

**IRONY REPRESENTED IN IMPLICATURE FOUND IN KIM
KARDASHIAN'S TWEET COMMENTS**

THESIS

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FACULTY OF HUMANITIES

**UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
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KARDASHIAN'S TWEET COMMENTS**

THESIS

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In Partial Fulfillment of the Requirements for the Degree of Sarjana Sastra

(S.S.)

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MALANG

2020

STATEMENT OF AUTHORSHIP

I state that the thesis entitled “Irony Represented in Implicature Found in Kim Kardashian’s Tweet Comments” is my original work. I do not include any materials previously written or published by another person except those cited and written in the reference. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, 17 January 2020

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APPROVAL SHEET

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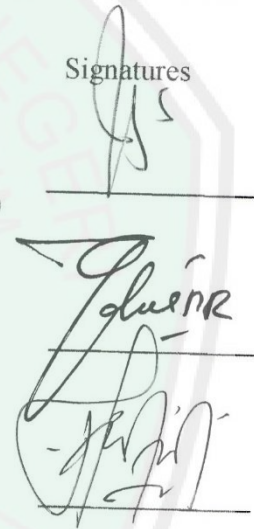
This is to certify that Hadiyana Chanifa Sari's thesis entitled **Irony Represented in Implicature Found in Kim Kardashian's Tweet Comments** has been approved by the Board of Examiners as the requirement for the degree of Sarjana Sastra (S.S.) in English Literature Department.

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MOTTO

“Success is liking yourself, liking what you do, and liking how you do it” (Maya Angelou)

“Never stop learning, because life never stop teaching” (Mu’aminina Sadiqina)



DEDICATION

This thesis is especially dedicated to my beloved father Huda Dohiri and my mother Muthoharoh who always gives me their endless love, prays, and supports.



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Malang, 17 January 2020



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ABSTRACT

Sari, Hadiyana Chanifa (2020) *Irony Represented in Implicature Found in Kim Kardashian Tweet Comments*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Ulil Fitriyah, M.Pd, M.Ed

Keywords: Cooperative principle, Irony principle, Implicature, Tweet comments

Implicature is a style of language that what is the utterances by the speaker is different with his/her actual meaning. While, irony is a style of language that implies something different, sometimes even contrary to what is actually said. This research analyze the irony represented in implicature found in Kim Kardashian Tweet comments. Irony represented in implicature comments in Twitter could show how their comments flout the principle of cooperative and make their comments look unclear. This study is to identify the irony represented in implicature found in Kim Kardashian Tweet comments.

This research used a qualitative method by using written text to identify and explain the irony represented in implicature and the flouting of maxim in cooperative principle. The data were in the form of irony represented in implicature utterances written by netizen in column comments in Kim Kardashian Twitter account. The theoretical used in this research is cooperative principle proposed by Grice (1975). In addition, the researcher also use the theory of ironical principle proposed by Landy (1972). The data were collected on April, 01st – 12th 2019. There were 19 data in the forms of comments that showed 19 data flout cooperative principle.

The result of the research shows three points. First, irony has a relation with cooperative principle. Second, irony represented in implicature can flout maxim in cooperative principle. Third, in the finding of irony represented in implicature, not all of flout four maxims in cooperative principle appear.

The researcher recommended for the next researcher to investigate irony represented in implicature in the another context, especially the maxims that it did not appear in the finding. Hence, the next researcher can explain irony represented in implicature in detail.

ABSTRAK

Sari, Hadiyana Chanifa (2020) *Ironi yang di Tunjukkan dalam Implikatur yang di Temukan didalam Komentar Cuitan Twitter Kim Kardashian* Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing Ulil Fitriyah, M.Pd, M.Ed

Kata Kunci: Prinsip Kerja Sama, Prinsip ironi, Implikatur, Komentar Cuitan

Implikatur adalah gaya bahasa yang mana ucapan pembicara berbeda dengan makna yang sebenarnya. Sedangkan ironi adalah gaya bahasa yang menyiratkan sesuatu yang berbeda, terkadang bahkan bertentangan dengan apa yang sebenarnya dikatakan. Penelitian ini menganalisis ironi yang ditunjukkan dalam implikatur yang ditemukan dalam komentar Tweet Kim Kardashian. Ironi yang ditunjukkan dalam implikatur yang ditemukan di Twitter dapat menunjukkan bagaimana komentar mereka melanggar prinsip kerjasama dan membuat komentar mereka terlihat tidak jelas. Penelitian ini adalah untuk mengidentifikasi ironi yang diwakili dalam implikatur yang ditemukan dalam komentar cuitan Twitter Kim Kardashian.

Penelitian ini menggunakan metode kualitatif dengan menggunakan teks tertulis untuk mengidentifikasi dan menjelaskan ironi yang ditunjukkan dalam implikatur dan pelanggaran maksim prinsip kerja sama. Data dalam bentuk ironi ditunjukkan dalam ucapan implikatur yang ditulis oleh netizen dalam kolom komentar di akun Twitter Kim Kardashian. Teori yang digunakan dalam penelitian ini adalah prinsip kerja sama yang dikemukakan oleh Grice (1975). Selain itu, peneliti juga menggunakan teori prinsip ironi yang dikemukakan oleh Landy (1972). Data dikumpulkan pada tanggal 01 April - 12 2019. Ada 19 data dalam bentuk komentar yang menunjukkan 19 data melanggar prinsip kerja sama.

Hasil penelitian menunjukkan tiga poin. Pertama, ironi berkaitan dengan prinsip kerja sama. Kedua, ironi yang ditunjukkan dalam implikatur dapat melanggar maksim prinsip kerja sama. Ketiga, dalam temuan ironi yang ditunjukkan secara implikatur, tidak semua empat maksim prinsip kerja sama muncul.

Peneliti merekomendasikan pada peneliti berikutnya untuk menyelidiki ironi yang ditunjukkan secara implisit dalam konteks lain, terutama maksim yang tidak muncul dalam temuan. Oleh karena itu, peneliti selanjutnya dapat menjelaskan ironi yang ditunjukkan secara implisit menjadi temuan yang lebih terperinci.

مستخلص البحث

ساري، هديان كنيفا، 2020 م. المفارقة التي تظهر في المعنى الضمني الموجود في تعليق تغريد كارداشيان على تويتر، البحث الجامعي. قسم اللغة وآداب الإنجليزي. كلية الإنسانية والثقافة جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرفة: الدكتورة أولي فطرية، الماجستير.

الكلمات المفتاحية: المبادئ التعاون، المبادئ المفارقة، التداعيات، تعليقات كويتان

التداعيات هي أسلوب لغوي يختلف فيه خطاب المتحدث عن معناه الحقيقي. في حين أن المفارقة هي أسلوب لغوي يتضمن شيئاً مختلفاً، في بعض الأحيان يتعارض مع ما يقال بالفعل. تحلل هذه الدراسة المفارقة الموضحة في التورط الموجود في تعليق كيم كارداشيان. يمكن للسخرية الموضحة في التورط الموجود على تويتر أن تظهر كيف تنتهك تعليقاتهم مبدأ التعاون وتجعل تعليقاتهم تبدو غير واضحة. يهدف هذا البحث إلى التعرف على المفارقة المتمثلة في التورط الموجود في تعليق كيم كارداشيان على تويتر.

استخدمت الباحثة المدخل الكيفي بنص مكتوب لتحديد وشرح المفارقة الموضحة في التورط والمخالفة لمبدأ التعاون. يتم عرض البيانات في شكل سخرية في الأقوال الضمنية المكتوبة من قبل مستخدمي الإنترنت في عمود التعليقات على حساب كيم كارداشيان على تويتر. النظرية المستخدمة في هذا البحث هي مبدأ التعاون الذي اقترحه غريس (1975). بالإضافة إلى ذلك، استخدمت الباحثة مبدأ نظرية السخرية التي اقترحتها لاندي (1972). وجمع البيانات في الفترة من 1 إلى 12 أبريل 2019. كانت هناك 19 بيانات في شكل تعليقات أظهرت أن 19 من البيانات تنتهك مبدأ التعاون.

ونائج البحث فيه تحتل على: (1) المفارقة تتعلق بمبدأ التعاون. (2) المفارقة المبيّنة في التورط يمكن أن تنتهك مبدأ التعاون. (3) في النتائج المفارقة المبيّنة ضمناً، لم تظهر جميع المبادئ الأربعة لمبدأ التعاون.

توصي الباحثة إلى الباحثين في المستقبل لتحقيق في المفارقة الموضحة ضمناً في سياقات أخرى، خاصة الحواشي التي لا تظهر في النتائج. لذلك، يمكن للباحث شرح المفارقة الموضحة ضمناً في نتائج أكثر تفصيلاً.

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CHAPTER I

INTRODUCTION

A. Background of the study

E-Marketer report in 2018, 83,7 million Indonesian people are internet users. It is a fantastic number that makes Indonesia ranked 6th as the most internet users in the world (Hidayat, 2014). Based on Service Indonesian Internet Provider Association, 97,4% of people in Indonesia use the internet to access social media and make social media as the king of the internet content (Sugiharto, 2016). Hence, this report indicates that the majority of the population in Indonesia use the internet and social media. Indonesia is ranked 5th Twitter users in the world after the USA, Brazil, Japan, and English (“Pengguna Internet”, 2013). In April 2010, 55 million tweets are uploaded per-day, then in 2011, 140 million tweets has been posted by Twitter users (Willi, 2015). It is shown that Twitter is one of the social media that has many users in Indonesia.

