ Ansori, “An Analysis of Conversational Implicature in the "Maleficent 2; Mistress of Evil.”

cooperation principle, so that one may pay more attention to the hidden meaning conveyed by the speakers.¹⁰⁵

Fifth, Riza Hanifa in 2016 from the English Education Department, Tarbiyah Faculty, State Islamic College of Ponorogo (STAIN) Ponorogo under the titled “Conversational Implicature Analysis on the Woodlanders Novel by Thomas Hardy”. The objectives of this research were to find the kinds of conversational implicature and its implied meaning found in The Woodlanders Novel by Thomas Hardy. In this study, the researcher used library research and using a qualitative approach and documentation technique to collect the data. According to the novel's analysis, there are 42 generic conversational implicatures, 58 scalar implicatures, and 106 particularized conversational implicatures.¹⁰⁶

On the other hand, there are some studies that in the finding of the research concluded that flouting the maxim caused by the speaker produced an implicature. The speaker flouted the maxim with some reasons and it showed that cooperative principles have an important role in analyzing the conversation.¹⁰⁷ There are four maxims flouted of conversational implicature and have different goals and offers each other.¹⁰⁸ The other studies explained that the use of implicature happened because of some

¹⁰⁵ Putri, “The Analysis of Conversational Implicature in Midnight Sun Movie.”

¹⁰⁶ Hanifah, “Conversational Implicature Analysis on The Woodlanders Novel by Thomas Hardy.”

¹⁰⁷ Angela Ngozi Rich Adigun, “Conversational Implicature in Wole Soyinka’s The Lion and the Jewel,” *Nigerian Journal of African Studies (NJAS)* 2 (2020): 5.

¹⁰⁸ Ya Ye, “Interpretation of Conversational Implicature in the Film Green Book From the Perspective of the Cooperative Principle,” *Theory and Practice in Language Studies* 12, no. 5 (May 4, 2022): 943–47, <https://doi.org/10.17507/tpls.1205.15>.

influences such as the different gender, ages, social group, and various ethnicities.¹⁰⁹

Based on the previous studies, there are some similarities and differences with this research. The similarity is this research has the same focus to discuss conversational implicature. This research also used the descriptive qualitative method. The difference between this previous study with this study is the object of the research because in this study the researcher used Joko Widodo's Interviews on BBC News and CNBC International YouTube channels. The other differences are the objective of this research.

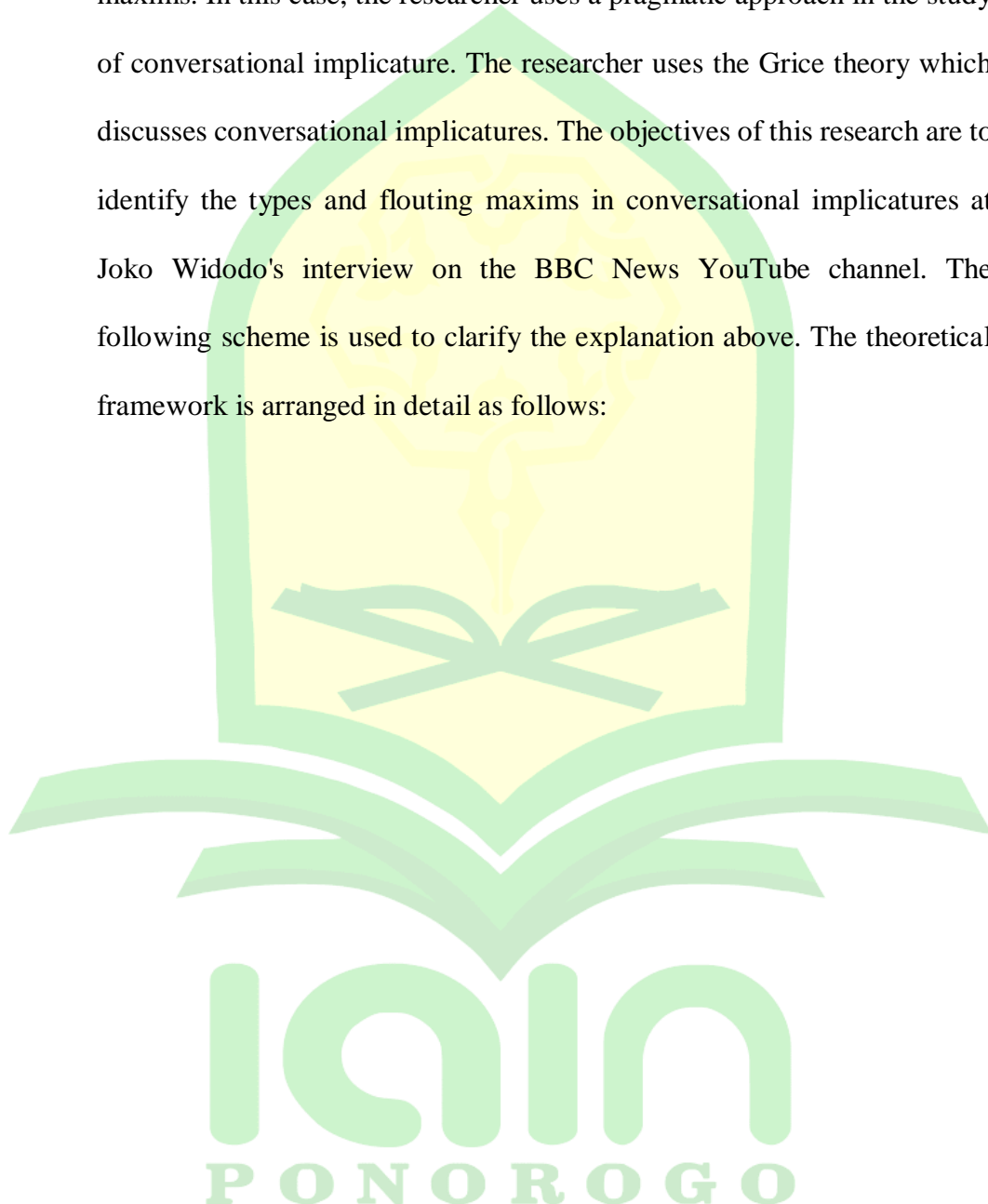
C. Theoretical Framework

The theoretical framework is a description of how each variable will be understood about other variables, either directly or indirectly. Essentially, the theoretical framework is prepared based on theoretical foundations and references from relevant research, which serve as guidelines for the research course.

