

CONVERSATIONAL IMPLICATURE ON *YOUTUBE PRESENT TALKSHOW*

THESIS

By:

Nizma Rifdah Nur'Arifah
NIM 14320155



**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG
2018**

**CONVERSATIONAL IMPLICATURE ON *YOUTUBE PRESENT*
TALKSHOW**

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:

Nizma Rifdah Nur' Arifah
NIM 14320155

Advisor:

Abdul Aziz, M.Ed., Ph.D.
NIP 196006282006041004



**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
MALANG
2018**

STATEMENT OF AUTHORSHIP

I state that the thesis entitled “**Conversational Implicature on *YouTobe Present Talkshow***” is my original work. I do not include any materials previously written or published by another person, except those ones that are cited as references and written in the references. Hereby, if there is an objection or claim, I am the only person who is responsible for that.

Malang, 3 December 2018



I am the researcher,

Handwritten signature of Nizma Rifdah Nur' Arifah.

Nizma Rifdah Nur' Arifah
NIM 14320155

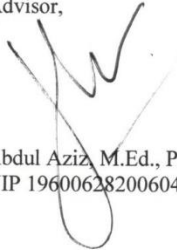
APPROVAL SHEET

This is to certify that Nizma Rifdah Nur'Arifah's thesis entitled "**Conversational Implicature on YouTube Present Talkshow**" has been approved for thesis examination at the Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S).

Malang, 3 December 2018

Approved by
Advisor,

Abdul Aziz, M.Ed., Ph.D.
NIP 196006282006041004



Head of English Literature Department,

Rina Sari, M.Pd.
NIP 1975061020060420002



Acknowledged by
Dean,


H. Syahyah, M.A.
NIP 196609101991032002

LEGITIMATION SHEET

This is to certify that Nizma Rifdah Nur'Arifah's thesis entitled **Conversational Implicature on YouTube Present Talkshow** has been approved by the Board of Examiners as the requirement for the degree of *Sarjana Sastra* (S.S) in Department of English Literature.

Malang, 8 Maret 2022

The Board of Examiners

Signatures

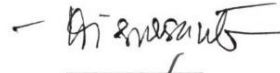
1. Rina Sari, M.Pd.
NIP 197506102006042002

(Main Examiner)



2. Drs. H. Djoko Susanto, M.Ed., Ph.D.
NIP 196705292000031001

(Chair)



3. Abdul Aziz, M.Ed., Ph.D.
NIP 196006282006041004

(Advisor)



Approved by,
Dean of Faculty of Humanities



Dr. Hj. Syafiyah, M.A.
NIP 196609101991032002

MOTTO

My family is my happiness.

DEDICATION

I proudly dedicate this thesis to my beloved parents, Luqman and Dede Nuraeni, who always support me and never stop praying for my success, my husband, Jufadri, who always supports and gives me advice and my daughter, my princess, Kinza.

ACKNOWLEDGEMENT

First of all, the researcher thanks Allah swt. for everything that has been given to her. He is the most merciful and the most gracious that has guided the researcher to accomplish her thesis entitled “Conversational Implicature on *YouTube Present Talkshow*” as the requirement for the Degree of Sarjana Sastra. Secondly, Sholawat and Salam will always be delivered toward Prophet Muhammad SAW, who has guided his followers to the brightness.

The researcher presents her great honor to some people who have given some helps to do this research. The researcher thanks her family, especially her beloved parents, Luqman and Dede Nuraeni, who have given her the finance, facility, prayer and support in studying at Universitas Islam Negeri Maulana Malik Ibrahim Malang. Next, the researcher expresses her deepest gratitude to her advisor, Abdul Aziz, M.Ed., Ph.D. who has guided her to finish this thesis. Particularly, the researcher is very grateful to all of the lecturers at Faculty of Humanities, who have taught her so many great lessons and also her friends in Department of English Literature who cannot be mentioned one by one.

Malang, 3 December 2018

The researcher,

Nizma Rifdah Nur' Arifah
NIM 14320155

ABSTRACT

Arifah, Nizma Rifdah Nur. (2018). *Conversational Implicature on 'YouTube Present' Talkshow*. Thesis. Department of English Literature. Faculty of Humanities. Universitas Islam Negeri Maulana Malik Ibrahim, Malang. Advisor: Abdul Aziz, M.Ed., Ph.D.

Keyword: *Conversational Implicature, YouTube Present, Talkshow*

This research aims to analyze the conversational implicature used by Taylor Swift and the host on *YouTube Present* talkshow. During the talkshow, the researcher tried to find out kinds of conversational implicature and the type of conversational implicature mostly used by Taylor Swift and the host based on Yule (1996)'s theory. The talkshow in this research is categorized as social talk. It is because during the talkshow, both participants talked about life experience of Taylor Swift.

For collecting the data, the researcher did several steps. First, the researcher downloaded the video of *YouTube Presents* talkshow from YouTube channel. The data are in the form of utterances produced by Taylor Swift and the host which contain conversational implicature. After that, all utterances were classified into the kinds of conversational implicature based on Yule (1996)'s theory. According to Yule (1996)'s theory, there are two kinds of conversational implicature, those are Generalized Conversational Implicature and Particularized Conversational Implicature. Last, the data were analyzed by using Yule's theory (1996).

The result of this research shows that there are 20 data found in this research. There are 14 data categorized as Generalization Conversational Implicature and 6 data categorized as Particularized Conversational Implicature. In addition, among all kinds of conversational implicature, it is found that Generalized Conversational Implicature is conversational implicature mostly used by Taylor Swift and the host. It is because the conversation between Taylor Swift and the host is general question which is not linked to Taylor Swift's privacy. The researcher found that the most interesting data is found in datum 12. It is interesting because of the context in the conversation which talked about Taylor Swift's favorite video.

الملخص

عارفه ، نذرفهدالنور. 2018. تأثيرات المحادثة على برنامج Youtube Present Talkshow. أطروحة. قسم الأدب الإنجليزي. كلية العلوم الانسانية. جامعة مولانا مالك إبراهيم الإسلامية الحكومية ، مالانج. المستشار: عبد العزيز ، الماجستير..

الكلمات الرئيسية: تداعيات المحادثة ، عروض Youtube ، Talkshow

تهدف هذه الدراسة إلى تحليل التضمينات التحدائية المستخدمة من قبل تايلور سويفت والمضيف في برنامج حوارى الحالى على اليوتيوب. خلال البرنامج الحوارى ، سيكتشف الباحثون نوع المحادثة التي ينطوي عليها ، وما هو نوع المحادثة المسيطر الذي يستخدمه Taylos Swift والمضيف وفقاً لنظرية جورج Yule (1996). يتم تصنيف البرامج الحوارية في هذه الدراسة على أنها محادثات اجتماعية. ذلك لأن المشاركين خلال البرنامج الحوارى تحدثوا عن تجربة حياة تايلوس سويفت.

لجمع البيانات البحثية ، اتخذ الباحثون عدة خطوات. أولاً ، قام الباحثون بتنزيل الفيديو الدعائي لبرنامج YouTube Presents من قناة YouTube. البيانات في شكل نسخ الكلام التي تنتجها Taylos سويفت والمضيف. بعد ذلك ، تم تقسيم جميع الكلمات التي تحتوي على محادثات غير محادثة وتصنيفها إلى أنواع من التأكيدات التحدائية وفقاً لنظرية جورج يولي (1996). وأخيراً ، سيتم التعرف على النصوص ودراستها وتصنيفها وفقاً لنوع المحادثة المضمنة. وفقاً لجورج يول (1996) ، هناك نوعان من المحادثات التافهة ، وهما المعنى التحويلي المعمم والتأثير التحويلي المعين.

نتائج هذه الدراسة تشير إلى أنه في المجموع كان هناك 16 بيانات موجودة في هذه الدراسة. هناك 11 بيانات تحتوي على تعميم تأثيرات المحادثة و 5 بيانات تحتوي على إمكانات متفاعلة. بالإضافة إلى ذلك ، من بين جميع أنواع التأكيدات التحدائية ، وجد أن التأثير الضمني للمحادثة هو الأكثر انتشاراً وفقاً لنظرية يولي التي استخدمها تايلور سويفت والمضيف هو التأثير التحويلي المعمم. يهيمن على هذا التأثير التحويلي المعمم لأن المحادثة بين تايلور سويفت والمضيفين هي أسئلة شائعة لا تتعلق بخصوصية تايلور سويفت. وجد الباحث أن البيانات الأكثر إثارة للاهتمام وجدت في المعطيات 12. ما جعلها مثيرة للاهتمام هي بسبب السياق في المحادثة الذي تحدث عن الفيديو المفضل ل Taylor Swift.

ABSTRAK

Arifah, Nizma Rifdah Nur. (2018). *Implikatur Percakapan pada YouTube Present Talkshow*. Skripsi. Program Studi Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim, Malang. Pembimbing: Abdul Aziz, M.Ed., Ph.D.

Kata Kunci: *Implikasi Percakapan, Presentasi Youtube, talkshow*

Penelitian ini bertujuan untuk menganalisis implikatur percakapan yang digunakan oleh Taylor Swift dan pembawa acara di YouTube talkshow. Selama talkshow, peneliti meneliti jenis implikatur percakapan apa yang digunakan dan jenis implikatur percakapan apa yang sering digunakan oleh Taylor Swift dan pembawa acara berdasarkan teori Yule (1996). Talkshow dalam penelitian ini dikategorikan sebagai pembicaraan sosial karena kedua peserta berbicara tentang pengalaman hidup Taylor Swift.

Untuk mengumpulkan data penelitian, peneliti melakukan beberapa langkah. Pertama, peneliti mengunduh video talkshow YouTube Present dari sebuah channel YouTube. Kemudian data dalam bentuk ucapan yang mengandung implikatur percakapan yang dihasilkan oleh Taylor Swift dan pembawa acara diklasifikasikan ke dalam jenis-jenis implikatur percakapan menurut teori Yule (1996). Menurut Yule (1996), ada dua jenis percakapan implikatur, yaitu Implikatur Percakapan Umum dan Implikatur Percakapan Khusus. Terakhir, data dianalisa menggunakan teori Yule (1996).