Since people use the internet and social media, they can comment to the others easily, especially to public figures. Some of the example public figures that use Twitter are Barrack Obama, Justin Bieber, Tom Cruise, and Kim Kardashian. For examples in Kim Kardashian's Twitter, in her Twitter, her fans comment: @Annikauryn “Kim you’re awesome” or her hater comment: @Auglette “Not really. You’ve never been cool”. Hence, the example of the comments above, public figures own risk, since not all people have positive feedback.

Sometimes, people want to comment by negative, but they do not want to look wicked. Thus, they use a sentence that looks polite but it is actually mock or ridicule to him/her, is called irony. Leech in Altiria (2014) explained that irony is the principle between the cooperative principle and politeness principle. It happens because when people use irony, their utterances are actually impolite sentence, but they cover the actual meaning with utterances that seems polite. This sometime make confuses the hearers and leads ambiguity, even causes misunderstanding.

To understand the comments and to avoid ambiguity, this research analyzes the irony represented in implicature found in Kim Kardashian tweet comments. Grice (1975) explains that there are two types of implicature. First is conventional implicature that depends on the four maxim of cooperative (maxim of quality, a maxim of quantity, a maxim of manner, and maxim of relevance). Hence, the people know and understand the meaning of the utterances. The second types of implicature are nonconventional or conversational implicature that have more varied meanings and understandings because the understanding of utterances depends on the context of conversation. Conversational implicature emphasizes the words that imply something different from the actual meaning. Therefore, nonconventional implicature has many variations in meaning.

According to Grice (in Dynel, 2017), the use of the figure of irony generates implicature, implicated speaker meaning (speaker-intended

meaning), that is intimately connected with the expression of feeling, attitude, or evaluation. Grice also explained that irony is intentionally produced by the speaker in the form of overt untruthfulness, based on flouting the first maxim of quality, to generate conversational implicature (Dyner, 2013). It indicates that implicature and irony have relation. Grice (1975) divided four maxims in cooperative principle: maxim of quality, maxim of quantity, maxim of manner, and maxim of relevance.

In this research, the researcher also uses the theory of irony. Landy in Allo (2017) divided irony principle in three categories: verbal irony, dramatic irony, and situational irony. Verbal irony is the utterances that the intended meaning of statement is the opposite of what is said. Dramatic irony is the type of irony that used to make the reader more aware of what is happening with the character. Situational irony consists of situations where the fact is really different from what is expected. But, in this research, the researcher focus on verbal irony because most netizens use verbal irony to say something which contrast with the fact. For example, in the tweet comments Kim Kardashian's Twitter. She posts four pictures about her and @WildChildSamuel comments in Kim's tweet, "Kim wtf girl. The first picture is cool but the other 3 are just blurry". Hence, this example includes verbal irony which contain conversational implicature, because in this example what the @WildChildSamuel comments and what his mean is different. His utterances show untruthfulness and it contains quality maxim in cooperative principle. The researcher selects this topic

because this analysis can make the utterances look clear, obvious, and not ambiguity.

Related to the theory above, the researcher analyzes the irony represented in implicature found in the Twitter of Kim Kardashian. Kim Kardashian is an actress and model. She was born in LA, October, 21st 1980. Public knows about Kim Kardashian through a reality show "Keeping Up with the Kardashians". Kim Kardashian is the most current endorser in 2012 (Lueck, 2012). Kim Kardashian also serious media influencer who share a semi-positive, non-purposeful feminist was message (Maloney, 2017). Moreover, Kim Kardashian also makes a trend of "vocal fry" in the US. Fry is like that low and croaky voice, it occurs when a person drops to the lowest register and speak below 70 Hz (Gillies, 2018). Even, Todd Gibson from Louisiana State University survey that 86% student in the US tries vocal fry in their conversation (Safiera, 2016).

On the contrary, Kim Kardashian has a controversial behavior and complicated life due to her miserable controversial marriage that lead to public resentment. Kim Kardashian has married for three times. Kim Kardashian and Thomas were divorced because of physical and emotional violence. Then, Kim Kardashian and Humphries were divorced because of irreconcilable differences. On May 24, 2014, Kim Kardashian has been married with her longtime friend Kanye West. Hence, many people think that Kim Kardashian famous because of her controversial and it is not because of her talent. Based on survey in Elle Australia, there are 19

celebrities that disdain Kim Kardashian and her family, one of them said that Kim Kardashian and her family are stupid with zero talent (“19 celebrities”, 2015). Meanwhile, Kim Kardashian also make public resentment because her behavior that always use sexy dress, even when she prays in church (Oktaviani, 2019) Hence, the researcher interest to use Kim Kardashian as the object of this research. Additionally, Kim Kardashian and her controversy make netizen give their negative comment in Kim Kardashian Tweet. Hence, in this research the researcher analyzes the comments from netizens in Kim Kardashian Tweet.

The goal of this research is to establish whether the analysis of irony represented in implicature comments in Kim’s tweet can make the utterances obvious and clear. Thus, it makes the researcher interest to use Kim Kardashian tweet comments as the object of this research. In this research, the researcher focus on the irony represented in implicature comments in Kim Kardashian's tweet and focus on April, 1st – 12th 2019, because Kim Kardashian is really active in Twitter and the researcher wants to take the newest data.

The researcher only finds two research that uses Kim Kardashian as an object of the analysis. First is the research from Lueck (2012) in “Friend-zone with benefits: The parasocial advertising of Kim Kardashian”. Second is the research from Maloney (2017) in "The Influence of the Kardashian-Jenners on Fourth Wave Feminism Through Digital Media Platforms". Difference from those two research, this

research focus in the comments of society about Kim Kardashian which uses implicature comment's in the Kim Kardashian's Twitter.

There are some studies which were previously done. Thus, in this research uses some previous studies that have relation with the topic of this research. First, the research from Pujiyati, Shafiyati. and Wahyunigsih (2014) in "A Study on The Use of Irony to Express Postcoloniality in Arundhaty Roy's The God of Small Thing." Second, the research from Vikry (2014) in "An Analysis of Conversational Implicature in Iron Man 3". Third, the research from Risdianto (2016) in "A Conversational Implicature Analysis in Oscar Wilde's Short Story Happy Prince". Fourth, the research from Autio (2018) in "Analyzing Irony in The Cult Classic Movie the Princess Bride". Difference from those previous studies, their research focus on the implicature or irony itself, but in this research the researcher analyze irony which represented implicature.

This research is different from those previous studies. Mostly, the previous studies focus to analyze the implicature or irony. But, in this research the researcher analyzes irony represented in implicature. Additionally, this research focus on the verbal irony that occurs when the speaker says something which contrasts to the actual meaning.

However, through this research, the researcher gives an overview of irony represented in implicature. The researcher wants the reader to know that implicature can be irony in some cases. Implicature also has a

relation with the ironical principle. Thus, that is the reason why this research is really important.

B. Research question

According to the background above, the researcher aims at investigating irony represented in implicature as found in Kim Kardashian's tweet comments. This research focuses on one main problem, that is:

"How is irony represented in implicature found in Kim Kardashian's Tweet comments?"

C. Research objectives

Based on the research problem in this research, the aims of this study are:

1. To indicate the irony represented in implicature that netizens use in Kim Kardashian's tweet comments
2. To discover the types of flouting cooperative principle in Kim Kardashian's tweet comments

D. Research Significance

The aim of this research is to investigate the finding by use Grice's theory about cooperative principle and Landy's theory about Irony principle to find out how irony represented in implicature found in Kim Kardashian's Tweet comments. Hence, this study expects to give some objectives in pragmatics for both theoretically and practically.

Theoretically, Kim Kardashian is one of public figures that have many comments from society. The society put their comments to reveal their feeling; it can be love, hate, or mad. Some of them use irony represented in implicature comments to hide their actual meaning for Kim Kardashian. Hence, the researcher expects the analysis of irony represented in implicature found in Kim Kardashian Tweet comments can give more understanding about the relation between cooperative principle and ironical principle.

To analyze the irony represented in implicature comments and make the comments obvious, the researcher use theory about cooperative principle proposed by Grice and Ironical principle proposed by Landy. Then, the findings of the analysis can be additional information that implicature and irony have a relation. Practically, this research increases the knowledge of the importance of using the cooperative principle and ironical principle to communicate with others. When the people communicate with other, a sentence can be ambiguous and make people confused. Therefore, this research can help them to make the sentence clear and obvious.

E. Scope and limitation

The theoretical used in this research is the cooperative principle proposed by Grice (1975). In addition, the researcher also use the theory of ironical principle proposed by Landy (1972). Grice explained that there are two types of implicature. First is conventional implicature that depend on

the four maxim of cooperative principle. The second types are nonconventional or conversational implicature that emphasize the words and imply something different from the actual meaning. In this research, the researcher does not analyze two kinds of implicature, but the researcher focus in the nonconventional or conversational implicature. Based on the Grice thought, the use of the figure of irony generates implicature, implicated speaker meaning (speaker-intended meaning), that is intimately connected with the expression of feeling, attitude, or evaluation (Dyner, 2017). Hence, in this research, the researcher analyzes the irony represented in implicature found in the Kim Kardashian Tweet comments which focus on verbal irony.

