

**AN ANALYSIS OF CONVERSATIONAL IMPLICATURE
IN INSIDE JOB SITCOM**

THESIS

By:

Novia Pinkan Lubis

NIM 18320124



**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS NEGERI MAULANA MALIK IBRAHIM MALANG
2022**

**AN ANALYSIS OF CONVERSATIONAL IMPLICATURE
IN INSIDE JOB SITCOM**

THESIS

Presented to

Universitas Islam Negeri Maulana Malik Ibrahim Malang

in Partial Fulfillment of the Requirements for the Degree of *Sarjana Sastra* (S.S.)

By:

Novia Pinkan Lubis

NIM 18320124

Advisor :

Abdul Aziz, M.Ed., Ph.D

NIP 196906282006041004



DEPARTMENT OF ENGLISH LITERATURE

FACULTY OF HUMANITIES

UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG

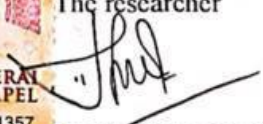
2022

STATEMENT OF AUTHORSHIP

I state that the thesis entitled “**An Analysis Of Conversational Implicature In Inside Job Sitcom**” is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.



Malang, 11 July 2022
The researcher

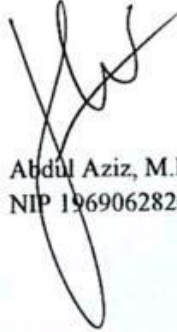

Novia Pinkan Lubis
NIM 18320124

APPROVAL SHEET

This to certify that Novia Pinkan Lubis entitled **An Analysis Of Conversational Implicature In Inside Job Sitcom** has been approved for thesis examination at Faculty Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of Sarjana Sastra (S.S).

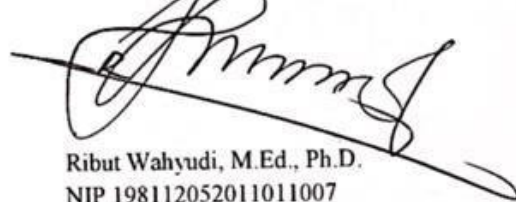
Malang, 11 July 2022

Approved by,
Advisor,



Abdul Aziz, M.Ed., Ph.D
NIP 196906282006041004

Head of Department of English Literature,



Ribut Wahyudi, M.Ed., Ph.D.
NIP 198112052011011007

Acknowledged by



LEGITIMATION SHEET

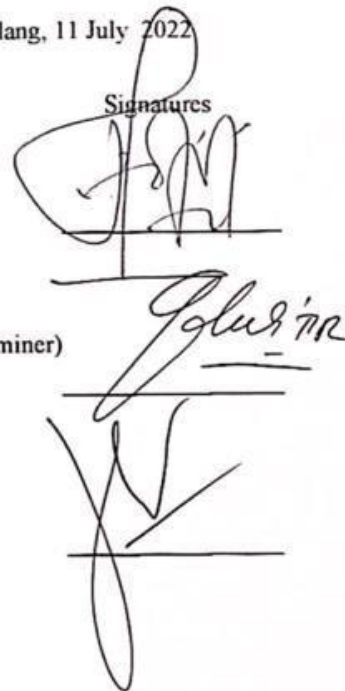
This is to certify that Novia Pinkan Lubis thesis entitled **An Analysis Of Conversational Implicature In Inside Job Sitcom** has been approved by the Board of Examiners as one of the requirements for the degree of Sarjana Sastra (S.S) in Department Of English Literature.

Malang, 11 July 2022

Board Of Examiners

1. Ulil Fitriyah, M.Pd., M.Ed. (Chair)
NIP 19820823201802012176
2. Dr. Hj. Galuh Nur Rohmah, M.Pd., M.Ed. (Main Examiner)
NIP 197402111998032002
3. Abdul Aziz, M.Ed., Ph.D. (Advisor)
NIP 196906282006041004

Signatures



Approved by

Dean of Faculty of Humanities



M.Ag.

2003121003

MOTTO

“Every drop of sweat that you spend, will be meaningful in the future”.

DEDICATION

I proudly dedicate this thesis to:

My father and my mother, M. Darwis Lubis, and Suwarti, who have supported

me and never have stopped praying for my success.

My little brother and sister

My big family, who has given me love.

ACKNOWLEDGEMENT

Alhamdulillah praise be to Allah SWT, I can accomplishing this thesis entitled "*An Analysis of Conversational Implicature In Inside Job Sitcom*" as the requirement to fulfill the degree of Sarjana Sastra (S.S) in the English Literature Study Program, Faculty of Humanities, State Islamic University of Maulana Malik Ibrahim Malang.

Shalawat and Salam are delivered to our prophet Muhammad SAW who has brought us to the right way.

I would like to thank those who have supported me in completing this thesis well. Therefore, as a researcher, I would like to express my gratitude to:

1. Abdul Aziz, M.Ed., Ph.D. as my thesis advisor, who always guides and helps me in conducting this thesis.
2. Dr. M. Faisol, M.Ag. The Dean of Faculty of Humanities of Universitas Islam Negeri Maulana Malik Ibrahim Malang.
3. Ribut Wahyudi, M.Ed., Ph.D. The Head of English Literature Department of Universitas Islam Negeri Maulana Malik Ibrahim Malang.
4. Prof. Dr. H. Abd. Haris, M. Ag. The Rector of Univeristas Islam Negeri Maulana Malik Ibrahim Malang.
5. All lectures of English Literature Department.
6. My board examiners who have given me some suggestions in reviewing this research.

7. My beloved parents, M. Darwis Lubis, and Suwarti, who have never stopped to support and pray for me.
8. My little brother and sister, Andhika Pardamean Lubis and Bunga Pertiwi Lubis.
9. All friends from English Literature Department 2018, thank you for the togetherness.
10. All my best friends who have accompanied me until the last semester, thank you for your support.
11. The best friend ever, Gandiyas Riyanto. Thank you for being with me from 2018 till now. Thank you for affection, encouragement, support, spirit, and everything we do.
12. Last but not least, I wanna thank me. I wanna thank me for believing in me. I wanna thank me for doing all this hard work. I wanna thank me for having no days off. I wanna thank me for never quitting.

Malang, 11 July 2022
Researcher

Novia Pinkan Lubis
NIM. 18320124

ABSTRACT

Lubis, Novia Pinkan. 2022. **An Analysis Of Conversational Implicature In Inside Job Sitcom.** Undergraduate Thesis. Department Of English Literature, Faculty Of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Abdul Aziz, M.Ed., Ph.D.

Key word: Conversational Implicature, The Non-Observance Maxim, Inside Job Sitcom

Conversational implicature is an important aspect to understand the implied meaning in a conversation. In carrying out a conversation, the speaker must carry out the conversation well and clearly so that the interlocutor is able to understand the intent of the speaker's utterance. This study identifies the types of implicatures that appear based on the non-observance maxim in the main character's conversation in the sitcom *Inside Job*. The reason the researcher chooses this sitcom as the object of research is because the utterances in this sitcom explain a lot of government conspiracy theories that have many implied meanings and are conveyed through adult sitcom animations. This study uses the conversational implicature theory proposed by Grice (1975). The method used in this study is a qualitative descriptive method. Data collection in this study was done by watching the sitcom *Inside Job*. Then, the data were collected and recorded for analysis based on Grice's (1975) theory. After analyzing the *Inside Job* sitcom, the researcher found the types of conversational implicatures that appeared on the *Inside Job* sitcom. In this study, two types of conversational implicatures were found, namely generalized conversational implicature and particularized conversational implicature. There are 24 conversational implicatures that occur in this study consisting of 13 generalized conversational implicatures and 11 particularized conversational implicatures. Generalized conversational implicature is a conversational implicature that is often used in this sitcom. The researcher recommends for future researchers who want to do research on the same topic to conduct research with different objects in order to find more conversational data.

مستخلص البحث

لوبيس، نوفيا فينكان. ٢٠٢٢. التحليل التعريضي للمحادثة في المسرحية الهزلية داخل الوظيفة. قسم الإنجليزية وأدبها. كلية العلوم الإنسانية. جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرف: عبد العزيز الماجستير. الكلمات المفتاحية: التعريضي للمحادثة، حكمة المذعان، التعريضي للمحادثة في المسرحية داخل الوظيفة

التضمن الوظيفي هو جانب مهم لفهم المعنى الضمني في المحادثة. عند إجراء محادثة، يجب على المتحدث إجراء المحادثة بشكل جيد وواضح حتى يتمكن المحاور من فهم القصد من كلام المتحدث. تحدد هذه الدراسة أنواع الضمانات التي تظهر بناءً على عدم الالتزام في محادثة الشخصية الرئيسية في المسرحية الهزلية داخل الوظيفة. سبب اختيار الباحث لهذه المسرحية الهزلية كموضوع للبحث هو أن الأقوال في هذه المسرحية الهزلية تشرح الكثير من نظريات المؤامرة الحكومية التي تحمل العديد من المعاني الضمنية ويتم نقلها من خلال الرسوم المتحركة المسرحية الهزلية للبالغين. تستخدم هذه الدراسة النظرية الضمنية للمحادثة التي اقترحها كريبج (1975) الطريقة المستخدمة في هذه الدراسة هي طريقة وصفية نوعية. تم جمع البيانات في هذه الدراسة من خلال مشاهدة المسرحية الهزلية. ثم تم جمع البيانات وتسجيلها لتحليلها بناءً على نظرية جريس (1975). بعد تحليل المسرحية الهزلية إنسايز جوب ، وجدت الباحثة أنواع الآثار الضمنية للمحادثة التي ظهرت في المسرحية الهزلية داخل الوظيفة في هذه الدراسة، تم العثور على نوعين من المعاني الضمنية للمحادثة، وهما ضمني المحادثة المعمم وضمني المحادثة الخاص. هناك 24 دلالة محادثة تحدث في هذه الدراسة تتكون من 13 دلالة محادثة معمة و 11 دلالات محادثة خاصة. الضمنية العامة للمحادثة هي عبارة ضمنية للمحادثة غالبًا ما تستخدم في هذا المسرحية الهزلية. يقترح الباحث للباحثين المستقبليين الذين يرغبون في إجراء بحث حول نفس الموضوع إجراء بحث باستخدام كائنات مختلفة من أجل العثور على المزيد من بيانات المحادثة.