Hasil dari penelitian menunjukkan bahwa ada 20 data yang ditemukan, terdiri dari 14 data yang mengandung Implikatur Percakapan Umum dan 6 data yang mengandung Implikatur Percakapan Khusus. Selain itu, di antara semua jenis implikatur percakapan, ditemukan bahwa implikatur percakapan yang sering digunakan oleh Taylor Swift dan pembawa acara adalah Implikatur Percakapan Umum. Penyebabnya adalah karena percakapan antara Taylor Swift dan pembawa acara adalah pertanyaan umum yang tidak terkait dengan kehidupan pribadi Taylor Swift. Peneliti menemukan bahwa data yang paling menarik ditemukan di datum 12 karena yang dibicarakan adalah tentang video favorit Taylor Swift.

TABLE OF CONTENTS

TITLE SHEET	i
STATEMENT OF THE AUTHORSHIP	ii
APPROVAL SHEET	iii
LEGITIMATION SHEET	iv
MOTTO	v
DEDICATION	vi
ACKNOWLEDGEMENT	vii
ABSTRACT	viii
TABLE OF CONTENTS	xi

CHAPTER I: INTRODUCTION

A. Background of the Study.....	1
B. Research Questions	7
C. Objectives of the Study	7
D. Significances of the Study.....	7
E. Scope and Limitation	8
F. Definition of Key Terms	9
G. Research Method	9
1. Research Design.....	9
2. Data and Data Source.....	10
3. Research Instrument.....	11
4. Data Collection.....	11
5. Data Analysis	12

CHAPTER II: REVIEW OF RELATED LITERATURE

A.Linguistics	13
B. Pragmatics	14
C. Implicature.....	16
1. Conventional Implicature	16
2. Conversational Implicature	17

3. Generalized Conversational Implicature	19
4. Particularized Conversational Implicature	21
D. Previous Studies	24
CHAPTER III: FINDING AND DISCUSSION	
A. Finding	27
B. Discussion	58
CHAPTER IV: CONCLUSION AND SUGGESTION	
A. Conclusion.....	61
B. Suggestion	62
REFERENCES	63
APPENDIX	

CHAPTER I

INTRODUCTION

This chapter provides the description of background of the study, research questions, objectives of the study, significances of the study, scope and limitation, definition of key terms, research method which consists of research design, data and data source, research instrument, data collection, data analysis, that are used by the researcher to conduct this research.

A. Background of the Study

Language is a set of symbols being used mainly for communication. The symbols may be spoken or written. Language is an aspect of human behavior and the key aspect of human intelligence (Robin, 2013). It means that language is very important in life and was the power that are used as mean of thinking, understanding, and expressing thoughts and feelings in the community. As the tool of communication, language plays a very important role in conversation as a social interaction instrument among people. Conversation is to communicate something in which two or more participants (speaker and listener). Speaker's utterance then is interpreted by the listener, both of them produce and exchange meaning. How the listeners interpret the meaning is determined by the speaker's expression. Conversation is a form of spoken interaction that is used by two or more people in order to deliver an idea. It is also a way of using language socially, of doing things with words together with other persons (Mey, 2001).

People always use the media as a communications as well as exchange information that can be seen, read or listened anytime and anywhere using the media such as magazine, TV, or radio. In the modern era, today, social media is the popular media that is used by people such as Facebook, Instagram, YouTube and et cetera. YouTube is one of the social media which is most liked by the people. YouTube is the world's third most popular online destination and has transformed from a video-sharing site into a job opportunity for content creators in both new and mainstream media (Holland, 2016). People like YouTube because many contents existed on it such as vlog, movie, talkshow, and other video contents. Besides, there are a lot of reserchers use YouTube as their main source to get data for their study.

Conversation is a form of spoken interaction that is used by two or more people in order to deliver an idea. It is also a way of using language socially, of doing things with words together with other persons (Mey, 2001). Therefore, it means that conversation is a cooperative activity in the sense that involves two or more participants. It includes the way people maintain their interaction and how their talk are organized in a conversation. According to Yule (1996), conversation is like a dance, with the conversation partners coordinating their movement smoothly. For others, it is like traffic crossing an intersection, involving lots of alternating movement without any crashes. Therefore, it is very important to understand about conversation analysis in order to know how people take their turns in their spoken interaction.

One of the examples of conversational implicature which occurs in social interaction is once someone who utters an utterance very short or unclear in a

conversation. The case happens because the speaker and the listener have the same knowledge of contexts influencing their conversation, so the speaker does not need to use complex clauses in every utterance to show his or her intention. He or she even expresses the intention implicitly in his or her utterances. The phenomena of implicit meaning in speaker's utterances comes from many of video contents on YouTube, one of them is talkshow. Talkshow is one of the most popular content that is often watched. According to Sofyan (2008), impressions of talkshow were favored by people especially in Indonesia, both among students and parents. These promises world of power and sweet promises have a high rating. The talkshow broadly refers to a type of unscripted discussion that privileges audience participants. The label has been used to describe a range of formats from celebrity interviews, conversations between elite peers, roundtable discussions, to talk between 'ordinary people' usually in a studio audience (Wood & Kay, 2017). Usually, the talkshow will be attended by a guest or some guests of the artist or other famous people led by a host. The host will open the event, then invite invited guests and ask something also talk about a theme witnessed by many audiences.

The talkshow broadly refers to a type of unscripted discussion that privileges audience participants. The label has been used to describe a range of formats from celebrity interviews, conversations between elite peers, roundtable discussions, to talk between 'ordinary people' usually in a studio audience (Wood & Kay, 2017). Currently, the talkshow uses conversation as the tool of communication between host and guest. In this case, in this research, the researcher analyses the conversation on the talkshow. As it has been known, language plays

important and significant roles in human communication. They use it by the aim of creating common understanding between the speaker and the hearer. To know what the speaker means, the hearer should interpret what the speaker's utterance is. Dealing with this interpretation, it is a tricky affair. Sometimes there are possible misunderstandings and sometimes it seems to be the rule rather than the exception (Mey, 1983).

The language used by human is dynamic and it always evolves according to human needs as its users. The practical behavior and language characteristics make the use of language happen in the conversation. Sometimes, when speaking, people use certain words to imply other things that have different meanings. Therefore, to understand the utterance, people have to relate it with the outside aspect of language, such as culture of the participants. In pragmatics study, this condition is called as implicature (Kushartanti, 2007).

The dialogue below is between Mary and Ringo who were talking about operating system of smartphone.

Mary: Do you like Jelly Bean or Kitkat as operating system your phone?

Ringo: I like iOS.

The dialogue above is about operating system of smartphone. Ringo's answer does not relate to Mary's question. Mary mentioned the series of android's operating system but Ringo mentioned about iOS known as operating system of iPhone product. Therefore, Ringo certainly implicates that he disliked any android operating system. In the example above, Ringo's answer results a conversational implicature. It is because in his conversation, he did not give enough contribution

with making statement that did not relate to the question but it indirectly answered the question. The phenomenon like the example above often occurs in the communication today.

Pragmatics is the study of 'invisible' meaning, or how people recognize what is meant even when it is not actually said or written. In order for that to happen, speakers or writers must be able to depend on a lot of shared assumption and expectation when they try to communicate. The investigation of those assumptions and expectations provides people with some insights into how more is always being communicated than it is said (Yule, 2010). While conversational implicature concerns with the way of people understand an utterance in conversation in accordance with what people expect to hear. Thus, if people ask a question, a response which is on the face of it does not make 'sense' and it can very well be an adequate answer (Mey, 2004).

This research focuses on the wording of YouTube *Present* talkshow used by Taylor Swift as the guest and Kevin Alloca as the host. The researcher is interested in discussing this topic because conversational implicature makes people infer what people talk especially in talkshow. This research is intended to discover the types of conversational implicature used by the guest and host of the talkshow. To analyse the implicature talkshow, the conversational implicature theory by George Yule (1996) is chosen. Since Yule states that the listener should be able to infer the message in the utterance by appealing to the rules governing successful conversation interaction. For that reason, conversational implicature always invites

people to find out the meaning that cannot be uttered by the speaker in a way to understand the types of conversational implicature in advance.

Based on the the previous study of conversational implicature, the researcher found and took three previous studies about implicature on talkshow. The first previous study is from an interview column of Tempo magazine by Masdelina (2005). In the dialogue of Tempo magazine, the researcher found a lot of conversational implicature. She explained the types of maxim and conversational implicature and then she combined conversational implicature with maxim. She found that the dominant conversational implicature used in the interview column of Tempo magazine is generakized conversational implicature, with the impact of maxim in that interview column is maxim of quantity.

The second previous study was conducted by Lestari (2013) who analyzed conversational implicature in the movie script of *Despicable Me*. This study used Grice's theory and analysed four cooperative principles, those are: maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner.

The last previous study is by Nugraheni (2010) who analyzed implicature in the movie script of *Harry Potter and the Goblet of Fire*. She found that in communicating a person is required to always adhere to the principle conversational fluency in communicating that occur. In this case, she used Grice's conversational principle known as cooperative principle.

Most of the previous studies studied about the violation maxim and did not discuss further about what the conversational implicature itself that basically not only about observe maxims. Different from previous studies, this research focused

on types of conversational implicature, including generalized conversational implicature and particulated conversational implicature on the *YouTube Present* Talkshow with Taylor Swift.

B. Research Questions

Based on the research background, this research formulates two research questions as follows:

1. What are the types of conversational implicature used by Taylor Swift and Kevin Alloca in 'YouTube Present' talkshow?
2. What are the most important conversational implicature used by Taylor Swift and Kevin Alloca in 'YouTube Present' talkshow?

C. Objectives of the Study

Referring to the reaserch questions, the reasercher intends to:

1. find out the types of conversational implicature used by Taylor Swift and Kevin Alloca in 'YouTube Present' talkshow,
2. find out the important type of conversational that is used by Taylor Swift and Kevin Alloca in 'YouTube Present' talkshow.