The limitation of this research is the data. The data were taken from tweet comments among netizens that was indicated irony represented in implicature utterances in Kim's twitter. The Twitter account of Kim Kardashian is @KimKardashian, who a phenomenal figure in the world chosen by the researcher. The researcher limited the data by selecting irony represented in implicature tweet comments only from the netizens. Kim Kardashian is one of public figures who really active in Twitter, hence the number of comments in Kim Kardashian Twitter can change. Thus, because the researcher has a limited time, the tweet comments were taken only on April, 01st – 12th 2019. This is considered to be the newest data when the researcher starting this research.

F. Definition of key terms

1. Implicature

Implicature is the aspect of meaning that a speaker conveys, implies, or suggests without directly expressing. Moreover, in this research implicature refers to the irony. The figure of irony generates implicature, that is intimately connected with the expression of feeling, attitude, or evaluation. Thus, in this research it indicates that implicature and irony have relation. Moreover, based on data, the implicature that found in this research is conversational implicature. The data shows that irony represented implicature found in Kim Kardashian's Tweet comments flout all maxim of cooperative principle except maxim of relevance.

2. Irony

Irony is a style of language that implies something different, even sometimes it is contradictory to what is actually said. Moreover, in this research irony is intentionally produced by the speaker in the form of untruthfulness, based on flouting maxim of cooperative principle, to generate conversational implicature. Additionally, in this research irony and implicature are relate each other. Moreover, based on the data, the irony that found in this research is verbal irony. The researcher focus in verbal irony, because in this research most of the netizens in Kim Kardashian's Twitter hide their actual meaning by saying utterances which is contradictory with their actual meaning.

3. Tweet comment

Tweet comment is written remark expressing an opinion or reaction in the Twitter. The people can write any comments in Twitter until 140 characters.

G. Previous Studies

There are some studies which were previously done. The researcher found six previous studies that include two previous studies related to the object of research and four previous studies related to the theory. The two of previous studies that relate with the object of this research are first, the research from Jennifer Anette Lueck (2012) in "Friend-zone with benefits: The parasocial advertising of Kim Kardashian". Second, the research from Abbey Rose Maloney (2017) in "The Influence of the Kardashian-Jenners on Fourth Wave Feminism Through Digital Media Platforms". The similarity between those two previous studies are they use Kim Kardashian as the object of the research and they use parasocial theory in their analysis. Besides, the different between those two previous studies are their focus analysis is different. Lueck research was focused on the parasocial advertising and Maloney research was focused on fourth-wave feminist notions of body-positivity and sex-positivity. However, in those two researches they argue a positive opinion about Kim Kardashian. But, in this research the researcher discusses about the resentment to Kim Kardashian by the netizens in Kim Tweet comments.

Moreover, there are six previous studies that relate to the theory with this research. First, the researcher explains about previous studies of implicature. There are two previous studies of implicature: first is research from Vikry (2014) in “An Analysis of Conversational Implicature in Iron Man 3” and second is research from Risdianto (2016) in “Conversational Implicature Analysis in Oscar Wilde’s Short Story Happy Prince”. The similarity between those two research are they found maxim of quantity in their research. Otherwise, the different between those two research are their object and their dominant maxim. Vikry analyze movie ‘Iron Man 3’ and in his research the dominant maxim is manner, it happens because in Vikry research the character often give obscurity information in their communication. Besides, Risdianto analyze short story ‘Happy Prince’ and in his research the dominant maxim is quantity, it happens because in Risdianto research the character always make a contribution as informative as is required. Therefore, in this research the findings are different with those two previous studies. Because, in this research the researcher analyze irony represented in implicature which based on untruthfulness. Hence, the dominant maxim in this research is maxim of quality.

Next, the researcher explains about previous studies of irony. there are two previous studies about irony. first, the research from Uly Shafiyati, Hat Pujati, and Agung Tri Wahyuningsih (2014) in “A Study on The Use of Irony to Express Postcoloniality in Arundhaty Roy’s The God of Small Thing”. Second, the research from Terhi Autio (2018) in “Analyzing Irony

in *The Cult Classic Movie the Princess Bride*". The similarity between those two research are they use theory of irony, but their focus is different. Pujiati et al research was focused on the irony to express postcoloniality and they find that the irony also implied the theme and define the author's attitude. Therefore, the irony in this novel expresses postcoloniality. Otherwise, Autio research was focused on the humor conveyed through the irony and he finds that the means of delivering irony can make the situation funny. Hence, to make explanation about irony wider, the researcher in this research analyze irony which focus on the irony represented in implicature.

H. Research method

1. Research design

This research applies qualitative method. The fundamentals of qualitative research are meaning, not numbers (Hren & Young, 2017). According to Palupi (2018), qualitative methods is a research process that produces descriptive data such as written or oral forms from society. In this research, the researcher uses qualitative method by using written text, because in this research the data is the Tweet comments in Kim Kardashian's Twitter. Moreover, in this research, the researcher use pragmatics approach to analyze the irony represented in implicature used in Kim Kardashian's tweet comments, because in this research the researcher analyzes the utterances that contain irony represented in implicature and use theory cooperative principle

proposed by Grice and the theory Ironical principle proposed by Landy to make the utterances obvious.

2. Data and data source

The main data of this research is the people comments in Kim Kardashian Twitter that contain irony represented in implicature. The main data of qualitative research is words or sentence that separate based on the category to get the result. Hence, in this research, the researcher uses tweet comments as the main data of this research. This research takes the tweet comments by the netizens in the Twitter of Kim Kardashian. Data used are the tweet comments on the April, 1st – 12th 2019. This is considered to be the newest data.

3. Research Instrument

In the qualitative research, the researcher must be the instrument and data collector (Wahidmurni, 2017). The researcher must be the planner, analyzer, interpreter, and reporter of the research. The researcher uses a cellphone as a tool to collect the data. Then, the researcher screenshotting the data to give evidence. Therefore, in this research, the main instrument of this research is the researcher herself.

4. Data collection

The research instrument of this study is the researcher herself who collected the data in the following steps; First, the researcher collects the tweet comments that indicate irony represented in implicature

found in Kim Kardashian's Twitter and the comments the researcher take 15-20 comments. Second, the researcher gives codes of the data contain implicature irony in Kim Kardashian's tweet comment. Last, the researcher classifies the data in the table irony represented in implicature that show flout of maxim in cooperative principle.

5. Data analysis

To analyze the data, the researcher use theory cooperative principle proposed by Grice (1975). In addition, the researcher also use the theory of Ironical principle proposed by Landy (1972). The data was then analyzed through the following steps; First, the researcher classify the data as the conversational implicature or conventional implicature. Second, the researcher takes the data only the utterance that found as an irony. Then, the researcher analyzes the irony contains verbal irony. The last, the researcher describing the analysis in detail and specify.

CHAPTER II

REVIEW ON RELATED LITERATURE

In this chapter, the essence consists of theories used in this research. Moreover, this chapter explains about theories concerning several keywords such as cooperative principle, implicature, ironical principle, irony represented in implicature, tweet, and tweet comments.

A. Cooperative principle

The cooperative principle is a sub-theory about the use of language. The sub-theory of the use of language is intended as an effort to guide conversation participants to be able to have cooperative in conversation. Leech in Wahyuni (2013) explains that the principle of cooperative in the conversation was pioneered by Grice. In his implicature theory, Grice presents two sub-theories, namely the meaning of communication and the use of language.

The aim of the cooperative principle is to describe the actions between the speaker and hearer. Hence, with the cooperative principle, the communication of conversation can be achieved in general social situations (Samosir, 2015). Yule in Samosir (2015) said: "in cooperative principle, the participant must make conversational contribution such as required, at the stage at which it occurs. It happens to know the reaction of the hearer in conversation".

Kunjana in 2009 in Samosir (2015) explain that utterances must be delivered clearly, briefly, and easy to understand. Communication is said successful if between speakers and hearers carry out the cooperative principle. But often the maxim of cooperative principles begins to be flouted for certain situations, for example when the speaker intentionally uses the implicit utterances in communication. Hence, people must obey four maxims in cooperative principle to avoid the ambiguity and make the utterances obvious. However, many people often a flout of maxims in cooperative principle. The four maxims in cooperative principle by Grice those are the maxim of quantity, the maxim of quality, the maxim of relevance, and maxim of manner.

The violations of maxims occur when the maxims are deliberately manipulated so that the speaker misleads the interlocutor. While the flouting of maxims occurs when individuals intentionally do not apply the maxims in order to persuade their listeners to derive the hidden meaning behind what is said, that is, the speakers employ implicature (Rukmini, Saleh, & Zaebua, 2017).

1. Maxim of quantity

The maxim of quantity is related to the quantity of information conveyed by the speaker and requires each participant to contribute as much as needed by the hearer. Hence, in the maxim of quantity speech should not exceed the information needed by the hearer. Rahardi in Samosir (2015) explained that speech is delivered by the speaker

contain excessive information, the speech has flouted the maxim of quantity. Besides, Grice in Yuniarsih (2011) argues that the maxim of quantity has the main criteria. Each participant must provide the right amount of information and the following two principles. First, make your contribution as informative as is required. Second, do not make your contribution more informative than is required.

Table 2.1

The example maxim of quantity

Maxim of quantity	flouting maxim of quantity
<p>A: Do you like to watch a movie?</p> <p>B: Yes, I like it.</p>	<p>A: Do you like to watch a movie?</p> <p>B: No, I do not like it because watching a movie spends many times and I do not have time to watch some movies. But, I like one movie which the character is Tom Cruise. I really like him. He is really handsome.</p>

In the example, we can know that the answer of **B** are different. First, the answer “Yes, I like it”. In the example, **B** is not flout maxim of quantity, because she does not say an utterance that contain too much information or less information. Besides, in another **B**, she flouts maxim of quantity because her utterance contain too much information.