ABSTRAK

Lubis, Novia Pinkan. 2022. **Analisis Implikatur Percakapan Dalam Sitkom Inside Job.** Skripsi. Jurusan Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Abdul Aziz, M.Ed., Ph.D.

Kata Kunci: Implikatur Percakapan, Maksim Ketidaktaatan, Sitkom Inside Job

Implikatur merupakan aspek penting untuk memahami makna tersirat dalam suatu percakapan. Dalam melakukan percakapan penutur harus melakukan percakapan dengan baik dan jelas agar lawan tutur mampu memahami maksud dari ujaran penutur. Penelitian ini mengidentifikasi jenis implikatur yang muncul berdasarkan the non-observance maxim dalam percakapan karakter utama dalam sitkom Inside Job. Alasan peneliti memilih sitkom ini sebagai objek penelitian karena ujaran dalam sitkom ini banyak menjelaskan teori konspirasi pemerintah yang memiliki banyak makna tersirat dan disampaikan melalui animasi sitkom dewasa. Penelitian ini menggunakan teori implikatur percakapan yang dikemukakan oleh Grice (1975). Metode yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif. Pengambilan data dalam penelitian ini dilakukan dengan menonton sitkom Inside Job. Kemudian data dikumpulkan dan dicatat untuk dianalisis berdasarkan teori Grice (1975). Setelah menganalisis sitkom Inside Job, peneliti menemukan jenis implikatur percakapan yang muncul pada sitkom Inside Job. Dalam penelitian ini ditemukan dua jenis implikatur percakapan yaitu *generalized conversational implicature* dan *particularized conversational implicature*. Terdapat 24 implikatur percakapan yang terjadi pada penelitian ini yang terdiri dari 13 *generalized conversational implicature* dan 11 *particularized conversational implicature*. *Generalized conversational implicature* adalah implikatur percakapan yang sering digunakan dalam sitkom ini. Peneliti menyarankan untuk peneliti selanjutnya yang ingin melakukan penelitian dengan topik yang sama untuk melakukan penelitian dengan objek yang berbeda agar menemukan lebih banyak data percakapan.

TABLE OF CONTENT

THESIS COVER	
STATEMENT OF ACADEMIC INTEGRITY	i
APPROVAL SHEET	ii
LEGITIMATION SHEET	iii
MOTTO	iv
DEDICATION	v
ACKNOWLEDGEMENT	vi
ABSTRACT (English).....	viii
ABSTRACT (Arab)	ix
ABSTRACT (Bahasa Indonesia)	x
TABLE OF CONTENT	xi
CHAPTER I: INTRODUCTION	
A. Background of the Study	1
B. Research Question	6
C. Objectives of the Study	7
D. Scope and Limitation.....	7
E. Definition of Key Term	8
CHAPTER II: REVIEW ON RELATED LITERATURE	
A. Conversational Implicature	10
1. Generalized Conversational Implicature	11
2. Particularized Conversational Implicature	12
B. Conventional Implicature	13
C. Cooperative Principle	13
1. Maxim of Quantity	14
2. Maxim of Quality	15
3. Maxim of Relation.....	15
4. Maxim of Manner.....	16

D. The Non-Observance Maxim	16
1. Flouting a Maxim	16
a. Flouting Maxim of Quantity.....	17
b. Flouting Maxim of Quality.....	17
c. Flouting Maxim of Relation	18
d. Flouting Maxim of Manner	18
2. Violating The Maxim	19
a. Violating Maxim of Quantiy	19
b. Violating Maxim of Quality	20
c. Violating Maxim of Relation	20
d. Violating Maxim of Manner.....	20
3. Infringing the Maxim	21
4. Opting Out the Maxim.....	21
5. Suspending the Maxim	21

CHAPTER III: RESEARCH METHODOLOGY

A. Research Design	22
B. Research Instrument	22
C. Data and Data Source	23
D. Data Collection	23
E. Data Analysis.....	24

CHAPTER IV: FINDING AND DISCUSSION

A. Finding.....	25
B. Discussion.....	47

CHAPTER V: CONCLUSION

A. Conclusion	50
B. Suggestion	51

REFERENCES.....	53
-----------------	----

CURRICULUM VITAE

APPENDIX

CHAPTER I

INTRODUCTION

A. Background of the Study

Conversational implicature is a process of understanding the implied meaning when the speaker conveys an opinion or idea that will be understood by the interlocutor in the communication, but many of the speech partners do not understand the meaning of the message or information conveyed by the speaker or speech partner. The implied meaning contains a special meaning different from the structure of the language used and needs to be interpreted with conversational implicatures. According to Yule (1996) conversational implicature is an implied meaning of an utterance. This means that conversational implicature that has additional meaning in a conversation. According to Grice (1975), there are two kinds of conversational implicatures such as generalized conversational implicature and particularized conversational implicature.

The occurrence of conversational implicatures in an utterance is due to a flouting of the cooperative principle. Flouting of the cooperative principle in conversation is called the non-observance maxim. There are five maxims included in the non-observance maxim which include flouting maxim, violating maxim, opting out maxim, infringing maxim, and suspending maxim. Thomas (1995) states that speakers are said to fail to obey the maxims in conversation because they cannot speak clearly, or sometimes the speaker deliberately chooses to lie.

The researcher is interested in investigating the conversational implicature in Inside Job sitcom because there is an utterances that contain conversational implicature. Inside Job sitcom is releasing on October 22, 2021. Inside Job is an American TV series created by Shion Takeuchi that airs on the Netflix website. This sitcom tells of an antisocial genius who works for the government where at work, there are many conspiracy theories centered on American government organizations. The study of conversational implicatures is important because it can help us understand the implicit meaning of the utterances in the sitcom.

The study on the conversational implicature has been analyzed before. Researchers obtained several studies with appropriate topics for comparison. The first previous research was conducted by Akmal & Yana (2020), which analyzed the conversational implicatures in the film script by William Monahan entitled "Kingdom Of Heaven". This study used a qualitative approach for data collection and analysis. In this research, he found particularized conversational implicature as the most frequently used implicature and generalized conversational implicature. In addition, in this study, there are three violations of maxims, and the maxim that is most frequently violated is the maxim of quantity.

The second previous study is the conversational implicature of Indonesian students in daily conversations conducted by Martini (2018). The qualitative method is the method used in this research. This study examines the conversational implicatures in everyday conversations used by Indonesian

students who take the English Education Department at the University of Kuningan. In this research, there are generalized conversational implicature and particularized conversational implicature found in this study. The function of the two implicatures can lead to different assumptions based on the non-observance maxim with Grice's cooperative principle

The third previous research is conversational implicatures in the presidential candidate debate on Metro TV conducted by Soekarno (2019). The qualitative method is the method used in this research. The data is obtained by identifying speeches that have implicatures using Yule's theory. This study found two kinds of conversational implicatures, namely particularized conversational implicatures whose meaning requires special knowledge from the listener. Meanwhile, generalized conversational implicature is an implicature whose meaning does not require special knowledge to be understood.

The fourth previous research is a study conducted by Hadi (2018) which analyzes conversational implicature in the Jakarta Post sports newspaper. This study uses a qualitative method. There are two types of implicatures that are most often used in the headlines of The Jakarta Post, namely conventional and conversational implicatures. Conventional implicatures are general to know the meaning of a certain thing based on existing conventions. Meanwhile, conversational implicatures are also used to express circumstances in certain or special contexts in these findings.

The fifth previous research was research conducted by Iswahyuni (2019) which analyzed the conversational implicatures in the drama script entitled Sid River. This study analyzes the conversational implicatures used by each character in the drama script. The qualitative method is the method used in this research. In this study, there are flouting the maxim committed by the characters in the drama script, such as maxim quantity, maxim quality, maxim relation, and maxim manner. The character's most frequently used flouting in this study is the flouting maxim of quality.

Fajri (2017) analyzes conversational implicatures in print advertisements. The qualitative method is the method used in this research. The data in this study were taken from ten advertisements taken in men's and women's magazines in English and the Indonesian language, published in 2016 and 2017. In this study, the flouting of the cooperative principle is often used in print advertising because it creates a communicative effect that will lead to conversational implicatures. This study shows that conversational implicatures make advertisements more effective, persuasive, memorable, and interesting.

Williyan (2018) analyzes conversational implicatures in social contexts in family member conversations. The qualitative method is the method used in this research. This study analyzes a person producing conversational implicatures between family members influenced by social context. This study found flouting of maxims and conversational implicatures such as generalized conversational implicature and particularized conversational implicature. This

study shows that conversational implicatures are strongly influenced by social contexts such as a person's age, power, and social status.

