GENERATING CONVERSATIONAL IMPLICATURE STRATEGIES ON THE VIDEO OF ELLEN SHOW

THESIS

Presented to
Maulana Malik Ibrahim State Islamic University of Malang in partial fulfillment
of
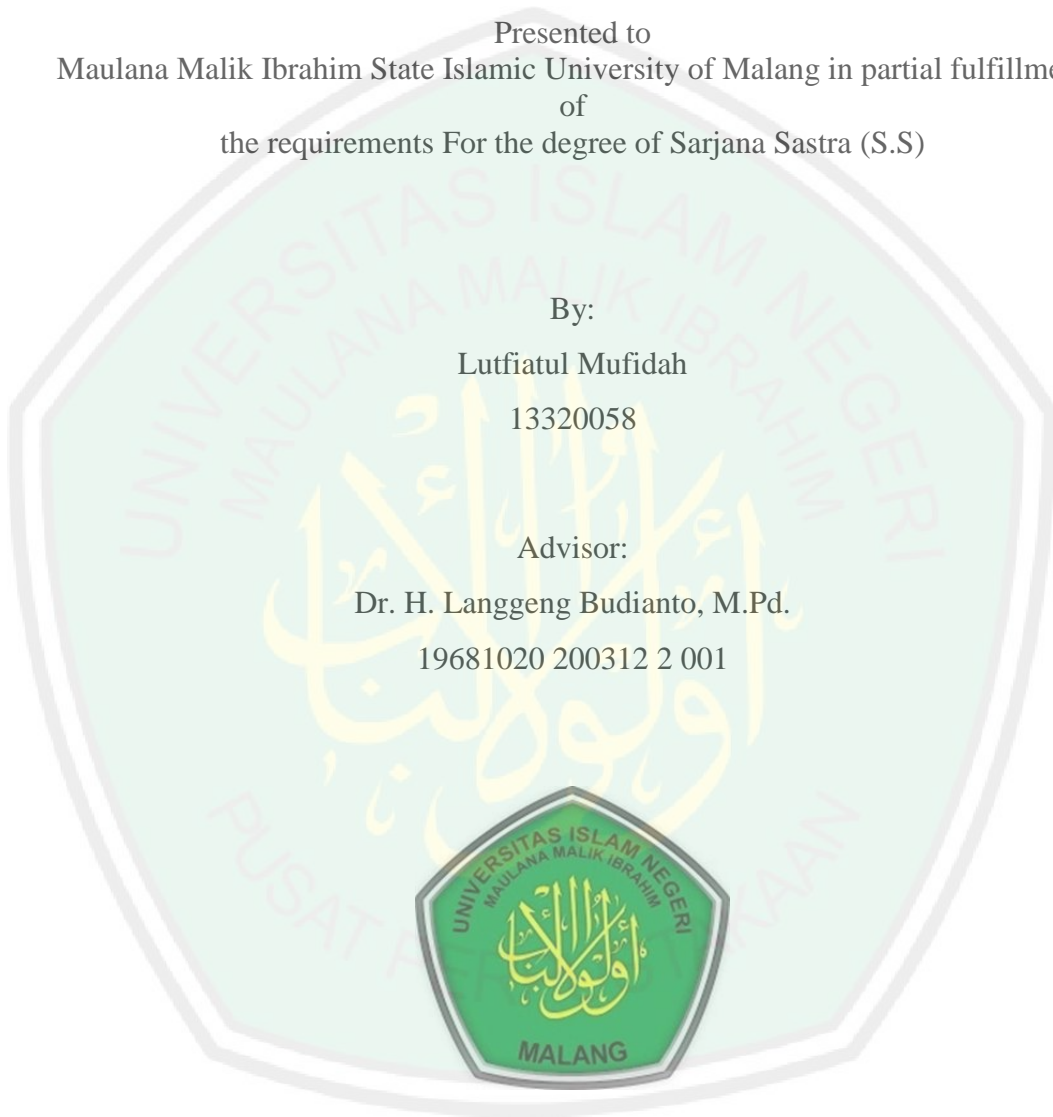the requirements For the degree of Sarjana Sastra (S.S)

By:

Lutfiatul Mufidah

13320058

Advisor:

Dr. H. Langgeng Budianto, M.Pd.

19681020 200312 2 001

ENGLISH LETTERS DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
MALANG
2017

STATEMENT OF AUTHENTICITY

The Undersigned,

Name	: Lutfiatul Mufidah
Register Number	: 13320058
Department	: English Letters
Faculty	: Humanities

Declare that the thesis I wrote to accomplish the requirement for the degree of Sarjana Sastra (S.S) in English Letters Department, Humanities Faculty, State Islamic University of Maulana Malik Ibrahim Malang entitled *Generating Conversation Implicature Strategies on the Video of Ellen show* is truly my original work. It does not incorporate any materials previously written or published by other persons, except those indicated in quotations and bibliography. Due to the fact that, I am the only person who is responsible for this thesis is any objection claim from others.

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The Writer,

Lutfiatul Mufidah
NIM 13320058

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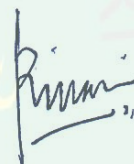
Malang, December 29, 2017

Approved by
The Advisor,

Acknowledged by
The Head of English Letters
Department,

Dr. H. Langgeng Budianto, M. Pd.
NIP 19711014 200312 1 001

Rina Sari, M. Pd.
NIP 19 750610 200604 2 002

Acknowledged by,

The Dean of The Faculty of Humanities
Universitas Islam Negeri Maulana Malik Ibrahim Malang

Dra. Hj. Syafiyah, M.A.
NIP 19660910 199103 2 002
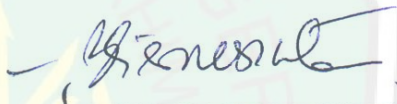
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The Board of Examiners

1. **Drs. H. Djoko Susanto, M.Ed.,Ph.D**
   ....
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   ....
   NIP: 19690628 20060 4 1004

   (...........................)
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3. **Dr. H. Langgeng Budianto, M.Pd**
   ....
   NIP:19711014 200312 1 001

   (...........................)
   Supervisor

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Universitas Islam Negeri Maulana Malik Ibrahim Malang

Dra. Hj. Syafiyah, M.A
NIP. 19660910 199103 2 002

MOTTO

"Be as Yourself as You want"

DEDICATION

Alhamdulillahirobbil'alamin

I thank very much to Allah S.W.T who has allow me to do this work and thank

full to my father and my mother who always pray for me every day. The last

thank is to all of my friends in English Letters Department period 2013 Who

always support each other and pray each other for getting our graduation together.

I cannot mention them because they are all my friends whom I love.

ACKNOWLEDGEMENT

All praise due to Allah SWT, lord of the world, king of the king, the Merciful and the Beneficent who has given the researcher a drop of knowledge with a million powers, inspiration and patience. Peace and situation may always be granted to our noble Prophet Muhammad SAW, through his incredible struggle that the researcher is recognize as a true Muslim.

Alhamdulillahi Robbil'alamin, the researcher is finally able to finish this thesis entitled Generating Conversational Implicature Strategies on the Video of Ellen Show as the requirement for the degree of S1 Sarjana Sastra in Universitas Islam Negeri Maulana Malik Ibrahim Malang.

The researcher is aware that there are many people who have given and supported her in finishing this study. Furthermore, she would like to give her great thanks to her beloved parents, Zainal Arifin Ch and Nur Hidayati who always give her support, prays, affections, attentions, loves, as well as their superb effort in encouraging her to study at Universitas Islam Negeri Maulana Malik Ibrahim Malang. Her lovely sister, Rif'atul Chusnia thanks for loving, supporting and inspiring her, and all of the big family of Bani Cholil thanks for supporting and inspiring her.

Next, the researcher would like to express her deep thanks to her best advisor, Mr. Dr. H. Langgeng Budianto, M.Pd. who always patiently guide and also motivated her to finish the thesis. Then, all my lectures of English Letters

Department for being patient to teach me in order to achieve worthwhile knowledge, especially board of examiners who had given me any valuable questions, suggestion and advice that enable me in finishing my research well.