2. Maxim of quality

Maxim of quality requires each participant of the conversation say the truth and the contribution of conversation participants should be based on sufficient evidence. Hence, every speech must be clear, concrete, and tangible. Grice in Samosir (2015) stated that maxim of quality has the main criteria, each participant must provide information correctly. Therefore, in the maxim of quality, the participant must do the two principles. First, do not say what you believe to be false. Second, do not say a sentence that has less evidence.

Table 2.2

The example maxim of quality

Maxim of quality	flouting maxim of quality
A: Why were you late last night?	A: Why were you late last night?
B: Because my car broke down. You can ask him to proof it.	B: Because I do not know your address.
C: Yes, it is true.	A: But last night I send you a message and gave you my address...
	B: I think I am loss your address.

In the example, we can know that the answer of **B** are different. First, **B** say, “Because my car broke down”, in this

utterance, she does not flout maxim of quality because **C** can proof that the car of **B** is broken down. Besides, in the another example, **B** is flouting maxim of quality, because first she say that she does not know the address. But, **A** says that he send his address last night. Then, **B** says that she loss the address. Hence, **B** is flouting maxim of quality because she does not has evidence that she loss his address.

3. Maxim of relevance

The aim of the maxim of relevance is to establish good cooperation between speaker and hearer, hence each of them makes a relevant contribution regarding what is said. In the maxim of relevance, someone tries to be relevant and says something that relates to the discussion. Grice in Samosir (2015) argues, in the maxim of relevance has the main criteria, each participant must speak relevantly about what is being discussed.

Table 2.3

The example maxim of relevance

Maxim of relevance	flouting maxim of relevance
A: How is the weather today? B: It is rainy and cloudy	A: How is the weather today B: I do not like it, because it makes me remember my ex-boyfriend. It is really sad.

In the example, **B** say, “It is rainy and cloudy”. The utterance of **B** is not flouting maxim of relevance, because her answer is relevant with the question of **A**. Besides, in the another example, **B** is flouting maxim of relevance because her answer does not relevant with question of **A**. **A** asks, “How is the weather today?”. But the respond of **B** does not answer the question of **A**. hence, in the example **B** is flouting maxim of relevance.

4. Maxim of manner

In the maxim of manner, the main attention is the performance by the speaker in a conversation. Grice in Samosir (2015) argues that in the maxim of manner those are four principles, first is avoid obscurity of expression, second avoid ambiguity, third be brief (avoid unnecessary prolixity), and the last be orderly.

This maxim requires each speaker to say the sentence directly, clearly, unambiguously, and not excessive. If the speaker obeys this maxim, he/she will say a positive sentence, therefore, the words become clear and unambiguous. Communication requires clarity in the utterances, the speaker must provide information that can be clearly understood and does not appear some questions (Yuniarsih, 2011).

Table 2.4

The example maxim of manner

Maxim of manner	flouting maxim of manner
A: How is Kate today? B: She is fine, she is not fever again.	A: How is Kate today? B: She is as usual

In the example, **B** answer, “She is fine, she is not fever again.” Thus, **B** is not flouting maxim of manner, because her utterance is clear and not ambiguous. Besides, in the another example, **B** answer, “She is as usual”. Hence, in this example **B** is flouting maxim of manner, because her utterance is not obvious and ambiguous. She does not explain that Kate still fever or not.

B. Implicature

Implicature is one of a part in pragmatics. The concept of implicature was first introduced by Grice to solve the problem of the meaning of the language which cannot be solved by ordinary semantic theory. Grice in Sulistyowati (2013) says that an utterance can imply a proposition that is not a part of the speech concerned. The implied proposition is called the implicature. In addition, Hernita (2014) explained that those are five characteristics of implicature:

- a) In certain condition or situation, implicature can be canceled either explicitly or contextually (*cancellable*).

- b) Inseparable implicature by expressing something. Usually, there is no other appropriate way to say something, hence people use speech contain the implicature to convey it (*no detachable*).
- c) Implicature requires the conventional meaning of the use sentence, but the contents of the implicature are not included in the conventional meaning of the sentence (*nonconventional*).
- d) The truth of the contents in implicature does not depend on what is said but can be calculated from how the action says what is said (*calculable*).
- e) Implicature cannot be given a specific description which is clear (*indeterminate*).

Grice in Rahayu (2011) define two kinds of implicature: conventional and conversational (*nonconventional*) implicature. Litbagay and Sari (2019) in their research conclude that implicature contain intended meanings that have been classified according to the levels of intended meaning (literal meaning, occasion meaning, hint level, manipulation level, deception level, self-deception level). In addition, Risdianto in his research concludes that conversational implicature connected with cooperative principles, politeness principle and ironical principle (Risdianto, 2016).

1. Conventional implicature

Conventional implicature is the utterance that is generally accepted by society and the practice usually referred to the maxim

of the cooperative principle. (Rahayu, 2011) Conventional implicature can be clearly understood because the meaning of speech is exactly the same as the meaning in the element of utterance. The example is "My opinion, Ronaldo is the best football player in the world". This sentence is clear, obvious, and unambiguously because everyone knows that Ronaldo is one of an athlete in football.

2. Conversational implicature

Nonconventional or conversational implicatures emphasize utterances which implies something different from the actual meaning. Conversational implicatures have more varied meanings and understandings because the understanding of utterances depends on the context of the conversation. In other words, when someone speaks, something that is said or written is not always the same as intended because it depends on the context. The example is "congratulation, finally, your father has a chair". This sentence has two meanings and makes ambiguity. First, it means a father has a new chair and the second meaning is finally the father has a job. This sentence makes flout the cooperative principle in the maxim of manner because the sentence makes an ambiguity.

C. Irony

In pragmatics, there is the theory of Politeness Principles which regulates the speakers to speak politely to their addressees. However, not

all speakers are able to obey such principles. They sometimes employ irony in certain situations and flout the principles. Choi in Devina (2016) explained that irony is a way to make someone aware of truth or reality through comparison and contradiction. This way is carried out by not revealing the truth directly but rather delivered by contradicting the facts. This is in accordance with the meaning of irony 'hiding' and 'disguising'. Irony can be created because of the conflict between the true meaning of a word or statement and the actual meaning. The actual utterances can be a mockery of what is actually meant.

The irony is a style of language that implies something different, sometimes even contrary to what is actually said. To be able to recognize and understand irony, participants need linguistic, contextual, situational, and personal knowledge. The irony is an utterance that expresses contradiction meanings, with the aim of being ridicule. This purpose can be achieved by: (1) the meaning that is contrary to the true meaning, (2) the incompatibility between the current situation and actual reality, and (3) the mismatch between hope and reality (Efendi, 2014).

Waluyo in Kasmi (2016) stated that irony is the opposite character to give sarcasm. The irony can turn into cynicism and sarcasm, which is the use of rude and harsh words to insult or criticize. Landy in 1972 in Allo (2017) in his book, he divides the irony into three types: verbal irony, dramatic irony, and situational irony.

Lestari (2018) in her research explained that irony in memes which had purposes to entertain and to tease the readers. Thus, using irony in memes influenced the readers by the style of language that make the readers not feel bored. Moreover, based on the research by Autio (2018), he explained that irony carries certain humor. The humor is conveyed through the irony via the delivery and reactions to the irony, context, unexpectedness, and the irony itself. The means of delivering the irony can make the situation funny, or how others react.

1. Verbal irony

Verbal irony is the use of words that the meaning is different from someone actually says. Verbal irony is where someone says or writes one thing and the meaning is different or uses a sentence whose meaning is the opposite of the true meaning. This irony is called verbal because the speaker uses certain words to convey his true meaning. Verbal irony has a relation with diction, that is, the choice of words from ugly ones is replaced beautiful. Certain dictions also show the tone, that is the attitude of the speaker to the hearer. The example is when Rani make a clown's makeup but his friend, Siska says “oh, you are really beautiful”. It means Siska is despising Rani because Rani uses clown makeup and make her like a funny person.

2. Dramatical irony

Dramatical irony occurs in fragments of literature when the reader knows something while some characters in the story do not. Drama

viewers or novel readers or poems have information that at least some characters are not aware, which influences the way viewers and readers react to the plot. Dramatical irony is the type of irony used to make the reader more aware of what is happening with the character (Allo, 2017). For example, in a story, a girl who admires a man who is her idol. She continued to keep her love because she did not brane to express it. The man did not know that the girl really liked him. But the reader knows this.

3. Situational irony

Situational irony consists of situations where the results are very different from what is expected. A situational irony is a form of irony where there is a difference between what we expect to happen and what actually happens. Situational irony is a situation where the results do not match with what we are expected, but are also understood in general situations that include contradiction (Allo, 2017). For example, Zahra is really confident that she will become a teacher. She studied hard and was able to finish college on time. Suddenly she experienced an accident and made her eyes blind. Shee did not expect to experience such a fate. She also failed to become a teacher.