The next previous research is the analysis conducted by Mufidah (2017) which analyzes the generation of conversational implicature strategies used in the Ellen Show video. This study uses qualitative methods to provide the results of exploratory data analysis. Eight maxims are observance based on the maxim of quality and three maxims are violated based on the violation of the maxim quantity. In the conversation on the video Ellen Show, it can be concluded that more often observance of the cooperative principle provides interesting results for the audience.

The next previous research is the analysis conducted by Sadra (2019) which analyzes the non-observance of cooperative principle and its implicature in America TV sitcom FRIENDS. This study used the descriptive qualitative method. In this study, the most frequent of the non-observance maxim is the flouting maxim of quality because it provides a sarcastic moment. The occurrence of the non-observance maxim and implied meaning depends on the context of the conversation.

The next previous research is the analysis conducted by Ansori (2021) which analyzes conversational implicatures in the movie entitled Maleficent season 2 Mistress Of Evil. This study used the descriptive qualitative method. There are 15 conversational implicatures found in the movie Maleficent season 2 (Mistress of Evil). There are 5 data included in the generalized conversational

implicature and 10 data included in the particularized conversational implicature, which is explained based on contextual meaning.

Based on the previous study above, there is study that is almost the same as this study is Sadra (2019) because this study also analyzes the conversational implicature in sitcom. The difference with this study is that the object is taken from an adult animated sitcom conversation entitled *Inside Job*. The researcher chose *Inside Job* sitcom because this sitcom describes how government conspiracy theories have many implied meanings and are conveyed through adult sitcom animation. This study analyzes the conversational implicature and its contribution to the utterances used in the six main characters in the sitcom, while Sadra (2019) only analyzes the types of the non-observance maxim and how the conversational implicature occurs. The reason why the researcher analyzes conversational implicature is to make the reader understand the implied meaning when interacting with other people and to avoid misunderstandings between them. This study uses Grice's conversational implicature theory to determine the types of conversational implicature based on the non-observance maxim and their contributions used in this sitcom.

B. Research Question

Based on the background that has been shown, the problem identified are as follows:

1. What are the types of conversational implicatures based on the non-observance maxim in the utterances between the characters of Inside Job Sitcom?
2. How does the conversational implicature contribute to the utterances between the characters of Inside Job sitcom?

C. Objectives of the Study

The researcher has some objectives to be achieved based on the problem study above, which include :

1. To find out what are the types of conversational implicatures based on the non-observance maxim in the utterances between the characters of Inside Job sitcom
2. To analyze how the non-observance maxim contributes to the conversational implicature in the utterance of Inside Job sitcom?

D. Scope and Limitation

This study focuses on the conversational implicature of utterances in the Inside Job sitcom. Inside Job sitcom has 10 episodes with a duration of 30 minutes each episode. The researchers analyzed all episodes of Inside Job sitcom. The researcher choose these three episodes because they contain a lot of conspiracy theories about the government that are conveyed based in the implicit meaning. The writer chooses the utterances of the six main characters in the sitcom namely Reagan, Brett, Glenn, Andre, Gigi, and Mych. The writer chose the six main characters in this sitcom because they played more roles and

created more conversation in the sitcom. Therefore, the researcher will focus on the resulting utterances.

E. Definition of Key Terms

There are several key terms given by the researcher to avoid misunderstanding the meaning such as :

1. Conversational Implicature

Conversational implicature defined as a process of understanding the implied meaning when the speaker conveys an opinion or idea that will be understood by the interlocutor in communication. Conversational implicature is a pragmatic implication contained in a conversation that arises as a result of the non-observance maxim. In this regard, Mey (1994) argues that conversational implicature is something that is implied in a conversation, that is, something that is left implicit in the actual use of language. Conversational implicatures occur because of the fact that an utterance that has the implication of a proposition is not actually part of the utterance nor is it a necessary consequence of the utterance.

2. Generalized Conversational Implicature

Generalized conversational implicatures is implicature whose presence in conversation does not require a special context. If special knowledge is not required to take into account the additional meaning conveyed, this is called generalized conversational implicature (Nadar,2009). In this case, understanding an utterance does not require the same background

knowledge. This means that the interlocutor can understand directly what the speaker is talking about.

3. Particularized Conversational Implicature

Particularized conversational implicature is implicature whose appearance requires a special context. Particularized conversational implicature defined as meanings derived from conversation by knowing or referring to the (social) context of the conversation, the relationship between the speakers and their shared knowledge. Only with this special knowledge, implicatures can be spoken.

4. The non-observance maxim

The non-observance maxim is a cooperative principle that is often flouted and not obeyed and will lead to misunderstandings between speakers. The non-observance maxim occurs when a person does not follow the rules of the cooperative principle.

5. Inside Job Sitcom

Inside Job sitcom is a sitcom that tells about the story of an antisocial genius who works within a government institution to guard against conspiracies. This sitcom also tells about work ethic and the reality in the work environment.

CHAPTER II

REVIEW ON RELATED LITERATURE

This chapter discusses about conversational implicature, conventional implicature, cooperative principle, and the non-observance maxim.

A. Conversational Implicature

Conversational implicature is one part of pragmatics proposed by Paul Grice. Conversational implicature refers to the conclusions made by listener about intended meaning of the speaker from the use of literal meanings as well as from what the speaker said, the principle of the conversation and its maxims (Paltridge, 2012, p. 51). Implicatures are produced intentionally by the speaker and may or may not be understood by the listener (Thomas, 1995, p. 58).

Conversational implicature explains what the speaker can suggest, imply or mean that can be distinguished from what the speaker literally says (Li, 2016). Implicature is defined as expressing itself more than what the speaker says.

Yule (1996, p. 35) defines that conversational implicature occurs when someone listens to an expression, so we must assume that the speaker intends to communicate something. Something that can be in the form of more than the meaning of words which is an additional meaning conveyed by the speaker.

According to Meyer (2009, p. 56), conversational implicature is an utterance that accepts an interpretation that goes beyond the words spoken.

Conversational implicature comes from the general principles of a conversation and the maxims that speakers usually obey (Brown and Yule, 1983, p. 31).

Grice (1975) states that conversational implicature implies a conversation's implied meaning. Implicature provides an explicit explanation of how an utterance has more meaning than what is actually said. There are two types of conversational implicatures, such as generalized conversational implicature and particularized conversational implicature which will be explained further.

1. Generalized Conversational Implicature

Generalized conversational implicature is a conversational implication that does not have the special knowledge needed in the context to find out the additional meaning conveyed (Yule, 1996, p. 41). The context used in the conversational implication generalized conversational implicature uses a general conversation that makes the listener immediately understand what is meant in a conversation. Grice (1975) states that generalized conversational implicature is a conclusion that refers to a non-explicit meaning that occurs by default in all types of contexts. As an example, the writer presents a conversation adopted from Yule (1996) :

Doobie: Did you invite Bella and Cathy?

Mary: I invited Bella

In the conversation above, Doobie asked Marry if he invited Bella and Cathy, but Mary only said that he invited Bella. During the conversation, it was understood that Mary had not invited Cathy.

Other generalized conversational implicatures are usually communicated on a value scale, called scalar implicatures. Scalar implicature is conveyed by choosing a word that expresses the value of a value scale (Yule, 1996, p. 41). The utterances of scalar implicatures include all, most, many, some few, always, often, and sometimes. An example of an implicature scalar: "I'm studying linguistics and I've completed some of the required courses." By selecting the word "some", the speaker wants to say that (not all) the course has been completed. So, this is what is called a scalar implicature. It can be concluded from the example above that generalized conversational implicature is a conversational implicature that does not depend on certain features of the context.

1. Particularized Conversational Implicature

Particularized conversational implicature is a conversational implication whose meaning refers to the social context of the conversation, the relationship between speakers and their shared knowledge. Yule (1996, p. 42) states that a conversation that takes place requires a specific context to be assumed, which is called a particularized conversational implicature. The following is an example of a particularized conversational implicature :

Mary: Did you go to the party?

Lia: My father is coming

In the example above, Mary must know Lia's relationship with her father. When Lia comes to the party, it means that Lia tries to avoid her father

at every opportunity. However, Lia's answer refused, but she didn't say "no" and only gave a statement that her father would come. Therefore, producing a particularized conversational implicature requires shared knowledge between the speaker and the listener.

B. Conventional Implicature

Conventional implicature is different from conversational implicature because it is not based on cooperative principles or maxims. According to Yule (1996, p. 45), conventional implicature does not have to occur in a conversation and does not depend on a particular context. In addition, conventional implicatures are associated with certain words to convey the resulting additional meaning.

C. Cooperative Principle

The cooperative principle is one of the principles of conversation in pragmatic studies. This principle emphasizes the existence of cooperative efforts between the speaker and the speech partner in a conversation. According to Yule (1996, p. 37), cooperative principles are a basic assumption in a conversation that speakers use to make the necessary contributions in the conversation process. Cooperative principle Grice (1975) states that fundamental communication is communication that speech participants in various correct communications need. In addition, the cooperative principle aims to contribute to the conversation as needed (Paltridge, 2012, p. 44).

The principle of cooperation states that in a conversation, both parties share the principle of cooperation which serves to increase understanding (Li, 2016, p. 493). Listeners and speakers must speak effectively to create the cooperative principle. Grice divides the cooperative principle into four maxims which include maxim of quantity, maxim of quality, maxim of relation and maxim of manner. Grice uses this maxim to mean that the speaker is cooperative when speaking.