D. Significances of the Study

In analyzing the conversational implicature used by Taylor Swift and Kevin Alloca as the host in 'YouTube Present' talkshow. This research is expected to give theoretical and practical significances. In this case, the findings of the research can enrich the examples of research about implicature. Practically, the findings of the research are expected to give information and knowledge to the

readers about conversational implicature and its types. To the students who are majoring English and interesting in analyzing language on movie, this research hopefully can inspire them to conduct a more in depth research in order to have a better knowledge in understanding the implicit meaning and the message contains in a conversation. Besides, this research can help the readers, especially the movie lovers understand better the exact meaning of each character's utterances in the movie. They can grow their sensitivity of language to understand better the deep meaning while somebody else uses conversational implicature.

E. Scope and Limitation

The scope of this research is pragmatics analysis because it deals with conversation and its context. The researcher analyzes the implicature which is one of the branches of pragmatics. It described words and sentences.

The limitation of this research is it focuses on conversational implicature and its types used by Taylor Swift as the guest and Kevin Alloca as the host in the *YouTube Present* talkshow published on 12 January 2018. The researcher used the theory of Yule (1996). According to Yule (1996), there are two types of conversational implicature: generalized conversational implicature and particularized conversational implicature. Then, the data analyzed were in the form of word, phrase or sentence from the data which have been transcribed.

F. Definition of Key Terms

In analyzing a conversation rules, there are some terms used to clarify their meaning and context as follows:

1. Conversational implicature is an indirect or implicit speech act: what is meant by a speaker's utterance that is not part of what is explicitly said.
2. Generalized conversational Implicature is generated by saying something that is inferable without reference a feature of the context.
3. Particularized conversational implicature is a kind of conversational implicature that depends on special or local knowledge in very specific context in conversation.
4. *YouTube Present* talkshow is a talkshow that invites artists, celebrities, singers, or other famous people to interview. This event is hosted by a host named Kevin Alloca and aired also on YouTube.

G. Research Method

This part explains the research method for the present research. It presents the appropriate method to achieve those objectives. It consists of research design, data and data source, research instrument, data collection, and data analysis.

1. Research Design

This research was conducted by applying descriptive qualitative method. Creswell (1998) defines that qualitative research is multi-method in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative researchers study things in their natural setting, attempting to make sense of or interpret phenomena in terms of the meanings people bring to them.

Besides, qualitative research involves analysis of data such as words, example for interviews, transcript, pictures, videos, recordings, notes, documents, records of material culture and personal experience materials (journal, diary information, and narrative). In addition, this research almost has some equal consideration with Emzir (2012) about qualitative research method characteristics, they are: (1) naturalistic, where the researcher is the key to study the actual setting or contexts of the subject of this study; (2) descriptive data, the collected data are texts, not pictures or numeric; (3) process, where the researcher is more focused on the process of this research than the results or study products; (4) inductive, the researcher tends to use an inductive way to analyze the data; and (5) meaning, the researcher wants to find about the meaning of the conversational implicature used by Taylor Swift and Kevin Alloca on *YouTube Presents* talkshow.

2. Data and Data Source

The data source of this research was taken from the video '*Youtube Present Talkshow*' in Learn English Online YouTube Channel published on January 12, 2018. The video of *YouTube Presents* talkshow was the primary data source and the transcript of the talkshow was the secondary data source of this research. The link of this video is <https://goo.gl/qYkrmL>. The video has forty minutes and forty one seconds duration. There are English subtitle in this video and the transcript of the utterances was transcribed by the researcher. The content of the video consists of the guest (Taylor Swift), the host (Kevin Alloca), and the audiences.

The data of this research were only taken from the utterances of Taylor Swift as the guest and Kevin Alloca as the host in *YouTube Presents* talkshow containing

conversational implicature. The researcher is interested in analyzing this video because the content of the video talks about part of Taylor Swift's life journey, a well known singer and songwriter, who usually makes a song inspired by her own experience. Besides, the researcher finds there are a lot of conversational implicature cases in the conversation among Taylor Swift as the guest and Kevin Alloca as the host.

3. Research Instrument

According to Moloeng (2005), the status of the researcher in qualitative method is very complex. The researcher became the planner, data collector, analyser, interpreter, and reporter of the research result after this research was completed. The instrument of this research is the researcher herself. The researcher observed and took an active participation by watching the video, transcribing the dialogs, taking note, and selecting the utterances containing the types of conversational implicature.

4. Data Collection

For collecting the data of the research, the researcher did several steps. Firstly, the researcher downloaded the video of *YouTube Present* talkshow from YouTube channel in Learn English Online YouTube Channel published on January 12, 2018. The link of this video is <https://goo.gl/qYkrnL>. Secondly, the researcher watched the video several times in order to get detail information and understand the utterances of the guest and host clearly. Thirdly, the researcher transcribed all of the utterances. Finally, the transcript was checked with the video and the data

containing types of conversational implicature based on Yule's theory (1996) were identified.

5. Data Analysis

The data containing conversational implicature produced by Taylor Swift as the guest and Kevin Allacon as the host in the *YouTube Present* talkshow were analyzed by the following steps. Firstly, the data were classified based on the types of conversational implicature. Secondly, the data were analyzed by using Yule's theory (1996) about the types of conversational implicature. Thirdly, finding the occurrences of each type of conversational implicature. Finally, the researcher described the findings of the research and made a conclusion.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter provides the review of the related literature of the research. It consists of linguistics, pragmatics, conversational implicature, its types and the example of each type, and previous studies.

A. Linguistics

Linguistics is narrowly defined as the scientific approach to the study of language, but language can be approached from a variety of directions. Gelfond (1992) states that linguistics is one characteristic of all languages which have in common a systemic nature. By 'systemic' means that language consists of a finite number of ways and in which not all of the mathematically possible combinations occur. It seems that language is actually a system of interdependent and independent. In addition, Sapir (1912) defines that the notion of linguistics form consists of the relation between linguistics forms, which can be considered as morphemes, words, and sentences, grammatical process, such as affrication or internal modification and grammar concept. Peccei (1981) explains that there are two ideas in studying linguistics form, the basic concepts are related and modified. There are many linguistics' subfield concerned with particular aspects of linguistic structure, ranging from those focused primarily on form to those focused primarily on meaning, they are; phonology, morphology, syntax, semantics, and pragmatics.

Linguistics is the scientific study of language. In contrast to other language-related disciplines, linguistics concerns with describing the rule-governed

structures of languages, determining the extent to which these structures are universal or language-particular, positing constraints on possible linguistic structures, and explaining why there is only a fairly narrow range of possible human languages.

Linguistics is a valuable component of liberal education and is also useful as preprofessional training for individuals interested in teaching languages, in areas of rehabilitative medicine such as audiology or speech therapy, in special education, in work in computer science and artificial intelligence, in work with native peoples or with immigrant groups, or in academic disciplines such as psychology, philosophy, literature and language studies, where the contribution of linguistics is increasingly recognized (DOL University of Wasington, 2012).

B. Pragmatics

Pragmatics is a field of linguistics studying communication. According to Fromkin (2003), pragmatics concerns with the interpretation of linguistic meaning in context. In other words, pragmatics is a theory of language use considered the speaker and hearer, the context, the purposes, and the meanings in communication when the sentences or utterances are produced.

Pragmatics is one of the important studies that discusses about meaning of a language. Peccei (1981) asserts that pragmatics is the other parts of linguistics field used to describe that the different meanings and the kind oof issues which are dealt. However, Bierwisch in Levinson (1983) asserts that pragmatics is one of those words (societal and cognitive are others) that give the impression that something quite specific and technical is being talked about when often in fact it

has no clear meaning. It means that the speaker or writer does not give a brief statement or utterance in communicating. Pragmatics is the study of meaning conveyed by the speaker and interpreted by the hearer.

Pragmatics deals with meaning communicated by the language users. Kearns (2000) states that pragmatics deals with all of the ways in which literal meaning must be refined, enriched, or extended to arrive at an understanding of what a speaker meant in uttering a particular expression. Moreover, Yule (1996) states that pragmatics is the study of contextual meaning. It is very necessary because it analyzes the interpretation of what people mean in particular context and how the context influences what is said.

By the system of language and the language itself, human can understand each other in their communication in order to explore the meaning from the speaker to the listener. Speaker should be able to understand what is said and the listener should be able to make inferences about what is said in order to arrive at an interpretation of the speaker's intended meaning. Pragmatics which deals with the utterances has some divisions based on the aspect of language such as deixis, presupposition, speech act, and conversational implicature.

Richard (2000) states that pragmatics is especially interested in the relationship between language and context. It includes the study of how interpretation of language is made depending on the speaker's knowledge, how speakers use and understand utterances, and how the structure of sentences are influenced by relationships between speakers and hearers.

Grundy (2000) also states that pragmatics is the study of language used in contextualized communication and the usage principles associated with it. Therefore, pragmatics concerns with the function of language in communication and the speakers' intention or meaning while stating utterance toward hearer.

C. Implicature

Implicature is a technical term in the pragmatics subfield of linguistics, which was firstly coined by Paul Grice. It needs to concern what is suggested in an utterance. In communication, there are some utterances that have to be considered whether the utterances are expressed nor strictly implied. Yule (1996) defines implicature as an additional conveyed meaning. It is important for listeners to interpret the utterances which are delivered by the speakers. The types of implicature are as follows:

1. Conventional Implicature

Conventional implicature is a kind of implicature that has conventional meaning of the word used. According to Davis (2007), "convention" means an arbitrary social custom or practice. Therefore, the words that have conventional meaning are the words agreed by the user of language to have an arbitrary meanings. For example, the word "and" in the utterance: "Yesterday Marry was happy and ready to work" (Yule, 1996).

The implied meaning of this utterance comes from the specific word "and". The word "and" is agreed conventionally by the user of English language to have the meaning of "addition" or "plus". Thus, the implied meaning of that utterance is that Marry was happy yesterday plus she is ready to work.

Conventional implicature does not have to occur in conversation and they do not depend on special context for the interpretation. Yule (1996) states that conventional implicatures is not based on the cooperative principle or the maxims. It is more concerned with the specific words.