D. Irony represented in implicature

According to Grice thought, the use of the figure of irony generates implicature, implicated speaker meaning (speaker-intended meaning), that is intimately connected with the expression of feeling, attitude, or

evaluation (Dyner, 2017). Grice also explained that irony is intentionally produced by the speaker in the form of overt untruthfulness, based on flouting the first maxim of quality, to generate conversational implicature (Dyner, 2013). It indicates that implicature and irony have a relation. Implicature irony also has a relation with politeness principle, Leech (Altiria, 2014) explained that irony is the principle between cooperative and politeness principle because when someone speaks with use irony, they underestimate with an act in a polite manner through utterances that sound as if they are polite.

E. Tweet

A tweet is a message posted that follower can look on Twitter contains texts, photos, GIF or videos (Basri, 2017). The location for the sender is on the profile page and the sender's timeline page. Moreover, the location for the receiver is in the home timeline of the person who follows the sender. Tweets which are listed other Twitter accounts are preceded by symbol '@', an example is: "Hello @KimKardashian". Anyone on Twitter who follows the sender will see the Tweet in the homepage timeline.

F. Tweet comment

Tweet comment is when you respond to Tweets from other people. The people comments in the service of Twitter (*tweet*) that can make people send and read some information in the text until 140 characters (Basri, 2017). The location for the sender is in the sender's profile page. Moreover, the location for the receiver is in the receiver notification tab,

like a Tweet, Tweet comment also appear in the receiver Timeline if they follow the sender. Anyone who follows the sender and receiver will see the Tweet comment in their home timeline. The people can comment to express their happiness, sadness, or madness.



CHAPTER III

FINDING AND DISCUSSION

A. Finding

The data in this research were in the form of written utterances by netizens. The contexts of data were comments as written by the Twitter users in the comment column of Kim Kardashian Twitter account (@**KimKardashian**). Kim Kardashian is really active in Twitter. She can upload 2-10 Tweets per-day. Thus, the researcher taken the data only on April, 1st – 12th 2019, because the researcher has a limited time and this is considered to be the newest data when the researcher starting this research. In the date that researcher taken the data, the researcher found 25 Tweets in Kim Kardashian Twitter, however in this research the researcher only takes 11 Tweets, because in the another Tweets the researcher did not found Tweet comments that contain irony represented in implicature. Additionally, in this research the researcher only takes 1-3 Tweet comments per-Tweets, because in the another Tweet comments the netizens give their truthfulness of opinion. Besides, in this research the researcher need Tweet comments that contain untruthfulness and indicate irony represented in implicature.

Datum 1



Kim Kardashian West ✓ @KimK... · 01 Apr ▾
Our Sweet 16! Can't believe Keeping Up With the Kardashians is premiering our 16th season tonight! Be sure to tune into E!



657 3.776 49rb

(1 April 2019, at 5.05 am)

“Our Sweet 16! Can't believe Keeping Up With the Kardashians is premiering our 16th season tonight! Be sure to tune into E!”

This Tweet gets 657 comments, 49.000 likes, and 3.776 retweets. From this Tweet, many netizens give their comments, and the researcher takes some of the comments as the data to analyze. In this Tweet, the researcher found two comments that contain irony represented in implicature.

a. **@holygeezwtf**

(1 April 2019, at 5.25 am, 13 likes)

“Can't wait to see your faces I love the horror of plastic surgery!!”

Kim Kardashian in her Tweet tells about her premiere with Kardashians. In his comments, he (**@holygeezwtf**) does **conversational implicature**, because his sentence has two meanings. First, he is really indeed

waiting Kim Kardashian face. Second, he just wants to mock Kim Kardashian who did a plastic surgery. Thus, his sentence flouting cooperative principle in the **maxim of quality**, because he has less evidence by saying Kim Kardashian do plastic surgery on her face. Then he (@holygeezwtf) comments by expressing **verbal irony** by saying “*Can’t wait to see your faces I love the horror of plastic surgery!!*”. First, he says that he cannot wait to see Kim Kardashian face, but implicitly he wants to mock Kim Kardashian with his utterances “*horror of plastic surgery*”. It indicates that his true meaning is to mock Kim, but he is hiding the factual meaning by saying a beautiful sentence in the first utterances. It shows that his sentence contains verbal irony.

b. @Ricepicker84

(1 April 2019, at 6.05 am, 8 likes)

“She probably had dirt on her feet from running around the set barefoot”

In this Tweet comment, his (@Ricepicker84) sentence contains **conversational implicature**, because his sentence has two meanings. First, he just argues that Kim Kardashian probably has a dirt in her feet because her feet does not show in the photo. Second, he wants to mock Kim

Kardashian because of her photo she does not show her feet. Thus, his sentence is flouting cooperative principle in the **maxim of quality**, because in this maxim the speaker must be honest and the sentence must have reliable information but he (@Ricepicker84) says “She probably had dirt on her feet...” and this sentence has less evidence and does not relevant with the fact. Additionally, He (@Ricepicker84) implicitly does not like Kim Kardashian photo in the premiere. But, he is hiding his factual meaning by expressing “She probably had dirt on her feet...” and this sentence indicates that he is expressing **verbal irony** in his Tweet comment.

Datum 2



(1 April 2019, at 8.15 am)

This Tweet gets 809 comments, 13.100 likes, and 444 retweets. From this Tweet, many netizens give their comments, and the researcher takes some of the comments as the data to analyze. In this Tweet, the researcher found one comment that contains irony represented in implicature.

a. @LisaButti

(1 April 2019, at 9.12 am, 1 like)

“Pretty please”

This Tweet comments contain **conversational implicature**, because her Tweet comment has several meaning. Her Tweet comment, “Pretty please” can be interpret pretty for her face, fashion, hair, or attitude. Thus, her Tweet comments makes her flouting cooperative principle in the **maxim of quantity**. In the maxim of quantity, the speaker must contribute as much as needed by the hearer, but she (@LissaButti) just says “pretty please” in her comments and not explain what must be pretty, it can be face, attitude, or clothes. Kim Kardashian in her tweet, she tells that she feels sorry to her followers, but she (@LissaButti) implicitly comments “pretty please” by means that Kim Kardashian must control her attitude because in that time Nipsey Hussle was an American rapper has died. It indicates that she (@LissaButti) hiding her factual meaning by saying "pretty please" and it indicate that she (@LissaButti) is expressing her Tweet comment with **verbal irony**.

Datum 3



(1 April 2019, at 10.05 pm)

“Dropping 4-2 carolinaLemke.com #Lemke_Partner”

This Tweet gets 358 comments, 8.796 likes, and 463 retweets. From this Tweet, many netizens give their comments, and the researcher takes some of the comments as the data to analyze. In this Tweet, the researcher found two comments that contain irony represented in implicature.

a. **@coffedevanilla**

(2 April 2019, at 3.30 am, 2 likes)

“Thanks, I hate it”

This Tweet comments contain **conversational implicature**, because her sentence has several meaning.

First, she really hates Kim’s Tweet and second she just

hates Kim Kardashian. Thus, in this Tweet comment, she (@coffedevanilla) does flouting cooperative principle in the **maxim of manner**, because in this maxim the participants must avoid ambiguity utterances. But, she (@coffedevanilla) does not avoid ambiguity utterances by saying “Thanks, I hate it” and it makes the sentence not obvious, it can be she hates Kim Kardashian or hate the glasses. Additionally, she (@coffedevanilla) comments by expressing **verbal irony** by saying "thanks..." at the beginning of the sentence, then she is adding "I hate it". This comment shows that she factually does not like a Tweet of Kim Kardashian but she is not straightforward, hence she implicitly says "thanks..." at the beginning of the sentence.

b. @lovstoplay64

(2 April 2019, at 7.00 pm, 1 like)

“Eww! Not a great idea. Love the glasses but the display is gross. Just creepy looking!”

This Tweet comments contain **conversational implicature**, because the Tweet comments has several meaning. First, she like the glasses but she does not like the display. Second, she hates the glasses because the

glasses look creepy. Thus, this sentence makes she (@lovstoplay64) flout cooperative principle in the **maxim of manner** because in this maxim the participants must be brief and avoid an unnecessary sentence but she did it with says "...Love the glasses but the display is gross...." In the beginning. She does not clearly says that she means the glasses look creepy. In the Tweet of Kim Kardashian, she (@lovstoplay64) factually argues that the glasses look creepy, but she is hiding her expression by implicitly saying "love the glasses..." at the beginning of the sentence. It indicates that she (@lovstoplay64) expresses her Tweet comment with **verbal irony**.

Datum 4



Kim Kardashian West  @KimK... · 02 Apr 
POOSH.COM TOMORROW



 305  678  11rb 

(2 April 2019, at 7.48 am)

This Tweet gets 305 comments, 11.000 likes, and 678 retweets. From this Tweet, many netizens give their comments, and the researcher takes some of the comments as the data to

analyze. In this Tweet, the researcher found one comment that contains irony represented in implicature.

a. @JewlRaider

(2 April 2019, at 8.31 am, 23 likes)

“Nice photoshop. Looks creepy...”

This Tweet comments contain **conversational implicature**, because her sentence has several meaning.

First, she is praise Kim’s picture as a good editing photo and second she mocks Kim Kardashian look creepy.

Thus, in this case she does (@JewlRaider) flouting cooperative principle in the **maxim of manner**, because she does not avoid obscurity expression. Additionally,

in this Tweet, Kim Kardashian uploads her photo with a sexy pose and dress. Then, she (@JewlRaider)

comments by expressing **verbal irony** by saying positive comment in the first sentence “nice photoshop”, but in the second comment she says

negative comment “looks creepy”. It indicates that she

(@JewlRaider) factual meaning is to mock Kim

Kardashian, but she is hiding the factual meaning by

implicitly saying the positive comment in the

beginning.