1. Maxim of Quantity

The maxim of quantity requires the speaker to contribute as much as the interlocutor needs. This means that the speaker must provide information according to the interlocutor's needs, no less and no more. Grice (1975) expressed the principle of the maxim of quantity, namely as a speaker must provide the information needed and not make more information than what is required. The following is an example of the maxim of quantity :

A: How do you like your steak cooked?

B: Medium rare, please

In the example above, A wants to know the level of steak done by B. Then B answers clearly and appropriately to question A. Therefore, Answer B is considered to fulfil the maxim of quantity because it does not exaggerate the required information.

2. Maxim of Quality

The maxim of quality requires the speaker to tell the truth. It means that the speaker should not provide incorrect information. The maxim of quality states that a person should only say what they believe to be accurate and have sufficient evidence. The following are examples of maxims of quality :

A: Where is Jane?

B: She is in her room.

In the conversation above, B answered A's question honestly, and A's statement could indeed be proven because Jane was really in her room. Therefore, Answer B fulfils the maxim of quality because it is in accordance with the truth.

3. Maxim of Relation

The maxim of relation requires the speaker to make a contribution that is relevant to the problem of the conversation. This means that an utterance must be relevant to the content of the current conversation. The following are examples of maxims of relation :

A: Why do you learn English?

B: I learn it because of my hobby

In the example above, Answer B is related to the question posed by A. Therefore, the conversation above fulfils the maxim of relation.

4. Maxim of Manner

Maxim of manner requires the speaker to be clear about what is being said and avoid ambiguity in a conversation. The rule of the maxim of manner is to avoid ambiguity, be brief and be orderly. The following are examples of maxims of manner :

A: Do you love me?

B: Of course I do.

The conversation above is included in the maxim of manner because B gives an orderly answer to A's question.

D. The Non-Observance Maxim

The non-observance maxim is when a person does not follow the rules of the conversational maxim. The occurrence of flouts of maxims in conversation will result in the listener having its meaning in understanding the speaker's intent and resulting in unsuccessful communication. According to Cruse (2000, p. 360), the speaker violates the maxim to tell the listener that he is not following the cooperative principle. Therefore, Grice realized that conversation was difficult to manage and formed five violations of maxims, including flouting a maxim, violating a maxim, infringing a maxim, opting out, and suspending maxim (Thomas, 1995, p. 64).

1. Flouting a Maxim

In communicating, a speaker conveys a certain message, and the listener will catch the message conveyed to create successful communication.

However, often a message is not conveyed correctly and cannot be understood by the listener because the speaker does not obey the conversational maxims in communicating, which are called flouting a maxim.

a. Flouting Maxim of Quantity

Flouting of maxim quantity occurs because the speech participant provides less or excessive information than what is needed by the speech partner. As an example :

A: Can we have a cup of tea?

B: Sure. We may have something more if you want.

From this example conversation, B provides too much information that is needed. The answer A needs is "Sure" and does not need to add any other information.

b. Flouting Maxim of Quality

Flouting maxim of quality occurs when the speech participant says something not in accordance with the truth and existing evidence. As an example :

A: Why did you look sad?

B: My mother has been scolding me again and again for small mistakes of mine.

From the above conversation, B said that his mother kept scolding him. In fact, his mother only scolded him once in the morning.

Therefore, this conversation flouts the maxim of quality because it does not match the facts.

c. Flouting Maxim of Relation

Flouting maxim of relation occurs when the speech participant provides information that is inappropriate or irrelevant to the topic of discussion. As an example :

A: When can you hand your paper in?

B: It's a beautiful day

In the conversation above, the answer "It's a beautiful day" is irrelevant to question A. This shows that the conversation flouts the maxim of relation.

d. Flouting Maxim of Manner

Flouting maxim of manner occurs when the speech participant provides information that is not clear and ambiguous. As an example :

A: Who broke the vase?

B: It was one of your two children.

In the above conversation, it is unclear who broke the vase, and B's answer is confusing. Therefore, the conversation flouts the maxim of manner because it provides ambiguous information.

2. Violating the Maxim

Violating the maxim occurs when the speaker deliberately refrains from applying certain maxims in his conversation to cause misunderstandings between the interlocutors or to achieve other goals (Grice, 1975). According to Andresen (2013, p. 5), violation of the maxim occurs when the speaker fails to comply with the conversational maxims to deceive the recipient and often uses implicatures with misleading intent.

a. Violating Maxim of Quantity

Violating maxim of quantity occurs when the speaker does not provide enough information to the listener to know what is being said because he does not want the listener to know the complete picture. As an example :

A: Does your dog bite

B: No

C : (Bends down to stroke it and gets bitten) Ooow! You said your dog doesn't bite!

D : That is not my dog

(Taken from Cutting, 2002, p. 40)

In the example conversation above, B knows that A is talking to the dog in front of him and not the dog at his house. However, B does not provide sufficient information to A and causes a failure to convey information which is called violating the maxim of quantity.

b. Violating Maxim of Quality

Violating maxim of quality occurs when the speaker gives wrong information to the interlocutor. As an example :

A: How much did those jacket?

B: 200\$ (The correct price of the jacket was 300\$)

In the conversation above, a violation maxim of quality occurs because B provides incorrect information. Supposedly, B told me the actual price of the jacket.

c. Violating Maxim of Relation

Violating maxim of relation occurs when the speaker provides irrelevant information in the conversation and creates a strange effect. As an example :

Teacher: Why didn't you do your homework?

Student: May I go to the toilet?

In the conversation above, a violation maxim of relation occurred because the student's answers were not relevant to the questions given by the teacher. The student should answer questions from the teacher and not give questions to the teacher.

d. Violating Maxim of Manner

Violation maxim of manner occurs when the speaker provides ambiguous or unclear information in a conversation and makes the information misleading to the listener. As an example :

A: How much your a pearl necklace cost?

B: It's cheap. Not to spend your money.

A violation maxim of manner occurred in the conversation above because B gave an ambiguous and unclear answer. Supposedly, B directly answered A's question and avoided ambiguous answers.

3. Infringing Maxim

Infringing a maxim occurs when the speaker has limitations in language, is unable to speak clearly, has cognitive impairment or perhaps the speaker lacks knowledge about the topic being discussed.

4. Opting Out the Maxim

Opting out the maxim often occurs in public life, and speakers do not cooperate by complying with the maxim requirements. In addition, opting out the maxim occurs when the speaker actually has to violate the maxim because of a code of ethics for reasons of propriety or norms and law.

5. Suspending the Maxim

Suspending the maxim occurs because of a certain culture or tradition that forces the speaker not to say something directly because it is taboo to talk about. For example, there are cultural differences in an area where there is an event that requires the speaker not to mention the name of a dead person or something taboo.

CHAPTER III

RESEARCH METHODOLOGY

This research is conducted based on a methodology that has a substantial role in implementing this research. This part consists of the research design, research instrument, data and data source, data collection, and data analysis to answer the research questions.

A. Research Design

The research method used in this research is descriptive qualitative. This method focuses on developing explanations for social phenomena such as interactions between characters in the Inside Job sitcom. Descriptive qualitative research aims to obtain an overview of the human point of view related to opinions, ideas or perceptions. This research is a conversational implicature analysis based on Grice's theory. The author uses this method to help describe the data and analyze the data. Descriptive means in the form of spoken words or utterances spoken by the characters in the Inside Job sitcom.

B. Research Instrument

Research instruments is an important part of obtaining research result. The researcher uses human instruments in this study because the author is the main instrument in planning, obtaining, collecting, and analyzing data. According to Moloeng (2008), the author's status is very complex in qualitative research. Therefore, in order to investigate the conversational implicature, the researcher as the main instrument collects, interprets and analyzes data sources.

C. Data and Data Source

The data in this study are in the form of utterances of the six main characters namely Reagan, Brett, Glenn, Gigi, Andre, and Mych. From the data, the writer analyze the types of conversational implicature based on the non-observance maxim and contribution of conversational implicatures in the utterances between the main characters in the Inside Job sitcom. The data source for this research is taken from the Inside Job sitcom, which was published on October 22, 2021 in Netflix site. This sitcom has ten episodes with a duration of 30 minutes each. The researcher analyzed all episodes. The researcher choose all episodes because they contain a lot of conspiracy theories about the government that are conveyed based in the implicit meaning.

D. Data Collection

There are several steps the author uses to collect accurate data and findings. First, the researcher downloads Inside Job sitcom from the Netflix site. Second, the researcher observed three sitcom episodes as a whole to understand the utterances in the sitcom. After that, the researcher grouped six main characters in several scenes. Then, the researcher identifies each utterances that contains the types of conversational implicature based on the non-observance maxim. These steps are very important because they are useful for research. The steps taken will facilitate this research so that this research can be completed properly.

E. Data Analysis

To answer the formulation of the research problem, several steps were carried out. After getting the data, the researcher analyzed them using Grice's conversational implicature theory. The writer classifies the data into conversational implicature types based on the non-observance maxim and the contribution to the utterances in the Inside Job sitcom. The type of conversational implicature are generalized conversational implicature and particularized conversational implicature. Then the last step, the researcher concludes the research results.

