

CHAPTER I

INTRODUUCTION

This chapter presents introduction of research. It contains background of problem, statement of problem, research objective, research significance, definition of key terms, conceptual framework, organization of writing.

A. Background of Research

Conversation is a form of communication carried out by two or more people to express their opinions, ideas, comments, or feelings to each other. As social beings, of course people use communication to expand everything on their minds. Communication is one of the important parts of human's life. People cannot avoid communicating with others. Communication is also an important part of conveying information and gives specific purpose. Communication should be more than one person make a good conversation, including the speaker and the hearer. The conversational should run effectively. If there is misunderstanding, conversation does not run well and effective. In conversation, people sometimes utter something which has different meaning from what is meant to be. When people do conversation, sometimes, people use implicit meaning, and it will not be good and effective if speakers and listeners are not cooperative. For example, when speakers tell something implicitly, listeners will respond it by using an utterance or action, so conversation runs cooperatively.

Conversation must also have expressions and contributions to each other, so that the resulting conversations is clear and quite informative. However, people sometimes has various ways to express something in providing clear information to others. “ The expression used in conversation cannot always be intelligible and finally acceptable” (Grice, 1989, p. 23). In this case, as a language user someone

might intend to provide more information implicitly than what was explicitly stated. This nation's language phenomenon is called implicature.

Implicature is the meaning that is conveyed additionally. “Implicature is an addition conveyed meaning. It is something that is more than just what the word means” (Yule, 1996, p. 35). When the speaker says an implied meaning, it is able to make the hearer has other expected meaning. Whereas, a good Conversation must be clear to make the hearer easy to understand and it is called cooperative principle. Grice has argued that in an attempt to clarify the intuitive difference between what is expressed literally and what is expressed implicitly in a sentence. To distinguish the latter from the former, Grice (1975, p. 44) uses the neologisms implicature, while he refers to the linguistically coded part of utterance content as what is said. Grice (1975, p. 44) divides the implicature into two types, “Conventional implicature and conversational implicature.” Conventional implicature is not based on the cooperative principle and the maxims that are introduced by Grice in the conversational implicature, Yule (1996, p. 45) has argued that the conventional implicature does not have to occur in conversation and does not depend on the special contexts for the interpretation, but deals with specific words , as ,but, yet, therefore and even. Another type of implicature is conversation implicature, Grice’s idea conversation implicature is the theory of how people used language (Grice, 1975, p. 45). It means that conversational implicatures are commonly used to solve problems in a way people understand the meaning intended by the speaker that they do not actually say.

Conversational implicature is governed by the cooperative principle, the content of which is detailed in the four maxims of conversation and their sub maxims, they are maxim of quality that tries to make your contribution one that is true, maxim quantity hat tries to make your contribution as informative as is required and do not make your contribution more informative than is required, maxim of relation is required to have good relation in communication between the

speaker and the hearer, and maxim of manner that wants the speaker to utter in direct, clear, and obvious ways. According to Grice, conversational implicature is divided into generalized and particularized implicature. The distinction between generalized and particularized conversational implicature is characterized as follows. Instances of, general conversational implicature is the use of a certain form of words in an utterance would normally (in the absence of special circumstances) carry such-and-such an implicature, all of them got only from the maxim, especially maxim of quantity and maxim of manner while in the case of particularized conversational implicature requires special features of the context (Grice, 1975, p. 57).

In this research, the researcher wants to analyze the conversational implicature used in humor of *Central Intelligence Movie* by Ike Barinholtz, David Stassen, and Rawson Marshall Thurber. The researcher chooses this object because conversation that gives rise to humor so that it can be used as an object of research and raises issues that will be investigated by researchers, and this research focused on the conversational implicature which is interrelated with implied utterances in their communication. The researcher researches humor because humor itself which gives rise to implicature in conversation disconnection and humor that is very important to be studied in order to find the spontaneous conversation implicature in the context of the situation. Thus the truth of funny sayings is usually not explicitly produced, or maybe too said to mean the meaning. Therefore, listeners need knowledge related to the speaker and their attitude, to appreciate that the speaker did not say truth of humorous utterances are usually not produced explicitly, or it might be said to be implied meaning.

Fillmore (cited in Cutting, 2000) says that, “it is clear how snugly the spontaneous humor of natural conversation is embedded in the lives and experiences of the people among whom it is exchanged”, and “humor is an expression of the collective experience of the participants and receives response only from those who share common concerns.”

