

CHAPTER I

INTRODUCTION

This chapter reviews the introduction that consists of background of the research, statement of problem, research objectives, research significance, definition of key terms and organization writing.

1.1. Background of the Research

Conversation takes place to communicate something in which two or more participants (speakers and listeners) are involved. Speaker's utterance is interpreted by the listener. How the listeners interpret the meaning by the speaker's expression is an activity of conversation. This matter has become the concern of pragmatic study. Yule (1996: 3) states that "Pragmatics is the study of speaker meaning". In this case we have to know and understand what the other (people that we asked) means and intend to us, especially in expressing and conveying the feeling. One of the studies of pragmatic is conversational implicature.

Conversational implicature is a message that is not found in the plain sense of the sentence. Yule (1996: 40) states that "the hearer should be able to infer the message in the utterance by appealing to the rules governing successful conversation interaction". Grice (1975: 43) states that "Conversational implicature is not carried by what is said, but by the saying of it". On the other hand, conversational implicature is implicative

expression. It is what people say sometimes implies what they have in mind which is not uttered. For understanding the differences between things that are being said with things that are being implied, the concept of implicature itself is required.

The concept about implicature is used to know what is said or aimed by the speakers although what the speaker say is not related to the meaning by the speaker itself (Brown and Yule, 1983: 11). The conversational implicature is also caused by violated the cooperative principles in conversation. Because of that, the cooperative principle is the principle that should be understood and known by the users of language so that conversation or communication is run well.

This study focuses on the interview of Barack Obama. The researcher is interested in discussing this study, because conversational implicature always invites us to find out the meanings that cannot be uttered by the speaker. Conversational implicature makes us infer what people say.

Related studies on conversational implicature were undertaken by Kamaludin (2007) who took the object on The Black Adder film. In the film, the writer showed us a lot of conversational implicature in dialogue. In this thesis, the writer analyzed the conversational implicature phenomena and meaning that appear in the film. Besides, the analysis of conversational implicature was analyzed by Pakpahan. She took the object on Smart FM's Radio Talk Shows. The writer analyzed about types of conversational implicature and the dominant conversational implicature in Smart Fm's

Radio Talk Shows. In addition, Putri (2011) analyzed about conversational implicature also. She took transcript of interview between Barack Obama and Hisham Melhem from al-Arabiya TV to become the object. The writer analyzed about the implicatures that can be found in the transcript of interview between Obama and Hisham Melhem about Moslem world and negotiations between Palestinian and Israeli.

The research of conversational implicature above becomes reference to write this research. The differences with the previous research are the problem and the object of research. The object in this research is interview. The researcher chooses that object to avoid the duplication with the previous research and the language used in that interview is not too difficult to be understood. To analyze the conversational implicature in the interview, the conversational implicature theories by Yule (1996) about the types of conversational implicature and Grice (1975) about cooperative principles are chosen.

1.2. Statement of Problem

This research investigates the conversational implicature. Conversational implicature is an implicative expression. What people say sometimes implies what they have in mind which is not uttered. This phenomenon is interesting to analyze to know what is implied by a speaker's utterance.

Based on the explanation above, this research focuses on the questions:

1. What types of conversational implicature are found in Putra Nababan's interview with Barack Obama?
2. How do the conversations violate the cooperative principles?

1.3. Research Objectives

Based on the statement of problems above, the researcher will set out two purposes for this research:

1. To find types of conversational implicature found in Putra Nababan's interview with Barack Obama.
2. To analyze the conversations violating the cooperative principles.

1.4. Research Significance

The findings of the study are expected to give information and knowledge to students about conversational implicature. This study also expected to be useful for teachers, as a teaching material to be used in understanding the meaning of conversational implicature in conversation and to expand knowledge on Pragmatics. For other researchers, this study can inspire them to conduct a more in depth research in order to have a better knowledge in understanding the implicit meaning and the message contains in a conversation. Furthermore, the findings of the study are expected to be useful for the readers and those who would like to know more about conversational implicature and can be practice in a daily conversation.

1.5. Definition of Key Terms

- **Analysis** : The process of breaking a complex topic. “Study of something by examining its parts” (Oxford, 2007: 14).
- **Conversation** : Conversation is a process to send and receive information. It is also an activity or process of expressing ideas and feelings or giving people information. “Conversation is informal talk involving a small group of people or only two persons” (Oxford, 2007: 95).
- **Implicature** : Implicature is an additional conveyed meaning. It is something that is more than just what the word means. Conversational implicature is related to the knowledge of what the speaker and the listener in understanding the utterances said that the speaker and the listener must also comply with all rules (Yule, 1996: 40).
- **Conversational Implicature** : Conversational implicature is one aspect of pragmatic studies that the main concern is “means an utterance” according to the context. Conversation implicature is used to explain the implicit meaning “what is said or written” as “something that implied” (Grice in Suyono, 1990: 14).
- **Putra Nababan** : Indonesian newsreader (news anchor), journalist and editor in chief of MetroTV.
- **Barack Obama** : President of the United State (44th) and the first African American to hold the office.

- **Interview** : Interview is a conversation between two or more people where questions are asked by the interviewer to elicit facts or statement from the interviewee.

1.6. Organization of Writing

The writing of this research is arranged into five chapters. The first chapter is *Introduction*. This chapter comprises background of the research, statement of problems, research objectives, research significance, definition of key terms and organization writing.

The second chapter is *Theoretical Foundation* which comprises speech act theory, conversational implicature theory and maxim of cooperative principles.

The third chapter is *Research Methodology*. This chapter contains the research methods in conducting the research. It also describes the stages in conducting the research. The elements of this chapter are: research design, source of data, sample of data, techniques of collecting data and techniques of analyzing data.

The fourth chapter is *Analysis and Discussion*. This chapter presents findings and discussions in relation to the questions of the research. This chapter is resulted from analysis of types of conversational implicature are found in Putra Nababan's interview with Barack Obama. Furthermore, it also analyzes conversations that violate the cooperative principles in the interview.

The fifth chapter is *Conclusion and Suggestion*. This chapter concludes the whole analysis and provides suggestions.