2. Conversational Implicature

According to Yule (1996), conversational implicature relates to the knowledge of what the speaker and listener have in understanding the utterances. The speaker and listener must also comply with all rules. According to Yule (1996) also, there are two types of conversational implicature; the first type is called generalized conversational implicature and the second type is particularized conversational implicature.

Yule (1996) states that the basic assumption in conversation is that the participants are adhering to the cooperative principle and the maxims. It is related to how the speakers try to adhere to the some maxims. Violating maxims also happen in conversational implicature. Levinson (1983) identifies two kinds of conversational implicature. The first one is Standard Conversational Implicatures. It is additional meaning which is literally said and the implicature together satisfy the maxims. The second one is Complex Conversational Implicatures. It happens when the speakers flouts the maxims without ignoring the cooperative principle. Cutting (2002) explains that a speaker can be said to violate a maxim when he or she knows that the hearer will not know the truth and will only understand the surface meaning of the words.

According to Mey (2001), conversational implicature concerns with the way people understand an utterance in conversation in accordance with what people expect to hear. Thus, if people ask a question, a response which is on the face of it does not make 'sense', can be very well be an adequate answer.

For instance, if a person asks me: "What time is it?"

It makes perfectly good sense to answer: "The bus just went buy."

In a particular of conversation, this context should include the fact that there is only one bus a day, that it passes by out house at 7:45 a.m. each morning. Furthermore, my interlocutor is aware of this and takes my answer in the spirit in which it was given, as a hopefully relevant answer.

Yule (1996) states that implicature is an additional conveyed meaning. It is something that is more than just what the word means. Conversational implicature is related to the knowledge of what the speaker and the listener in understanding the utterances. Both the speaker and the listener must also comply with all rules. There are two types of conversational implicature; generalized conversational implicature and particularized conversational implicature.

In pragmatics, conversational implicature is an indirect or implicit speech act: what is meant by a speaker's utterance that is not part of what is explicitly said. The term is also known simply as implicature; it is the antonym (opposite) of explicature, which is an explicitly communicated assumption. "What a speaker intends to communicate is characteristically far richer than what she directly expresses; linguistic meaning radically underdetermines the message conveyed and understood," says L.R. Horn in "The Handbook for Pragmatics."

Conversational implicature is an implicature that occurs in conversation. Ariel (2008) explains that conversational implicatures are often generated when the encoded meaning seems to flout some Gricean maxims. In other words, conversational implicature is an implicature contained in the conversation that appears as the result of flouting the conversational principles or maxims. Therefore, when the speaker does not obey the maxim in a conversation, it does not always mean that they are not cooperative. Therefore, listener should analyze it and has the assumption that the speaker wants to convey special thing behind the case of flouting the maxim.

3. Generalized Conversational Implicature

Generalized conversational implicature is generated by saying something that is inferable without reference a feature of the context (Yule, 1996). It occurs when these of certain forms of words in an utterance would normally carry such as implicature or type of implicature. Generalized conversational implicature commonly applies more important issue particularity to what according to logic conversation or the logical constant conversation. look the following example:

Dooby: Did you invite Bella and Cathy?

Mary: I invited Bella.

When no special knowledge is required in the context to calculate the additional conveyed meaning, it is called a generalized conversational implicature. A number of other generalized conversational implicatures are commonly communicated on the basis of a scale of values and are consequently known as scalar implicatures.

Levinson (1983) defines Generalized conversational implicatures occur without reference to any particular features of the context. In other words, special background knowledge or inferences are not required in calculating the additional conveyed meaning. Grice (1989) states this type of implicature is characterized by, “the application of a certain form of words in an utterance (in the absence of special circumstances) would normally carry such implicature”. Grice (1975) adds that generalized implicature is a conversational implicature that is inferable without reference to a special context, for example: John walked into a house yesterday and saw a tortoise. This expression implies that the house is not John’s house.

Generalized conversational implicature can also be identified with indefinite articles “a” or “an” (Yule, 1996). For example: “I entered a house and a dog come running towards me”. In this utterance the speaker applies generalized conversational implicature. Generally, without special knowledge in the context, it can be understood that the house and the dog do not belong to the speaker. If the speaker wants to inform that the house and the dog belongs to his or her, he or she may said “my house” and “my dog”.

Generalized Conversational Implicatures (GCI) are inferences that refer to the non-explicit meaning that occurs by default in any type of context ([Grice, 1975](#)). It is information that is inferred in a prototypical way, as long as there is no specific information that denies or contradicts it. By contrast, Particularized Conversational Implicatures (PCI), also called ad-hoc implicatures, are closely linked to specific or particular contexts; that is, the success of these inferences is linked to knowledge about very specific contextual information. PCI and GCI have one defining

characteristic, compared to other non-explicit meanings such as entailments or conventional implicatures. They are cancellable; that is, if the context changes or is enriched or modified, conversational implicatures can disappear.

Generalized Conversational Implicature is a conversational implicature which does not require special knowledge in the context to calculate additional conveyed meaning. According to Yule (1996), when no special knowledge in the context to calculate the additional conveyed meaning, it is called Generalized Conversational Implicature.

4. Particularized Conversational Implicature

Particularized conversational implicature has a wide range of application that illustrates the informative expression. This implicature always calculates the expression with special knowledge of any particular context, however, most of the time, the conversation takes place in a very specific context in which locally recognized inferences are assumed (Yule, 1996).

Such inferences are required to work out the conveyed meaning which result from particularized conversational implicature. As an illustration, consider an example, where Tom's response does not appear on the surface to adhere to relevance. (A simply relevant answer would be 'yes' or 'no').

Ricky: Hey, coming to the wild party tonight?

Tom: My parents are visiting.

In order to make Tom's response relevant, Rick has to draw on one assumed knowledge that one college student in this setting expects another to have. Tom will

be spending that evening with his parents, and time spent with parents is quite (consequently Tom not at party). Because they are by far the most common, particularized conversational implicature are typically just called implicature.

A particularized conversational implicature is one which depends on particular features of the context. Lakoff (1993) defines particularized implicature is implicature that needs context or cultural understanding must be assumed. Particularized implicature is a conversational implicature that is derivable only in a specific context. For example:

A: What on earth has happened to the roast beef?

B: The dog is looking very happy.

In the above exchange, A will likely derive the implicature "the dog ate the roast beef" from B's statement. This is due to A's belief that B is observing the conversational maxim of relation or relevance in the specific context of A's question.

Particularized conversational implicature is a kind of conversational implicature that depends on special or local knowledge in very specific context in conversation. Because they are the most common, particularized conversational implicatures are typically just called implicature (Griffiths, 2006). According to Levinson (1983), particularized conversational implicature is a type of conversational implicature which requires such specific context. Therefore, if the speaker flouts these maxims intentionally, the listener must analyze the cooperative principle on a deeper level through understanding the specific context.

As the same with Levinson, Paltridge (2006) stated that particularized conversational implicatures are derived from a particular context, rather than from the use of the words alone. Therefore, if the speaker flouts these maxims intentionally, the listener must observe the cooperative principle on a deeper level through analyzing the specific context.

For example:

Man: Do you like ice cream?

Woman: Is the Pope Catholic?

(Yule, 1996)

In the conversation above, the woman may appear to flout the maxim of relevance. She is indicated to give the information which seems not relevant with the man's question. However, in order to make the conversation cooperative, he must assume that the woman still cooperates in their conversation.

Based on local knowledge, people know that a Pope is always Catholic. Then if people turn it to the answer of the woman, the answer is obviously "Yes". It indicates that the woman implied the meaning exactly, she likes ice cream. Here, the woman actually answers the man's question but not in direct way. In this case, the woman has applied particularized conversational implicature.

Another example of particularized conversational implicature can be seen when someone says to her friend "I like when you sing out of key all the times", but in the real situation she does not like to hear it. Here, the speaker flouts the maxim of quality because she said something which she believes to be false. However, it does not mean that she intends to lie, she asks the hearer to understand what a hiding meaning actually she wants to convey. Actually, she means the

opposite of what she said, that she does not like when the hearer sings out of key all the times.

D. Previous Studies

There are many researchers conducting this topic. In this case, the researcher found and took three previous studies that analyse about conversational implicature on talkshow. First, the study that used the conversational implicature theory is in column of interview of Tempo magazine by Masdelina (2005). In column Tempo magazine, the researcher found a lot of conversational implicature in dialogue in the form of printed media. In this thesis, the researcher explains the types of maxim and conversational implicature and then she combines conversational implicature with maxim. After that, the researcher analyses the implicit meaning into the types of maxim. After analysing the data, the researcher looked for the dominant of conversational implicature and the dominant impact of maxim in conversational implicature in column interview of Tempo magazine. The researcher found that the dominant conversational implicature used in the column interview in Tempo magazine is generalized conversational implicature and the impact of maxim is maxim of quantity.

The second previous study was conducted by Lestari (2013) who analyzes conversational implicature in the movie script of 'Despicable Me'. This study uses Grice's theory which has four cooperative principle, those are; maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner. The conclusion is the most violated maxims in the movie are maxim of quality and maxim of manner. The researcher of this study also describes the context and situation of each

utterance which do not follow the rules of aphorism to make the movie funny and not too serious.

The last previous study is by Nugraheni (2010) who studies implicature in the movie script of 'Harry Potter and the Goblet of Fire'. In this study, she describes that in communicating a person is required to always adhere to the principle conversational fluency in communicating that occur. In this case, she uses Grice's conversational principle known as cooperative principle. However, this study was limited in identifying what the non-observance maxims by the characters in the movie.

Based on the previous studies above, it is very clear that all of the previous research on conversational implicature almost relate to the use of maxims and its violation on talkshow and movie. However, this research is different from the three previous studies above. This research studies about the type of conversational implicature (generalized and particularized conversational implicature, while the previous studies focus on maxims. Besides, this research uses Yule's theory (1996), while the previous studies use Grice's theory.

The researcher conducts the study of conversational implicature not only about the non-observance of maxims, but also she discusses the types of conversational implicature. According to Yule's theory (1996), conversational implicature has two types; generalized conversational implicature and particularized conversational implicature. Another difference of this research with the previous study is the object of the study. The object of this research is talkshow, while the two previous studies are script of movie. Another previous study also

analyzes interview conversation in magazine but this research analyzes talkshow on video in YouTube.