This research analyzed conversational implicature on Joko Widodo's interviews at BBC News and CNBC International TV YouTube channels. The source of the data is the interviews of President Joko Widodo's at BBC News and CNBC International TV YouTube channels. In the video, the researcher examines the conversation that took place in the

¹⁰⁹ Hawraa T. Salman and Zailin Yusoff, "Pedagogical Implications of Conversational Implicatures in Austen's *Pride and Prejudice*," 2020, <https://doi.org/10.13140/RG.2.2.28196.09605>.

interview between Yalda Hakim a journalist, and President Joko Widodo the President of the Republic of Indonesia. In the conversations of the interview, the researcher found several problems in the form of flouted maxims. In this case, the researcher uses a pragmatic approach in the study of conversational implicature. The researcher uses the Grice theory which discusses conversational implicatures. The objectives of this research are to identify the types and flouting maxims in conversational implicatures at Joko Widodo's interview on the BBC News YouTube channel. The following scheme is used to clarify the explanation above. The theoretical framework is arranged in detail as follows:



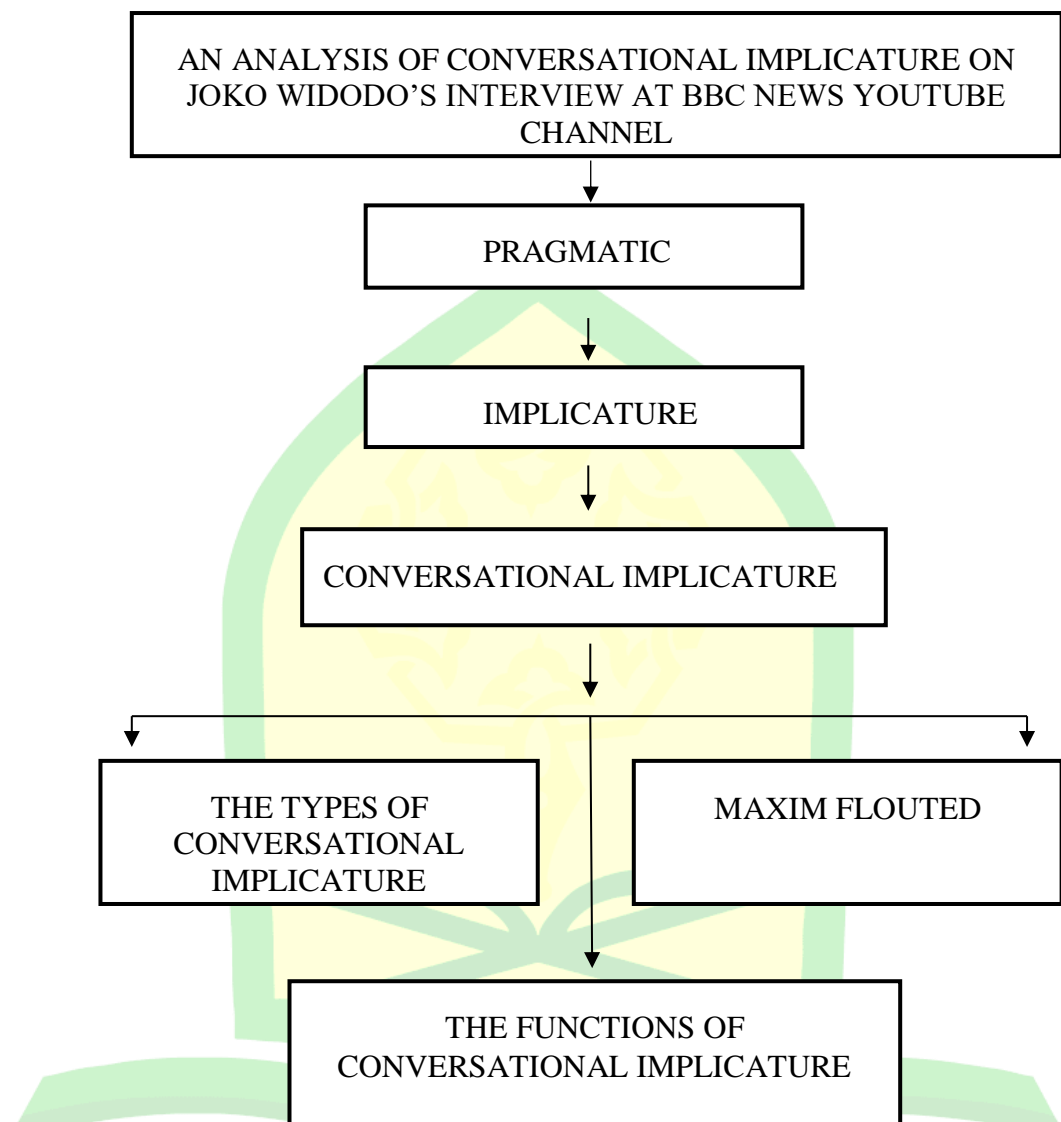


Figure 1.1. The theoretical framework

CHAPTER III

RESEARCH METHOD

A. Research Approach and Design

The researcher used a qualitative research design with a descriptive method for this analysis. Qualitative research is to understand, explain, explore, discover, and clarify situations, feelings, perceptions, attitudes, values, beliefs, and experiences of a group of people.¹¹⁰ Qualitative research is useful for understanding a range of societal issues that arise from particular cultural contexts.¹¹¹ While in this research, the researcher applied document or content analysis as the research approach. Krippendorp stated that it is described as a research technique for drawing accurate and replicable inferences from texts (or other meaningful matter) to the setting of their use.¹¹² This research explains, explores, discovers, and clarifies the situation about conversational implicature on Joko Widodo's interviews at BBC News and CNBC International TV YouTube channels.