Based on the explanation above, the researcher chooses *Central Intelligence Movie*, because it tells a two men of different characters, where they are friends of one generation at his school. Reunited after 20 years with many changes to both. Until they are together again and play their roles in action in comedy roles. The reason why the writer took this movie because this Central Intelligence has a action comedy genre, and that can be used as an object of research.

There are some similar previous studies. The first study was done by Rohmah (2016) entitled, "*Conversational Implicature in Action And Romantic Movie Script Entitled G.I Joe and The vow*" she focuses on analyzing the conversation implicature and the contrastive movie which appears in G.I Joe and The Vow movie. The second study was performed by Vikri (2014) entitled, "*An Analysis Of Conversational Implicature in Iron men 3*" in this research, he analyzed the type of conversational implicature resulted from the non observance maxims which have been done by the characters *Movie Iron Men 3* and then explaining their meanings. The third study was performed by Khoiroh (2017) entitled, "*The Analysis Of Implicature In Bridge To Terabithia Movie*" This research analyzed utterances of three main characters in Bridge To Terabithia movie.

The difference between this research and previous research is the writer classifies the implicature raised the contained in the Central Intelligence Movie. After then knowing what the implicature raised in Central Intelligence Movie, the writer will determine the conversational, after that conversational will produce context and humor. The researcher uses qualitative methods for his research, and uses pragmatic analysis through Grice approach in solving problems related to conversational implicature. Although the first problem was the same as the previous research , the second problem was not examined by them. Therefore, this study is here to fill the avoid of previous research.

B. Statement of Problem

Based on the description above, the problem in this research is about Conversational Implicature Used Humor in *Central Intelligence Movie*. Therefore, the research formulates some problem as follow:

1. How generalized and particularized conversational implicature in *Central intelligence* movie?
2. What is the implicature raised in humors utterance of *Central intelligence* movie?

C. Research Objective

Based on the statement of the problem above, to answer the question of the problems of the study. Therefore, the objectives of this research are as follow:

1. To identify the generalized and particularized conversational implicature in Central Intelligence movie.
2. To analyze the implicature raised in humor utterance of Central Intelligence

D. Research of Significance

Based on the statement of the problem, the researcher hopes that this research give the useful information for the readers. The significance of the research can be seen as follows:

1. Theoretical Significance

This research is directed to give a new contribution, especially in the Pragmatic on conversational implicature. The researcher wants to development the knowledge about conversation implicature.

2. Practical Significance

This research is expected to give information and more understanding to the readers especially student of English Literature who wants to analyze the same problem about conversational implicature. For other researcher, this research can inspire them the conduct similar research in order to give more

additional information in analyzing conversational implicature. Furthermore, the result of this research is also expected to give language users some knowledge in understanding the implicit meaning and the message contains in a conversation.

E. Definition of Key Terms

Definition of key terms made to avoid misconception in conceiving the terms in this research, the terms are clarified as follows:

1. Conversational implicature

The term conversational implicature used in this study means is conversation which governed by the cooperative principle, the content of which are detailed in four conversational maxims and sub-maxims, including the maxim of quality and maxim of quantity .

2. Humor

This study uses the term Humor to show that it implies a knowledge of expressions and attitudes that tend to be done to arouse joy and trigger laughter.

3. Central Intelligence

This study uses Central intelligence Movie by Ike Barinholtz and David Stassen. The movie was published in 2016, Central Intelligence is American action comedy movie directed by Rawson Marshall Thurber, and written by Thurber, Ike Barinholtz and David Stassen. The movie stars Kevin Hart and Dwayne Johnson as two old high school friends who go on the run after one of them joins the CIA in order to save the world from a terrorist who has an intention to sell satellite codes.

4. Generalized Implicature

The term generalized implicature used in this study means implicature does not require special background knowledge from the context of speech to make the necessary conclusions.

5. Particularized Implicature

The term Particularized implicature used in this study means is an implicature expressed through a very specific context in locally recognized conclusions.

F. Conceptual Framework

In this research the researcher attempts to find the conversation implicature of Grice theory. Researcher will look for how process implicature are used humor in Central Intelligence Movie that show the characteristic of actor. To the process itself the researcher will identify and classify conversation implicature of the Central Intelligence Movie by Thurber.