CHAPTER III

FINDING AND DISCUSSION

This chapter presents the finding and discussion. The finding presents the data finding and analysis of the data. The discussion presents the discussion of the finding.

A. Finding

To answer the research question in Chapter I, the researcher presents the finding by explaining the conversational implicature used by Taylor Swift and Kevin Alloca as the host in the YouTube Present talkshow published on 12 January 2018. However, the researcher only analyzes the utterance which contains conversational implicature. During analyzing the data, the researcher uses the theory of conversational implicature by Yule (1996). The description and identification of conversational implicature used by Taylor Swift and Kevin Alloca are as follows:

Types of Conversational Implicature Produced by Taylor Swift and Kevin Alloca

Conversational Implicature relates to the knowledge of what the speaker and the listener in understanding the utterances said that the speaker and the listener must also comply with all rules (Yule, 1996). Conversational Implicature has two types according to (Yule, 1996), those are Generalized Conversational Implicature and Particularized Conversational Implicature.

1. Generalized Conversational Implicature

Generalized conversational implicature is generated by saying something that is inferable without reference a feature of the context (Yule, 1996). It occurs where these of certain forms of words in an utterance would normally carry such as implicature or type of implicature. Generalized conversational implicature commonly applies more important issue particularity to what according to logic conversation or the logical constant conversation. The following is the analysis of Generalized Conversational Implicature process:

Datum 1

H: No, we are talking before, you've actually been here before, is that right?

TS: Yes, I came here, I think about five years ago, I was sixteen and just to release my first single Tim McGraw and so we were traveling up the west coast in a rental car, in a Taurus and I was doing my homework in the back seat, I was home schooled, that was when we made this trip to san jose and came to see you for the first time. It's wonderful to be back here and have so many of you come out this time around it's amazing.

Data Analysis:

The conversations began when the host called the guest Taylor Swift to go to the stage. When Taylor Swift came, she accosted to the audiences in the studio and explained that she was very happy standing there. Then, the host started to ask Taylor Swift, "No, we are talking before, you've actually been here before: is that right?" Then, Taylor Swift answered and straightened the host, "Yes, I came here, I think about five years ago, I was sixteen and just to release my first single Tim

McGraw and so we were traveling up the west coast in a rental car,” It means that it is not the first time for her to be at this show. Previously, she had been in the show at her first single ‘Tim McGrow’, so for her, it was very wonderful to be back at the show and it was attended by a lot of audiences.

The type of conversational implicature in datum 1 is Generalized Conversational Implicature. It occurs when conversation takes general context related to Kevin’s question as the presenter and Taylor Swift’s answer can be understood. It means that Kevin as the questioner does not need more knowledge to understand the utterances of Taylor Swift. Even at that time, Taylor Swift gives a bit explanation that she has been at the show previously. As it is stated by Yule (1996) that Generalized Conversational Implicature is generated by saying something that is inferable without reference to a feature of the context. In other words, special background knowledge or inferences are not required in calculating the additional conveyed meaning.

Datum 2

H: EemmmI wanna thank you for being here, first of all, for all of us. This is really honour and a treat. Emmin the middle of your tour, please speak now I know you have posted some videos of your channel, sort of outlining your tour and specifically your trip to Asia and I wanna show a clip from when you were in Singapore. I know you were in Chinatown, but the Chinatown of Singapore? Is that right?

TS: Yes, hmmm we started out the year going on tour and started off in Asia and we were in Europe for two months. It was like three months of major worldwide

touring. So, Singapore were the first place that we went on the tour.

Data Analysis:

In the utterance above, Kevin Alloca talked about Taylor Swift's tour recently. As the host and people knew that Taylor Swift was uploading the video when she was in Singapore. Responding to the Kevin's statement, Taylor Swift explained that she was touring to some countries such as Singapore in Asia and then to Europe. She started her touring from Asia which is Singapore as the first country she went to.

The conversation in the second datum belongs to Generalization Conversational Implicature. That conversation is about the host who was talking about Taylor Swift's YouTube channel and the host asked Taylor Swift about the video that showed her adventure to Singapore and visit China Town in Singapore. The host said, "I know you were in China Town, but China Town in Singapore? Is that right?" After that, Taylor Swift corrected what the host said about her trip to Singapore by saying, "Yes, hmmm, we started out the year going on tour and started if in Asia and then we were in Europe for two months. It was like three months of major worldwide touring. So, Singapore was the first place that we went on the tour".

When Taylor Swift answered the host's question, her answer was able to be understood by the host directly. It means that there is no violation of conversation when Taylor Swift answered the host's question. Therefore, it is very clear that both of the host and Taylor Swift already had known each other about that question's context at that moment. Both Taylor Swift and the host did not need specific

knowledge to understand each other. As stated by Yule (1996), when no special knowledge is required in the context to calculate the additional conveyed meaning, it is called a generalized conversational implicature. A number of other generalized conversational implicatures are commonly communicated on the basis of a scale of values and are consequently known as scalar implicatures.

Datum 3

H: This is question from cookie 13cupcake. ((audience laugh) this is in the united kingdom, this is going to be a long one. Alright, so out of all of your released song, which song took the longest to write ?

TS: I think the song Sparks Fly, the fact that it technically was started when I was 16 and ended up on an album in sort of different form in 2010. That took a while for it to turn into what it was going to be. So I'd say that was probably the longest developig song that I've ever put out because most of them and especially having written this entire new record without any cowriters, it all happened really fast because I'm very impatient, like, if I don't have a song finished, I'll obsess over it. I won't sleep that night and I'll just edit constantly to the point where I can't focus on a convesation, everyone around me is annoyed because they're like "clearly, you're working on something, just finish it ", so that one was a long time to kind of get where it needed to be.

Data Analysis:

This conversation talks about a song of Taylor Swift which takes the longest to write. It is asked by the host, question from the 13cupcake in United

Kingdom, “Alright, so out of all of your released song, which song took the longest to write ?”. In this talkshow, Taylor Swift said the longest one is Spark Fly “I think the song Sparks Fly”. It is because she started writing that song at 16 years old and end it up in 2010, which means she needed 5 years to finish her Spark Fly song. The most special one is she wrote that song without any co-writer, “I’ve ever put out because most of them and especially having written this entire new record without any cowriters”. It is not easy to finish that song because many things were sacrificed such as not sleeping at night and continuing to write songs without caring about the condition of those around her who have been disturbed.

According to Levinson (2000), processing Generalization Conversational Implicature does not involve a considerable additional processing cost. Generalization Conversational Implicature are computed immediately and with no effort, given that they are inferences that occur from below; thus, unlike Particularized conversational implicature, in Generalization Conversational Implicature, the contextual information would not be relevant to their resolution. Therefore, the conversation above is categorized as Generalization Conversational Implicature because Taylor Swift already give relevant explanation of what is asked by the host, and this conversation is related to another data (Datum 14) which also has given more specific knowledge about Spark Fly. So in this part, everyone can understand the conversation between the host and Taylor Swift.

Datum 4

H: Now your YouTube channel is very popular. I know you have over a half a million subscribers that get your block when you post them which is really cool,

emmm I wanna ask you off the bat, how important is your channel and social media in general as a tool for expression but also connecting with your audience?

TS: I think we've all seen the effect of social media and how that can connect people and emmm for me I grew up when that was just about set fire to the world, you know, I was I think in seventh and eighth grades when everybody started having a profile online and everybody was you know it was all about who's your friend and who's commenting on whose page and then it became the YouTube generation, where everybody's looking at videos, everybody's making videos blog and you know make up tutorials or this or that or back to school outfit shopping you.

Data Analysis:

The host and Taylor Swift were still talking about Taylor Swift's popular YouTube channel. As it is known that Taylor Swift is one of the popular singers in the world and certainly has many of subscribers in YouTube channel. At that time the host asked Taylor Swift about how important and the influence of YouTube channel for Taylor Swift. The host says, "I wanna ask you off the bat, how important is your channel and social media in general as a tool for expression but also connecting with your audience?" After that, Taylor Swift answered the host's question which shows that social media and YouTube channel are important for her. She also said that people who existed in social media were influenced by social media.

The conversation belongs to Generalization Conversational Implicature since the utterance of Taylor Swift is relevant with the host's question. The host

and the audiences understood what Taylor Swift's talking about that social media and YouTube channel were important and influenced her. They understood without thinking a lot. Although Taylor Swift did not tell directly that social media was important for her, but indirectly the implicit meaning of her words was that it was important and very influential. In this part, the key word of the main conversation is social media and YouTube channel which have been very popular in world majority.

As it is stated previously that generalized conversational implicatures is a kind of conversational implicatures that do not need of special knowledge in its interpretation (Yule, 1996). Therefore, when no special knowledge is required in the context to calculate the additional conveyed meaning, it is called a generalized conversational implicature. In other side, Levinson (2000) states that Generalized conversational implicatures occur without reference to any particular features of the context.

Datum 5

H: Emmm we'll get back to the co-writing thing a second, there were some questions about that as well, here's another question from musicmaniac in Los Angeles. You've said you're already waiting for the next record, can you tell us anything about it?

TS: Well, yeah for me I never really switch the writing switch off it's always on because I kind of have always felt like to make an album that I am proud enough of to give to my fans and say here you know allow this into your life it has to be like -

- it has to be two to two and a half years of writing and that way you know you have the best stuff because I'm so taught on myself insane writing record and albums because it's like I'll write like forty and fifty songs and then thirteen or fourteen make it that is a lot of paring it down and making sure you're getting to the best stuff so for me it takes a while and I've been writing ever since I stopped writing the last album and there's been a lot that's happened and I never talk about my personal life but I wrote about it so that's basically what the album is about as always.

Data Analysis:

In the dialogue above, the host, Kevin Alloca asked Taylor Swift about her next record. That question was answered by Taylor Swift with very long sentences. Taylor Swift's answer is relevant with the host's question. However, according to the conversation above, it belongs to Generalization Conversational Implicature. The implicit meaning is when Taylor Swift answered, "I'm so taught on myself insane writing record and albums because it's like....." Taylor Swift explained about the next record clearly. The host asked Taylor Swift to explain anything about the next record. However, she explained about writing song and et cetera. After Taylor Swift's explanation, the host noticed carefully and nodded. It means that the host understood about Taylor Swift's explanation. Besides, the audiences were whooping and clapping simultaneously instinctively.