This research focuses on conversational implicature on Joko Widodos' interviews at BBC News and CNBC International TV YouTube channels. Therefore, the researcher used a descriptive qualitative design to collect the data. Bogdan and Taylor mention that qualitative research is a

¹¹⁰ Ranjit Kumar, *Research Methodology: A Step-by-Step Guide for Beginners*, 3. ed., reprinted (Los Angeles: Sage Publ, 2012).

¹¹¹ Sarah J. Tracy, *Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating Impact* (Chichester, West Sussex, UK: Wiley-Blackwell, 2013).

¹¹² Louis Cohen, Lawrence Manion, and Keith Morrison, *Research Methods in Education*, 6th ed (London ; New York: Routledge, 2007).

research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior; the approach is directed at the background and the individual holistically. Qualitative research is a method for investigating and comprehending the significance that individuals or groups attach to a social or human situation.¹¹³

B. Research Setting

This research was conducted on Joko Widodo's interview at BBC News and CNBC International TV YouTube channels. The duration of Joko Widodo's interview on the BBC News YouTube channel was 15.53 minutes and uploaded on 25 October 2016, and the duration of the CNBC International TV YouTube channel was 24.07 minutes and uploaded on 24 January 2021. The researcher conducted the research from February 2023 until the researcher found sufficient data. The researcher chose Joko Widodo's interview because the researcher wants to describe conversational implicature in Joko Widodo's interviews at BBC News and CNBC International TV YouTube channels that the researcher found in the preliminary observation. From this observation, some implicatures were presented during the interview. In conclusion, from this research, the researcher described the kinds and flouting of the maxims in Joko Widodo's interviews at BBC News and CNBC International TV YouTube channels.

¹¹³ John W. Creswell, *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, 4th ed (Thousand Oaks: SAGE Publications, 2014).

C. Data and Data Source

This part discussed data and data sources.

1. Data

In this study, the data was taken from Joko Widodo's Interviews at BBC News and CNBC International TV YouTube channels. The researcher got the data from the transcripts or conversations in Joko Widodo's Interviews at BBC News and CNBC International TV YouTube channels.

2. Data source

The data source is subject to determining where the data originated. In analyzing Joko Widodo's Interviews at BBC News and CNBC International TV YouTube channels, there are two data sources for the analysis. The data sources are the video and scripts of Joko Widodo's Interviews. The videos and scripts were downloaded from BBC News and CNBC International TV YouTube channels. These videos were used as research material, with the researcher analyzing the dialogues in the video.

D. Data Collection Procedure

The remarks on the researcher's role set the stage for a discussion of the issues inherent in data collection.¹¹⁴ There are several procedures in this study carried out by researchers.

¹¹⁴ Creswell.

1. The researcher downloaded videos and scripts about Joko Widodo's interviews on the BBC News and CNBC International TV YouTube channels.
2. The researcher watched and observed the video many times.
3. The researcher identified the conversations through the transcript and video.
4. The researcher wrote down the results of the identification that has been done.
5. From the results of the identification, the researcher classified the data based on types and flouting the maxims of conversational implicature on Joko Widodo's interviews on the BBC News and CNBC International TV YouTube channels.

E. Data Collection Technique

In this study, the researcher used a documentation technique to collect the data. The data were taken from the video and scripts of Joko Widodo's interviews at BBC News and CNBC International TV YouTube channels. The documentation technique in this study was obtained by the listening method and the note-taking technique. In the note-taking technique, the researcher made notes to write the findings of the classification of the data sources and to describe the data also the expression in the conversation. In the listening method, the researcher also listened to the conversation on Joko Widodo's interviews at BBC News and CNBC International TV YouTube channels and then made notes from the videos.

F. Data Analysis Technique

Data analysis in qualitative research occurs concurrently with other aspects of building the qualitative study, namely collecting and writing the finding. The technique can be interpreted as a process of arranging data sequences and organizing them into patterns, categories, and basic units. To examine the data, the researcher must go through various processes such as data reduction, data display, and conclusion drawing and verification.

1. Data reduction

After the data is collected, the next step is to perform data reduction. Reducing data means summarizing, choosing the main things, focusing on the important things, looking for themes and patterns, and removing unnecessary ones. In this study, the researcher will find a lot of data, so at this stage, the researcher will summarize the data that has been obtained to make it easier for the researcher to analyze the data chosen the required and unneeded data. The researcher only focuses to identify the types, and flouting the maxims in President Joko Widodo's interviews at BBC News and CNBC International TV YouTube channels.

2. Data display

After the data is reduced, the next step is to display the data. By displaying the data, it will be easier to understand what happened and plan further work based on what has been understood. The data that has been selected and summarized, then the researcher can categorize the

data, put signs, diagrams, and so on to make it easier for researchers to present the data. In the process of displaying the data, the researcher classified the data based on types and flouting the maxims of conversational implicatures and then displayed the data in the table to make it easier in understanding and classified the data.

