CHAPTER I
INTRODUCTION

A. Research Background

Conversational implicature is triggered by certain general features discourse rather than by the conventional meaning of specific world (Grice, 1981). Conversational implicature occurs when the speaker flouted the maxim of cooperative principle in the conversation. Implicit utterance usually occurs in real life, but nowadays a lot is happening in cyverspace too. Currently, implicit meaning is often found in literary work such as films. Movie is a reflection of real life. As we know, the movie is one of the literary works created for increasing the imagination.

Conversational implicature in *Maleficent 2* movie raised because the dialogue between actors deviates from the principle of cooperation. This deviant conversation is carried out spontaneously, not with intention but this inadvertence will raised the conversational implicature if the hearer grasps what the speaker is saying. To understand the conversational implicature in *Maleficent 2* movie, we have to understandthe existing context. Context plays an important role in the conversational implicature, because context affects the meaning uttered by the speakers. Whether the speaker's utterance reaches the hearer depends on the existing context, such as place, participants, etc. this will be interrelated if all involved understand the context or are in the same context.

The speech uttered by the speaker also has different functions depending on the context that is captured by the hearer. This function will be found in every conversational implicature found in *Maleficent 2* movie, such as a critical sentence that functions as motivation or reduces opptimism, or a humor that functions as entertainment or ridicule. All of these function will appear if the conversational implicature raised in *Maleficent 2* movie.

According to Fowler (2019) in *Stylistics and Linguistic Analyses of Literary Works* by Mytha Candria, "Literature is expressed "in and through" language; this shows that language plays a central role in the world of literature. A writer uses language as a means to express his creativity, and the beauty or value of his work

lies in the language he chooses and the messages he sends, transmit via language. On other hand, the reader enjoys the work of reading the language, in which he can unravel the messages."

From the explanation, the researcher chose movie as the reserch object because in essence language and literature cannot be separated and movie also use nature language that cannot be separated from the context in which they occur. And the researcher chose *Maleficent 2* movie as research object because the conversation and scenes of the characters playing this movie, we can determine which dialogue contains the conversational implicature in it. In addition, this movie also has several advantages. It is the main character in this movie, Maleficent, is a good figure and always helps anyone until finally she becomes an antagonist who hates humans because of her disappointment and hatred towards Stefan who betrayed her and took her wings just to greed and power. However, the researcher chooses *Maleficent 2* movie which also contains a conversational implicature in it. This is because the conversational implicature contained in *Maleficent 2* involves characters who do not know each other but understand each other, this can be seen from Aurora, a Queen of Moors, who has never met Queen Ingrith, the mother of Prince Philip. Aurora and Queen Ingrith have just met at a dinner that took place to celebrate the relationship between Prince Philip and Aurora. However, even though they just met they have the same knowledge of context in order for the conversation to go smoothly.

Based on explanation above, this research will only limit the conversational implicature aspects of *Maleficent 2* movie. Therefore, this research will analyze how the implicit meaning can be called as conversational implicature that emerges from the dialogue expressed by the characters. This research also aims to find the functions of implicature which is found from the dialogue expressed by the actors in *Maleficent 2* movie.

B. Statement of Problem

From the explanation before, we know that the implicit meaning is carried out spontaneously, not with intention but this inadvertence will raise the conversational implicature if the hearer grasps what the speaker is saying.

Based on the background in this research above, the researcher concludes that there are two questions will be the main focuses on this research, they are:

1. How is the conversational implicature raised in the dialogue *Maleficent 2* movie?

2. What are the functions of implicature found in the dialogue *Maleficent 2* movie?

C. Research Purposes

Based on the formulation of the research question above, the researcher is intended:

1. To identify the conversational implicature raised in the dialogue *Maleficent 2* movie.

2. To find out the functions of implicature found in the dialogue *Maleficent 2* movie.

D. Research Significance

The results of this research are used to give useful advantage, they are:

a. Theoretically

Theoretically, this research deepens the conversational implicature from pragmatics, so that the results can be useful for students to understand the conversational implicature based on Grace's theory.

b. Practically

a. This research is useful for the readers to understand and to know more about conversational implicature, especially for them, who likes watching the movie, this research will be useful for them to understand the implicit meaning in the dialogue of the movie.

b. This research will useful for the next researcher to give more information and to make the research more perfect.

E. Conceptual Framework

The researcher chose the movie as data object focused on conversational implicature topics which analysed how is the conversational implicature raised in the dialogue and what are the function of implicature found in the dialogue *Maleficent 2* movie. The researcher uses several theories to answer and analyse the statement of problems. This theory is used by researcher because it has a suitable

contribution to writing good data analysis, such as determining which dialogues contain the conversational implicature in *Maleficent 2* movie.

In order to answer the statement of problems, there are several steps taken by researcher to write data analysis. In collecting data, the research uses watch, note taking, and document technique. The researcher uses that technique because the technique of collecting data are watching the movie of *Maleficent 2*, notes taking technique, and also documentation technique because the object of data is taken from the movie downloaded by online. To analyse the statement of problem, the research uses qualitative data.

In order to finish the research, the researcher uses a couple theories. The data was taken from the *Maleficent 2* movies. The theories that are corresponding with the stamen of the problem of the researcher are using the theory which invented by Grice.