Datum 6

H: This was a popular a lot of votes for this question, this is from quadraticformulaabc in Michigan appropriate for the Google, wow, do you sing

your own song in the shower?

TS: Yeah ((audience laugh))

Data Analysis:

The host asked Taylor Swift about something that was popular vote questions. The host asked Taylor Swift, “Do you sing your own song in the shower?” That question was answered by Taylor Swift, “Yeah”. In this context, Taylor Swift’s answer attracted the audiences’ laugh because it is as known that singing in the shower is commonly done by either boy or girl. Taylor Swift’s answer was relevant with the host’s question. The utterance of the host could be responded by Taylor Swift by saying “Yes” or “No”. Taylor Swift always sings her song in the shower, so she said “Yes”.

The conversation above belongs to Generalization Conversational Implicature. The implicit meaning is when Taylor Swift answered “yeah”. Listening to Taylor Swift’s answer, the audiences laughed directly. In this conversation, all of the participant did not need specific knowledge to understand Taylor Swift’s answer. As stated by Yule (1996), Generalized conversational implicature is generated by saying something that is inferable without reference a feature of the context (Yule, 1996). It occurs where these of certain forms of words in an utterance would normally carry such as implicature or type of implicature. Generalized conversational implicature commonly applies more important issue particularly to what according to logic conversation or the logical constant conversation.

Datum 7

H: (laugh) Do you always write about ehmm you know people that you know?

TS: Yeah, because I feel like in a song I love it when a song is a story, and the story develops, and my favorite stories have really beautiful characters, and I feel like I can most accurately describe a character if you know them, one of my favorite songs that I've put out is called "15". It's about my freshman year of my high school, and it is kind of chronicles my best friend, Abigail and me and the way we went through our freshman year of high school and the lessons that we learned and that's kind of how I like to feel a story is from the point of view of really knowing what you're talking about and knowing where you're coming from because you were there.

Data Analysis:

The host and Taylor Swift were talking about one of the fans of Taylor Swift's question. They talked about the relationship between Taylor Swift and a guy who was close to her. Suddenly, the host asked Taylor Swift about song lyrics of Taylor Swift. The host asked "Do you always write about ehmm you know people that you know?" The purpose of the question is whether Taylor Swift ever wrote song lyrics about someone who was close to her or someone related to her. After that, Taylor Swift answered the host's question. She explained that she ever wrote about someone she knew. Particularly, in the song title of 15, it explained about Abigail. Therefore, the conversation above flows well because the answer of Taylor Swift is appropriate as expected by the host. The datum belongs to Generalization Conversational Implicature since in that conversation, Taylor Swift answered clearly based on what she was asked by the host.

Datum 8

H: (laugh) Let's talk about your fans a little more, this is a question from Canada from YouTube, what was the funniest thing a fan has ever done to get your attention?

TS: Well, there's a lot of that lately, because we have this thing called the tea party room and you know I have, like four or five meet and greets before the show but after the show there's a meet and great for surprise people who did not know that they were not going to a meet and great because they were picked for the tea party room which means that they were like going crazy, dancing the whole time dressed in some absurd, crazy costume from one of my music videos or just knew every single word and were just screaming the whole time like people get picked for different reasons but it's been crazy lately a lot of people have been going for the costume route.

Data Analysis:

The host and Taylor Swift were still talking about Taylor Swift's. The host still asked a number of questions to Taylor Swift obtained from netizens. At that time, the host delivered questions from netizens about the funniest things done by fans, "What was the funniest thing a fan has ever done to get your attention?" Then, Taylor Swift answered the question. The answer shows that some funny and crazy things she and her fans have done. That datum belongs to Generalization Conversational Implicature since in that conversation, Taylor Swift answered clearly according to what was asked by the host.

Datum 9

H: Now, this is I love, Swift, I from Toronto, another Canada's question, has a fan ever made you cry?

TS: Yeah, you know for me like it's never going to be okay, no matter how many times I see little kids with cancer , like, there's -- at no point do you ever become accustomed to it at no point do you ever just brush it off and say oh well, there's another kids who's dying and over the years, I've toured in these places and you see like a little girl who come through and she's like, so full of life but she's lost her hair and then you come through year later and you're like, hey Lexie how are you doing? she's like, I'm doing good and her parents update you and then you come by like a year and a half later, and she's not there, so it's...

Data Analysis:

The conversation is still talking about Taylor Swift's fans. There was one netizen who asked if there were fans who had made Taylor Swift cry. The host asked, "Has a fan ever made you cry? Then, she answered the question.

The datum belongs to generalization conversational implicature because the utterance I've toured in these places and you see like a little girl who come through and she's like, so full of life but she's lost her hair and then you come through year later and you're like, hey Lexie how are you doing? she's like, I'm doing good and the her parents update you and then you come by like a year and a half later, and she's not there, means that there were fans who made Taylor Swift cry. The answer from Taylor Swift was very appropriate, clear and easy to be understood.

Datum 10

H: Taylor Swift commodities trader. Hmmm all right let's talk about a music videos for a second. There's a lot of question about your music videos as I mentioned before that you have a music video on YouTube have been seen over half billion times, was there-what's your favorite video music to make and why? That's from Shoppie Karrie in London.

TS: My favorite video music to make, I loved making the video from mine because it deals with whole story line, it's got flashback and flash forward and there were also a bunch of little kids on the set and they're so fun, they make it so much fun, because there's a lot of sitting around and waiting on set and we were in Maine. We are sitting around and waiting on a beach, and so all of the sudden and you are just playing with ten kids and they're like wrestling with each other and throwing sand and like playing catch and it just makes the whole thing much more fine. So, I think that was my favorite one to make.

Data Analysis:

The host started to ask questions to Taylor Swift about music videos. The question came from netizens based on the music video that was very famous and watched by millions of viewers. Then, the host asked about the favorite music video of Taylor Swift, “What's your favorite video music to make and why? That's from Shoppie Karrie in London”.

While thinking, she answer with utterance “my favorite video music to make, I loved making the video from mine because it deals with whole story line,

it's got flashback and flash forward and there were also a bunch of little kids on the set and they're so fun,.....”. Based on Taylor Swift's answer, it can be concluded that Taylor Swift's favorite music video is Mine.

The datum belongs to Generalization Conversational Implicature since to understand Taylor Swift’s answer, the host did not need more knowledge. It has been clear with the explanation given by Taylor Swift about the reason why Mine is her favorite music video.

Datum 11

H: Here's a funny question, this is from Alylow 42 from Dunlop, Tennessee, you seem like the kind of person that like name their guitars, do you name your guitars? And what are their names?

TS: I do seem like that kind of person, but I haven't done it yet, I like of think back that situation when I got them, like when-- I fell in love with that particular guitar like there's one of my guitars, it's an acoustic and it's blue and it's got KOI fish swimming up the neck in like inlays, it's just beautiful, and it was-- Bob Taylor sent it to me for my eighteenth birthday.

Data Analysis:

The host gave a question from a netizen who used to give his guitar a name. Previously, the host had discussed the appearance of Taylor Swift who often used guitar on the stage. Then, a ridiculous question was asked to Taylor Swift, “Here's a funny question, this is from Alylow42 from Dunlop, Tennessee,” Then Taylor Swift answered, ” I do seem like that kind of person,” The utterance “I

do seem like that kind of person, but I haven't done it yet” means that she had never given a name to her guitars.

The datum above belongs to Generalization Conversational Implicature since the conversation is balanced and understandable. The answer given by Taylor Swift illustrated that she never gave her guitar a name. Based on the host question, actually the answer needed is only to answer “Yes” or “No”. The long answer from Taylor Swift explained that she answered “No” and the answer was very understandable.

Datum 12

H: How many guitars do you use on the show? How many of those do you go through?

TS: Okay, yeah that was a weird sound that i just made, that was weird sorry, the first one is electric, the second one is accouistic koa, then there's the twelve string then there's the blue koi fish one, there's like four or five

H: Yeah, wow

TS: And then an ukulele and a ganjo and a piano.

Data Analysis:

The conversation began when the host talked about Taylor Swift’s music videos. Many videos which were super amazing to be watched. The host and Taylor Swift also examined about the performance of Taylor Swift on the stage. At that time, the host asked Taylor Swift about her guitar that she used for showing on the stage. The host asked, “How many guitars do you use on the show?” Taylor Swift

answered, “Okay, yeah that was a weird sound” The answer describes that Taylor Swift used more than one guitar to show. She said that there were four or five guitars that she has used when performing. There were electric guitar, acoustic guitar, guitar with twelve strings, and guitar with blue koi fish.

The datum belongs to Generalization Conversational Implicature since there is no violating in that conversation. When the host asked Taylor Swift, Taylor Swift answered with the balanced and appropriate answers. The host did not need to digest and think deeply to understand Taylor Swift’s answers as well as listeners. As it is stated previously that generalized conversational implicatures is a kind of conversational implicatures that do not need of special knowledge in its interpretation (Yule, 1996). Therefore, the answer given by Taylor Swift was clear enough for the host and audiences.

Datum 13

H: Yeah we had a lot of question about the process, from budding song writers who submitted questions that are big fans of yours, buffalo and a bunch of different places, and – I mean, you know, we were wondering, is there one favorite part of the songwriting process that you have? I mean. Is it when you get that idea? Or when you’re sitting on the floor , in the bedroom or – you know, in the studio?

TS: There are several moments in a song—and I won’t finish a song if I don’t have these moments – where yo go, “ooh, ouh, ouh”, like after you write a line, hmmm, and it’s always that same feeling of, like , oh that, exactly what I meant, you know, if you’re in a cowriting session, I’m always the one, who will, like be like, sitting

there for a second, and then I'll say a line, and if it's that moment where you are just like, that's that's the one, that's the line, I have to have about four or five of those lines in a song for me to put it on a record. Like lines, where I'm just like "Yes". Hahahaha, hmmm, so that's my favorite part, is, then when the song goes into its phase of being recorded, and then being put on an album and when you're playing it for people for the first time.