3. Conclusions Drawing or verification

The researcher concludes the identification and then the researcher compares the data with several previous studies that are relevant to this research, namely conversational implicature on Joko Widodo's interview on BBC News and CNBC International YouTube channels. Then the author will conclude and verify based on the results of the study. In conclusion, drawing or verification is the result of the study to answer the research problems based on this research.¹¹⁵

G. Research Procedure

Several research procedures must be done by researchers.

1. The researcher selected the research area and formulated the research problems and theory used in this study.
2. The researcher collected the information, develop the research design that will be used, and reviewed references related to the research conducted.
3. The researcher conducts the identification, observation, and collect data.

¹¹⁵ Creswell.

4. The researcher conducts data analysis, concludes, and writes research reports.¹¹⁶



¹¹⁶ C. R. Kothari, *Research Methodology: Methods & Techniques*, 2nd rev. ed (New Delhi: New Age International (P) Ltd., 2004).

CHAPTER IV

FINDING AND DISCUSSION

A. General Data

Based on the observation, the researcher could explain the findings of the research about conversational implicature. The researcher used President Joko Widodo's interviews at BBC News and CNBC YouTube channels. In this finding the researcher found 15 data on the types of conversational implicatures. There are 2 types, these are generalized conversational implicature and particularized conversational implicature. There are 8 data of generalized conversational implicatures, and there are 7 data of particularized conversational implicatures. In the maxims flouted of conversational implicature, the researcher found 15 data including of maxims flouted of quantity, maxim flouted of quality, and maxim flouted of manner. There are 12 data of maxims flouted of quantity, 1 data of maxim flouted of quality, and 2 data of maxims flouted of manner.

B. Data Description

After analyzing the data of *President Joko Widodo's interviews at BBC News and CNBC International TV YouTube channels*, the researcher found some data about the types, and flouting the maxims in conversational implicatures. The data was taken from the videos and dialog utterances by the speakers in the interviews with President Joko Widodo on BBC News and CNBC International TV YouTube channels. There are 15 data on the types of conversational implicatures. There are 2 types, these are generalized conversational implicature

and particularized conversational implicature. In this chapter of findings and discussion are divided into two parts, based on the types of conversational implicature. The first is generalized conversational implicature and particularized conversational implicature. There are 8 data of generalized conversational implicatures, and there are 7 data of particularized conversational implicatures. In the flouting maxim of conversational implicature, the researcher found 15 data includes of maxims flouted of quantity, maxim flouted of quality, and maxim flouted of manner. There are 12 data of maxims flouted of quantity, 1 data of maxim flouted of quality, and 2 data of maxims flouted of manner.

C. Discussion

This part of the discussion is divided into two parts, based on the types of conversational implicature. There are 2 types, these are generalized conversational implicature and particularized conversational implicature. In the types of conversational implicatures, the researcher found 15 data. There are 8 data of generalized conversational implicatures, and there are 7 data of particularized conversational implicatures. In the flouting maxims, the researcher found 15 data includes of maxims flouted of quantity, maxim flouted of quality, and maxim flouted of manner. There are 12 data of maxims flouted of quantity, 1 data of maxim flouted of quality, and 2 data of maxims flouted of manner.

1. Generalized Conversational Implicature

Data 1

Journalist : The president doesn't seem to mind being mocked. He appears to be enjoying it. He spent the first twelve years of his life in this slum by the riverbank.

President : This is where I come from and this is where I was born.

This conversation occurs between journalist and President Joko Widodo in the interview section of the BBC News YouTube channel. There is a conversational implicature in their conversation caused by President Joko Widodo. President's utterances "*This is where I come from and this is where I was born*" contains an implicature. The implicature of the president's utterances is to emphasize that the president is from solo and he is not shy to come from the slum by the riverbank. The utterance flouted the maxim of quantity because, in the maxim of quantity role, the participant must provide the necessary information. The participants must avoid more detail than necessary in their contribution. The president should answer "I am from there" or "I am from solo" and it is not flouted the maxim of quantity. However, to understand the meaning of the president's utterances, there is no specific knowledge. Therefore, it is classified as a generalized conversational implicature.¹¹⁷

¹¹⁷ Bublitz and Norrick, *Foundations of Pragmatics*.

Data 2

Journalist : Let's move on to another thing that's surprised people as they're gotten to know you as their president. You have a pretty hard line on a number of issues with your record on human rights, for example. Let's take the use of the death penalty by firing squad to punish drug criminals. That's of course not a new law or policy in this country, but since you've come to power. They've been at least 18 executions. Now, that's always the same as your predecessor President Yudhoyono did in 10 years.

President : *Konstitusi kita sangat menghargai hak asasi manusia, tapi juga perlu saya sampaikan jangan dilihat yang dieksekusi saja lihatlah korban dari narkoba. Sehari 30-50 generasi muda mati karena narkoba sehingga harus dilihat korbannya juga dilihat pengedarnya juga dilihat, jangan dilihat hanya satu sisi.*

This conversation occurs between journalist and president in the interview section of CNBC International TV YouTube channel. There is a conversational implicature caused by president Joko Widodo.

President's utterances "*konstitusi kita sangat menghargai hak asasi manusia, tapi juga perlu saya sampaikan jangan dilihat yang dieksekusi saja lihatlah korban dari narkoba. Sehari 30-50 generasi muda mati karena narkoba sehingga harus dilihat korbannya juga dilihat pengedarnya juga dilihat, jangan dilihat hanya satu sisi*".