CHAPTER IV

FINDING AND DISCUSSION

A. Research Finding

In this chapter, the data is taken from 10 episodes in the Inside Job sitcom. Researchers carried out four stages to obtain data in this study. In the first stage, the researcher watched the Inside Job sitcom on the Netflix site. In the second stage, the researcher understands the utterances in the sitcom Inside Job to get research data. Third, the researcher categorizes the types of conversational implicature based on the non-observance maxim. Then the last stage, the researcher analyzed the contribution of conversational implicatures in the utterances of Inside Job sitcom. This chapter will present two sections covering research findings and research discussion.

Datum (1)

Reagan: So, how did you get this job?

Brett: I graduated Yale top of my frat, spent some time as a lobbyist because I love lobbies, and last weekend, I was at a barbecue with J.R., and he said he liked how firm my handshake was. Next thing you know, they're throwing a bag over my head, and then boom, I'm here.

In datum 1, the dialogue occurred when Reagan and Brett talked about how Brett could be accepted at Cognito Inc.'s company. Reagan just wanted to know how Brett got to work for this company. Brett explained at length how he got to work in this company. Brett blatantly provided more

information. Brett utterance's shows that Brett is flouting the maxim of quantity.

In this conversation, the implicature occurs when Reagan asks Brett how he got a job at Cognito Inc, and then Brett answers in a long and rambling way. Brett's speech does not require special knowledge to understand it in this conversation. Thus, it is classified into generalized conversational implicature.

Datum (2)

Reagan: Good morning Mr President. Would you like some coffe?

Brett : Sure, sweetheart. And I'll take a little sugar with that, if you know what I mean.

In datum 2, there is a conversation between Reagan and Brett. Reagan conducted experiments on Brett. Brett to be tested and seen by all his colleagues. Reagan experimented on the Brett for all his coworkers to test and see. Reagan asked if he wanted coffee to the Brett and Brett responded by asking Reagan for more. The conversation is included in the flouting maxim of quantity because it exaggerates the existing information.

In this conversation, there is no need for special knowledge when Brett wants additional sugar in his coffee and other additions in his coffee. Reagan knew the meaning of the utterance's Brett. So, the utterances of the Brett was very easy for Reagan to understand. Therefore, the Brett utterances is included in the generalized conversational implicature.

Datum (3)

Glenn: Hello, Mych? It's me. Arm all the nukes and set targets to everywhere.

Mych: He wants us to launch the nukes

Andre: Should we really just blindly follow these orders?

In datum 3, the dialogue occurred when Glenn ordered the Mych to launch nuclear weapons with the aim of destroying America. But, Mych was doubtful and discussed it with Andre. Then, Andre asked the Mych again. In the conversation, Andre flouted the maxim of the conversation. The statement is included in the floating maxim of quantity because Andre did not answer the Mych statement clearly.

The conversation above did not require special knowledge when Glenn ordered Mych to launch nuclear. They will obey the orders of Glenn and do what the Glenn tells them because that is their job. Therefore, the speech of Glenn was easy for them to understand and include in the generalized conversational implicature.

Datum (4)

Glenn: Hey, four-eyes, who the hell are you, and what are you doing in my living room?

Brett: Uh, I'm the new boyfriend.

In datum 4, the dialogue above occurs when Glenn, returns home after being away for a few days and finds an unknown man. Glenn asked Brett what he was doing here, but Brett didn't make it clear and simply said that he was Reagan's new boyfriend. Brett should have answered Glenn's question completely and clearly. Brett utterance in the dialogue above is included in the floating maxim of quantity because it provides insufficient information.

The conversation above does not require special knowledge to understand it. Glenn found out that if it was Reagan's boyfriend who came to his house, it meant he was dating Reagan. Therefore, the conversational implicature in the dialogue above is a generalized conversational implicature because it does not require special knowledge to understand the utterance's meaning.

Datum (5)

Glenn: Hey, four-eyes, who the hell are you, and what are you doing in my living room?

Brett: Uh, I'm the new boyfriend.

Reagan: I see you've meet Brett. He completes me.

Glenn: I visit Julian Assange for two days, and this whole place goes to hell. I'm out of here.

In datum 5, the conversation above occurred when Brett, Reagan's new boyfriend, was at Reagan's house for two days. Then Reagan's friend Glenn came home after two days of visiting Julian Assange and was

shocked to see his messy house. Glenn's utterance does not obey the maxim of conversation because his utterance does not really prove his house is a mess like a hell. How could a messy house look like a hell. Therefore, in this case, Glenn's utterance is classified as a flouting maxim of quality because it says something not in accordance with the truth of the existing evidence.

The conversation above shows that Brett had messed up Glenn's house so that it looked very messy and like hell when he was left away for two days. From Glenn's utterance, we can understand the meaning of the utterance. Glenn's statement that his house looks like hell defines that his house can't be helped anymore because it really fell apart when Brett was in his house. In this case, the utterance does not require special knowledge to understand. Therefore, the above conversation is classified as a generalized conversational implicature.

Datum (6)

Brett: Why? Why? (sobbing)

Glenn: Hey, man, I know you're hurting. Is there anything that could cheer you up? Driving a tank through a bombed-out Soviet village? Choking someone out with a cumberbund?

Brett: Oh, thank you Brett. But no, the only thing that could bring me peace is finding Reagan's killer

Glenn: Right, her killer. Well, um, I, uh guess it could be anyone.

In datum 6, the dialogue above occurs when Brett is sad because Reagan has died, but what actually happened was that Reagan was not dead. Reagan tricks Brett into getting away from him with the help of his friends. When Brett was sad, Glenn came to cheer up Brett. Glenn's utterance does not obey the conversational maxims because Glenn said something not in accordance with the truth and the existing evidence. In fact, Glenn said it was just to cheer up Brett. Therefore, Glenn's utterances are classified as flouting maxim quality.

In the conversation above, Glenn tries to cheer up Brett because he has lost Reagan. To cheer him up, Glenn told Brett that he wanted to ask him to do silly and fun things. However, Brett immediately knew what Glenn meant. He knew Glenn's offer was just to cheer him up so he wouldn't be sad that Reagan died. Glenn didn't want to do that either, and he just wanted Brett not to be sad anymore. In this case, Glenn's utterance does not require special knowledge to understand because Brett immediately knows the implicit meaning behind Glenn's utterance. Therefore, Glenn's utterance is included in the generalized conversational implicature.

Datum (7)

Andre: That's why I've brought in someone to colead the team.

Reagan: Excuse me? Colead?

Andre: Brett! You can take that silly thing off now that we've microchipped you.

In datum 7, the dialogue, Andre discussed about Reagan's good performance but Reagan's poor social skills, which resulted in many of his coworkers having complaints. Therefore Andre recruited Brett to be Reagan's partner in leading the team. When Reagan wanted to inquire further about someone who would help lead, Andre suddenly greeted Brett who had just arrived at his office and made Andre's speech inconsistent with Reagan's question. Andre's answer is totally irrelevant to Reagan's question. Andre's utterance are classified as flouting maxim of relation. Andre should have answered Reagan's question first before starting another conversation.

Reagan is the most brilliant young researcher in his company. This context draws the knowledge assumption that Andre. wanted to try to replace Reagan with a new employee named Brett. Andre's remarks implied that he didn't want to further answer Reagan's question and changed the subject. When a special context is required to interpret the additional meaning conveyed, it is classified as a particularized conversational implicature.

Datum (8)

Glenn: Reagan, you wanna hate-watch Cosmos with me?

Reagan: Hey Glenn, on a ten-point scale, how unlikable am I?

Glenn: What's going on?

Reagan: It's nothing.

In datum 8, the conversation above occurred while Glenn was watching his favourite television show and asked Reagan to mock Cosmos

together. When Glenn invited Reagan, Reagan did not answer his friend's invitation with a sad face but asked about how annoying he was to his friend because Reagan felt his position in the company was threatened. In the dialogue, Reagan did the flouting maxim of relation. Reagan didn't answer his friend's question and instead asked again about himself, and the question was irrelevant.

In the dialogue above, Glenn knows that Reagan is not doing well because he doesn't answer Glenn's invitation and instead returns to asking questions about himself. Without Reagan explaining, Glenn, who is his father knows that something happened at the company where Reagan works because the only thing that can make Reagan sad is about the company where he works. Glenn does not need any special knowledge to understand his speech. Therefore, this conversation is included in the generalized conversational implicature.

Datum (9)

Reagan: Well, that's the last of Glenn's stuff.

Tamiko: It doesn't spark joy, which is why I'm getting rid of it.

Ridley: Are you talking about me?

Tamiko: I'm not dealing with this! I'm filled with light and love.

In the datum 9, the dialogue above shows the conversation between Reagan and Tamiko, who was packing the belongings of Reagan's father, Ridley. Reagan packed his father's things because his parents were divorced. While Reagan was packing his father's things, he heard his father's voice

from outside the house and asked Reagan's mother. But Reagan's mother gave an answer that did not match the question of Reagan's father. Therefore, Reagan's mother did the flouting maxim of relation because she gave an answer that didn't match Ridley's question.

The dialogue above shows the conversation when Ridley asks Reagan and his mother. Reagan's mother didn't answer Ridley's question clearly. When Reagan's mother answered like that, Ridley understood the meaning of that answer. The utterances of Reagan's mother implies the meaning that Reagan's mother's life is happy. Therefore, the utterance is classified as generalized conversational implicature because it does not require special knowledge to understand.

Datum (10)

Brett: I'll make us an English breakfast. How do you take your beans?

Reagan: Yeah, my day is, uh kind of packed.