Data Analysis:

The context of this conversation is the host got a question from big fans of Taylor Swift about whether there was a favorite moment of Taylor Swifts for writing a song or not. It was because they, Taylor Swift's fans, were curious about the process of making a song. From this utterance "I mean, you know, we were wondering, is there one favorite part of the songwriting process that you have? I mean. Is it when you get that idea? Or when you're sitting on the floor, in the bedroom or – you know, in the studio?, it indicates that they wanted to know how she gets the idea to create a song. After hearing that question, Taylor Swift spontaneously answered that she had to be in a moment where she liked to be, and then after that she explained that she needed to have about four or five of those lines in a song to put it on a record.

This conversation belongs to Generalization Conversational Implicature, it is because both the host and the fans are able to understand the utterance of Taylor Swift and doesn't need any specific knowledge to make it clear. Generalized conversational implicatures (GCI) are inferences that refer to the non-explicit meaning that occurs by default in any type of context (Grice, 1975). It is information

that is inferred in a prototypical way, as long as there is no specific information that denies or contradicts it.

Datum 14

H: Let's talk about that cowriter thing for a second, as you mentioned, this album was, all you as far as for speak now. But you do often work with cowriters, and how do you decide if you're going to write a song with a cowriter or whether you're going to tackle it yourself?

TS: Well there, a bunch of different circumstances that could bring about a cowrite, if I am writing for somebody else's project, that's always exciting for me, like, I love to put myself in somebody else's shoes and, you know, think about their style of music incorporating their story line, what they're feeling, it's really fun for me to do that, so I love you know, writing for other people. And then you know, if I'm working on an idea but there's like, a stopping point where I can't figure out, like where this chorus is going or if my hunch is right about the hook or things like that, if there's a definite stopping point, I'll bring it to a writer that I trust or a writer that I admire and just ask them what they think, a lot of times, cowriting, you know, I write really well with people who don't even play instruments or sing, because you know a lot of times, my best cowriters are just really great at giving advice, like, do you think this chorus too long? "yes", like "thank you".

Data Analysis:

This part talks about Cowriter, which was asked by the host, Kevin Alloca. This question relates to Taylor Swift's explanation in datum 3 where she explained

that writing spark fly song was without cowriter. Therefore, the host was a bit curious about how Taylor Swift developed or wrote a song, whether most of her song wrote with cowriter or not, “How do you decide if you’re going to write a song with a cowriter or whether you’re going to tackle it yourself?” At that moment, Taylor Swift directly answered that she liked to write for somebody else’s project “I love to put myself in somebody else’s shoes and, you know, think about their style of music incorporating their story line, what they’re feeling, it’s really fun for me to do that, so I love you know, writing for other people” and also loved to ask for somebody else’s advice when she gets stuck on certain point, even to someone who don’t even play instruments or sing “If there’s a definite stopping point, I’ll bring it to a writer that I trust or a writer that I admire and just ask them what they think, a lot of times, cowriting, you know, I write really well with people who don’t even play instruments or sing”.

This conversation belongs to Generalization Conversational Implicature, This is because the answer given by Taylor Swift is clear to understand that she also needs a cowriter when experiencing difficulties to develop a song. This can be seen from his utterance, "I'll bring it to a writer that I trust or a writer that I admire and just ask them what they think" so that listeners do not need specific knowledge to understand the implicit meaning of the utterance . As explained that generalized conversational implicatures is a kind of conversational implicatures that do not need of special knowledge in its interpretation (Yule, 1996). Therefore, the answer given by Taylor Swift is clear enough for the host and audiences.

2. Particularized Conversational Implicature

Particularized conversational implicature is a kind of conversational implicature that depends on special or local knowledge in very specific context in conversation. Because they are the most common, particularized conversational implicatures are typically just called implicature (Griffiths, 2006). The following is the analysis of Particularized Conversational Implicature process:

Datum 15

H: What happens to those songs that don't make it to the album? And would you ever release some of those songs that you wrote especially when you were younger, like 14, 15?

TS: Well, I am very, I am obsessed with the latest song that I've written, I'm guilty of that, because my favorite thing is always the newest thing I have written, but lately I've become a little more self aware, because I had this song that I wrote when I was 16, it's called sparks fly, and I played it in a few shows, these little bar shows, when, you know, when I was playing to crowds of like, 40 and 50 people and being psyched about that many people showing up, and I played it a few times and I got on to the internet and when I was putting together the speak now album, the fans just kept saying over and over again, " Sparks Fly, we want this to be on the record," and so I went back and I revisited it, and I kind of rewrote some things and updated it. And when we put it out as a single, it's been one of the fastest rising songs we've had on the record.

Data Analysis:

This conversation talks about unreleased song by Taylor Swift. This is one of the highest questions voted by the audiences at that moment. This question comes from Taylor Swift in Missouri. Therefore, the host as representative of the audiences asks “What happens to those songs that don’t make it to the album? And would you ever release some of those songs that you wrote especially when you were younger, like 14, 15?” In this moment, Taylor Swift told that she felt guilty of the song she did not release that song when she wrote at 16 years old. This song is called as ‘Sparks Fly’. Actually she ever played it in a few shows and when about 40 or 50 people who listened to that song. All of them were being psyched. With full of enthusiastic, the fans just kept saying “ Sparks Fly, we want this to be on the record”. She revisited, rewrote, updated, and put it as a single, it has been one of the fastest rising songs we’ve had on the record.

This conversation is categorized as particularized conversational implicature. This is because during the conversation Taylor Swift explains the song ‘Sparks Fly’ that rarely heard by most of people. It is clearly stated by Taylor Swift that she only plays that song in a few shows and just at little bars. Eventhough, that song finally becomes the fastest rising songs in the end. Therefore, the point here is that Taylor Swift already gives a good contribution by giving specific explanation of the song ‘Sparks Fly’. It is very important to make people understand of what she talks about. particularized conversational implicatures (PCI), also called ad-hoc implicatures, are closely linked to specific or particular contexts; that is, the success of these inferences is linked to knowledge about very specific contextual

information (Grice, 1975).

Datum 16

H: And I would be remiss if it were a youtube interview and I didn't ask you if you had any favorite, I know you're busy but any favorite YouTube channel that you like to watch?

TS: Yes, I have watched this one three times this week because it makes me so happy and it's got these like five or six lion cubs, and there's the lion trainer, and you're like oh the lion cubs are cute. And they're walking around and then they jump up on the lion trainer and start hugging him. And then they're like making on all these little lion sound like you don't you don't know what the sounds are that lion club make but it's amazing it's like just they are like hugging him and he's like oh go for my hair. You keep going for my hair, and then he's like oh yeah telling me stories.

H: Where was this zoo?

Data Analysis:

The datum talks about Taylor Swift's favorite video. The host asked Taylor Swift what the favorite videos to watch by Taylor Swift were. Even though Taylor Swift was busy, there was a video that she often watched. The host says, "I know you're busy but any favorite YouTube channel that you like to watch?" With the questions asked, Taylor Swift was a little thinking for a moment. Then she responded and answered the question. However, Taylor Swift did not tell about what videos she often watched. She only told about a video, a movie, or a TV show. What is clear, the answer is to tell like the situation of a circus in a zoo. She said

that she watched something about the situation at the zoo. She also shared that she enjoyed watching circus shows. After hearing the answer from Taylor Swift, the host asked where the zoo was located.

The conversation above is categorized as particularized conversational implicature because it can be said that the above conversation is out of context. Taylor Swift did not answer questions clearly from the host. After that, there was no discussion about videos that Taylor Swift liked to watch. She also did not explain the name of the zoo and where the zoo was. She should give specific knowledge to make all the participants understood what she meant.

As stated by Yule (1996), Particularized conversational implicature has a wide range of applications that illustrates the informative expression. This implicature always calculated the expression with special knowledge of any particular context, however, most of the time, the conversation take place very specific context in which locally recognized inferences is assumed. Perhaps, the expectation for listeners from the questions asked by the presenter is that Taylor Swift would answer about the YouTube channel she often watched and what kind of shows she often watched. However, as stated above about the conversation, Taylor Swift only explained that she enjoyed watching the spectacle about animals without explaining where she watched.

Datum 17

H: Yeah, we only can do a few of them and we have some from Google but the biggest topic by far was songwriting because I think that a lots of your fans have a big connection to the stories you that tell in your songs. it starts with this topic, so

this one comes from pandabearlover13, I mean a lot of the user names are not meant to be read out loud, so this is from Florida which comes first for you as a song writer, the music or the lyric?

TS: I think for me it more comes as a general idea and my favorite thing about songwriting is that it's so spontaneous and unpredictable what is going to hit me first, whether it's going to be a general thought like for example, you know, I'll be going through something when I wrote the song "Love Story" that's a song I wrote sitting on my bedroom floor because I like a guy and my parents didn't want me to date him, so I got this idea in my head it just popped into my head, you are Romeo, you are throwing pebbles and my daddy said stay away from Juliet and I didn't know where that was going to fit but I started here and built out from there and it is crazy how the fastest songs that I write end up being my favorite the one that just happen in just a surge of idea, a surge of inspiration, it's usually something I'm going through at the time it's very hard to me to come up with just some random metaphor for a situation if I'm not going through it or haven't recently just gone, through it but you know I think when I was growing up, my mom always-my mom talks in metaphor a lot and so and so I think i grew up just understanding metaphor and just kind of loving that how you could take something you're going through and speak about it in a different way that applies how your feeling to something completely different but connects it so I think for me it starts as an idea and a feeling and an emotion.

Data Analysis:

The discussion above is still about questions from Taylor Swift's fans. They were talking about the lyrics of songs written by Taylor Swift. Then the question arised and the host asked, "the music or the lyric?" Then, Taylor Swift responded to the question by saying "I think for me it more comes as a general idea and my favorite thing about songwriting is that it's so spontaneous and unpredictable what is going to hit me first,....."