My last thanks also delivered to all my friends in English Letters and Language Department 2013 and all of members of Asrama Purti Al-Yasini Malang who have full filled when researcher was stuck during doing this research. Researcher hope we get easy to do anything and hope for this research will be useful for the reader.

Malang, December 22, 2017

Lutfiatul Mufidah

ABSTRACT

This research is focused on the strategies of generating the conversational implicature in the video of Ellen show. The conversational implicature is generated to imply additional meaning or hidden meaning that has never been told in the utterance. To generate the conversational implicature, it is needed to execute two strategies; they are observance of cooperative principle maxim and violation of cooperative principle maxim. Since, using the conversational implicature means that the researcher aims to have different meaning from the literal meaning of utterance, it is indicated as one form of indirectness.

This research is conducted using explorative qualitative method as the research design because the purpose of this research is to provide explorative analysis of the data. The data are collected by getting video of Ellen show on 16 of October 2015 edition. Based on this research background, this research analyzed the video of Ellen show by of applying the theory of Grice's implicature.

The result of this research showed that (1) on the conversation of Ellen show generated two types of conversational implicature they are quality and quantity. (2) and generated conversational implicature by observing the maxim of cooperative principle eight times which is done by Mila and violation the maxim three times which is done by Emily. As for the detail findings, within this research is discovered 8 observance of quality maxims, and three violation of quantity maxims. then, can be concluded that on the event of Ellen show this time mostly observance the cooperative principle maxim to generate conversational implicature to give more attractive results to audience.

The researcher suggested the next researchers who are interested to conduct the research in the same field to investigate the strategies of generating the conversational implicature on the other subject, such us language text in social media like language of online shop. Since, recently this of video is very popular in social media and it might be an attractive research and give bigger contribution to be study of language.

ABSTRAK

Mufidah,Lutfiatul. 2017. Skripsi. Penggunaan strategi dalam Menghasilkan Implikatur Percakapan pada Video Ellen Show. Skripsi, Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Pembimbing: Dr. H. Langgeng Budianto, M.Pd.

Kata Kunci : Menghasilkan Implikatur Percakapan, Video Talk Show, Ellen Show.

Penelitian ini difokuskan kepada penggunaan strategi dalam menghasilkan implikatur percakapan pada video Ellen show. Implikatur percakapan ini dihasilkan untuk menyatakan makna tidak langsung, makna tambahan, atau makna tersembunyi yang mana tidak terucap dalam kalimat. Untuk menghasilkan implikatur percakapan, dibutuhkan pelaksanaan dua strategi, yaitu kepatuhan maksim percakapan dan pelanggaran maksim percakapan. Karena, penggunaan implikatur percakapan menunjukkan bahwa peneliti bertujuan untuk memiliki makna yang berbeda dari makna harfiah ucapan, itu diindikasikan sebagai salah satu bentuk tidak langsung.

Penelitian ini dilakukan menggunakan metode eksploratif kualitatif karena bertujuan untuk memberikan hasil Analisa data eksploratif. Data yang digunakan dalam penelitian didapatkan dari video Ellen show edisi 16 oktober 2015. Berdasarkan latarbelakang penelitian, penelitian ini menggunakan teori implikatur Grice.

Hasil penelitian ini menunjukkan bahwa (1) dalam percakapan acara Ellen show ini menghasilkan dua tipe implikatur percakapan yaitu kualitas dan kuantitas. (2) dan telah menghasilkan implikatur percakapan dengan mematu himaksim percakapan sebanyak 8 kali yang telah dilakukan oleh Mila dan melanggar maksim percakapan sebanyak 3 kali yang telah dilakukan oleh Emiy. Ada pun dilihat secara detailnya, dalam penelitian ini ditemukan 8 keputusan maksim kualitas dan 3 pelanggaran maksim kuantitas. Dapat disimpulkan bahwa di acara Ellen show kali lebih sering mematuhi maksim percakapan untuk memberikan hasil yang lebih menarik untuk penonton.

Peneliti mengusulkan kepada peneliti-peneliti selanjutnya yang tertarik untuk mengadakan penelitian pada bidang yang sama untuk mengkaji penggunaan strategi dalam menghasilkan implikatur percakapan pada subjek penelitian yang berbeda, misalnya dalam media social seperti Bahasa online shop. Dikarenakan, video seperti ini sekarang sangatlah popular di social media dan ini mungkin bisa menjadi sebuah penelitian yang menarik untuk dikaji dan bisa memberikan kontribusi dan hasil lebih besar bagi studi Bahasa.

ملخص

لطفئة المفيدة. ٢٠١٧. *استخدام الاستراتيجيات في توليد تأثيرات للمحادثة فى الفيديو Ellen Show*. بحث جامعي. قسم الأدب الإنجليزي, كلية العلوم الانسانية, جامعة الدولة الإسلامية مولانا مالك إبراهيم مالنج.

المشرف: دكتور لنجنج بوديانتو الماجستر.

الكلمات الرّئيسيّة: توليد تأثيرات للمحادثة, فيديو برنامج حواري, Ellen Show.

هذا البحث يركز على استخدام الاستراتيجية في توليد الدعاية العاطفية على عرض الفيديو Ellen Show. يتم إنشاء هذا التلاعب التخاطب للتعبير عن معنى غير مباشر ، أو معنى إضافي ، أو معنى خفي لا يتم نطقه في الجملة. لتوليد تأثيرات للمحادثة ، هناك حاجة إلى اثنين من الاستراتيجيات ، وهما أقصى قدر من المحادثة والحد الأقصى لانتهاك المحادثة. لأن استخدام التحذيرات التحذيرية يشير إلى أن الباحث يهدف إلى أن يكون له معنى مختلف عن المعنى الحرفي للكلام ، فإنه يشار إليه على أنه شكل غير مباشر.

تم إجراء هذا البحث باستخدام طريقة استكشافية نوعية لأنه يهدف إلى إعطاء نتيجة لتحليل البيانات الاستكشافية. تم الحصول على البيانات المستخدمة في الدراسة من الفيديو Ellen Show طبعة من ١٦ أكتوبر ٢٠١٥. استنادا إلى الخلفية البحثية ، يستخدم هذا البحث النظرية تأثيرات Grice.

نتائج هذه الدراسة تشير إلى أن (١) في المحادثة فى الفيديو Ellen Show، ينتج هذا الحدث نوعين من أنواع الدعاية العاطفية مثل الجودة والكمية. (٢) وأنتجت تأثرات تحادثية من خلال ملاحظة المحادثة مكملة ثمانيّة مرات التي قام بها Mila وانتهاك المحادثة ٣ مرات التي قام بها Emiy. (٣) كما رأينا في التفاصيل ، وجدت في هذا البحث ٨ جودة مقرر القرار و ٣ كمية انتهاك الحد الأقصى. يمكن الاستنتاج أنه في برنامج Ellen Show هذه الحلقة كثير من الأحيان تطيع المحادثة مكسيم لإعطاء نتائج أكثر إثارة للاهتمام للجمهور.

يقترح الباحثون لمزيد من الباحثين الذين يرغبون في إجراء البحوث في نفس المجال لدراسة استخدام الاستراتيجيات في الغلة تأثيرات للمحادثة على موضوعات البحث المختلفة, على سبيل المثال في وسائل التواصل الاجتماعي مثل استخدام اللغة في متجر على الإنترنت. لأنّ أصبح الفيديو مثل هذا شائعة جدًا في الشبكات الاجتماعيةو قد تكون هذه دراسة مثيرة للدراسة ويمكن أن تسهم وتحقق عوائد أكبر في مجال دراسة اللغة في المستقبل.

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CHAPTER 1

INTRODUCTION

This chapter covers background of the study, research questions, research objectives, research significances, scope and limitation of the study, and definition of the key terms.

1.1 Background of the Study

Pragmatics is the study about meaning has relation in which a person is speaking or writing. The content here includes social, situational, and textual content. In pragmatics, when people communicate with other people, they normally follow some kind of cooperative principle; means that they have a shared understanding of how they should co-operative in their communication (Patridge,2008:53). According to (Parker,1986:11) Pragmatics is distinct from grammar, which is the study of the internal structure of language. Pragmatics is the study of how language is used to communicate.