In the datum 10, the conversation above occurred when Reagan was at Brett's house. Brett wants to make breakfast for Reagan but Reagan refuses saying that he had a busy schedule today. Reagan's utterance does not obey the conversational maxim. He blatantly gave an answer that was irrelevant to Brett's question. In this case, Reagan did the flouting maxim of relation. Reagan didn't want to cut off the conversation, but he hoped Rafe would know what he meant.

To make Reagan's remarks relevant in this conversation, we must have the assumed knowledge that Reagan is in a situation trying to convey something. Reagan said he had a busy schedule. This shows that he doesn't want to have breakfast with Brett. Therefore, the above conversation is included in the particularized conversational implicature because it requires special knowledge to understand it.

Datum (11)

Reagan: If we wanna save Noel's job, we have to prove that he's still worth his salary. I'm just gonna let one little JFK clone loose for gramps to re-assassinate. He'll be a hero. I'll be a hero. Win-win.

Brett: Are you sure this is a good idea? Because I had the exact same idea, but I was embarrassed to say it.

Reagan: Go get Noel, now.

In the datum 11, the dialogue above occurs when Reagan wants to create Noel, who his company will fire, by freeing the clone. Reagan frees the clone to be killed by Noel, and the company considers Noel still useful in his company. Brett was unsure when Reagan explained his idea and asked Reagan again, but Reagan ignored Brett and immediately told Brett to pick up Noel. The dialogue above shows that Reagan did not comply with the cooperative principle. Reagan did the flouting maxim of manner because he gave unclear information and suddenly told Brett to pick up Noel.

In the conversation above, the statement when Reagan asked Brett to pick up Noel implies that he is very confident in his idea and no longer

needs the approval of Brett, who is his work partner. Brett doubted Reagan's idea and asked Reagan again, but Reagan ignored him. Therefore, Reagan's words when he ordered Brett to pick up Noel implied that he believed that Brett also agreed with his idea and understood Reagan's intentions. In this case, this conversation is included in the particularized conversational implicature because it requires a special context to interpret someone's implied meaning.

Datum (12)

Reagan: Andre, can you synthesize a chemical compound that can dissolve a giant flesh monster thing?

Andre: If it can kill you, I've made it and sold it to Monsanto.

In datum 12, the dialogue above occurs when Reagan tells Andre to make a chemical compound that is used to dissolve giant meat monsters because there is a monster threat in his company. Then, Andre gave ambiguous answers and Andre's utterances did not indicate whether he could make it or not. Andre should have answered Reagan's question clearly. Therefore, Andre's speech is included in the flouting maxim of manner because he does not obey the conversational maxims by not giving a clear answer and making the listener confused.

In the conversation, In the conversation, Andre's utterances implies that, to understand this statement, Reagan must know Andre more as a colleague in his company to find out Andre's performance in doing his job. So, Reagan needed special knowledge to understand it. Thus, the

conversational implicatures in the dialogue above are classified into particularized conversational implicatures.

Datum (13)

Reagan: Glenn, how powerful is that blowhole of yours?

Glenn: I've been kicked out of several Jacuzzis.

The dialogue above occurs when Reagan prepares a strategy to prevent the threat of monsters in his company. Reagan wanted to try using Glenn's body against the monsters. However, Glenn responded to Reagan's remarks with an irrelevant answer. Therefore, Glenn's utterance is included in the flouting maxim of relation because it does not obey the conversational maxims.

In the conversation above, Reagan said when he asked Glenn, he wanted to know if Glenn had a strong blowhole or not. But, Glenn utterances implies that the blowhole is so strong that it makes him kicked out of the Jacuzzi. In this utterance, no special knowledge is needed because Reagan already knows the meaning of Glenn's utterance. Therefore, the above conversation is included in the generalized conversational implicature.

Datum (14)

Reagan: How the hell am I gonna remember that shutdown code?

Glenn: I've had a lot of blackouts. Trust me when I say the baggage is still there somewhere.

In datum 14, the dialogue above, it occurs when Bear-O, a robot Ridley made to be Reagan's childhood friend, turns into a killer robot and messes with Cognito Inc. Reagan tried to deactivate the Bear-O assassination system, but Reagan forgot the password. After all, Glenn was the only person who knew Bear-O's password. Then, Reagan asked his friend how to remember the password. However, Glenn responded to Reagan's question with another answer. Glenn's utterance classified as the flouting maxim of manner because he provided Reagan with unclear and inappropriate information.

In the dialogue above, Glenn said that he forgot his memory. To know the meaning of Glenn's utterance does not require a special context to understand it. In fact, Glenn never lost his memory. He said he had memory loss to trick Reagan into not remembering the password. Glenn utterances is classified as a generalized conversational implicature because does not require a special context to understand it.

Datum (15)

Brett: Hey, how about on this mission, we all really immerse ourselves in the 1980s? No phones, no social media, just a group of six-way best friends connecting face-to-face.

Myc: Sometimes I don't like talking to people.

In datum 15, the dialogue above, the Reagan team has a mission to spread memory-erasing chemicals in Still Valley, Wyoming. These chemicals will affect a person's memory to remain trapped in the 1980s.

Brett was very enthusiastic about the mission and suggested his idea to his team but his team didn't like Brett's idea. Myc opposes Brett's idea and gives an ambiguous response to Brett's idea. Myc's utterance does not obey the conversational maxims because he is flouting the maxim of manner because his utterances is ambiguous, and he only gives information that he doesn't like humans.

To understand the conversation above does not require special knowledge to understand it. Myc's utterances when he said he didn't like humans indicated that he disagreed with Brett's idea because he felt that life without cellphones and social media was very boring. Socializing with humans is not fun. Moreover, Myc is a robot shaped like an octopus, and it's clear that he doesn't like humans because humans can be very cruel. In this case, Myc's speech is easy to understand and does not require special knowledge because the Reagan team knows the meaning behind Myc's speech. Therefore, the utterance is included in the generalized conversational implicature.

Datum (16)

Bear-O: Finally, I found them. What if I kill you?

Robot: Hey, when I'm done with you, you'll be playing banjo in a strip-mall pizza arcade.

In datum 16, the dialogue above shows a conversation between Andre and Brett to kill each other. Bear-O messes with the company to kill Reagan's friends while the robots fight Bear-O to protect Reagan's friends.

Robot utterances that threatens Bear-O is included in violating the maxim of quality because the Robot gave an incorrect response to Bear-O.

The conversation above does not require a special context to understand Robot's speech. He threatens Bear-O because he wanted to distract Bear-O from killing Reagan's friends. Robot's words were also not really done by him because how could he make Bear-O, which looks like a bear will play the banjo at the pizza mall arcade. When the Robot says that, it does not require special knowledge to understand its meaning because we know the meaning of the robot to take its eyes off Bear-O and scare Bear-O with his utterances. Therefore this utterances is classified as a generalized conversational implicature.

Datum (17)

Brett: Reagan, did you take care of your hug problem?

Reagan: Let's just say I've got it in the bag.

In datum 17, the dialogue above shows the conversation between Brett and Reagan, who was attending a noble family party. Brett wants to sign a business contract with a noble family. Brett used Reagan to lure the noble family by giving him a warm hug because the noble family liked him so much. However, Reagan has a problem with hugs. She can't hug someone. Therefore Reagan should be able to solve the problem with a hug. Then Brett asked Reagan if he had solved the problem. Reagan did not answer Brett's question with certainty and confused him with what Reagan meant.

Therefore, Reagan violated the cooperative principle in conversation because it violating maxim of relation.

In the conversation above, Reagan's utterance implies additional meaning. But Brett did not understand what Reagan meant. He didn't understand Reagan's point because how could the cuddling problem be solved with the stuff in Reagan's bag. Whereas before Reagan came to the royal family's party, he had made a robotic arm that he could use to hug anyone so he could overcome his hug problem. Therefore, Brett must know what Reagan meant by having special knowledge to understand this utterance. In this case, the conversational implicatures in the dialogue above are classified as a particularized conversational implicature.

Datum (18)

Brett: I can feel it, guys. This is gonna be the best summer ever.

Andre: Whatever happens, we'll always be best friends.

The dialogue above occurs when Brett and Andre are cycling in the afternoon. Brett and Andre are cycling happily because the weather today is so sunny. Brett feels that this summer will be the best summer ever. Andre also answered Brett's utterances but Andre's statement does not comply with the cooperative principle because it violating maxim of relation. Because when Andre provides irrelevant information in a conversation and creates a strange effect.

Special context is needed to interpret the implied meaning of Andre's utterance. Andre said he and Brett would be friends no matter what. Andre's utterances have a special meaning behind them whatever the season, whether it's winter, snow or not, even the best summer ever, Brett and Andre will be friends forever. In this case, a special context is needed to be able to understand the implied meaning of Andre's utterance and the conversational utterance is included in the particularized conversational implicature.

Datum (19)

Brett: Reagan, I'm sorry for picking Rafe over the team. I get caught up in the spy game.

Reagan: Brett, you were terrible at it. But it's okay. I'm sorry for leaving you with that psycho

Brett: So, what do we do about him?

Skullfinger: I'll take it from here.

Reagan: What are you doing in here?

Skullfinger: Something you said stuck with me, Reagan. You're right. Rafe and I are meant to be.

