

**IMPLICATURE IN BARACK OBAMA'S PRESIDENTIAL
CANDIDACY ANNOUNCEMENT SPEECH**

A THESIS

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By

Alvin S. Ardi
05185027



ENGLISH DEPARTMENT-FACULTY OF LETTERS

ANDALAS UNIVERSITY
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ABSTRAK

Dalam skripsi ini, penulis membahas implikatur. Penelitian ini bertujuan untuk mengetahui implikatur yang terdapat dalam pidato kampanye Barack Obama. Selanjutnya penelitian ini menggunakan teori implikatur yang dikemukakan oleh H.P. Grice dan George Yule, teori fungsi bahasa yang dikemukakan oleh Geoffrey Leech dan dilengkapi dengan teori etnografi komunikasi yang dikemukakan oleh Dell Hymes.

Data diambil dari ujaran-ujaran Barack Obama yang disampaikan dalam pidato kampanye di Springfield, Illinois USA tanggal 10 Februari 2007. Penelitian ini mengikuti tahap penelitian yang dikemukakan oleh Sudaryanto. Pada tahap pengumpulan data, penulis menggunakan metode simak dan teknik simak bebas libat cakap. Pada tahap analisis, peneliti menggunakan metode padan pragmatik

Berdasarkan hasil analisis, peneliti menemukan empat puluh dua implikatur yang terdapat dalam tiga puluh delapan ujaran-ujaran Barack Obama dalam pidato kampanye tersebut. Selain itu, setiap implikatur memiliki fungsi dan tujuan yang berbeda.

CHAPTER I

INTRODUCTION

1.1 Background of the Study

According to Yule (1996: 33), he states that "it is attempt in explaining how hearer gets what is said to what is meant, that something must be more than just what the words mean. An additional conveyed meaning is called an implicature". It means that implicature gives more information behind an utterance. It is more communicated that what is said. Therefore, implicature does exist in our daily conversation.

In other word, there is an implied meaning behind speaker's utterances because sometimes the speaker wants to deliver his or her intentions implicitly. The purpose of this thesis is to examine Senator Barack Obama's speech which was delivered in Springfield, Illinois on 10 February 2007. When this speech delivered, Barack Obama was still in the nomination of Democratic Party. He was competing with Hillary Clinton. Thus, Barack Obama was as a pre-candidate of American president before being nominated as an official candidate at the time.

Furthermore, the writer tries to reveal the implied meaning uttered by Barack Obama. The speech is interesting to examine linguistically because the language in the speech is probably chosen deliberately and may have implicit meanings that are not obvious at a first glance. The study is therefore relevant in attempting to reach a better understanding of language used in the political speech, which many people find to be complex.

In this research, the writer analyzes the implicature in political speech which is found in Barack Obama's campaign speech. He was the candidate of American president. The writer takes one example of Obama's utterance: "... .. *Let's be the generation that ends the poverty in America.*". There is a meaning behind the utterance and we have to interpret the intention behind it. Therefore, the writer is interested to analyze about implied meaning of the Obama's speech with the title "Implicature in Barack Obama's Presidential Candidacy Announcement Speech"

1.2 Identification of the Problem

Generally, there are some functions or purposes of the speech, such as to give the information, ideas, influence the hearer and so on. The major purpose of the speech especially in Obama's campaign speech is to influence or attract the audience's attention to vote him as the next president of America. Therefore, the writer would like to study the implied meaning of that speech that is formulated on the research question below:

What are the implicatures in Barack Obama's presidential candidacy announcement speech?

1.3 Objective of the Study

The research is mainly aimed to find the answer in solving this problem which has been formulated in preceding explanation. The writer will find out the implied meaning of some utterances in Obama's speech. Mostly, in the political

speeches (campaign), the speaker creates the utterances to deliver his or her ideas indirectly. It means that the utterances contain the implied meaning. Therefore, this research is aimed to investigate the implied meaning behind the utterance of Barack Obama's speech.

1.4 Limitation of the Study

In Obama's speech, there are many utterances that contain the implied meaning. In this analysis, the writer has to interpret what the speaker's intention is. Therefore, in this research, the writer would like to limit the discussion by selecting some utterances. However, this research focuses only on the meaning which is found in some utterances of Obama's campaign speech which was delivered in Springfield, Illinois USA on February 10, 2007. As a result, the writer could find out the implicature of utterances that is presented.

1.5 Method of the Research

Generally, there are three steps in conducting the research, they are collecting data, analyzing data, and presenting the result.

1.5.1 Method of Collecting Data

First, the data are taken from Senator Barack Obama's speech, given in Springfield, Illinois USA on February 10, 2007. The transcription is provided in appendix. Furthermore, the writer uses Observational Method in collecting the

data and Non-Participant's Observation Technique. This method is proposed by Sudaryanto and he calls this method as *Metode Simak*.

Sudaryanto (1988: 2) states that "metode simak, karena memang berupa penyimakan: dilakukan dengan menyimak penggunaan bahasa". Then, Non-Participant's Observation Technique is called as *Teknik Simak Bebas Libat Cakap* is also proposed by Sudaryanto. As stated by Sudaryanto (1988: 2) "si peneliti tidak terlibat dalam dialog atau konversasi". It means the researcher does not take part in the conversation process. In this case, the researcher is only as the observer. Furthermore, the writer would like to find out the implied meaning.

1.5.2 Method of Analyzing Data

After collecting the data, the writer analyzes the data by applying *Metode Padan Pragmatis* or Pragmatic Identity Method proposed by Sudaryanto to identify the data. Sudaryanto (1993: 14) states that "bila orang sampai pada kepada penentuan bahwa kalimat perintah adalah kalimat yang bila diucapkan menimbulkan reaksi tindakan tertentu dari mitra wicaranya dan kata afektif adalah kata yang bila diucapkan menimbulkan akibat emosional tertentu pada mitra wicaranya". It means that when someone speaks, he or she will produce utterances which influence the hearers to do something or gives an effect toward the hearer. It is conveyed pragmatically. Moreover, the writer also uses other theories related to this research to interpret the implied meaning. In other word, the writer analyzes the data by observing the utterances.

CHAPTER IV

CONCLUSION

In this analysis, the writer analyzes Barack Obama's utterances found in Barack Obama's presidential announcement speech. All data which are analyzed by the writer contain implied meaning (implicature). In analyzing implicature in Barack Obama's speech, the context is important. The elements of context such as participants, setting, and topic have important role in investigating the implicature in Barack Obama's speech. Therefore, in order to interpret the speaker's intention, we should pay attention to its context.

By observing all data, the writer finds that all of the implicatures of Barack Obama have different function. Firstly, the function of Barack Obama's implicature is to convey his programs to the audiences. He gives some solutions in solving the problems which are still faced by American people. It can be categorized as the informative function. Secondly, the function of Barack Obama's implicature is to express his point of view toward the situation in this country. He tries to tease the previous government which has done disappointing performance. It can be categorized as the expressive function.

Thirdly, the function of Barack Obama's implicature is to ask the audiences to vote him as the next president. This is the main goal of Barack Obama's implicature. It can be categorized as the directive function.

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