Datum 5



(5 April 2019, at 10.18 am)

This Tweet gets 888 comments, 63.000 likes, and 3.652 retweets. From this Tweet, many netizens give their comments, and the researcher takes some of the comments as the data to analyze. In this Tweet, the researcher found four comments that contain irony represented in implicature.

a. @Lopezzyy

(5 April 2019, at 4.12 pm, 906 likes)

“This is the blurriest clear photo I’ve ever seen”

This Tweet comments contain **conversational implicature** because this sentence has several meaning. First, photo blur can interpret as the technical photograph that can make photo look prettier. Second, photo blur also can interpret as the bad quality photograph. Thus, this Tweet comment does flouting cooperative principle in the **maxim of quality**, because

she (@Lopeezyy) is saying a sentence that has less evidence. In this sentence, she (@Lopeezyy) does not have evidence that Kim Kardashian photo is the blurriest photo that she has ever seen. In this Tweet, Kim Kardashian uploads her photo with a white dress. Additionally, in her Tweet, she (@Lopeezyy) comments by expressing **verbal irony** by saying an obscenity expression and it makes her hide a factual meaning of her utterance. She implicitly says, “This is the blurriest clear photo I’ve ever seen”, and this sentence has a negative meaning. Factually, she (@Lopeezyy) does not like Kim Kardashian photo and she thinks the photo has bad quality.

b. @Schesbalz

(5 April 2019, at 10.41 am, 2.493 likes)

“Cute, but totally photoshopped”

This Tweet comment contain **conversational implicature**, because the sentence has several meaning. First, photoshop editor can interpret as the good photo editor and make a person look pretty. Second, photoshop can interpret as the faker because can make a person look different with his/her actual face/body. Thus, this Tweet comment does flouting cooperative

principle in the **maxim of manner** because she (@Schesbalz) does not avoid obscurity expression. Additionally, in this Tweet comments, she (@Schesbalz) is expressing **verbal irony** by saying a positive comment in the first and last she says a negative comment. First, implicitly she says “cute...” but in the last, she says “...but totally photoshopped”. The meaning of photoshopped in this sentence is negative, because she (@Schesbalz) is purpose that the photo of Kim Kardashian is not the real Kim and it is totally edited.

c. @katherine_j_r

(5 April 2019, at 11.23 am, 35 likes)

“Well for me it looks liked the kind of Photoshop I would do at high school to Photoshop students into another background”

This Tweet comments contain **conversational implicature**, because this sentence has several meaning. First, in the Tweet comment, she argues that Kim’s photo just changes the background. Second, she wants mock Kim Kardashian photo has bad quality and she says that Kim’s photo look like photoshop when she does at high school. Thus, she does flouting cooperative

principle in the **maxim of quantity** because her (@katherine_j_r) sentence contain excessive information or too much information. In this Tweet comments, she (@katherine_j_r) is also saying a sentence that expressing **verbal irony**, because she is hiding her factual meaning with a prolix sentence. She (@katherine_j_r) implicitly comments “Well for me it looks liked the kind of Photoshop I would do at high school to Photoshop students into another background”, but actually she wants to underestimate Kim Kardashian photo with she tells a story about her Photoshop lesson when she was studying in the high school.

d. @toibiird

“I’ve seriously taken better photos on my phone”

This Tweet comment contain **conversational implicature**, because the sentence has several meanings. First, she is boasting of her skill photo. Second, she mocks Kim Kardashian photo has bad quality. Thus, it shows that she (@toibiird) does flouting cooperative principle in the **maxim of quality**. Because she does not has evidence that she can take a better photo than Kim Kardashian. She (@toibiird) comments in Kim Kardashian Tweet with a sentence

that express **verbal irony**, because she is hiding her actual meaning by saying an arrogant sentence. She (@**toibiird**) implicitly says “I’ve seriously taken better photos on my phone” and this sentence means that Kim Kardashian photo is bad and not good looking.

Datum 6



(8 April 2019, at 8.14 am)

“That’s my main talent: calmness”

This Tweet gets 48 comments, 2,476 likes, and 150 retweets. From this Tweet, many netizens give their comments, and the researcher takes some of the comments as the data to analyze. In this Tweet, the researcher found two comments that contain irony represented in implicature.

a. @IrenePanagioto4

(8 April 2019, at 9.17 am, 0 like)

“I agree with you but I think that Kloe is more calmness”

This Tweet comments contain **conversational implicature**, because this sentence has several

meanings. First, she argues that Kloe is more calmness than Kim Kardashian. Second, she wants Kim Kardashian know that her talent is not calmness. Thus, it shows that she (@IrenePanagioto4) does flouting cooperative principle in the **maxim of quality** because she does not has evidence that Kloe is more calmness than Kim Kardashian. Additionally, in her Tweet, Kim Kardashian answers the Tweet from one of her followers @diana_guirguis that says, "Kim acts so calm when news breaks about certain things lol I wish #KUWTK" and Kim responds to @diana_guirguis by saying, "That's my main talent: calmness". Then, she (@IrenePanagioto4) comments, "I agree with you but I think that Kloe is more calmness". It indicates that she (@IrenePanagioto4) is expressing **verbal irony** by implicitly saying a positive comment in the beginning. First, she agrees that Kim Kardashian is a calm person but in the last, she thinks that Kloe is more calmness. In fact, she wants to say that Kim Kardashian is not calmness person but she is hiding the actual meaning by saying an agreement sentence at the beginning of the comment.

b. @JeffreySantoss_

(8 April 2019, at 8.21 am, 3 likes)

“You mean “only” talent, right?”

This Tweet comment contain **conversational implicature**, because the sentence has several meanings. First, he really asks that calmness is really only Kim’s talent. Second, she mocks Kim Kardashian that she does not have any talent except her calmness. Thus, it shows that he (@JeffreySantoss_) does flouting cooperative principle in the **maxim of quality**, because he has less evidence that Kim Kardashian does not has any talent except her calmness. In this Tweet comments, he (@JeffreySantoss_) say a sentence that express **verbal irony** because he is hiding his factual meaning by saying an interrogative sentence. He (@JeffreySantoss_) implicitly comments, “You mean “only” talent, right?” and his actual meaning is Kim Kardashian does not has talent except her calmness.

Datum 7



(8 April 2019, at 10.36 am)

”Ok just leaving my shoot. It turned out so good! I can’t wait to show you guys what this was for”

This Tweet gets 168 comments, 7.298 likes, and 228 retweets. From this Tweet, many netizens give their comments, and the researcher takes some of the comments as the data to analyze. In this Tweet, the researcher found two comments that contain irony represented in implicature.

a. @_A_D_Social

(8 April 2019, at 10.44 am, 1 like)

“Your probably half-naked. It's the only way you can get attention and make money”

This Tweet comment contain **conversational implicature**, because the sentence has several meanings. First, she argues that Kim Kardashian probably half-naked to get attention and money. Second, Kim Kardashian does not has any talent except she half-naked in her photography. Thus, she does flouting cooperative principle in the **maxim of quality**, because in this maxim the participants must have reliable information and suitable for the fact. Additionally, she also (**@_A_D_Social**) comments by expressing **verbal irony** by saying "Your probably half-naked. It's the only way you can get attention and make

money". She implicitly (**@_A_D_Social**) hide her actual meaning that she does not wait for Kim Kardashian photo and she does not want to see it, but she hides it with use obscurity sentence.

b. @Gareymonster

(8 April 2019, at 10.48 am, 0 like)

“Well, not an album cover because you can’t sing. Not a movie poster because you can’t act. So I’m guessing another photo promoting A) your naked body or 2) the makeup line you stamp your name on to make money. Such a talent.”

This Tweet comment contain **conversational implicature**, because the sentence has several meanings. First, he gives his opinion about the actual talent that Kim Kardashian’s has. Second, he mocks Kim Kardashian that Kim does not has talent except she is photo with naked body. Thus, it shows that he (**@Gareymonster**) does flouting cooperative principle in the **maxim of quantity**, because his sentence contains unnecessary information and make the sentence too much information. In this Tweet comment, he (**@Gareymonster**) is also saying a sentence that expresses **verbal irony**. He (**@Gareymonster**) is



hiding his actual meaning by implicitly saying a prolix sentence, “Well, not an album cover because you can’t sing. Not a movie poster because you can’t act. So I’m guessing another photo promoting A) your naked body or 2) the makeup line you stamp your name on to make money. Such a talent”. Actually, he (@Gareymonster) is actual meaning is he thinks that Kim Kardashian does not have talent except photo with a naked body.

Datum 8



Kim Kardashian West  @KimK... · 11 Apr ✓
I remember as a little girl flipping through my mom’s subscription each month and dreaming of one day gracing the cover of this iconic magazine. Thank you to the incredible Anna Wintour for your support as always, it means the world to me.



 336  3.118  52rb 

(11 April 2019, at 1.42 am)

“I remember as a little girl flipping through my mom’s subscription each month and dreaming of one day gracing the cover of this iconic magazine. Thank you to the incredible Anna Wintour for your support as always, it means the world to me.”

