

AN ANALYSIS OF IMPLICATURE AS FOUND IN *LAUGH IT UP*  
COLUMN IN COOL 'n SMART (C'nS) MAGAZINE

A Thesis

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## ABSTRAK

Tesis ini membahas implikasi ujaran di dalam percakapan sebagai bentuk pelanggaran (*violation*) terhadap maksim-maksim Grice dari implikatur percakapan (*Conversational implicature*) yang terdapat dalam kolom *Laugh It Up* pada majalah *C'nS*.

Penelitian ini menggunakan pendekatan pragmatik dengan berpedoman pada teori dasar kerja sama (*Cooperative Principle*) yang dikemukakan oleh Grice tentang maksim (*Grice's Maxims – Conversational implicature (1975)*) yaitu maksim kuantitas (*maxim of quantity*), maksim kualitas (*maxim of quality*), maksim hubungan (*maxim of relation*) dan maksim cara berbicara (*maxim of manner*). Data yang dianalisis berjumlah lima belas buah. Data tersebut dikumpulkan kemudian diklasifikasi dan diinterpretasikan implikatur yang terdapat di dalamnya dengan metode padan pragmatik. Ujaran-ujaran yang terdapat dalam teks tersebut diinterpretasikan dengan menggunakan konteks. Hasil analisis data disajikan dengan menggunakan bahasa verbal dan tabel.

Dari analisis data yang dilakukan ditemukan sebelas teks yang melanggar maksim kuantitas, tiga teks melanggar maksim kualitas, tiga teks melanggar maksim hubungan, enam teks melanggar maksim cara berbicara dan enam teks diantaranya menggunakan ironi. Pelanggaran maksim-maksim ini mengakibatkan makna menjadi lelucon (*jokes*). Pelanggaran terhadap maksim kuantitas paling banyak ditemukan karena si pembicara atau si pendengar cenderung memberi informasi melebihi yang dibutuhkan atau bahkan memberi informasi kurang dari yang diharapkan. Akibatnya, makna yang disampaikan menjadi lucu.

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of Study

Basically, communication means conveying information. In communication, people can talk directly and indirectly. Everything that is said and unsaid by the speaker has meaning for the hearer. The most important thing is how the speaker conveys the information to hearer and how the hearer catches the meaning of what the speaker says.

In conversation, a speaker may inform a message which is not part of a literal meaning of utterance, it means the message is informed implicitly. In other words, what one means is not only what he says in words, but more than that. What speaker means by his utterances go beyond what the sentences uttered mean. This is called implicature as one of language phenomena occurs in conversation that needs context to interpret the meaning. Although the information conveyed implicitly, but it can be represented through the utterance. The hearer needs to interpret the message that is delivered by the speaker in order to avoid miscommunication among them.

In order to get a good interpretation, the hearer has to know the context of utterance. Context is a condition and situation of the speech event. It consists of the participants, setting, activities and interaction in which the event happens. It explains the topic, who are involved in the conversation, where and

when the conversation happens. Context functions to reduce the ambiguities of meaning. It will help the hearer to avoid a misunderstanding in responding what the speaker says, because different context will carry a different meaning.

Similarly, communication in written text can be expressed implicitly. In written language there are writer and reader. Reader also needs context to interpret what the writer says. There are two contexts in written text; linguistic context and non-linguistic context. In face to face communication, the context of speech event can be seen through mimic, gesture, movement and also from the intonation, volume, pitch and pause of the voice. It makes it easy for hearer to recognize the expression of the speaker. While in written text, the linguistic context is the linguistic forms in the text and the non-linguistic context is the picture in the text. Context in written text helps the reader to avoid misunderstanding and ambiguities in reading the text and in catching the meaning of the text.

Something meant, implied, or suggested distinct from what is said is called implicature (Davis: 1991). It is how the speaker says what he wants and how the hearer infers what the speaker says to him. In other words, implicature is what a speaker can imply, suggest, or mean, as distinct from what the speaker literally says.

In this research, the writer is interested to find out the implicatures that are found in *Laugh It Up* Column of Cool 'n Smart (C'nS) Magazine. It is designed for English foreign language learners. It is expected that the result of analysis of implicature may give contribution to the English language learners

to know about implicature specifically. It is also hoped that this research can give contribution to the linguistics study, especially in Pragmatics.

### **1.2 Identification of Problem**

The writer identifies the problems by formulating them into research statement that is to analyze and identify the implicatures found in *Laugh It Up* Column of Cool 'n Smart (C'nS) Magazine.

### **1.3 Objective of Study**

In this study, the writer wants to discuss and analyze the implicature, the conversational implicature as the violation of Grice's maxims, the use of irony and context in language use in *Laugh It Up* Column of Cool 'n Smart (C'nS) Magazine.

### **1.4 Limitation of Study**

In this study, the writer limits the problems to the conversational implicature analysis. The analysis of this study is limited by focusing the discussion on the implicature found in *Laugh It Up* Column of Cool 'n Smart (C'nS) Magazine.

## CHAPTER 4

### CONCLUSION

Being cooperative is the key to have a good conversation. It can avoid misunderstanding between the speaker and the hearer. It is also applicable in written language between the writer and the reader. The reader also needs context to understand texts. In conversation, the hearers manage to work out the complete message when the speaker means more than they say. Each participant in conversation has to follow the cooperative principle, but if not, whenever the participants violate the maxims, it means the participants must implicate something in the conversation. The speakers may implicate something rather different from what they actually say. It can be concluded that implicature occurs because the speaker disobeys the rules of conversation and certain features of context where the implicature arises.

Here, the use of violation of cooperative principles is usually aimed to create a laughable talk. The violation of maxim is aimed to create a laughable conversation. It will be cooperative only when the reader assumes the speaker implies something more than he says. Sometimes the writer tends to hide his intention by choosing appropriate words, so it implies another conclusion, even by using irony to criticize.

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