In datum 19, the dialogue above shows the conversation between Brett and Reagan, who wanted to get rid of Rafe because he couldn't stand his behaviour. Brett asked Reagan and Reagan was about to answer Brett's question, suddenly Skullfinger, who was Rafe's enemy, came and interrupted their conversation. Then Reagan asked Skullfinger and Skullfinger responded to Reagan's question with another topic of

conversation. Skullfinger utterances violates the maxim of conversation by violating the maxim of relation. Skullfinger provided Reagan with irrelevant information, and Skullfinger's answer had the odd effect of not understanding what Skullfinger was saying either. Skullfinger should have answered Reagan's question by explaining why he had suddenly appeared to approach Rafe.

In the dialogue above, to understand the utterance of Skullfinger requires special knowledge because Brett and Reagan do not understand the meaning of Skullfinger. Skullfinger's words implied that he and Rafe were destined to defeat each other. So no one could get rid of Rafe but Skullfinger himself. If a special context is needed to understand the implied meaning in an utterance, then Skullfinger applies the particularized conversational implicature.

Datum (20)

Reagan: So why are you taking a kid to homecoming?

Brett: Let's just say I let a friend down, and this is my way of making it up to you. I mean, her.

Reagan: Do you have brain damage?

Brett: The doctors are not sure.

In the datum 20, the dialogue above occurs when Brett invites Reagan to attend a reunion party with him. However, Reagan was confused about why he wanted to invite him. Brett also answered Reagan's question, and he said that he invited Reagan because he wanted to make amends to

Reagan. Reagan was confused by Brett's answer, and Reagan's utterance here does not observe maxim because he violates the maxim of relation because his utterance is irrelevant to Brett's utterance.

In the context of the conversation above, Reagan found Brett's answer confusing him. Reagan asked that question because he felt Brett's answer didn't make sense since he had only met Brett a few minutes ago and how could he have made such a mistake. Therefore, Reagan's utterances in the conversation above are classified as generalized conversational implicatures because it does not require special knowledge to understand Reagan's utterances when asking Brett.

Datum (21)

Brett: Oh God! The Kennedys are multiplying like Kennedys! Noel, do your thing!

Noel: I'm out! Do you have a gun?

Brett: No, but I have an Axe!, wow Axe does more than just kills people. It smells great too.

Noel: You fool, they can't be exposed to heat! Run, lad! I'll stall 'em as long as I can!

Brett: But, Noel, what about you?

Noel: Your ambition must be high, kid.

In datum 21, the dialogue above shows the conversation that took place between Noel, who is a shooter at Cognito Inc and Brett. Brett asks Noel for help to shoot the Kennedy clones, which are multiplying. However,

Noel's bullets run out and Brett attacks them with an axe. Instantly the Kennedy clone turned into a monster. They can't get over the Kennedy clone and Noel asks Brett to run. Brett is worried about Noel and Noel also responded to Brett with remarks that were irrelevant to Brett. Noel's utterances in the conversation above are included in violating the conversational maxims. He violates the maxim of relation because his speech is irrelevant to Brett and creates a somewhat strange speech when he should be saving himself from a monster.

To make Noel's speech easy to understand and relevant to Brett's question requires a certain understanding. Noel tells Brett that his ambitions must be high because he is a great shooter at Cognito Inc. He had shot various monsters during his life. He said that so Brett wouldn't worry about him. Besides that, Brett can also save himself from the monster. In this case, Noel's utterance requires special knowledge to understand. Therefore, the utterance is included in the particularized conversational implicature.

Datum (22)

Reagan: I need some kind of distraction so I can fix the ship's radio and call for help. Can you guys help me out here?

Gigi: Have you read The Secret? We could try manifesting a little positivity.

In datum 22, the conversation above occurred when Reagan attended his mother Tamiko's wedding. While attending his mother's wedding, which was held on a large ship, suddenly the ship was hijacked by pirates. Reagan

thought of a way to be free, and Gigi responded to Reagan with a confusing answer. The conversation above shows that Gigi does not pay attention to the conversational maxims. Gigi violating the maxim of manner because he blatantly provided ambiguous or unclear information in a conversation and made the information mislead Reagan.

To make Gigi's speech unambiguous, we must understand the context of a particular conversation. Reagan and his mother are held captive by pirates on a ship and he tries to find a way to get the help that can save him. However, as Reagan's friend, Gigi does not help Reagan and her speech is confusing to Reagan because she will do positive things by waiting for help. Gigi's utterances have a special meaning as we can wait for help by behaving positively as in the book *The Secret*. Positive here means not fighting the pirates and doing what the pirates ask not to be killed. Therefore, Gigi's speech is classified as a particularized conversational implicature because it requires a special context to understand the implied meaning behind an utterance.

Datum (23)

Reagan: Ugh. Smooth move, Reagan. Try to have a normal, boring fling and end up with a secret agent.

Brett: Wait a second. You're walking out on me?

Reagan: Super nice meeting you. We should totally do this again sometime. How about an unspecified time that never comes up? Okay, bye!

In datum 23, the conversation above occurs when Reagan has a relationship with Brett and Reagan plans to leave Brett. As Reagan was about to leave the house, Brett noticed and Brett asked if he would leave her. Reagan didn't answer Brett's question clearly. Reagan's statement shows that he does not obey the maxim of conversation. She violating maxim of manner because he blatantly by providing ambiguous or unclear information in conversation and he hoped Brett would recognize the additional meaning he conveyed.

To make Reagan's speech unambiguous, we must understand a certain context. Reagan utterances wanted to get out of Brett's house right away and he said he was very careful not to hurt Brett's feelings. Therefore Reagan's utterances implied that he did not want to be in a relationship with Brett anymore and wanted to leave Brett's house immediately. In this case, Reagan's speech is included in the particularized conversational implicature.

Datum (24)

Bear-O: Now does Reagan need a hug?

Glenn: Oh my God

Reagan: Guys? You came back? To help me?

Gigi: You're our Timberlake, Reagan!

In datum 24, the dialogue above occurs when Bear-O, whose system is out of control, attacks Reagan. Then Reagan's friends, who initially left Reagan because they were afraid of being killed by Bear-O, suddenly returned to help Reagan and surprised Reagan. Gigi, who is one of Reagan's

friends came and said utterances ambiguous to Reagan. Gigi's utterances confused Reagan because he didn't understand what Timberlake meant by Gigi. In this case, Gigi's utterance includes violating the conversation and violating the maxim of manner because Gigi's utterance is very unclear and ambiguous. Gigi should have answered Reagan's question by explaining why she came back and whether or not she came to help Reagan.

Before understanding the implied meaning of Gigi's utterances we must have special knowledge of Timberlake. Timberlake is the name of the famous American singer Justin Timberlake. Before Gigi and the rest of Reagan's friends came to Reagan's rescue, they went to Reagan's lab to hide from Bear-O. While hiding, they find a replica of Justin Timberlake and his team. Then, Timberlake said that if you were in a group, things would be a lot easier. Hearing Timberlake's utterances, Gigi and Reagan's friends rush to save Reagan from Bear-O. It was the words from Timberlake and his team that made Gigi save Reagan because without our team we wouldn't be able to face a problem. Therefore, the above conversation requires special knowledge to understand what Timberlake is and the utterance included in the particular conversational implicature.

B. Discussion

After analyzing the data by using Grice theory, the researcher find types of conversational implicature. There are two types of conversational implicature, those are generalized conversational implicature and

particularized conversational implicature. Relate to the focus of the research, those kinds of conversational implicature consist of 13 generalized conversational implicature and 11 particularized conversational implicature.

The researcher argues that conversational implicature contributes to the main character's utterances in *Inside Job* sitcom. Conversational implicature makes a positive and supportive contribution to smooth the conversation so that it can be ended without any offending parties. This follows what Lubis said that conversational implicatures are carried out to carry out conversations smoothly and effectively where the participants (the speaker and the hearer) had to obey the cooperative principle which consists of four maxims during the conversation (Lubis, 2015). Because the conversation must follow the cooperative principle, the speaker, the hearer and the message conveyed has been well understood.

Conversational implicatures contribute to creating politeness. This is as stated by Risdianto (2011) that conversational implicatures create politeness principles such as the maxim of tact, generosity, approbation, modesty, agreement and, sympathy. In addition, conversational implicature contributes to creating an impression of humor to entertain those who are having a conversation. This is as stated by Juliana (2015) that humor is placed in speech that contains special knowledge to understand the humor. Messages in conversational implicatures are conveyed in the form of humor by flouting, violating, infringing, suspending and opting out of maxims

because all of them are violated for a specific purpose. The humor in the conversational implicature is made to entertain the audience.

In this study, there are differences and similarities that we can see from episodes one to ten. In early episodes such as episodes one to four, this sitcom has a type of generalized conversational implicature that occurs because of flouting the maxim. Meanwhile, in episodes five to ten, this sitcom has a particularized conversational implicature type that occurs because it violating the maxim. This happens because the first episode of Inside Job sitcom is an introduction to the sitcom which makes the speech in this sitcom understandable directly without the need for a special context. Then, in the next episode until the last episode, there are many utterances used by the main characters that make us have to understand what they mean by having the same background knowledge. In addition, this sitcom has similarities in non-observance maxims, namely flouting and violating maxims of relation which are used to form conversational implicatures in every utterance used by the main character.

From all the finding and discussion above, the researcher shows that generalized conversational implicature is always frequently used by most all people. In addition, the speaker has its own purpose in expressing the implied meaning to produce a conversational implicature.

CHAPTER V

CONCLUSION AND SUGGESTION

After the previous chapter in the findings and discussion stage, at this stage the researcher provides conclusions and provides suggestions for the last stage in this research. The conclusions in this study are based on the research questions in the previous chapter. While research suggestions can be used as a means of information for further researchers interested in this research.