This Tweet gets 336 comments, 52.000 likes, and 3.118 retweets. From this Tweet, many netizens give their comments, and the researcher takes some of the comments as the data to analyze. In this Tweet, the researcher found two comments that contain irony represented in implicature.

a. **@SarahMc91712218**

(11 April, at 1.47 am, 78 likes)

“Money can buy u into anything, even vogue”

This Tweet comment contain **conversational implicature**, because the sentence has several meanings. First, she underestimates vogue that vogue can be bought by money. Second, she mocks Kim Kardashian that she can be bought by money. Thus, it indicates that she does flouting cooperative principle in the **maxim of quality** because she has less evidence that can be proof of her statements. In this Kim Kardashian’s Tweet, she uploads a photo and gives a caption "I remember as a little girl flipping through my mom’s subscription each month and dreaming of one day gracing the cover of this iconic magazine. Thank you to the incredible Anna Wintour for your support as always, it means the world to me”. Then, she (**@SarahMc91712218**) comments by expressing

verbal irony and she implicitly hide her actual meaning by saying a sarcasm sentence, “Money can buy u into anything, even vogue”. She (@SarahMc91712218) is actual meaning is Kim Kardashian can be bought with money.

b. @Jared_D30

(12 April 2019, at 4.56 pm, 12 likes)

“All you needed was \$500k in plastic surgery! Congrats!”

This Tweet comment contain **conversational implicature**, because the sentence has several meanings. First, he gives his opinion that who wants to be as Kim Kardashian they just need \$500k. Second, he mocks Kim Kardashian that her face is not real and she does a plastic surgery to make her look beautiful. Thus, it shows that he (@Jared_D30) does flouting cooperative principle in the **maxim of quality**, because he does not has evidence that Kim Kardashian does plastic surgery and he has less evidence than can be proof plastic surgery just spend \$500k. This Tweet comment also express **verbal irony**, because in this sentence his (@Jared_D30) actual meaning is Kim Kardashian do plastic surgery, hence she can look

beautiful in the photo. But, he implicitly (@Jared_D30) says, “All you needed was \$500k in plastic surgery” to hide her factual meaning.

Datum 9



(11 April 2019, at 1.43 am)

“Special thank you to my husband Kanye for speaking into existence that one day I would grace the cover of Vogue when everyone told me to be ‘more realistic’ #dreamsdocometrue #speakintotoexistence #voguemagazine”

This Tweet gets 1.256 comments, 125.000 likes, and 12.000 retweets. From this Tweet, many netizens give their comments, and the researcher takes some of the comments as the data to analyze. In this Tweet, the researcher found one comment that contains irony represented in implicature.

a. **@KimKEternally**

(11 April 2019, at 1.45 am, 344 likes)

“Not bad for a girl with no talent”

This Tweet comment contain **conversational implicature**, because the sentence has several meanings. First, she argues that Kim Kardashian does a good job for being cover of Vogue magazine. Second, she underestimates Kim Kardashian that Kim Kardashian does not has a talent. Thus, it indicates that she (**@KimKEternally**) does flouting cooperative principle in the **maxim of quality**, because she has less evidence that Kim Kardashian is a girl with no talent. In this Kim Kardashian’s Tweet, she uploads her photo with her children and she is saying thank you to her husband, Kenya. Then, she (**@KimKEternally**) comments by expressing **verbal irony** because the actual meaning for her comments is Kim Kardashian does not has talent, but she implicitly hide her factual meaning by saying a positive comment in the beginning, she says, "not bad..." but in the last she says an utterances that are negative sentence, she says "...with no talent".

Datum 10



(11 April 2019, at 1.43 am)

“Photographer: Mikael Jansson @mikaeljansson

Stylist: Tonne Goodman @tonnegood

Makeup: Hannah Murray @hannah_murray1

Hair headpieces: Shay Ashual @shayashual

Cover look: Chanel top @chanelofficial; Irene Neuwirth necklace @ireneuwirth

Vogue Team @sergiokletnoy & @jilldemling”

This Tweet gets 122 comments, 6.115 likes, and 512 retweets. From this Tweet, many netizens give their comments, and the researcher takes some of the comments as the data to analyze. In this Tweet, the researcher found one comment that contains irony represented in implicature.

a. @Kate09313154

(11 April 2019, at 2.05 am, 0 like)

“I told my friend I thought she looked like Jennifer Lopez and she said Ewww don’t say that Kim K is mad ugly”

This Tweet comment contain **conversational implicature**, because the sentence has several meanings. First, she argues that Kim Kardashian like Jennifer Lopez. Second, she mocks Kim Kardashian that she is ugly. Thus, it shows that she (@Kate09313154) does flouting cooperative principle in the **maxim of quantity**, because her sentence contains excessive information. In this Tweet, Kim Kardashian uploads her photo by a photographer ‘Mikael Jansson’, then she gets one Tweet comments from her followers that expresses **verbal irony**, that is, “I told my friend I thought she looked like Jennifer Lopez and she said Ewww don’t say that Kim K is mad ugly”, in this Tweet comments, she (@Kate09313154) actually says that Kim Kardashian is ugly, but she implicitly hide her actual meaning by saying a prolix sentence, hence in the Tweet comments she tells a story about her friends opinion about Kim Kardashian, but the point of her sentence is to mocking Kim Kardashian.

Datum 11



(11 April 2019, at 9.17 pm)

"#73 questions with @voguemagazine"

This Tweet gets 343 comments, 30.000 likes, and 2.580 retweets. From this Tweet, many netizens give their comments, and the researcher takes some of the comments as the data to analyze. In this Tweet, the researcher found one comment that contains irony represented in implicature.

a. **@HannahBedell4**

(12 April 2019, at 8.47 am, 0 like)

"I didn't ask... just saw it and I don't even buy vogues"

This Tweet comment contain **conversational implicature**, because the sentence has several meanings. First, she does not like vogue and she just see it. Second, she does not care about Kim Kardashian life. Thus, it indicates that she (**@HannahBedell4**) does

flouting cooperative principle in the **maxim of quantity**, because in her Tweet comments the sentence contains too much information. In this Tweet, she (@HannahBedell4) is expressing her Tweet comments by **verbal irony** and the Tweet comments are, "I didn't ask... just saw it and I don't even buy vogues". In here, she (@HannahBedell4) implicitly hide her actual meaning about she actually does not care about Kim Kardashian life, but she hides it with a cruel sentence, "I didn't ask...".

B. Discussion

In this chapter, the researcher conducts the findings and discussion to answer a question about 'how is irony represented in implicature found in Kim Kardashian's Tweet comments?'. According to Grice in Dynel (2017), the use of the figure of irony generates implicature, that is intimately connected with the expression of feeling, attitude, or evaluation. Therefore, in this research, the researcher found that Tweet comments which contain irony represented in implicature can flout the maxim of cooperative principle. Moreover, in this research the researcher found that irony represented in implicature does not flout only in maxim of quality, but also in the another maxim of cooperative principle. Additionally, all of the data in this research only contain verbal irony, because most of the

netizens hide their actual meaning by saying utterances which is contradictory with their factual meaning.

Irony represented in implicature found in Kim Kardashian's Tweet comments

Grice explained that irony is intentionally produced by the speaker in the form of overt untruthfulness, based on flouting the first maxim of quality, to generate conversational implicature (Dyner, 2013). Hence, based on the finding the researcher found that netizens often flout maxim of quality. It happens because the netizens often say utterances that has less evidence.

Moreover, the netizens also saying the utterances that contain verbal irony, thus in this research the researcher just focus on verbal irony, because in this research the netizens often implicitly say a sentence that contradictory with their actual meaning. For example, in the **datum 1**, he (@**holygeezwtf**) implicitly comments, "Can't wait to see your faces...", but actually he wants to mock Kim Kardashian by saying, "...horror of plastic surgery". It indicates that he (@**holygeezwtf**) use **verbal irony** in his comment. In this case, he also does flout **maxim of quality**. Because, in his utterances he does not has evidence that Kim Kardashian do plastic surgery on her face.

However, maxim is the rules that govern actions in language use. The four maxims in cooperative principle by Grice those are the maxim of

quantity, the maxim of quality, the maxim of relevance, and maxim of manner.

a) Maxim of quantity

The findings show that from 19 data of the irony represented in implicature found in the Tweet comments Kim Kardashian on April, 1st - 12th 2019, 5 of them are flouting the maxim of quantity. Grice in Yuniarsih (2011) argues that the maxim of quantity has the main criteria. Each participant must provide the right amount of information and the following two principles. First, make your contribution as informative as is required. Second, do not make your contribution more informative than is required. But, in the data, the researcher finds that the participants flout two rules of maxim quantity.

In the first rule, the evidence for the flouting maxim of quantity it shows by **datum 3** from @LissButi, she comments, “pretty please”. In here, she (@LissButi) violates the first rule because she does not accord to the information what a listener needs. She (@LissButi) does not explain what should be pretty for Kim Kardashian, it can be Kim Kardashian attitude, face, or fashion. Then in the second rule, the evidence shows **by datum 9** from @katherine_j_r, she comments “Well for me it looks liked

the kind of Photoshop I would do at high school to Photoshop students into another background”. In here, she flouts the second rule of maxim quantity because she writes too much information in her comments. In conclusion, we can say that irony represented implicature can flout cooperative principle in the maxim of quantity.