In daily life, people using language in a various from for doing interaction with other people in communication. People always have a purpose to convey the message amoung people. Sometimes, they express the utterance in defferences sentences. The speaker can say something which has a special meaning in which the hearer understand what the speaker says called implicature (Grundy,2000:102).

Under pragmatics perspective, the reseacher investigates the strategies of generating conversational implicature in the selected talk show within Ellen show

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video. Yule (2006) state that the term "implicature" is used by Grice (1975) to account what a speaker can implay, suggest, or mean as distinct from what the speaker literally say. Implicature is divided into to; they are conventional implicature and conversational implicature. Cooperative implicature is the main branch of Grice's Conversational Implicature Theory. To achieve a successful conversation, participants must be co-operative with each other. The four maxims of cooperative principle are the maxim of quality, the maxim of quantity, the maxim of relevance, and the maxim of manner.

Conversational implicature is any implied or expressed massage that is not found in the speaker's utterance. A conversational implicature is any meaning implied or expressed by, and inferred or understood from, and conventional implicature is a non-truth–conditional meaning which is not derivable from general consideration of cooperation and rationalty.

The research focuses on the kinds of conversational implicature is the single most important ideas in pragmatics. The other reason is that the implicature can show what is literary said and what is intended to convey, because it is no matter with the sentences meaning but it is instead of utterances meaning. The hearer or reader may imply further information from what the speaker actually says (Levinson 1983:97). In clear, by using implicature, what expect from the hearers or the readers will have a high possibility to be researched.

The researcher found that investigate the topic about language style is significant particulary under pragmatic perspective, the researcher could reveal the strategies of applaying conversational implicatue and see how Ellen

DeGeneres put the implied meaning in their language style conversation to her guest. The reseacher is focuses on 16 october 2015 edition, which Adam Levine is a guest and the little girl. She is three-year-old Mila is Adam's biggest (little) fan, and had quite the reaction when she found out he was married.

The researcher usses the talk show to be object in her research. Which the talk show is a television programming or radio programming genre in which one person (or group of people) discusses various topics put forth by a talk show host

The researcher uses The Ellen DeGeneres Show as the object. Since, it is one of the an American television talk show hosted by comedian or actress Ellen DeGeneres. Debuting on September 8, 2003, it is produced by Telepictures and airs in syndication, including stations owned by NBC Universal, in the United States and Canada. It is also aired on ITV2 in the United Kingdom.

The program combines comedy, celebrity, musical guests and human-interest stories. The program often features audience participation games where prizes are awarded. During her Twelve Days of Giveaways promotion, audience members receive roughly $1,000 worth of prizes on each of twelve episodes. Because the show has become so popular, not all who arrive hoping to see a taping can fit into the studio, so an offshoot space referred to as "The Riff Raff Room" was created. Persons seated here are often referenced and shown briefly on camera but watch the taping from off-stage. Other non-celebrities have been featured in an attempt by DeGeneres to give them 15 minutes of fame. Guests in this role have included intelligent children, small business owners, etc. In the

show's third season, DeGeneres began surprising fans by introducing them to their favorite celebrities.

Based on the previous study on the conversational implicature, there are some previous studies about implicature. The first previous study is Kirana (2008). Kirana investigates *"Humor Resulting from the Floting of Conversational maxim in Pilled Higher and Deeper (PHD) Comoc Strips"*. Second, Xiaosu (2009) on *Conversational Implicature Analysis of Humor in American Situation Comedy "Friends"*. Third, by WangLing (2010) from Wuhan University of Technology China on *the title Conversational Implicature on Chinese talk show based on cooperative principle*. Fourth, previous study is Putri (2011), investigates *conversational implicature in transcript of interview between Barack Obama and Hisyam Melhem on the Al-Arabiya Tv*. The last of previous study in the title *An Analysis of conversational implicature of native and non-native guests in CNN interview script* by M. Solikhul Huda University of Muria Kudus (2013).

In contrast, the study of this researcher investigates the strategies and types of conversational implicature on the one of talk show in American Tv Program. The researcher uses two strategies to generate the conversational implicature; they are observance of cooperative principle maxim and violation of cooperative principle maxim. The theory used by the researcher is also same with some researchers above. The selection of those talk show because this Tv program have a mix of celebrity interview, musical performers, audience participation games, and segments spotlighting real people with extraordinary stories and talents hosted by Ellen DeGeneres.

1.2 Research Questions

Based on the background of the study above, the objective of the study are as follows :

1. What types of conversational implicature are used by Ellen Show during a conversation ?

2. What are the strategies of conversational implicature on the video within Ellen Show ?

1.3 Research Objectives

From the research questions formulation, the objective of the study are as follows:

1. To analyze the types of conversational implicature are used by Ellen Show during a conversation.

2. To analyze the strategies of generating conversational implicature which are used by Ellen as a Host, Adam Levine as a guest and Emily in the conversation.

1.4 Scope and limitation

The researcher give the main scope and limitation in this research, the scope in this research is on the sentence that produced by Ellen and guest star in Ellen show, then this study is conducted to identify the strategies of applying implicature used by hosts and guest in the whole conversation of Ellen show on 16 of October 2015 edition and the researcher uses Grice's theory to elaborate.

The limitation of this study focuses on investigating implicature in conversation between Ellen and guest star.

1.5 Research Significance

This researcher is concerned with the pragmatic approach covers the strategies of generating conversational implicature which has both theoretical and practical significances. Theoretically, the researcher expects that the result of this research could give deeper understanding about pragmatics especially conversational implicture and identification of its strategies in the language conversation. Practically, this research is expected to provide detail about implicature, which can use to understand more, and also to give information and contribution for other people who are interested in studying implicature.

1.6 Definitions of the Key Terms

Definition of the key term is very important to avoid misunderstanding. The definition of the key term is stated as follows :

1. Implicature : is what might be interpreted, implied or intended by the speaker, which is different from what was actually said by the speaker in a conversation. It is proposed by Grice (1997:41), that is something meant, implied, or suggested distinct from what is said. The speaker uttered the intended meaning intentionally and may (or may not be) understood by the hearer.

2. Conversational Implicature: it refers to the inference of a hearer makes about a speaker's intended meaning that arises from their interpretation on the literal

meaning of what is said (Paltridge,2000:43). In this research, the researcher uses the conversation between host and guest on The Ellen Talk Show.

3. Generating Conversational Implicature : the strategies which imply conversational implicature in speaker's utterance and mean that there is existence of any additional or different implied meaning from literal meaning in the speaker's utterance.

4. Talk show: talk show is an interactive communication. It is a television program where one person (or group of people) discuss various topics put forth by a talk show host (Littlejhon,1999:327). Each talk show has its own theme such as education, politic, and entertainment. In this study, the researcher chooses an entertainment talk show which contains some implicature in the utterances and its functions to be found and analyzed.

5. The Ellen DeGeneres Show (Ellen Show) : is an American television talk show hosted by comedian / actrees Ellen DeGeneres. it is produced by Telepictures and airs in syndication, including stations owned by NBC Universal, in the United States and Canada. It is also aired on ITV2 in the United Kingdom.

1.7 Research Methodology

This study discusses the methods used in accomplishing investigation, under the title "Generating Conversation Implicature Strategies on The Video of Ellen Show". In this case, there are some parts which deal with several substances such us research design, research instrument, data sources, data collection, and data analysis.

1.8 Research Design

In this research, the explorative qualitative method was employed for the investigation of the study. explorative method was used in this study to describe types and strategies of conversational implicature on the video of Ellen show and qualitative method used because it deals with words and sentences.

1.9 Research Instruments

This study uses the researcher herself as the research instrument to collect, analyzed, and identify the data needed to accomplish the research. According to Creswell (1994), the researcher is regarded as the primary instrument for data collection and analysis. Also, independently no one else except the researcher who would finish this research.