A. Conclusion

In this study, the researcher analyzed what are the types of conversational implicature based on the non-observance maxim and how does the conversational implicature contributes to the utterance in the characters of Inside Job sitcom. Based on the results of data analysis and discussion in the previous chapter, the conclusion of this study is that researchers found types of conversational implicatures in Inside Job sitcom utterances. The types of conversational implicatures that appear in this sitcom are generalized conversational implicature and particularized conversational implicature. Generalized conversational implicatures are implicatures that can be understood in context directly without requiring a special context. Particularized conversational implicature is an implicature that requires special knowledge to understand its meaning. In the findings, the researcher found 24 conversational implicatures consisting of 13

generalized conversational implicatures and 11 particularized conversational implicatures. Generalized conversational implicature is widely used by the main character because the utterance is easy to understand. In addition, the researcher also found the intent of the conversational implicatures used in the dialogue of the main character Inside Job sitcom.

The researcher also describes the contribution of the conversational implicature to the main character's speech in the Inside Job sitcom. Conversational implicature makes a positive and supportive contribution in the conversation so that it can be ended without any party being offended, contributes to conveying information clearly directly or indirectly, contributes to creating an impression of humor to entertain the party having the conversation, contributes to creating politeness, and contributes in mocking someone subtly or indirectly.

B. Suggestion

The researcher suggests to readers or further researchers interested in research in the same field to research conversational implicature with a different topic of discussion or connect this research with other pragmatic topics. The topic of discussion regarding the violation of maxims in daily life is also often done and has become a common phenomenon. Thus, future researchers can further explore the topic of discussion. In addition, the sitcom entitled Inside Job is also very interesting to watch because it discusses world conspiracy theories that are packaged in the form of an

adult animated sitcom. The author hopes that this research can provide knowledge to readers about the concept of conversational implicature. Understanding the topic of this discussion will increase the reader's insight into communicating properly and correctly.

REFERENCES

- Akmal, S., & Yana, D. U. (2020). Conversational Implicature Analysis in "Kingdom of Heaven" Movie Script by William Monahan. *Buletin Al - Turas*, 335 - 350. <https://doi.org/10.15408/bat.v26i2.15356>
- Andresen, N. (2013). An analysis of flouting in the comedy series Community. *English III: Degree Project in Linguistics*, 1-29.
- Ansori, A. (2021). "An Analysis Of Conversational Implicature In The Maleficent 2; Mistress Of Evil" (Unpublished Thesis). State Islamic University Sunan Gunung Djati, Bandung.
- Brown, G., & Yule, G. (1983). *Discourse Analysis*. Cambridge: Cambridge University Press.
- Cruse, A. (2000). *Meaning in Language : An Introduction to Semantics and Pragmatics*. New York: Oxford University Press.
- Cutting, J. (2002). *Pragmatics and Discourse : A Resource Book For Students*. London and New York: Routledge.
- Fajri, M. S. (2017). The Functions Of Conversational Implicatures In Print Advertising. *Journal Of Language and Literature Education*, 1 -14. https://doi.org/10.17509/bs_jpbs.v17i1.6953
- Grice, H. P. (1975). Logic and Conversation. In Peter Cole and Jerry Morgan. *Syntax and Semantic 3 Ed*. New York: Academic Press.
- Hadi, M. Z. (2018). A Pragmatic Analysis Of Implicatures Used In The Sport Column Of The Jakarta Post Newspaper. *Journal on Language and Literature*, 49 -59 .
- Iswahyuni, D. (2019). Conversational Implicature In A Drama Script By Sid River. *Jurnal Bahasa Lingua Scientia*, 250 - 272. <https://doi.org/10.21274/lis.2019.11.2.249-272>
- Levinson, S. C. (1983). *Pragmatics*. Cambridge : Cambridge University Press.
- Li, Y. (2016). The Observance and Non-observance of Cooperative Principle in English Advertisements. *3rd International Conference on Education, Management, Arts, Economics and Social Science*, 1-4. <https://doi.org/10.2991/icemaess-15.2016.109>

- Lubis, I. S. (2015). Conversational Implicatures Of Indonesian Lawyers Club Program On TV ONE. *Journal Of Culture, Arts, Literature, and Linguistics*, 1(2),39. <https://doi.org/10.30872/calls.v1i2.690>
- Martini, A. (2018). Conversational Implicature Of Indonesian Students In Daily Conversation. *The Association Of Indonesian Scholars Of English Education*, 93 - 98. <https://doi.org/10.25134/ieflj.v4i1.889>
- Meyer, C. F. (2009). *Introducing English Linguistics*. Cambridge: Cambridge University Press.
- Moloeng, L. J. (2008). *Metodologi Penelitian Kualitatif*. Bandung: PT. Remaja Rosdakarya.
- Mufidah, L. (2017). "Generating Conversational Implicature Strategies On The Video Of Ellen Show" (Unpublished Thesis). State Islamic University Maulana Malik Ibrahim, Malang.
- Paltridge, B. (2012). *An Introduction Discourse Analysis 2nd Edition*. London; New York: An Imprint Of Bloombury Publishing Plc.
- Risdianto, F. (2011). A Conversational Implicature Analysis In Oscar Wilde's Short Story "Happy Prince". *Register Journal*, 4(2), 203-207. <https://doi.org/10.18326/rgt.v4i2.196-213>
- Sadra, A. (2019). "The Non-Observance Of Cooperative Principle and Its Implicature In American TV Sitcom FRIENDS" (Unpublished Thesis). State Islamic University Syarif Hidayatullah, Jakarta.
- Soekarno, A. (2019). Conversational Implicature In Indonesian President Candidates Debate On METRO TV. *Jurnal Ilmiah Langue and Parole*, 34 - 41. <https://doi.org/10.36057/jilp.v3i1.386>
- Thomas, J. (1995). *Meaning in Interaction : An Introduction to Pragmatics*. London; New York: Longman.
- Williyan, A. (2018). Social Contexts And Conversational Implicatures In Conversations Among Family Members. *The Journal Of English Language Teaching In Foreign Language Context*, 170 - 178. <https://doi.org/10.24235/eltecho.v3i2.3244>
- Yule, G. (1996). *Pragmatics*. Oxford : Oxford University Press.

CURRICULUM VITAE



Novia Pinkan Lubis was born in Malang on November 17, 1999. She graduated from SMKN 4 Malang in 2018. During her study at the Vocational High School, she actively participated in PMR as the secretary. She also joined in various PMR competitions at the national level received several achievements. She started her higher education in 2018 at the Department of English Literature UIN Maulana Malik Ibrahim Malang and finished in 2022. During her study at the university, she joined volunteer activities and gains new connections with many people.

APPENDIX

Datum	Speaker	Dialogue	The Non-Observance Maxim	Break Maxim				Types Of Conversational Implicature	
				Qt	Ql	Rl	Mn	GCI	PCI
1	Brett	I graduated Yale top of my frat, spent some time as a lobbyist because I love lobbies, and last weekends, I was at a barbecue with J.R., and he said he liked how firm my handshakes was. Next thing you know, they're throwing a bag over my head, and the boom, I'm here.	Flouting	X				X	
2	Brett	Sure, sweetheart. And I'll take a little sugar with that, if you know what I mean.	Flouting	X				X	
3	Mych	Should we really just blindly follow these orders?	Flouting	X				X	
4	Brett	Uh, I'm the new boyfriend.	Flouting	X				X	
5	Glenn	I visit Julian Assange for two days, and this whole place goes to hell.	Flouting		X			X	

6	Glenn	Hey, man, I know you're hurting. Is there anything that could cheer you up? Driving a tank through a bombed-out Soviet	Flouting		X			X	
7	Andre	Brett! You can take that silly thing off now that we've microchipped you.	Flouting			X			X
8	Glenn	What's going on?	Flouting			X		X	
9	Tamiko	I'm not dealing with this! I'm filled with light and love.	Flouting			X		X	
10	Reagan	Yeah, my day is, uh kind of packed.	Flouting			X			X
11	Reagan	Go get Noel, now.	Flouting				X		X
12	Andre	If it can kill you, I've made it and sold it to Monsanto.	Flouting				X		X
13	Glenn	I've been kicked out of several Jacuzzis.	Flouting			X		X	
14	Glenn	I've had a lot of blackouts, kids. Trust me when I say the baggage is still there somewhere.	Flouting				X	X	
15	Mych	Sometimes I don't like talking to people.	Flouting				X	X	
16	Robot	Hey, when I'm done with you, you'll be playing banjo in a strip-mall pizza arcade.	Violating		X			X	
17	Reagan	Let's just say I've got it in the bag.	Violating			X			X
18	Andre	Whatever happens, we'll always be best friends.	Violating			X			X

19	Skullfinger	Something you said stuck with me, Reagan. You're right. Rafe and I are meant to be.	Violating			X			X
20	Reagan	Do you have brain damage?	Violating			X		X	
21	Noel	Your ambition must be high, kid.	Violating			X			X
22	Gigi	Have you read The Secret? We could try manifesting a little positivity.	Violating				X		X
23	Reagan	Super nice meeting you. We should totally do this again sometime. How about an unspecified time that never comes up? Okay, bye!	Violating				X		X
24	Gigi	You're our Timberlake, Reagan!	Violating				X		X

GCI : Generalized Conversational Implicature

PCI : Particularized Conversational Implicature

Qt : Quantity

Ql : Quality

Rl : Relation

Mn : Manner