

CHAPTER I

INTRODUCTION

This chapter consists of the research background, problem statement, research purpose, research significance, theoretical framework, and previous study.

1.1 Research Background

In social life, everyone needs language to communicate. To communicate and maintain or establish relationships with others, people use language as a tool of communication (Wardough, 1985). In any communication, there will always be a sender (speaker) and receiver (listener), a message (speech), and an interpretation of the meaning at both ends (meaning). The listener responds to the speaker for whatever is expressed while delivering the message and afterward. Responses can be verbal or nonverbal, such as nodding in agreement or looking away and sighing, or various other movements.

The communication that involves both the speaker and the listener is usually discovered in seminars, speeches, announcements, and other events where some people become speakers and others listen. Communication between two or more people makes a speaker and a listener simultaneously in various events and Talk Show or interviews.

In the interview itself, the speaker will convey various opinions and thoughts on a matter. The value of the interview is not limited to a holistic snapshot, understanding and analyzing every word, or explaining the detailed view of the informant; interviews also allow the interviewee to express their

opinion in their voice, as well as express their thoughts and feelings (Berg, 2007: 96).

There will be many questions about the interview object that are not too related in the interview or talk show. Interviewees often avoid answering some questions by shifting the topic of discussion or choosing not to answer these questions. Speakers can also insert implied meanings for utterances. In a conversation between two or more people, what the speaker says must arrive and be understood by the listener. Good cooperation is needed so that the speaker and listener can be cooperative and produce a conversation that is mutually beneficial to both parties. Therefore, to understand every utterance, we must try to relate it to various aspects outside of language, such as the person's culture taking part in a conversation. In Pragmatics, someone tries to understand every utterance called Implicatures (Kushartanti, 2005).

In this research, the researcher chose an interview conducted by Emma Watson with Paris Lee uploaded on the British Vogue Youtube channel. Emma Watson is an actress and activist who has been very influential in changing perspectives on issues of gender equality in a sustainable fashion. She often voices her opinion about gender equality at important events such as the HeForShe campaign, held in 2014. Emma Watson also recognizes herself as a feminist, believing and advocating equal rights for women based on gender equality. Paris Lees is an English journalist, presenter, and transgender rights activist. She topped the Independent on Sunday's 2013 Pink List, came second

in the 2014 Rainbow List, and was awarded the Positive Role Model Award for LGBT in the 2012 National Diversity Awards.

In this Interview, Emma Watson talks about her extraordinary life, transcending child stardom, and becoming a voice for change with her speech on UN women's gender equality campaign. Women represent half of the world's population as well, half of its potential. Gender equality is a fundamental human right, and it is also essential to achieve a peaceful society with full human potential and sustainable development. In addition, women's empowerment also shows a boost in productivity and economic growth.

Women have fewer opportunities and opportunities to contribute or participate in economic matters than men. In addition, fewer women have access to primary and higher education, more excellent health and safety risks, and less political representation. Guaranteeing women's rights and allowing them to reach their full potential is critical. It is not only to achieve gender equality but also to meet various international development goals. Empowered women and girls contribute to the health and productivity of their families, communities, and countries.

Her speech on the UN women's gender equality campaign, known as HeForShe, received positive responses such as applause at UN headquarters. Her address at the United Nations is part of her official role as the UN Women's Goodwill Ambassador. Emma Watson's role as Ambassador of Goodwill for UN Women motivated many people to make positive movements supporting gender equality in various ways. Her speech managed to amaze many people

and shocked the world. In this study, researchers will talk about implicature that used Cooperative Principle theory by H.P Grice. This research will focus on the Implied meaning and flouting maxim in the utterance made by Emma Watson in an interview with Paris Lee.

1.2 Statement of Problem

In daily communication and formal communication such as interviews and important meetings, humans cannot be separated from conversations that imply another meaning from what is said, and this is called an implicature. The various statements made by Emma Watson and Paris Lee in this interview have indicated implications. In this interview, the researcher formulated the following research question to discover more about the Conversational Implicature and flouting maxims.

1. What is the implied meaning of the conversational implicature in Emma Watson "Turning 30, Working With Meryl Streep And Being Happily Single" British Vogue Interview?
2. What is the maxim of conversation flouted by conversational implicature in Emma Watson "Turning 30, Working With Meryl Streep And Being Happily Single" British Vogue Interview?

1.3 Research Purpose

After seeing the problem statement, the researcher decided that the objectives of this study were as follows.

1. To know what is the implied meanings of Conversational Implicature in Emma Watson's "Turning 30, Working With Meryl Streep And Being Happily Single" British Vogue interview.
2. To know what is the maxim of conversation flouted by conversational implicature in Emma Watson "Turning 30, Working With Meryl Streep And Being Happily Single" British Vogue Interview.

1.4 Research Significant

This research expects to contribute to the broader community, especially for students who want to do the same research in the future. Furthermore, this research expects to be an example in future research, of course, with the novelties that will appear in each study, including the object under study. This research uses interviews as the object and expects to help in terms of being a valuable reference for future research using other media to serve as the object and further studies on Pragmatics studies, especially conversational implicatures where implied meanings are the main focus.

1.5 Theoretical Framework

An interview is a conversation in the form of a question and answer where questions are asked to a person to get the required responses or answers and should be a two-way process. But in fact, not all interviews go that way, especially in a career. Often, in an interview, it can be seen and felt that most of the control or power is in the interviewer's hands, and this can cause a

person who is a source or candidate to think that they are in the process of judging, whereas an interview has to be a two-way process.