In the previous studies Risdianto found that 2 data in his research that contain maxim of quantity, but in this research the researcher found 5 data that flouting maxim of quantity. It happens because in Risdianto research, the character does not flout the rule ‘make your contribution as informative as is required’ the example is when the character ‘Swallow’ asked "Who are you?" he said. "I am the Happy Prince." "Why are you weeping then?" asked the swallow; "You have quite drenched me.” It indicates that in Risdianto research the character does not flout the rule in maxim of quantity. But, in this research the participants flout the rules in the maxim of quantity.

b. Maxim of quality

In this research, the findings show that from 19 data of the irony represented in implicature found in Kim Kardashian’s Tweet, 10 of them are flouting the maxim of quality. Grice in Samosir (2015) stated that maxim of

quality has the main criteria, each participant must provide information correctly. Therefore, in the maxim of quality, the participant must do the two principles. First, do not say what you believe to be false. Second, do not say a sentence that has less evidence. Unfortunately, in the data, the researcher finds that the participants flout the rules of maxim quality.

In the first rule, the evidence of the flout the maxim show by **datum 2** from **@Ricepicker84**, he comments, “She probably had dirt on her feet from running around the set barefoot”. In here, he says a sentence that cannot be believe it and it is false, because in the Kim Kardashian photo, she does not show her feet. Then, in the second rule the evidence shows by **datum 1** from **@holygeezwtf**, he comments, “Can’t wait to see your faces I love the horror of plastic surgery!!”. In here, he says a sentence that has less evidence because he does not has a proof that Kim Kardashian do a plastic surgery. Hence, we can say that irony represented in implicature can flout cooperative principle in the maxim of quality.

In the previous studies, Vikry found in his research 2 data that violating maxim of quality, but in this research the researcher found 10 data that violating maxim of

quality. In Vikry research 2 data are flouting first rule in maxim of quality. The example is when the character ‘Killian’ says “I considered taking that one-step shortcut to the lobby”, and it does not true information and false. It indicates that the character is flouting the first rule in maxim of quality. But, in this research many participants flout this maxim. It is proof by 19 data of this research, 10 of them are flouting maxim of quality. Even, the participants flout all of the rules in maxim of quality.

c. Maxim of relevance

The findings show that from 19 data, the researcher did not found irony represented in implicature found in Kim Kardashian’s Tweet comments on April, 1st - 12st 2019 that flout maxim of relevance. Grice in Samosir (2015) argues, in the maxim of relevance has the main criteria, each participant must speak relevantly about what is being discussed. According to the Kunjana Rahardi in Yuniarsih (2011), the maxim of relevance is a rule of speech that requires a relationship in the speech between the speaker and the problem being discussed. In conclusion, in this research, the data does not show that irony represented in implicature found in the Kim Kardashian’s Tweet

comments can flout cooperative principle in the maxim of relevance.

Otherwise, in the previous studies by Vikry, he found 2 data that flout maxim of relevance. The example is when the character 'Ho Yinsen' says "Mr. Stark...Ho yinsen" and the character 'Tony Stark' answer by says "I finally met a man called Ho". It indicates that Tony Stark flout maxim of relevance because Tony should greet back to the Ho Yinsen but he does not do it. Besides, in this research the researcher does not find the irony represented in implicature found in Kim Kardashian's Tweet comments that flout maxim of relevance.

d. Maxim of manner

In this research, the researcher finds that from 19 data, 4 of them are flouting the maxim of manner. This maxim requires each speaker to say the sentence directly, clearly, unambiguously, and not excessive (Yuniarsih, 2011). Grice in Samosir (2015) argues that in the maxim of manner those are four principles, first is avoid obscurity of expression, second avoid ambiguity, third be brief (avoid unnecessary prolixity), and the last be orderly. But, in the data, the researcher finds that the participants flout the rules of maxim manner.

In the first rule, the evidence of flouting maxim manner shows by **datum 6** from **@JewlRaider**, she comments, “Nice photoshop. Looks creepy...”. In here, she flouts the first rule because in the first sentence she says positive comments, “Nice photoshop..”, but in the second sentence she says negative comments, “...Looks creepy.” It shows that she does not avoid obscurity expression and flout maxim of manner. In second rule, the evidence of flouting maxim manner shows by **datum 4** from **@coffedevanilla**, she comments, “Thanks, I hate it”. In here, she does not avoid ambiguity because her sentence makes a question to the hearer. Her (@coffedevanilla) sentence “Thanks, I hate it” can be she hates Kim Kardashian or hate the glasses or it can be some else.

In the last rule, the evidence of flouting maxim manner shows by **datum 5** from **@lovstoplay64**, she comments, “Eww! Not a great idea. Love the glasses but display is gross. Just creepy looking!”. In this sentence, she (@lovstoplay64) does not be brief and not avoid an unnecessary sentence with says “...Love the glasses but the display is gross...” In the beginning. She is not clearly says that she means the glasses look creepy. Therefore, we can

say that irony represented in implicature can flout cooperative principle in the maxim manner.

In the previous studies by Vikry, he found 9 data that flouting maxim of manner. It indicates that most of the Vikry research data are flout maxim of manner. Moreover, in this research the researcher found 4 data that flout maxim of manner, but most of them are flouting maxim of quality. It happens because in Vikry research the character often give obscurity information in their communication. But, in this research the participants say an irony represented in implicature utterances and most of them are flouting maxim of quality, because they often say utterances that has less evidence.

CHAPTER IV

CONCLUSION AND SUGGESTION

In this chapter, the researcher provides the result of this study as the conclusion based on findings and discussion. In addition, the suggestion is given to the next researcher to have more improvements in this field of study.

A. Conclusion

According to the result of the findings and discussion in the previous chapter, the researcher concludes irony represented in implicature based on Grice and Landy in the Tweet Comments on Kim Kardashian Twitter account and some findings acquired in the data analyzed. It includes the flouting maxim in cooperative principle. The flouting maxim in cooperative principle exists in nineteen data explored in the data analysis.

Among the use of irony represented in implicature that flouting maxim of cooperative principle in the data, the dominant one used by netizens to comments in Kim Kardashian Tweet is flouting maxim of quality (do not say what you believe to be false and do not say a sentence that has less evidence). While the other maxim, the researcher found five irony represented in implicature that flouting maxim of quantity and four irony represented in implicature that flouting maxim of manner. Unfortunately, in this study the researcher did not find irony represented in implicature that flouting maxim of relevance.

B. Suggestion

Based on the findings of this study, the most dominant of flouting maxim in cooperative principle is violating maxim of quality. In the analysis, the researcher did not find one maxim in cooperative principle. Hence, the researcher suggests to the next researcher find other irony represented in implicature which the finding will be other maxim are more dominant or to add some aspect that can make the findings more various.

In addition, in this study, the researcher used the theory of cooperative principle by Grice (1975) and the theory of ironical principle by Landy (1972). Hence, the next researcher is expected to use other relevant theories to analyze the irony represented in implicature in detail. The researcher suggest the next researcher conduct further studies on the irony represented in implicature to other context, such as in a television show, movie, novel, direct conversation, Instagram, etc. Additionally, based on this research, the next researcher can focus to other kinds of irony, such as situational irony or dramatical irony. Besides, this study hopefully becomes a reference about irony represented in implicature field for the next researcher.

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CURRICULUM VITAE



Hadiyana Chanifa Sari was born in Kediri on March 16, 1997. She graduated from SMK Telekomunikasi Darul Ulum Jombang in 2015.

During her study at Senior High School, she actively participated in some extracurricular activities. She joined in Ikapdar as the secretary and she joined animation three dimension as the

member. She started her higher education in 2015 at the Department of English Literature UIN Maulana Malik Ibrahim Malang and finished in 2019.

APPENDIX
DATA TABULATION

No	Tweet Comments	Analysis			
		Flouting of Cooperative Principle			
		Quan	Qual	Rele	Mann
1	@holygeezwtf “Can’t wait to see your faces I love the horror of plastic surgery!!”		√		
2	@Ricepicker84 “She probably had dirt on her feet from running around the set barefoot”		√		
3	@LisaButti “Pretty please”	√			
4	@coffeedevanilla “Thanks, I hate it”				√
5	@lovstoplay64 “Eww! Not a great idea. Love the glasses but display is gross. Just creepy looking!”				√
6	@JewlRaider “Nice photoshop. Looks creepy...”				√
7	@Lopeezyy “This is the blurriest clear photo I’ve ever seen”		√		
8	@Schesbalz “Cute, but totally photoshopped”				√
9	@katherine_j_r “Well for me it looks liked the kind of Photoshop I would do at high school to Photoshop students into another background”	√			
10	@toibiird “I’ve seriously taken better photos on my phone”		√		
11	@IrenePanagioto4 “I agree with you but I think that Kloe is more calmness”		√		
12	@JeffreySantoss_ “You mean “only” talent, right?”		√		
13	@_A_D_Social “Your probably half naked. It’s the only way you can get attention and make money”		√		
14	@Gareymonster “Well, not an album cover because you can’t sing. Not a movie poster because you can’t act. So I’m guessing another photo promoting A) your naked body or 2) the makeup line you stamp your name on to make money. Such a talent.”	√			
15	@SarahMc91712218 “Money can buy u		√		

	into anything, even vogue”				
16	@Jared_D30 “All you needed was \$500k in plastic surgery! Congrats!”		√		
17	@KimKEternally “Not bad for a girl with no talent”		√		
18	@Kate09313154 “I told my friend I thought she looked like Jennifer Lopez and she said ewww don’t say that Kim K is mad ugly”	√			
19	@HannahBedell4 “I did’nt ask... just saw it and I don’t even buy vagues”	√			