1.10 Data Sources

The data source which is uses in this research is The Ellen DeGeneres Show in October 16, 2015 edition. Which Ellen Show is one of an American television talk show hosted by comedian or actress Ellen DeGeneres. The researcher gets the video from the YouTube. So, the researcher is download it. For the research data, the research uses only one video from the Ellen Show video in October 16, 2015 edition which contains conversational implicature as the data to be investigated its strategies.

1.11 Data Collection

The researcher takes the data from the talk show, it is The Ellen DeGeneres Show in October 16, 2015 edition because this edition is considered as

having many dialogues which appropriate to be analyzed in this research. This research uses the data which is collected from the video which contain implicature in Ellen Show Video October 2015 edition. Firstly, the researcher collected the data in the form of transcript of video. Secondly, the researcher classified each of the sentence according to the strategies and the types of conversational implicature by Grice's theory.

1.12 Data Analysis

Some utterances which categorize as type of conversational implicature according to Grice (1975), Yule (2005) and Levinson's (1992) theory will be describe based on the situation and context of the utterances. After gathering the data, analysis will be done in following stages. Firstly, the researcher categorizes each conversation of the conversational implicature to the types conversational implicature are used by Ellen and guest star during a conversation. Secondly, the researcher explains and discusses research question about the strategies of conversational implicature on the Ellen Video.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter contains the reviews covering to the definition of theoretical foundation that will be used to answer research question such as pragmatics, Grice's theory of conversational implicature four conversational maxims, Ellen Show and previous studies.

2.1 Pragmatics

Pragmatics is about contextual meaning, speaker's meaning, implicature, pre-supposition, entailment, speech act, and politeness. Significantly, pragmatics is the study of meaning and about how people understand the conversation linguistically. Moreover, pragmatics is a branch of linguistics which focuses on study of language from the point of view of its users. This branch of linguistics give so much importance to extra linguistic factors, the context of use, and user's choice have to make in a communication event. Its purpose is to interpret language which uttered by speaker to the hearer in the hope the both sides could create a good communication (Rajimwale, 2006: 181).

Pragmatics was defined by Platridge (2006) as the study of meaning in relation to the context in which a person speaking or writing that includes social situational and textual context. Yule (1996:3) stated that pragmatics concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader).

Yule (2010, p.128) stated the following:

> Pragmatics is the study of 'invisible' meaning, or how we recognize what is meant even when it is not actually said or written. In order for that to happen, speaker (or researchers) must be able to depend on a lot of shared assumptions and expectation when try to communicate. The investigation of those assumptions and expectation provides us with some insights in to how more is always being communicated than is said.

It can be concluded that basically in interpreting pragmatics some linguist proposed the same idea that pragmatics is the study of how to communicate more than is said. In pragmatics the main concern is not the literal meaning, but the speaker intends to do with their works and it is which makes this intention (Yule, 1993:3). The rule of pragmatics is to understand the meaning of the utterances which is affected by the context. Thus, this study necessarily involves the interpretation of what people mean in particular context and how the context influences what is said.

Based on Cruse (2000:16), pragmatics is differed from semantic which deals with conventionalized meaning. Pragmatics concerns the aspects of information conveyed through language which are not encoded by generally accepted convention in linguistic forms in the widest sense. According to Griffths (2006: 1), pragmatics is about the interaction of semantic knowledge with knowledge of the world which is considering to the contexts of use. Levinson (2008: 9), defined pragmatics as the study of the relationship between language and context that are encoded in the structure of language (grammatical).

Based on Bublitz and Norrick (2011:24), pragmatic is frequently conceptualized as the science of language use, the study of context dependent

meaning and the study of speaker-intended meaning, presupposing the existence of language, language user and context on the one hand, and context independent meaning on the other.

Based on definitions from the linguists above, we can conclude that pragmatics is the study which concerns above how people recognize the meaning of the utterances and how people make sense of each other linguistically. Pragmatics as the theory of language use has several parts, they are conversation maxim, deixis, implicature, politeness, presupposition, and many other. However, the researcher only focuses on one part of pragmatics to be studied that is Grice's implicature in one of video of Ellen's talk show.

2.2 Implicature

Implicature is coined by Paul Grice (1975) to account for what a speaker can imply, suggest, or mean, as distinct from what the speaker literary says ((Brown and Yule, 1983:31). In the book of "Doing Pragmatics," Grice explains the implicature is the speaker deliberately chooses this word of his own coinage to convey any meaning that is implied, in the example, conveyed indirectly or through hints, and understood implicitly without ever being stated.

Paltridge (2000:43) says the implicature is the intended meaning generated intentionally by the speaker and may (or may not be) understood by the hearer. In the case of implicature, context becomes a significant thing because it can help the hearer to determine what is conveyed implicitly by the speaker. Thus, Implicature is anything that is inferred from an utterance but what is not a condition for the truth of the utterance.

Grice (1975:44) divided implicature into two types: conventional implicature and conversational implicature. Conventional implicature is conventionally attached to the particular lexical items that generate them, even if non-truth conditional. Yule (1996:45) argue that the conventional implicature does not have to occur in conversation and does not depend on the special context for the interpretation, but deals with specific words, such as "but", "Yet", "therefor", and "even".

According to Brown and Yule (1989:31), conversational implicature is derived from a general principle of conversation plus a number of maxims which speakers will normally obey. Paltridge (2006:70) believes that conversational implicature refers to the inference a hearer makes about a speaker's intended meaning that arises from their use of the literary meaning of the literary meaning of what the speaker said, the conversational principle and its maxim.

Based on definition from the implicature above, we can conclude that implicature is the speaker deliberately chooses the word to convey any meaning that is implied, context becomes a significant thing because it can help the hearer to make certain what is conveyed implicitly by a speaker. In this part, implicature is divided into two things those are conventional and conversational implicature which conventional implicature does not have to occur in conversation and does not depend on the specific context, while the conversational implicature refers to conclusion that hearer by listener about the a speaker's intended meaning what speaker said.

2.3 Grice's Theory of Conversational Implicature

The notion of conversational implicature is one of the ideas in pragmatics which is formulated by Paul Grice, and nowadays many researchers are interested to investigate this idea.

Li (2006) noted that the term implicature means something that is implied in the conversation which differs to the literal utterance, then there is left implicit meaning in the real usage of language. pragmatics is interested in this phenomenon because it cannot deal with only syntactic or semantic rule to reveal what is going on in the conversation.

Griffths (2006: 134) defined that conversational implicatutre is making inferences which depend on the norms existing for the use of language, such as the extended agreement that interlocutors should aim to tell the truth when they utter in a conversation. According to Grice (as stated in Grundy: 73), any meaning which is implied, conveyed indirectly or buy using hints, and understood implicitly without ever being explicitly said is called as conversational implicature.

Bublitz and Norrick (2011: 407), asserted that conversational implicature is implied or expressed meaning, and inferred or understood from the speaker's utterance without being literally said. To arise this conversational implicature, Grice stated that can be derived through cooperative principle and its attendant, maxims of conversation.

2.4 Conversational Maxims

Grice (1975, as inserted in Griffths, 2006: 134) identified some of the norms of communication and showed how they are involved in making the possibilities for utterances to convey more than is literally stated in sentence. He proposed four maxims which could be regarded as the basis for a cooperative communication.

Finegan (2004: 300), stated that there is an unspoken agreement that people will cooperate in communicating to each other, and in this situation, speaker relies on this cooperation to make conversation efficient. Additionally, the cooperative principle which announced by philosopher Paul Grice, is defined below: "make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged."

2.4.1 Maxim of quality

Speaker and writer are assumed to say only the truth and have proof of what they are saying or writing. Moreover, by filling quality maxim in conversation means that the speaker know that the hearer expected him to honor the maxim. Without maxim of quality, the other maxim which will be considered as less true. Ironically, this maxim which makes telling a lie seems true, makes sense, and possible (Finegan, 2004: 302). To get deeper understanding, here is an example:

A: " Do you know the capital city of Indonesia?"

B: " Yes, I do. It is Jakarta

In the example above, B answer rightly what A needs to know about the capital of Indonesia. The B's answer is based on the truth and confidence that he has a storng knowledge that the capital of Indonesia is Jakarta.