An interview aims to get information directly from the selected source. The questions posed by the interviewer can be improvised questions or direct questions asked according to the situation field, as well as questions that have been compiled and prepared in advance. These questions are why a source can feel inequality in an interview or the power of being in the interviewer's hands. The conversation in the interview can also give rise to an implied meaning when the questions asked in the interview session are not always answered correctly by the source when the question makes the source choose not to answer them.

The speaker may decide to avoid a question that is considered uncomfortable or irrelevant to the theme of the conversation in the interview session. The source can refuse to answer by diverting the topic of conversation or saying something that indirectly indicates discomfort with the question.

This study discusses the Conversational Implicature using the Cooperative Principle theory by HP Grice. The term implicature was postulated by HP Grice, who developed the Cooperative Principle theory and determined it. In addition, Grice also defines four maxim types of how to be cooperative in a conversation

Implicature is an assumption or thought about something communicated indirectly, or it namely implied meaning. A speaker wants to convey to the listeners much broader than expressed through direct speech or writing. Rationally, linguistic meaning denigrates a message that the speaker

will say and understand by the listener (L. R. Horn, Gregory Ward, 2008). In a conversation, a speaker and listener can communicate and create a conversation where both are cooperative. However, the speaker can always insert an implied meaning in a speech to hope that the listener will understand the message.

In a conversation between two or more people, one party sometimes makes mistakes which cause the conversation to be ineffective. A mistake can lead to misunderstanding. Therefore, there are a few simple principles called Grice's Maxim of Conversation. This maxim of conversation will help people not to make mistakes when having a conversation. Maxim of Conversation is a collection of principles determined by a linguist named Paul Grice to describe intuitive principles whereby people will follow grammatical guidelines to communicate their communication effectively. There are four types of maxims: the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner. Therefore, this study will discuss the implied meaning of a conversation and identify what maxim is flouted.

1.6 Previous Study

Some writer in the previous research has done this analysis. The analysis discusses the same theory and topic with the last research: *Conversational Implicature on ABC Interview Between Barbara Walters and Syrian President Bashar Al-Assad* by Novianingrum (2015). In this study, researchers talk about using the implicature in an interview conducted by the President of Syria, namely Bashar Al-Assad, together with Barbara Walters, a journalist, and presenter, using the Cooperative Principle theory put forward

by H.P Grice. This research has several objectives: (1) To know the non-observance maxim of cooperative principle that induces conversational implicature in the dialogue (2) determine how the non-observance maxim generates conversational implicatures in ABC's Barbara Walters and Syrian President Bashar Al-Assad interview (3) To describe the meanings of conversational implicatures describe in the dialogue. This study found sixteen data collected from two interview scripts. This study uses qualitative methods, and the data collected shows that flouting the maxim of quantity is most often found in this study.

Second, *The Study of Implicature Used by The Host and Jaya Suprana in "Kick Andy Show"; Kelirumologi Episode* by Hidayat(2015). In this study, researchers talk about implicatures in the Kelirumologi episode, revealing its appearance in the Kick Andy Show interview. The researcher uses Grice's theory which reveals the implied meanings found in the conversation between Andy as the host of the event and Jaya Suprana as a guest. The researcher formulated two statements of the problem: (1) What implicatures were used in the interview between Andy F. Noya and Jaya Suprana in the Kick Andy show? (2) What is the interview used by Andy F. Noya and Jaya Suprana in the Kick Andy program? In this research, the researcher found nineteen expressions of implicatures in the utterance conveyed by Andy and Jaya Suprana. These expressions including into two categories of Conversational Implicature: Generalized Conversational Implicature and Particularized Conversational Implicature. The conclusion of this study is Andy and Jaya

Suprana often uses implicature to convey implicit messages to listeners as a strategy in indirectly explaining to listeners. It also shows that Andy and Jaya Suprana explain where the listener will have their version of meaning for all the utterances conveyed.

Third, *Conversational Implicature found in The Talkshow Program of "Talk Indonesia" Metro TV* by Aula HasniNairi. This study talks about This pragmatic study analyzes the conversational implicature. The researcher interprets and explains the analysis descriptively. This study manages to answer the following questions: What are the types of conversational implicature used in the dialogue of Talk Indonesia? And What are the functions of implicature that occur in Talk Indonesia?

The study results show that flouted maxims occurrences cover four maxim of quality, nine maxim of quantity, five maxim of manner, and two maxim of relevance. The total of flouted maxim is 20 utterances, with the most flouting the maxim of quantity. In addition, this study discovers two types of conversational implicature—generalized implicature with five utterances and the particularized implicature with 15 utterances. The analysis also successfully identify five types of functions of speech act. There are 16 utterances categorized as representative functions: criticize, report, clarify, conjecturing, state, describe, and testify. Three utterances are identified as a directive function involving advising, respons, and asking. One utterance as expressive indicates the part of commissive and declarative function.

The topics above explain the similarity with this research, which discusses conversational implicature using Grice theory cooperative principle. In the previous analysis, writers used interview transcripts and dialog from the tv show as object study. In this research, the writer uses the transcript from the interview as an object study. Still, it will be different from the interview of the example above because it uses a generated translation from youtube.