The implicature of president's utterances is the death penalty legal in Indonesia. President also wanted to confirm that Indonesia really

appreciates about human right and the death penalty does not violate it. On the other hand, the utterance flouted the maxim of quantity because, in the maxim of quantity role the participant must provide necessary information. The participant must to avoid more detail information in the contribution. Although, in the president's utterances, he didn't give necessary information to answer the journalist question. President should answer "Indonesia appreciates of human right". This utterance also classified as generalized conversational implicature, because there is no special knowledge to understand the president's utterances.¹¹⁸

Data 3

Journalist : But, the laws have also been heavily criticized by the doctors association who says it's against their ethics and that you know they would advise other doctors not to practice this. How are you making it happen?

President : *Ya silahkan kalo memang dokter tidak mau mengeksekusi itu tetapi kita kan juga mempunyai dokter yang lain, bisa saja dokter dari militer, bisa saja dokter dari birokrasi kita, saya kira masih banyak yg mau kok.*

This conversation occurs between the journalist and president in the interview section of the BBC News YouTube channel. There is a conversational implicature caused by President Joko Widodo's utterances.

President's utterances "*ya silahkan kalo memang dokter tidak mau mengeksekusi itu tetapi kita kan juga mempunyai dokter yang*

¹¹⁸ Bublitz and Norrick.

lain, bisa saja dokter dari militer, bisa saja dokter dari birokrasi kita, saya kira masih banyak yg mau kok”.

The implicature of the president's utterances is president wanted the death penalty still to be carried out. This utterance maxim flouted of quantity because, in the maxim of quantity role, the participant must provide the necessary information. The participant needs to avoid more detailed information in the contribution. Although, in the president's utterances, President didn't give the necessary information to answer the journalist's question. President should answer "I asked the doctors from the military and bureaucracy", it is not flouted the maxim of quantity. However, this utterance is also classified as generalized conversational implicature because there is no special knowledge to understand the president's utterances.¹¹⁹

Data 4

Journalist : you've just recently reshuffled your cabinet and the trade Minister Pak Lutfi was changed for somebody else and there was an investigation and a probe as well both of those things. Do you think it will make people happier and will it also improve your ratings your approval ratings?

President : *Ditanya saja ke rakyat. Pak Martin bisa tanya ke rakyat seperti apa. Kalau saya, hasil survei setiap minggu saya angka-angkanya ada jadi setelah harga minyak goreng 14.000*

¹¹⁹ Bublitz and Norrick.

Ya tentu approval ratingnya naik kembali dan sekarang di sekitar kira-kira 69-70.

This conversation occurs between the journalist and president in the interview section of the CNBC International TV YouTube channel. There is a conversational implicature caused by President Joko Widodo.

President's utterances *"Ditanya saja ke rakyat. Pak Martin bisa tanya ke rakyat seperti apa. Kalau saya, hasil survei setiap minggu saya angka-angkanya ada jadi setelah harga minyak goreng 14.000 Ya tentu approval ratingnya naik kembali dan sekarang di sekitar kira-kira 69-70"*

The implicature is president didn't want to answer the question or president didn't know the people is happy or not. This utterance flouted the maxim of quantity because, in the maxim of quantity role, the participant must provide the necessary information. The participants must avoid more detail than necessary in their contribution. The president should answer "Yes, it does" or "No, it does not", it wouldn't flouted the maxim of quantity. It is also classified as generalized conversational implicature because there is no special knowledge to understand the president's utterances.¹²⁰

Data 5

Journalist : You've invited Elon Musk to the G20 Summit in Bali in November and he's confirmed he is coming. Can we expect an announcement on investment by Tesla in Indonesia at that time?

¹²⁰ Bublitz and Norrick.

President : *Ini semuanya masih dalam proses. Saya tidak ingin menjawab terlalu dini tetapi ini masih dalam proses. Nanti kalau sudah final betul-betul ada perjanjian Kerjasama, saya akan sampaikan ke publik bahwa sudah final Tesla membangun pabriknya di Indonesia tapi sekarang masih semuanya masih dalam proses.*

This conversation occurs between the journalist and the president in the interview section of the CNBC International TV YouTube Channel. There is a conversational implicature caused by President Joko Widodo's utterances.

President's utterances "*ini semuanya masih dalam proses. Saya tidak ingin menjawab terlalu dini tetapi ini masih dalam proses Nanti kalau sudah final betul-betul ada perjanjian kerjasama saya akan sampaikan ke publik bahwa sudah final Tesla membangun pabriknya di Indonesia tapi sekarang masih semuanya masih dalam proses*".

The implicature of the president's utterances is Tesla did not invest in Indonesia. This utterance flouted the maxim of quality. The maxim of the quality role the participant should give clear information not just assumptions. President should answer "We can expect it" or We cannot expect it", and it is not flouted of quality maxim. On the other hand, this utterance is also classified as generalized conversational implicature because there is no special knowledge to understand the president's utterances.¹²¹

¹²¹ Bublitz and Norrick.

Data 6

Journalist : Mr. President if we could get back to the G20, it's pretty clear that very high on the agenda is that the G20 helped to formulate some sort of political solution for the war ongoing war in Ukraine after Russia's Invasion. Does Indonesia as president of the G20 this year, does it have a proposal or a plan to bring about some sort of Peace?

President : *Kita baru akan pulih karena pandemic, belum selesai sudah ada perang Ukraina ini. Ini masalah besar yang harus kita selesaikan karena akan mempengaruhi nanti harga pangan. Ini bahaya sekali masalah pangan, kemudian harga energi akan naik masalah besar nanti kalo ini tidak diselesaikan kemudian inflasi yang tinggi di semua negara juga terjadi tapi yang paling penting saya konsen kepada yang namanya harga-harga pangan sehingga kita ingin perang di Ukraina bisa di hentikan diselesaikan dengan negosiasi diselesaikan dengan dialog sehingga semuanya selesai dan kita bisa konsentrasi untuk pemulihan ekonomi karena pandemi dan karena perang kalau tidak, tidak akan selesai-selesai. Ini bahaya untuk negara-negara terutama negara berkembang.*

This conversation occurs between journalist and President Joko Widodo in the interview section of the CNBC International TV YouTube Channel. There is an implicature in their conversation caused by President Joko Widodo.