2.4.2 Maxim of quantity

Speaker is expected to give as so much information as is necessary for the hearers to understand what they said. On the contrary, he is also hoped to give no more information than is necessary. Additionally, in a formal situation, the maxim of quantity means that speaker says just enough, not too much or too less information needed for the purpose of communication (Finegan, 2004: 300). Example:

A: "where is your mom, Teddy?"

B: "My mom is home"

In the example above, B answer A's question with adequate statement with giving informative contribution to the question. By answering that B's mom is in home, it will be informative and well-understood by A.

2.4.3 Maxim of manner

Speaker or writer must avoid ambiguity or unclearness and be orderly in saying utterance, so the hearer or reader can follow what they meant. In short, the speaker is expected to say in brief, clear, and well-ordered utterance (Finegan, 2004: 301). Example:

A: "why did mary leave the class earlier yesterday?"

B: "she had an appointment to meet the dentist with her mom"

The example above show that B answer A'a question clearly and briefly without making any obscurity expression that might be a misunderstanding between them. Thus, by B's answer, A can know well the reason Mary left the class earlier yesterday.

2.4.4 Maxim of relevance

Speaker or writer is expected to organize their utterance in a relevant way. For the reason that the hearer or reader assumed that he did a relevant contribution for the goals of communication (Finegan, 2004: 301). Example:

A: "Do you want to come to Rizky's birthday party tonight?"

B: "Unfortunately, I have to prepare Sociolinguistics for the exam tomorrow."

In the shown example , B's answer is relevant and appropriate with A's question. By answering such expression above, A can immediately understand that B cannot come with him to Rizky's birthday party since B has to study Sociolinguistic for tomorrow exam. Then, the answer must have relation with the question to obey the maxim of relevance.

2.5 Flouting Maxim

A flout occurs when a speaker blatantly fails to observe a maxim, not with any intention of deceiving or misleading, but because s/he wants the hearer to look for the meaning which is different from, or in addition to, the expressed meaning. It takes place when individuals deliberately cease to apply the maxims to persuade their listeners to infer the hidden meaning behind the utterances; that is, the speakers employ "implicature" (S.C. Levinson, 1983, p. 104).

Implicature often appear in a conversation when the speaker felt not confidence to say directly. Grundy (2000) states in his book that flouting is a particularly silent way of getting an addressee to draw an inference and hence recover an "implicature". (p. 78). It is also said by cutting (2002) that flouting the maxims is when the speakers appear not to follow the maxims but expect hearers to appreciate the meaning implied (p.37). Cutting (2002) determined flouting of maxims as follows:

2.5.1 Flouting Quantity

Flouting maxim of quantity occur when a speaker blatantly gives more or less information. Cutting (2002) stated that "the speaker who flouts the maxim quantity sees to give too little or too much information (p. 37). It means that the speaker may give information not as it requires. Here, cutting gives his example:

A: well, how do I look?

B: your shoes are nice…

B's answer is not giving all the information that A needs in order to fully appreciate what is being said. B does not say that the sweet-shirt and jeans do not look nice, but B knows A will understand that implication, because A asks about his whole appearance and only gets told about part of it.

The example above is clear enough show that the conversation flouts the maxim of quality because the information that needs is too little, B's answer is not complete yet, but A can catch the meaning implied. Another example gave by utterances of patent tautologies like:

Women are women.

War is war.

Grice's opinions about these examples are totally non-informative, and so, at that level, cannot but infringe the maxim of quantity in any conversational context. "An infringement of the first maxim of quantity, "Do not give more information than is required", on the assumption that the existence of such a maxim should be admitted." (p.34).

2.5.2 Flouting Quality

The interlocutors can be mentioned flouts the maxim of quality when she/he implies the information which it is not suitable with the fact. Flouts which exploit the maxim of quality occur when the speaker says something which blatantly untrue or for which she/he lacks adequate evidence (Thomas, 1995:67). When we communicate there is a tacit assumption that each communicant says or writes will be truthful. For instance, when speaker A below asks B who is going to spend the evening. In this moment A expects B to give a truthful answer.

A: So, who are you going out with tonight?

B: Koosh and Laura

Speaker B answer A's question with untrue information, because B actually does not going out with anyone tonight. It means that B has flouts maxim of quality when B answers A's question.

2.5.3 Flouting Relation

The maxim of relevance (be relevant) is exploited by making a response or observation which is very obviously irrelevant to the topic in

hand (Thomas, 1995:70). So, the speaker flouts the maxim of relation when she/he does not given a response within the topic which is being discussed

A: So, what do you think or Mark?

B: this flashmate's a wonderful cook

In this occasion B does not say that she is not impressing about Mark. Precisely B change the topic by saying Flash-mate which it is not relevant with question that asked by A.

2.5.4 Flouting Manner

The speaker flouts the maxim of manner because he/she appears utterances which to be obscure ambiguous. According to cutting (2002), those who flout the maxim of manner may appear to be obscure. (p.39). here, the example:

A: where are you off to?

B: I was thinking of going out to get some of that funny white stuff for somebody

A: ok, but don't be log-dinner's nearly ready

Cutting (2002) analyzed that B speaks in an ambiguous way, saying "that funny white stuff" and somebody" because he is avoiding saying 'ice-cream' and 'Michelle' so that his little daughter does not become excited and ask for the ice cream before her meal. Sometimes writers play with words to heighten the ambiguity (p.39).

2.6 Talk Show

Talk show is an interactive communication. It is a television program where one person (or group of people) discuss various topics put forth by a talk show host (Littlejhon,1999:327). Each talk show has its own theme such as education, politic, economic, entertainment and so on. The talk show in this research is about entertainment. That is consist of three people who makes a conversation. In this study, the researcher chooses an entertainment talk show which contains some implicature in the utterances and its functions to be found and analyzed.

2.7 Types of a Talk Show

Five major criteria have been used in varying ways by talk show scholars to identify and distinguish between various talk show formats: (i) discussion topics (from contemporary political issues to social or moral problems); (ii) categories of participants, particularly in term of social and popularity status (celebrities or ordinary members of the public); (iii) broadcasting time (early morning, daytime, or late night); (iv) organizational and interactional frameworks (staging conventions and seating configurations for show guest and audience); and (v) ethical considerations (the producer's and host's moral concern).

This talk show is included in the second type, that's particularly in term of social and popularity status (celebrities or ordinary members of the public), because in this talk show's program, the Host invite artist and ordinary people as a theme of the talk show.

2.8 Characteristic of a Talk Show

Characteristically, talk shows bring together, through the mediation of a host, a guest panel (expect and lay participants), a studio audience and occasionally an audience of callers. The following of the key features of talk show:

1. As audience-oriented mediatized events, talk show target simultaneously a multiple audience made up of the directly addressed audience of interlocutors, the on-looking studio audience, and the overhearing audience of TV-viewers.

2. Both experts and lay people are often present as show guest. Much of the program's focus has to do with the interchange between them,

3. The show host, usually a media personality, is monitoring most of the discussion by stimulating, guiding, and facilitating the participants' roles and contributions to the program (for information exchange, confrontation, and entertainment).

4. Each episode of the program focusses on a particular topic of social, political, or personal concern. Confrontation and conflicting opinions are usually guaranteed by the selection of topics and of participants.

5. Personal experience and common sense have considerable status and increasingly appear as forms of knowledge that are opposed to expertise and to dominant discourse (of power, race, gender, etc.).