To solved the first question the researcher is supported by Grice (1975) theory that states implicature as what the speaker can imply, suggest or mean as distinct from what the speaker literary says. There are two types of implicature, those are conventional implicature and conversational implicature. Conversational implicature is an implicature which is based on maxims and requires a special context. Grice (1975) It is assumed that at some level, the speaker is always observing the cooperative principle even if this is not evident from what is literally said, what is literally said does not coincide with the maxims. Observing the maxims at a non-literal level triggers a standard conversational implicature.

To answer second question the researcher is supported by Grice (1981) theory that states suggest in implicature is utterance which implies something different from what is actually said. Something different is the intention of the speaker that was stated explicitly. Tsuda (1993) states that the functions of conversational implicature is a framework of indirectness conversation; there are violation of Grice's cooperative principle, power and solidarity, and joking as indirect expression.

F. Previous Studies

This research has the same topic as other research. There were three previous studies which contained the same topic, but has different object studies. The first paper was written by Muhammad Vikry (2014) entitled *An Analysis of Conversational Implicature in Iron Man 3*.

Muhammad Vikry analysed the conversational implicature, one of the studies of pragmatic science, by using *Iron Man 3* movie as the object of his research. He used Grice's theory to analyse the conversational implicature that he found in the dialogue. He formulated four problem formulations in his research, 1) What are the maxims of cooperative principle that non-observance in the dialogue of the characters in the *Iron Man 3* movie? 2) How the non-observance of maxim occurs in the dialogue of the characters in the *Iron Man 3* movie? 3) What type of conversational implicatures found in the dialogue of the characters in *Iron Man 3* movie? 4) what is the meaning of each conversational implicature found in the the dialogue of the characters in the *Iron Man 3* movie?

Vikry applies descriptive qualitative method for his research. He used watch and note taking technique to collect the data. The conversational implicature has two types, generalized conversational implicature and particularized conversational implicature. He found 13 of 15 data, 13 of which were the particularized conversational implicature, so 2 of 15 data were generalized conversational implicature. The finding consists of several flouting maxim, 2 data flouted maxim of relation, 7 data flouted maxim of manner, 2 data flouted maxim of quantity, 2 data flouted maxim of quantity and manner, and 2 data flouted maxim of quality.

Based on the first research above, this research has a different and also similar points. The similarities between this research and Viky's research were used Grice's theory, and used watch and note taking technique to collect data. And the differences are the object of data of the research are the same, that is a movie but the movie genre is different, Vikry's research movie genre is action and this research is fantasy. Then, another difference is that the research questions in the research above discuss the maxims of cooperative principle, types of

conversational implicature, and also the meaning of each conversational implicature that appears in the dialogue of characters in the *Iron Man 3* movie. But this research questions discusses about how to raised the conversational implicature and also the functions of conversational implicature in the dialogue in *Maleficent 2* movie.

The second paper was written by Muhimmatul Khoiroh (2017), the student of State Islamic University Sunan Kalijaga Yogyakarta. Muhimmatul Khoiroh wrote a paper entitled *The Analysis of Implicature in Bridge to Terabithia Movie.* She analysed implicature by using *Bridge to Terabithia* movie as her study object. She formulated two problem formulations in her research, 1) What are the types of implicature used by the three main characters (Leslie Burke, Jess Aarons, and Mey Belle)? 2) How do the three main characters (Leslie Burke, Jess Aarons, and Mey Belle) use the implicatures?

Khoiroh used Grice's theory to analyse her topic. This study used a qualitative method and used documentation techniques for data collection. She found 63 implicature data consisting of 25 conventional implicature data and 38 conversational implicature data. She found more conversational implicature than conventional implicature. 38 data consist of 28 particularized conversational implicature data, and 10 generalized conversational implicature data.

Based on the second research, this research has a different and also similar points. The similarities between this study and Khoiroh's study were used Grice's theory, used documentation techniques for data analysing, and the object of data of the research are the same that is a movie and the movie genre is fantasy.

There are two differences between the second research and this research. The first is target analysis. The target analysis of the second research is aimed to the three main characters in *Bridge to Terabithia* movie, while the target analysis this research is aimed at the dialogue that appears in the *Maleficent 2* movie. The second different is the second research has some research questions will produce about how the use of implicature by three main characters relate to Islamic perspective. But this research questions generate about how to raise the

conversational implicature and also the functions of conversational implicature in the dialogue in *Maleficent 2* movie.

The third paper was written by Andi Kartinawati (2011), a student of Hasanuddin University. Andi Kartinawati wrote a paper entitled *Implicature in "La Vie En Rose" movie*. She analysed implicature by using *La Vie En Rose* movie as her object study. She formulates three problem formulation in her research, 1) What kinds of implicature are contained in the dialogue of *La Vie en Rose* movie? 2) How does the implicature expressed in the dialogue of *La Vie en Rose* movie? 3) Why the implicature used in *La Vie en Rose* movie?

Andi used Grice's theory to analyse her topic. The study used a qualitative method and used watch and note taking techniques to collect data. She found 13 implicature data consisting of 3 conventional implicature data and 10 conversational implicature data.

Based on the third research, this research has a different and also similar points. The similarities between this research and Andi's research were used Grice's theory, and used watch and note taking technique to collect data. And the differences are the object of data of the research are the same but the movie genre is different, Andi's research movie genre is a musical drama film while this research is fantasy. Then, another difference is the research questions in the third research discuss the types of implicature, the implicature forms that emerge, and also why these implicature are used in the dialogue in *La Vie en Rose* movie. But this research questions generate about how a conversational implicature that exist in the dialogue in *Maleficent 2* movie.