President's utterances *“Kita baru akan pulih karena pandemic, belum selesai sudah ada perang Ukraina ini. Ini masalah besar yang harus kita selesaikan karena akan mempengaruhi nanti harga pangan. Ini bahaya sekali masalah pangan, kemudian harga energi akan naik masalah besar nanti kalo ini tidak diselesaikan kemudian inflasi yang tinggi di semua negara juga terjadi tapi yang paling penting saya konsen kepada yang namanya harga-harga pangan sehingga kita ingin perang di Ukraina bisa di hentikan diselesaikan dengan negosiasi diselesaikan dengan dialog sehingga semuanya selesai dan kita bisa konsentrasi untuk pemulihan ekonomi karena pandemi dan karena perang kalau tidak, tidak akan selesai-selesai. Ini bahaya untuk negara-negara terutama negara berkembang.*

The implicatures of the president's utterance are president has a proposal and plan, or the president does not have a proposal and plan. The utterance flouted the maxim of manner. In the maxim of manner role, the participant must avoid ambiguity, keep it short, avoid obscurity of phrase, and maintain order. On the other hand, the president's answer shows ambiguity because the president did not give clear information. This utterance makes the listener confused between yes or no. However, to understand the meaning of the president's utterances, there is no specific knowledge. Therefore, it is classified as a generalized conversational implicature.¹²²

Data 7

Journalist : So, Mr. President would it be good for the country for Indonesia for your people if you were to stay on Beyond a second term because there has been a lot of speculation that uh some members of your government very senior officials are

¹²² Bublitz and Norrick.

pushing to potentially change the Constitution and extend your presidency for perhaps not another term maybe not five years but maybe two maybe three .

President : *kalau saya datang ke rakyat itu banyak yang teriak tiga periode lanjutan kemudian juga partai juga ada yang menyampaikan untuk ditunda minta dilanjutkan kemudian juga dari dunia usaha juga menyampaikan baru minggu kemarin juga lanjutan. Saya sampaikan konstitusi kita tidak membolehkan. Itu namanya melanggar konstitusi dan demokrasi kita akan menjadi tidak baik saya sudah empat kali menyampaikan tidak, tidak, tidak, tidak, itu sudah jawaban cukup.*

This conversation occurs between journalist and president in the interview section of CNBC International TV YouTube channel. There is a conversational implicature caused by president Joko Widodo's utterances.

President's utterances "*kalau saya datang ke rakyat itu banyak yang teriak tiga periode lanjutan kemudian juga partai juga ada yang menyampaikan untuk ditunda minta dilanjutkan kemudian juga dari dunia usaha juga menyampaikan baru minggu kemarin juga lanjutan saya sampaikan konstitusi kita tidak membolehkan itu namanya melanggar konstitusi dan demokrasi kita akan menjadi tidak baik*".

The implicature of president's utterances is president wanted someone else to continue him as president in the next period. However, this utterance flouted the maxim of quantity, because in the maxim of quantity role the participant must provide necessary information. President should answer "it's not good" or "it's good". The utterance also classified as generalized

conversational implicature, because there is no special knowledge to understand the president's utterances.¹²³

Data 8

Journalist : Okay I don't want to push you and make it fifth time but the fact is uh you control 84 of parliament you can't change the constitution.

President : *Meskipun parlemen sekarang memang dukungan 84% tapi saya bilang tidak.*

This conversation occurs between the journalist and president in the interview section of the CNBC International TV YouTube channel. There is a conversational implicature caused by President Joko Widodo's utterances. President's utterances "*meskipun parlemen sekarang memang dukungan 84% tapi saya bilang tidak*", the implicature of this utterance is president still follow the role and he didn't give permission of his government to amend the constitution about presidential term. This president's utterance flouted the maxim of quantity because, in the maxim of quantity role, the participant must provide the necessary information. The participants need to avoid more detailed information in their contribution. President can answer "I said no", and it wouldn't flouted the maxim of quantity. The utterance is also classified as generalized conversational

¹²³ Bublitz and Norrick.

implicature because there is no special knowledge to understand the president's utterances.¹²⁴

2. Particularized Conversational Implicature

Data 1

Journalist : This is a problem that your neighbor the Philippines also faces and you've met with your counterpart President Deter Tea and you've discussed this issue with him. He uses vigilante death squads to get the job done. Is that something that you would consider a policy that you would consider introducing here in Indonesia?

President : *Disinikan saya mengikuti undang-undang yang ada. Disini eksekusi mati masih diperbolehkan. Undang-undang Indonesia itu yang kita ikuti. Kita mengikuti Undang-undang.*

This conversation occurs between the journalist and president in the interview section of the BBC News YouTube channel. There is a conversational implicature caused by President Joko Widodo's utterances. President's utterances "*disinikan saya mengikuti undang-undang yang ada. Disini eksekusi mati masih diperbolehkan. Undang-undang Indonesia itu yang kita ikuti, Kita mengikuti undang-undang*" contain an implicature. The implicature of this utterance is president wouldn't follow the law or role from the Philippines. The president's utterances flouted the maxim of quantity because, in the maxim of quantity role the participant must provide necessary information. The participant must to avoid more detail

¹²⁴ Bublitz and Norrick.

information in the contribution. Although, in the president's utterances, he didn't give necessary information to answer the journalist question. President should answer "No, it is not" or "Yes, it is", because the question is "yes or no" question. However, the president's utterance is also classified as particularized conversational implicature because there is special knowledge to understand the president's utterances.¹²⁵

Data 2

Journalist : Recherche has said that Indonesia's problem is almost identical to the Philippines. So, why not adopt his policy?