6. The discursive strategies of talk show are: interview, narrative, debate, game, confession, testimony.

7. These programs are usually inexpensive to produce, particularlybecause they are not part of prime-time broadcasting.

8. Most programs are either broadcast live or recorded in real time with little editing.

2.9 Previous studies

The study of implicature has been done by many researchers but there are some previous studies that have been found by the researcher. First, Kirana (2008) who investigates *"Humor Resulting from the Floting of Conversational maxim in Pilled Higher and Deeper (PHD) Comoc Strips"*. In this research Kirana conducted the study by using descriptive-qualitative approach to describe discourse used in comic strips. And it deals with the utterances spoken by the characters in PHD comic strips that create humors effect. In her research, she had two statements of the problems. First, what maxim were flouted in PHD comic strips. In her result, she stated that the flouting of one or more of the four maxims carries a variety of pragmatic meanings. The quantity maxim can be flouted as to create prolixity, to mark a sense of occasion or respect, or to be rude. The quality maxim can be violated to mark the use of figure of speech in one's utterances. The flouting of the maxim of relevance can be used to signal embarrassment or to show a desire to change the subject. The violation of the maxim of manner can be used to established solidarity or humor (Cook, 1989:31). The second, which maxim is flouted the most to create humor according to the order of occurrence in PHD comic strips. The result of this statement of the problem is the violation of the maxim of manners. She said that maim of manner dominates the total flouting.

It is usually by the character in order to make fun of others, to hide fact, and to establish solidarity or humor.

Second, Xiaosu (2009) on *Coversational Implicature Analysis of Humor in American* Situation *Comedy "Friends"*. She found that the conversational implicature is one of the mechanism which produce humor in a situation comedy. The speaker consciously and unconsciously violates conversation maxims and those fundamental rules we should obey in an ideal and frank communication.

Third, by Wangling (2010) Wuhan University of Technology China on the title *Conversational implicature on Chinese talk show based on cooperative principle*. In this research, he focused on cooperative principle and its violation. From this research, he found that in real conversation these maxims are not always observed in talk exchange. Communicators usually blatantly violation a maxim to urge the hearer to search for a meaning which is different from, or in addition to the expressed meaning. In fact, the speaker takes advantage of these four maxims to prompt listeners to infer the conversational implicature.

Then, Putri (2011) on *An Analysis of Implicature as Found in Transcript of Interview between Barack Obama and HisyamMelhem From Al-Arabiya Tv*. This research discussed implications which appeared during the interview between Barack Obama and HisyamMelhem in Al-Arabiya TV. The research analysis used the theory of Hyme's SPEAKING and Grice's cooperative principle. This reseach concluded that conversational implicature is emerged by the violation of cooperative principle which was done by Barack Obama within the process of this interview. Obama violated the maxim of manner eleven times,

maxim of quality at once, maxim of quantity eight times, and maxim of relevance at once. The violation maxim of manner was the most violation occurred within Obama's utterances since he often used general and indirect statement.

The last, by Solikhul Huda (2013), University of Muria Kudus, he attempts to focus and concentrate on *kinds of maxim and flouted maxim used by native and non-native guest in CNN* interview *script*. In this research, he found that all types of maxims of cooperative principle are used in the dialogues found in CNN interview script with the guest Ellen DeGeneres (Native English) and Yasushi Akimoto (Non-Native English) are the entire cooperative principle maxim; they are the maxim of quantity, quality, relevance, and manner. All of the guest doing their conversation cooperatively, because the total number in using four maxims is higher than flouted cooperative principle. It means that the guest gave information in CNN interview required true relevance to the topic and did not show any ambiguity.

In contrast, the study of this researcher investigates the strategies and types of conversational implicature on the one of talk show in American Tv Program. The researcher uses two strategies to generate the conversational implicature; they are observance of cooperative principle maxim and violation of cooperative principle maxim. The theory used by researcher is also same with some researchers above. The selection of those talk show is due to of a reason. It is talk show have more creative language because they complete one other in making statement to get audiences. It also use implied meaning in conveying the goals.

CHAPTER III

FINDING AND DISCUSSION

This chapter presents the findings and discussion decated to generating conversational implicature through two strategies; observance and non-observance of cooperative principle maxims and the types of conversational implicature within the video of Ellen Show.

3.1 Research Findings

To answer the research questions, the researcher attempts to present the results by explaining the types of conversational implicature used by host and guests on *Ellen* show. However, the researcher analyzed the utterance of host and guests on *Ellen* talk show from the beginning till the end to get various data. Resulting from the research subject, basically, there are 13 data containing implicature from a video. The datum is containing conversation and utterances of implicature. The utterances containing implicature are signed with the bold text which completed with the context description and analysis after listing the conversation. Those data bare used in different setting and context. The data is analyzing based on the types of conversational implicature and its strategies as follows:

Datum #01

Host: So, you've been wanting to marry Adam for a long time?
Mila: Yeach
Host: He's like your boyfriend?
Mila: Yeach

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The conversation above there are two people. They are a Host and Mila. At that time, Host asks to Mila about Adam, how special Adam is in Mila's live. The Host asks to Mila *"does Mila will marry with Adam?"*, while Mila was three age who love Adam. In addition, Mila also hope that Adam will marry her in the one day. Moreover, in the conversation above, Host, Emily and also the audience are laugh after saw something that impossible happened to Mila and Adam. That is Adam marries Mila.

After explaining a little thing about Mila and Adam, the researcher finds maxim quality of implicature. In this datum, the researcher finds two maxims of quality. The first, when the Host asks to Mila *"So, you've been wanting to marry Adam for a long time?"*, then Mila answers with the simple word, she just says "yeach", while that expression has the meaning that Mila sure one day she will marry Adam. The second maxim is not different with the previously. That is maxim of quality. In answering the question, Mila just answers "yeach" when the Host asks *"He's like your boyfriend?"*.

The strategy that used by the speaker in this conversation is observance of cooperative maxim of quality. The observance of cooperative Maxim of quality here means the speakers gives enough information to the interlocutor. In addition, the speaker also does not flout the maxim of quality. The meaning of flouting maxim quality is the speaker gives more information. So, the speaker fulfills the condition of the real maxim quality. So, the implied meaning of this conversation is derived from an observance of quality maxim which is done by Mila. She uses simple word to answering the Host.

Datum #2

Host: Have you ever talked to him or anything?
Mila: hmm, No!

In this part, after host and guests talk about Adam, host seems like curious is there any something that have done by Mila to Adam. Then, host asks to Mila *"Have you ever talked to him or anything?"* but, Mila who set beside her mother does not answer the question from host directly. She feels some seconds, as though she remembers is she ever doing something for Adam or not. Emily was smile when see her daughter feel something in her mind. After that Mila answer the Host's questions in simple word *"hmm, No!"*.

The conversation above includes in maxim of quality. In this part, the Host asksto Mila *"Have you ever talked to him or anything?* "and she answer with the simple word "*hmm, No"*. The simple word here means the rational word. While uses the simple word but the Host satisfied with Mila's answer. So, in this conversation, the speaker does not flout the maxim of implicature.

In addition, the speaker uses observance cooperative maxim of quality in this conversation because of some reasons. Such as the speaker does not want flout the maxim of quality, the speaker just says what the interlocutor need and so on. Thus, the speaker does not use copious word to answer the Host's question and the Host also comfortable with that answering. So, the implied meaning is derived from an observance of quality maxim which is deliberate by Mila to answer a question from the Host.

Datum #3

Host: well, you will, I mean if he's your boyfriend at some point you will
Mila: Yeach

In this video, the Host talks to Mila and Emily. They continuous their conversation of datum 2 up to datum 3. In this section the Host talks Mila about boyfriend, while the audience was laugh because of Mila's reaction. At that time, Mila looks very cute and shy when the Host asks her about Adam. Mila is not talkative children so that way she just says the simple word if anyone is asking. So, when the audience was laugh, Mila does not laugh but she still silences in her cute face.

After analyzing the context, the researcher categorized the type of implicature. The conversation between Host and Mila here included in maxim quality of implicature. The evidence of maxim quality occurs in the phrase *"yeach"*. From that phrase, assume that Mila want say what Host need and does not want flout the maxim of quality. So, Mila answer with the shot phrase or short answering.

In addition, the strategy that is used by the speaker is observance cooperative maxim of quality. The purpose of using observance cooperative maxim quality strategy is to make easy and simple answering. If the speaker makes an easy in a conversation, exactly the interlocutor will comfortable. Moreover, when the speaker and interlocutor open mind or take it easy in speaking, the conversation will continue well so that there is no one person who becomes hurt at that time. To sum up, the speaker just says or answers based on the interlocutor question, means the interlocutor need. So, the implied meaning is acquired by an observance maxim quality which produced by Mila again. She answers with shot phrase.