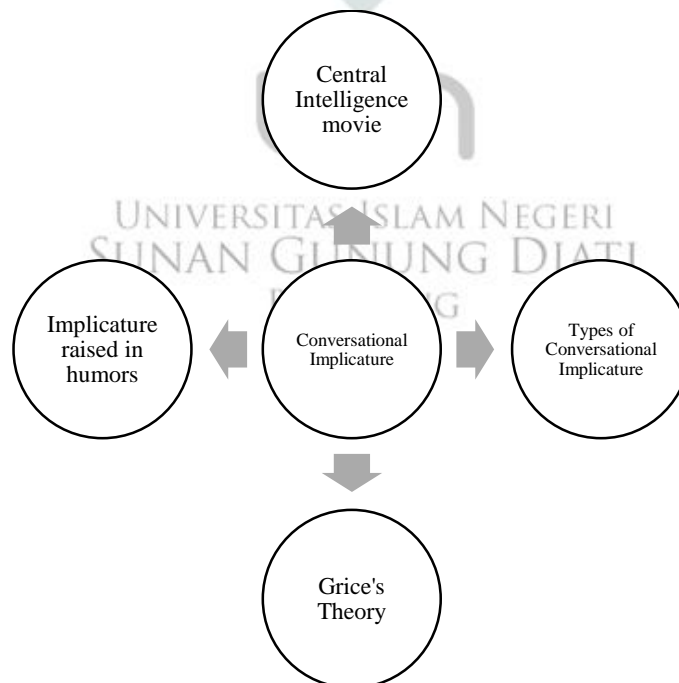


Figure 1. Conceptual Framework

The diagram above is a description of how the research process complements research. This research has objects in the form of Central Intelligence Film by Ike Barinholtz and David Stassen. The movie studied is action comedy genre, usually people watching action movies will feel tense but not with this movie because it is interspersed by comedy that raises laughter and removes tension for the audience. To facilitate research, researchers also use Grice's theory to strengthen answers to conversational implicature problems, so from that conversation the researcher can determine what types of conversational implicature and what implicatures are raised in the conversation.

The theory used by the researchers in this research are: conversational implicature which is part of pragmatics. Pragmatics is part of linguistics that can be defined as the way to utter or present the speaker's utterance. According to Kempson, pragmatics is the way to present the utterance by the speaker (Kempson, 2013:192). Kempson's argument is in line with Yule, he says that pragmatics is the study of speaker meaning. It is concerned with the study of meaning that is uttered by the speaker and interpreted by the listener. He adds in his analysis that the speaker's utterance using words or phrase are more than what they mean (Yule, 1996, p. 1).

Yule says that pragmatics is the study of contextual meaning, it involves what people mean in a particular context and how the context influences what is said by the speaker. He makes the additional argument that pragmatics is the study of how more gets communicated than is said, it is to explore how the inferences about what is said are made by the speaker in order to arrive at the interpretation of speaker's intended meaning. Besides that, Yule says that pragmatics is the study of the expression of relative distance, it means that it is about how close or near the listener is, so that the speaker can determine how much need to be said (Yule, 1996, p. 1).

Conversation implicature is the conversation that uses implicit meaning "Conversational implicature is an inference. That hearer works with implicit messages in the utterances in conversational interaction" (Grice, 1975, p. 43). The explain above

it can be that the conversational implicature is inference of the conversation. And can found with a text and context meaning in it.

G. Organization of Writing

This research paper is divided into five chapters.

- Chapter I : In this chapter, the researcher will be write a general description of this research. It also gives an explanation about phases of research. Those phases are as follows; background of problem, statement of problem, research objective, research significance, definition of key terms, and conceptual framework.
- Chapter II : In this chapter , the researcher will be write the theoretical foundation. Its provided the basis conducting research problems. They are about Conversation Implicature, type of implicature and implicature raised.
- Chapter III : In this chapter, the researcher will be write procedure of the research. It's consist of method of research, sample data, source of data, technique of collecting data, and technique of analyzing data.
- Chapter IV : In this chapter, the researcher will be write the discussion about conversational implicature , type of implicature, and implicature raised.
- Chapter V : In this chapter, the researcher will be write the conclusion and suggestion. This last chapter concludes the whole analysis and provides suggestion.