President : *Kita akan mengikuti UUD. Kita akan mengikuti aturan hukum yang ada di Indonesia.*

This conversation occurs between the journalist and president in the interview section of the BBC News YouTube channel. There is a conversational implicature caused by President Joko Widodo's utterances. President's utterances "*Kita akan mengikuti UUD. Kita akan mengikuti aturan hukum yang ada di Indonesia*" contain an implicature. The implicature of this utterance is president wouldn't and refused to adopt the law or role from the Philippines. This utterance flouted the maxim of quantity because, in the maxim of quantity role, the participant must provide the necessary information. The participants must avoid more detail than necessary in the contribution. The president should answer "Because we use law in Indonesia", it wouldn't flouted the maxim of quantity. This utterance

¹²⁵ Yule, *Pragmatics*.

is also classified as particularized conversational implicature because there is a special knowledge to understand the president's utterances.¹²⁶

Data 3

Journalist : There are some groups who feel they're not being protected. They've been a number of attacks on people from the LGBT community by your government and you remain silent.

President : *Tadi di depan sudah saya sampaikan bahwa di Indonesia tidak ada diskriminasi untuk minoritas baik yang berkaitan dengan etnis dengan agama semua akan diberikan perlindungan, tapi ya anda harus ingat Indonesia mempunyai norma-norma. Indonesia adalah negara dengan penduduk muslim terbesar didunia yang mempunyai norma-norma agama. Itulah yang harus orang ingat dan orang harus tau mengenai itu bahwa kita punya norma-norma.*

This conversation occurs between journalist and president in the interview section of BBC News YouTube channel. There is a conversational implicature caused by president Joko Widodo's utterances.

President's utterances "*tadi di depan sudah saya sampaikan bahwa di Indonesia tidak ada diskriminasi untuk minoritas baik yang berkaitan dengan etnis dengan agama semua akan diberikan perlindungan, tapi ya anda harus ingat Indonesia mempunyai norma-norma. Indonesia adalah negara dengan penduduk muslim terbesar didunia yang mempunyai norma-norma agama. Itulah yang harus orang ingat dan orang harus tau mengenai itu bahwa kita punya norma-norma*".

¹²⁶ Yule.

President answered contain an implicature such as LGBT not legal in Indonesia. This utterance flouted the maxim of quantity, because in the maxim of quantity role the participant must provide necessary information. The participants need to avoid more detail information in the contribution. President must answer “All people will be gives a protection”, it wouldn’t flouted the maxim of quantity. This utterance also classified as particularized conversational implicature because there is a special knowledge to understand the president’s utterances.¹²⁷

Data 4

Journalist : I need to ask this in relation to Indonesia's presidency of the G20 this year. The big theme obviously is for the G20 and for you. I know is food security yeah right and a lot of people from the outside world would be watching and going if you're that interested in food security and improving it right? Shouldn't Indonesia outright say no, we are not banning exports of any key Commodities including palm oil at all to improve the global situation?

President : *Seperti yang saya sampaikan tadi, kita memang tentu saja mengutamakan masyarakat kita tetapi kita tidak akan sampai menstop totalkan, tetap sisanya kita exports keluar dan memang kita juga memerlukan devisa untuk negara jadi*

¹²⁷ Yule.

export sangat perlu sekali juga agar negara lain juga tidak kekurangan minyak goreng.

This conversation occurs between the journalist and the president in the interview section CNBC International TV YouTube Channel. There is a conversational implicature caused by President Joko Widodo's utterances.

President's utterances "*Seperti yang saya sampaikan tadi, kita memang tentu saja mengutamakan masyarakat kita tetapi kita tidak akan sampai menstop totalikan, tetap sisanya kita exports keluar dan memang kita juga memerlukan devisa untuk negara jadi export sangat perlu sekali juga agar negara lain juga tidak kekurangan minyak goreng*".

The implicature is president wanted to improve and repair the inland revenue. This utterance flouted the maxim of quantity because, in the maxim of quantity role, the participant must provide the necessary information. The participant needs to avoid more detailed information in our contribution. Although, the president must answer "No, we shouldn't or "Yes, we should", it wouldn't flouted the quantity maxim. This utterance is also classified as particularized conversational implicature because there is a special knowledge to understand the president's utterances.¹²⁸

Data 5

Journalist : okay but the uh the Chinese the Koreans also the Japanese are very heavily invested in nickel Mining and processing in Indonesia the average investment is about nine billion dollars so it's big right? Do you not feel like you need if not Tesla

¹²⁸ Yule.

investment, U.S investment to balance things out in the industry?

President : *Saya sudah berbicara dengan Tesla tapi saya juga berbicara tim saya dengan afford juga sehingga saya tidak hanya berbicara satu perusahaan atau dua perusahaan. semua perusahaan yang ingin membangun industri mobil listrik membangun litium baterai membangun industri isi baterai di Indonesia kita welcome dan terbuka untuk semuanya.*

This conversation occurs between the journalist and president in the interview section of the CNBC International TV YouTube Channel. There is a conversational implicature caused by President Joko Widodo's utterances.