Datum #4

Host: Did you think,

How did you know that she was I mean, obviously, you know she loved him, but

When did you know that she'd react that way?

Emily: we were in the grocery store, and I think said, "Oh, Adam, Adam got married" and meltdown, so "okay no, let's go over here change the subject", and then I felt really bad, but I told her again and I filmed it.

In this moment, the Host asks Mila and her mother about Adam. Moreover, Host while point Mila when asks to the Emily. At that time, Mila just silent and rather smile. She does not talk or answer host's question. Emily, Mila's mother who answers Host' question. Emily answers quietly and talk as long as possible what Mila did when Emily said that Adam got married.

Here, the conversation between Host and Emily included in flouting maxim of quantity. It can be seen in Emily's answer "*we were in the grocery store, and I think said, "Oh, Adam, Adam got married" and meltdown, so "okay no, let's go over here change the subject", and then I felt really bad, but I told her again and I filmed it*". From this statement, Emily explain with long sentence. Actually, Emily just should give house short answering not long answering.

As the speakers here is Emily. She uses flouting maxim quantity of implicature strategies. The researcher assumes that Emily does not want answer host's questions with the simple word, because Emily feels if she answers with the long sentence is better so that way the host does not ask again. Means, the host very clearly with Emily's explaining. In contrast, the speakers flouting maxim while the conversation is better when the speaker does not flout the maxim. So,

the implied meaning is derived by an intentional violation of quantity maxim which gives rise to production of conversational implicature by Emily.

Datum #5

Host: You are!
Emily: and, and, yeach so
Host: but then she got over it really fast, right?
Emily: Yeach, we turned on the video, we started singing, and you know three years old style, moved on.
Host: yeach, you just moved on?
Emily: but she still loves him
Host: yeach, you still love him a whole lot, right?
Mila: yeach

All of audience are laugh after Emily talks to Host what happen with Mila when Emily said that Adam was married. Then, Emily was laugh while touches her forehead and says *"and, and, yeach so"*, after that Host asks again to Emily and she also answer enthusiastically while uses her body language. In addition, Mila just silent while shakes her head from left to right and also listens the conversation between Host and Emily. After that, Host asks again to Emily and Emily answering. Moreover, Host also asks to Mila for emphasize is that right what Emily said indeed Mila still loves Adam. Fastly, Mila says *"yeach"*.

In this conversation, among Host Mila and Emily, included in one type of implicature. The type of implicature here is flouting maxim of quantity. The speaker who flouts the maxim is Emily. This maxim can be seen when Emily answer the Host's question in sentence "Yeach, we turned on the video, we started singing, and you know three years old style, moved on".

The strategy that used by Emily is flouting maxim of quantity. Flouting here means the speaker flout or does not fulfill an adjustment of maxim quantity.

It can be seen when the speaker answers the Host's question. The speaker dost not answer with the short phrase or word but she answers with rather long sentence. So, from that statement the researcher concludes that Emily uses flouting maxim quantity of implicature in this conversation. So, the implied meaning is of this conversation is derived from the violation of quantity maxim which deliberately by Emily.

Datum #6

Host: do you like him or do you love him?
Mila: I love him
Host: you love him [Audience: Aww...]
Host: well, if he over meets you he would love you, too is he married? Or he's not married right, mila?
Mila: He, yeach

After Emily talks to Host that Mila still loves Adam even though Emily has talk that Adam was married. In addition, Mila seems like does not listen that explanation. Finally, Host talks to Mila for makes her believe that she is just like to Adam or love Adam. Mila said *"I love him"* with the calm responds and all of audience was laugh but Host does not laugh, she still continues her question to Mila and Mila answer with the simple question while shows her cute face.

The type of implicature in the conversation between Mila and Emily is maxim of quality. The speaker who used maxim of quality here is Mila. Why the researcher assume that Mila used maxim of quality, because she just answers the simple word and that is has been enough to respond the Host's question. Moreover, even though the Host gives the long question, but Mila still answer the short phrase or word.

In addition, the strategy that used by the speaker is maxim quality of implicature. It indicates that the speaker does not said the more explanation means the speaker just said the simple word but clear for understanding. Mila said *"I love him"* and *"He, yeach"* to shows the true meaning that what she said is real based on what she feels. Thus, from that statement the researcher can conclude that the speaker used maxim of quality in the conversation. So, the implied meaning is derived from an observance of quality maxim by Mila, she just says simple word to show the true meaning that it is real based on what she feels to Adam.

Datum #7

Host: He is or he is not?
Mila: umm, he is not
Host: he is not, he is not married. Good okay, cause_causeso..but you're gonna marry him
Mila: yeach
Host: mm_kay Good [laughs]
When do you think you will marry him, and at what age?
Mila: I don't know

In this datum, Host asks again to Mila has Adam married or not. Then, Mila answers and the Host clarifies again the question for Mila is that true about Adam. After the second question, Mila answers "*umm, he is not"*, that answering seems like clear and she believes that Adam have not married. In this datum, there are just Host and Mila who makes a conversation. Emily as Mila's mother does not say anything, she just listens and look at her daughter and the Host.

In this conversation, there are three word or phrase which include in type maxim of quality. Those were find in Mila's answering in the first, second and also the third. Such as when Mila said "*umm, he is not*", "*yeach"*, and also "I

don't know". In this moment, Mila as the speaker just said what interlocutor need. She does not said another answering so that the interlocutor directly understand with Mila's word.

The strategy that used by Mila as the speaker here is maxim of quality. She used maxim quality because she shows the true answering based on her feeling at that time. She does not lie toward her word, but she says the real meaning that must she said to the Host as interlocutor. So, the implied meaning of this conversation is derived from an observance of quality maxim by Mila with her simple phrase.

Datum #8

Host: you're gonna wait for a little while? Cause you're too young, now right? So, you think you will wait till you're like 7 or 8?
[laughter] yeach good. All right well I have an outfit for you, that I think you're gonna love a whole lot, and it says. [gasps and laughs] [giggling] that, yeach look at what's on there and then you have picture of him all over
Mila: yeach
Emily: oh my gosh, mila isn't that cute?
Mila: yeach
Emily: it's adorable
Mila: yeach
Emily: what do you say?
Mila: thank you
Host: you are welcome

In this moment, the Host looks like more curious to Mila and the Host also gives Mila the question in many ages Mila will married with Adam. It can be seen when the Host said *"you'regonna wait for a little while? Cause you're too young, now right? So, you think you will wait till you're like 7 or 8?"*. Then, Mila does not answer that question with the simple or long word, she just nods her head to answer it while smile. In addition, Mila and Emily do not suppose that the Host

will gives a gift to Mila. The gift is very unique and beautiful cloth. The picture of that cloth is full of Adam's face. Mila, Emily and also audience very shocks when see that moment. Emily looks very happy and proud toward her daughter. It assumes that is the special moment for Mila and her mother.

The type of this conversation is maxim of quality. Here, the speaker does not say the long word or phrase while the Host give a long question. The speaker just answers what the Host need. It can be seen in the video and also because of the speaker still child and rather calm. So, in this conversation the Host who talks more than the speaker.

Maxim quality of maxim also as the strategy in this datum. The speaker here uses maxim of quality because she shows the real answering or the real feeling. She gives a simple answering but clearly to understanding the interlocutor so that it is called maxim quality of implicature. So, the implied meaning in this datum is derived through Mila's strategy to an observance of quality maxim then produced conversational implicature.

Datum #9

Okay, and I got you something else that it's not in this bag, where is it? It's over there. I think.
Emily: look who it is? What do you say to Adam?
Mila: thank you
Adam: can I have a hug?
Mila: thank you
Emily: thank you so much
Adam: I still love you

In this part, after the Host gives a cloth to Mila, she will give Mila a gain about the surprise. What is the surprise? Suddenly Adam comes from the backstage while brings pink rose for Mila. All of audience laugh out and clap their

hand. In addition, Mila and her mother directly walk to Adam and excited. Adam was smile and gives the pink rose to Mila and Mila takes it in her left hand. After that, Adam carry up Mila but Mila looks like rather afraid and shy to her idola so that Emily takes Mila from Adam. Emily as Mila's mother just shows happy laugh while closing her face with her hand. In that moment, Adan just does not huge Mila but also Emily. Adam huge Mila at the first then Emily. Of course, all of audience very excited.

The type which appear in this datum is maxim quality of implicature. The speaker here just gives a respond to the interlocutor *"thank you"* twice. The first, the speaker responds Emily's question and the second the speaker answer Adam's question. That word is very simple answering and very clear to be understanding. The interlocutor can accept the speaker respond while in the shot phrase. So, that is called type of maxim quality in implicature.

In this datum, the strategy that used by speaker is maxim of quality. The speaker here does not flout the maxim because she fulfills an aspect of maxim that has been mention in the theory. The speaker used that theory because of simple meaning but true based on what the interlocutor need. Thus, between the interlocutor and the speaker here have a cooperative principle that is called maxim. So, the implied meaning is derived by Mila's strategy to an observance the maxim of quality. An observance of quality maxim then produced conversational implicature.

Datum #10

Host: I think she's changed his mind, I don't know what happened, she is
Adam: she is over it

Host: yeach it's, uh you know
Adam: it's. I mean, it's a lot
Host: it's a lot to meet the love of your lofe, all of a sudden, yeach. All of a sudden, yeach
What did you, I could you, I ask if you saw the video and you said you'd seen it, what did you think when you saw it?
Adam: it was kind of heartbreaking, like. But it was so unbelievably cute, and every single person that I know, in my entire like,
Host: sent it to you?
Adam: sent it to me

The context in this conversation, just the Host and Adam who makes a conversation, while Emily and Mila were just silent and smile. About the audience, all of the audience was laugh at that time. The Host gives some questions for Adam and Adam directly answer it. In this moment, Mila looks like shy and she does want sit beside Adam, but she sits in her mother's pick up. Emily and Mila do not say anything in her chair. They just listen the conversation between Adam and the Host that talk about Adam's fans. She is Mila.

The researcher finds two types of maxim in this datum. The firs type is maxim quality of implicature. That called maxim quality because the speaker just gives a simple respond to the interlocutor or the person who gives her a question. Second, the researcher finds flouting maxim of quantity. Flouting maxim is the speaker flout maxim of implicature. Here, the speaker too long gives an answer to the interlocutor in the word *"it was kind of heartbreaking, like. But it was so unbelievably cute, and every single person that I know, in my entire like"*.

The strategies that used by the speaker are maxim of quality and flouting maxim of quantity on implicature. The speaker used maxim of quality because the speaker wants the interlocutor understand to the speaker answering without answer in the long word. In addition, the speaker also used flouting maxim of

quantity because the speaker surely has a reason. The researcher indicates that the speaker used that strategy because the speaker does not want gives short answering so that way the interlocutor does not gives question again means the interlocutor feels enough with the speaker answering. So, the implied meaning is derived from deliberate an observance of quality maxim and violation of quantity maxim which produced by Adam. Those are including of conversational implicature.

CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter provides conclusion and suggestion of this study. Conclusion is the statement based on the results of this study, while suggestion is a recommendation for the next researcher, English Department students, and public speaker. All of these sections are discussed as follows:

4.1 Conclusion

Based on the formulated research questions, this research analyzed the strategies of how the conversational implicature is generated by the conversation between a Host, a Guest (Adam Levine), Mila (3-years old, who love Adam), Emily (Mila's mom) in the Ellen Show and what types of conversational implicature are used by Ellen Show during conversation. There are two strategies to apply the conversational implicature, they are: (1) observance of cooperative principle maxim and (2) violation of cooperative principle maxim.

After analyzing the data and discussion them in previous chapter, the researcher concluded that within the video in Ellen Show on 16 of October 2015 edition is found both strategies of generating conversational implicature have been mentioned, observance and violation of cooperative principle maxim. To generate the conversational implicature, the researcher observed the cooperative principle maxim by obeying the maxim of quality eighth times. Also, the researcher observed of violated the cooperative principle maxim of quantity third times.

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To sum up, the researcher deliberately analyzed the observance and violation of cooperative principle maxim to generate the conversational implicature.

4.2 Suggestion

The researcher expects that there will be other researcher who are interested in conducting research about conversational implicature other subjects. The researcher hopes that further research will focus on finding something new and different and more interesting than this present research.

The next researchers are suggested to improve the conversational implicature in other aspect using another topic such as conversational in real life, social media, movie, and an advertisement.

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ATTACHMENT

NO	DATA	MAXIM OF QUALITY		MAXIM OF QUANTITY		MAXIM OFMANNER		MAXIM OF RELEVANCE	
		O	V	O	V	O	V	O	V
1	**Host**: So, you've been wanting to marry Adam for a long time? **Mila**: *Yeach* **Host**: He's like your boyfriend? **Mila:** *Yeach*	√							
2	**Host**: Have you ever talked to him or anything? **Mila**: ***hmm, No!***	√							
3	**Host**: well, you will, I mean if he's your boyfriend at some point you will **Mila:** *Yeach*	√							
4	**Host**: Did you think, How did you know that she was I mean, obviously, you know she loved him, but When did you know that she'd react that way? **Emily:** *we were in the grocery store, and I think said, "Oh, Adam, Adam got married" and meltdown, so "okay*				√				

NO	DATA	MAXIM OF QUALITY		MAXIM OF QUANTITY		MAXIM OFMANNER		MAXIM OF RELEVANCE	
		O	V	O	V	O	V	O	V
	no, let's go over here change the subject", and then I felt really bad, but I told her again and I filmed it.								
5	**Host**: You are! **Emily**: and, and, yeach so **Host**: but then she got over it really fast, right? **Emily**: *Yeach, we turned on the video, we started singing, and you know three years old style, moved on.* **Host**: yeach, you just moved on? **Emily**: but she still loves him **Host**: yeach, you still love him a whole lot, right? Mila**: yeach**				√				
6	**Host:** do you like him or do you love him? **Mila**: *I love him* **Host**: you love him [Audience: Aww...] Host: well, if he over meets you he would love you, too is he married? Or he's not married right, mila? **Mila**: *He, yeach*	√							

NO	DATA	MAXIM OF QUALITY		MAXIM OF QUANTITY		MAXIM OFMANNER		MAXIM OF RELEVANCE	
		O	V	O	V	O	V	O	V
7	**Host**: He is or he is not? **Mila**: *umm, he is not* **Host**: he is not, he is not married. Good okay, cause_cause so..but you're gonna marry him **Mila**: *yeach* **Host**: mm_kay Good [laughs] When do you think you will marry him, and at what age? **Mila**: *I don't know*	√							
8	**Host**: you're gonna wait for a little while? Cause you're too young, now right? So, you think you will wait till you're like 7 or 8? [laughter] yeach good. All right well I have an outfit for you, that I think you're gonna love a whole lot, and it says. [gasps and laughs] [giggling] that, yeach look at what's on there and then you have picture of him all over **Mila**: *yeach* **Emily**: oh my gosh, mila isn't that cute? **Mila**: *yeach*	√							

NO	DATA	MAXIM OF QUALITY		MAXIM OF QUANTITY		MAXIM OFMANNER		MAXIM OF RELEVANCE	
		O	V	O	V	O	V	O	V
	Emily: it's adorable **Mila**: *yeach* **Emily**: what do you say? **Mila**: thank you **Host**: you are welcome								
9	Okay, and I got you something else that it's not in this bag, where is it? It's over there. I think. **Emily**: look who it is? What do you say to Adam? **Mila**: *thank you* **Adam**: can I have a hug? **Mila**: thank you **Emily**: thank you so much **Adam**: I still love you	√							
10	**Host**: I think she's changed his mind, I don't know what happened, she is **Adam**: she is over it **Host**: yeach it's, uh you know **Adam**: it's. I mean, it's a lot **Host**: it's a lot to meet the love of your lofe, all of a	√			√				