President's utterances "*saya sudah berbicara dengan Tesla tapi saya juga berbicara tim saya dengan afford juga sehingga saya tidak hanya berbicara satu perusahaan atau dua perusahaan. semua perusahaan yang ingin membangun industri mobil listrik membangun litium baterai membangun industri isi baterai di Indonesia kita welcome dan terbuka untuk semuanya*",

The implicature is president wants the investors interest to invest in Indonesia. This utterance flouted the maxim of quantity because, in the maxim of quantity role, the participant must provide the necessary information. The participant needs to avoid more detailed information in our contribution. President must answer "Yes, I do" or "No, I do not" and it wouldn't flouted the maxim of quantity. President's utterance is also

classified as particularized conversational implicature because there is a special knowledge to understand the president's utterances.¹²⁹

Data 6

Journalist : I remember shortly after you were elected first elected in 14, we spoke and at that time you were seen as a reformer. Are you still the same reformer that you were when you first became president?

President : *kalau itu ditanyakan ke rakyatlah. tapi yang jelas kita ingin negara ini stabil dalam politik dalam ekonomi dan semuanya bisa berjalan pembangunannya sehingga Indonesia semakin baik kedepan.*

This conversation occurs between journalist and President Joko Widodo in the interview section of the CNBC International TV YouTube Channel. There is an implicature in their conversation caused by President Joko Widodo. President's utterances "*kalau itu ditanyakan ke rakyatlah. tapi yang jelas kita ingin negara ini stabil dalam politik dalam ekonomi dan semuanya bisa berjalan pembangunannya sehingga Indonesia semakin baik kedepan*", contain an implicature. The implicature of the president's utterance is president didn't want to answer the question because the people are the judges. This utterance flouted the maxim of manner. In the maxim of manner role, the participant must avoid ambiguity, keep it short, avoid obscurity of phrase, and maintain order. On the other hand, the president's

¹²⁹ Yule.

answer shows ambiguity because the president did not give clear information. This utterance makes the listener confused between yes and no. president must answer “yes, I am or no, I am not”, so it wouldn’t flouted the maxim of manner. However, to understand the meaning of the president’s utterances, there is specific knowledge. Therefore, it is classified as a particularized conversational implicature.¹³⁰

Data 7

Journalist : okay all right that's number five. you'll have to. Excuse me, so let's get on to another issue. your son is the mayor of Solo now where you began your political career your son-in-law Bobby’s passion is median and a lot of people look at that and go. Is this dynastic politics?

President : *itu kan bukan penunjukan dari Presiden itu adalah pilihan rakyat kalau ada anak saya yang ingin menjadi walikota kemudian mencalonkan kemudian rakyat bilang tidak dia enggak akan jadi dia nggak akan kepilih tapi nyatanya dia dipilih. Inilah demokrasi tetapi yang di Medan walikota Medan juga sama itu juga dipilih rakyat dan hanya dipilih 53 persen tapi terpilih itulah demokrasi kalau dinasti itu penunjukan, beda. kalau rakyat tidak memilih dan hanya dapat 30% artinya kalah inilah demokrasi.*

¹³⁰ Yule.

This conversation occurs between journalist and president in the interview section of CNBC International TV YouTube channel. There is a conversational implicature caused by president Joko Widodo's utterances.

President's utterances *"itu kan bukan penunjukan dari Presiden itu adalah pilihan rakyat kalau ada anak saya yang ingin menjadi walikota kemudian mencalonkan kemudian rakyat bilang tidak dia enggak akan jadi dia nggak akan kepilih tapi nyatanya dia dipilih inilah demokrasi tetapi yang di Medan walikota Medan juga sama itu juga dipilih rakyat dan hanya dipilih 53 persen tapi terpilih itulah demokrasi kalau dinasti itu penunjukan, beda. kalau rakyat tidak memilih dan hanya dapat 30% artinya kalah inilah demokrasi"*.

The implicature of this utterance is Indonesia does not follow the dynastic politics. This president's utterance flouted the maxim of quantity, because in the maxim of quantity role the participant must provide necessary information. The participants need to avoid more detail information in the contribution. President can answer "No, it is not or yes, it is", it wouldn't flouted the maxim of quantity. This utterance also classified as particularized conversational implicature because there is a special knowledge to understand the president's utterances.¹³¹



¹³¹ Yule.

CHAPTER V

CLOSING

A. Conclusion

Communication is important in human interaction to convey the goals or meanings of utterances, but sometimes people do not always clear and to the point in conveying the goals. It means that there is an implicit meaning in the utterances. It is called implicature or conversational implicature. The theory of Grice was used to identify the conversational implicatures, especially in types and flouting maxims of conversational implicatures. The researcher conducted President Joko Widodo's interviews at BBC News and CNBC International TV YouTube channels.

Based on the research findings above, in this finding the researcher found 15 data on the types of conversational implicatures. There are 2 types, these are generalized conversational implicature and particularized conversational implicature. There are 8 data of generalized conversational implicatures, and there are 7 data of particularized conversational implicatures.

In the flouting maxims of conversational implicature, the researcher found 15 data includes of maxim flouted of quantity, maxim flouted of quality, and maxim flouted of manner. There are 12 data of maxims flouted of quantity, 1 data of maxim flouted of quality, and 2 data of maxims flouted of manner.

B. Suggestion

After getting the result of this study, the researcher would give some suggestions as follows:

1. For the English lecturers

The researcher hopes this study can be a reference for the lectures to teach students about conversational implicature. It can help enrich the student's knowledge about conversational implicature, especially the types, and flouting maxims.

2. For English students university

Pragmatic, especially conversational implicature is one of the important studies for students in language majors. It's not only for students in language majors but also for the participants in communication. The conversational implicature studied will help the speaker to understand the hidden meaning. However, the researcher hopes this study can help the students to understand conversational implicature.

3. For other the future researchers

This research discussed the types and flouting maxims of conversational implicature. The researcher hopes this study can help further researchers who are interested to analyzed implicature, especially conversational implicature as their references. The researcher also hopes other researchers can find the best findings of conversational implicature in their research.

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