The utterance my favorite thing about songwriting is that it's so spontaneous and unpredictable what is going to hit me first shows that Taylor Swift prefers lyrics than music because she thought that the lyrics she wrote were always based on what she experienced and felt. Sometimes she wrote song lyrics spontaneously when she was thinking about something then she immediately applied it to the song lyrics by writing what she thought and felt in her notes. In answering the question, Taylor Swift explained about a song which the lyrics of the song she wrote were based on something that happened in her life. In this explanation, people who did not know Taylor Swift or had never heard Taylor Swift songs would be confused and did not understand the explanation. On the contrary, Taylor Swift's fans who knew all of the songs she brought would understand the explanation of one of the song lyrics in this conversation.

The datum belongs to Particularized Conversational Implicature. It is because the answer of Taylor Swift has given specific knowledge why she prefers to write a song with a lyric rather than a music. Paltridge (2006) stated that particularized conversational implicature is derived from a particular context, rather

than from the use of the words alone. Therefore, if the speaker flouts these maxims intentionally, the listener must observe the cooperative principle on a deeper level through analyzing the specific context.

Datum 18

H: One of the Googler's question that we got was about which song of yours is the most fun for you to perform.

TS: Hmmmm I really like better than revenge, it's a song off of the album speak now. And it's about a girl who stole my boyfriend and I got mad and I wrote a song about it and we do this like, just - - it's just furious and angry and fun and like we have this gigantic bridge that be drops down from the ceiling and me and my backup singers are on the bridge just like throwing our hair around and head banging and so that's a really fun one to do, and for me, they're all really - - I think dear john has fun payoff, if you go see the show, I really love singing that, because in the end, it's got this, you know, pyro-filled pay off in the end.

Data Analysis:

The conversation started when the host asked about the questions that were submitted to Taylor Swift from netizens. At that time, the host asked about the most fun song to be shown, the host said, “.....one of the Googler's question that we got was about which song of yours is the most fun for you to perform?” Taylor Swift also answered that the song she liked to bring was a song named ‘Speak Now’. The song told the story of a girl who captured a Taylor Swift’s boyfriend. Therefore, when Taylor Swift performed the song, there was some satisfaction. She hoped that

when she appeared, there was an ex-boyfriend or a girl who grabbed her boyfriend and hears the song and realizes that the song is for them. Based on that, not all listeners understood the answers and expressions of Taylor Swift. Even the host who gave the question would not understand if he did not know Speak Now song and the content of the lyrics. Then, people who did not know Taylor Swift well would be confused about which woman who grabbed Taylor Swift's boyfriend and which girlfriend was captured. Only certain people can understand the implicit meaning of Taylor Swift's statement about the most song she likes to display.

This datum belongs to Particularized Conversational Implicature because in this part, Taylor Swift also explained the reasons why album 'Speak Now' became her most fun song to perform. Besides, this explanation gives a bit specific knowledge for the audiences to understand what Taylor Swift means.

It is very clear that Taylor Swift's fans who only enjoy the music may not find out about the context of the lyrics of the song. However, for some people who enjoy music, as well as examine the content of the song, they have to really dig deep into the life of Taylor Swift to get certain information so that they can get the desired context.

In the conversation above, Taylor Swift briefly explained the context of the lyrics of the song "Speak Now" so that Taylor Swift fans who heard the explanation would understand it. However, for some people who have never heard the song, they will be confused. Therefore, the conversation above is categorized as particularized conversational implicature where not all listeners will understand what Taylor Swift said if they don't know a certain context. Just as Levinson (1983),

particularized conversational implicature is a type of conversational implicature which do require such specific context. Therefore, if the speaker flouts these maxims intentionally, the listener must analyze the cooperative principle on a deeper level through understanding the specific context.

Datum 19

H: Hmmm obviously you're on tour a lot and you - - that's where you spend a lot of your time, but there were a lot of question about you why are not performing and you're in between gigs besides writing songs like you do, so I guess the first question, are there any movies that you like to watch while you're on tour?

TS: I watch a lot of TV like, a lot of TV and my favorite are like the crime shows, where it starts out and you know, you can't miss the first scene and or else, you miss like, the discovery of this crime scene, and then you know the--the like twists and turns on it all, I love CSI law and order SVU without a trace NCIS locked up Raw

H: Wow!

Data Analysis:

The context of data above is about the most favorite movie of Taylor Swift who liked to watch on tour. It was begun when the host started asking with “so I guess the first question, are there any movies that you like to watch while you're on tour?” It was asked because at the beginning of show, the host displayed the video of Taylor Swift when she was on the tour. After that, Taylor Swift revealed that she liked watching a lot of TV shows on the tour and crime shows is the most favorite one. In the feeling of enthusiastic, she told that she could not miss the first scene

and the discovery of crime scene. She also says, “The like twists and turns on it all, I love CSI law and order SVU without a trace NCIS locked up Raw” which means those are some of her favorite TV crime shows. After hearing the answer of Taylor Swift, the host looked like thunderstruck by saying, “Wow” and attracts the audiences’ laugh.

This datum is categorized as Particularized Conversational Implicature because the words CSI, SVU, and NCIS may be difficult for some people to understand. For foreign film lovers, such as America, this term may be familiar. CSI (Crime Scene Investigation) is an American CBS television drama series that tells the story of a Las Vegas forensic team, and the ways they uncover a mystery, unnatural deaths, and other crimes. Meanwhile, NCIS (Naval Criminal Investigative Service) is an American television series produced by CBS Television Studios. The Naval Criminal Investigative Service (NCIS) is a federal agency that investigates crimes against the US Navy and US Marine Corps, both members and their families (such as murder or kidnapping), military installations, military weapons (aircraft carrier, warship, submarine, etc.) , to counter terrorism and counterintelligence. Later, SVU or Special Victims Unit is an American crime drama television show created by Dick Wolf for NBC. The first spinoff of Law & Order, it stars Mariska Hargitay as onetime lead detective and later Captain Olivia Benson, the commanding officer of the Special Victims Unit in a fictionalized version of the New York City Police Department. However, if listeners do not understand the point of view of the movies that are often watched by Taylor Swift, it means they will not understand the specific meaning of the conversation above.

Therefore, the researcher categorizes the conversations above as a particularized conversational implicatures where special understanding is needed in digesting Taylor Swift's explanation. As stated by Lakoff (1993), a particularized conversational implicature is one which depends on particular features of the context. Lakoff (1993) defines particularized implicature is implicature that needs context or cultural understanding. Particularized implicature is a conversational implicature that is derivable only in a specific context.

Datum 20

H: Yeah, let's talk about books for a second, one of the other questions that we got actually from one of the future Googlers in the audience was about how you wrote a novel when you were eleven years old.

TS: I was 14, no wait.

H: You were younger?

TS: I was like 13, I think.

Data Analysis:

The conversation above was started when the host asked Taylor Swift about what books Taylor Swift often read. After Taylor Swift answered, the host again asked a question asked by someone. The host asked about a book written by Taylor Swift when he was 11 years old, “Yeh let's talk about books for a second, one of the other questions that we got actually from one of the future Googlers in the audience was about how you wrote a novel when you were eleven years old”. After hearing question from the host, Taylor Swift immediately responded quickly.

However, it was not a question about the book that was responded to but her age. Taylor Swift readily said immediately, “I was 14, no wait”. After clarifying the age, Taylor Swift did not continue the answer. It could be said that the host's question about how he wrote the novel when she was 11 was not answered. Whether it was because Taylor Swift was lazy or reluctant so he did not share his experiences about writing books. It can also be predicted that Taylor Swift forgot what happened so she did not respond to the question correctly. The host did not continue the question about a book written by Taylor Swift at the age of 11. He instead went on to the next chat.

Based on the analysis of the data above, the data can be categorized as particularized conversational implicature. It is because the answer mentioned by Taylor Swift was very irrelevant to the question posed by the host. It also makes the implicit meaning rather difficult to understand. Supposedly, the expectations of the host as well as listeners, Taylor Swift would explain about how experiences and what made Taylor Swift could write a book at the age of 11 years. But in fact, she only clarified about her age when writing the book, either at the age of 14 or 13 years old. The answer is certainly not in accordance with the question asked. Therefore, the researcher categorizes the conversation into particularized conversational implicature.

B. Discussion

During analysing this research, the most impressive thing which is found by the researcher is that the more someone learns about conversational implicature, it can grow up the sense of sensitivity toward the meaning of a conversation. The

researcher found that sometimes Taylor Swift did not give understandable and irrelevant answer of what was asked by the host, Kevin Alloca. Taylor Swift should give a specific explanation of certain word, which is familiar by the hearers in order to make all hearers understand of what she talked about like shown in datum 18.

The finding shows the important role of conversational implicature in YouTube Present talkshow. Conversational implicature has made the conversation between Taylor Swift as the guest and Kevin Alloca as the host flows well. From the conversation in the talkshow, it can be found that totally there are 20 data containing conversational implicature based on the theory of Yule (1996). There are 14 data which contain Generalization Conversational Implicature and 6 data which contain Particularized Conversational Implicature.

Among all kinds of conversational implicature, it is found that the most conversational implicature used by Taylor Swift and the host is Generalized Conversational Implicature. It is because firstly, the conversation between Taylor Swift and the host talked about general topic, such as music, lyric of music, career, fans, and Taylor Swift's YouTube channel. It means that all of the host's questions were answered by Taylor Swift clearly. The host gave the question to Taylor Swift about music, YouTube channel and life experience, but not too deep to the Taylor Swift's privacy. However, Taylor Swift enjoyed answering the question and she answered the question clearly. The host and audiences also understood what Taylor Swift said when she answered the question. They did not need specific knowledge to understand the Taylor Swift's responses.

The researcher found that the most interesting data is in datum 16. It is because of the context in the conversation. The datum is categorized as Particularized Conversational Implicature. Datum 16 talks about Taylor Swift's favorite video. The host asked Taylor Swift's favorite videos. Even though Taylor Swift was busy, there was a video that she often watched. The host says, "I know you're busy but any favorite YouTube channel that you like to watch?" With the questions asked, Taylor Swift was a little thinking for a moment. Then she responded and answered the question. However, Taylor Swift did not tell her favorite videos. She only told about whether it was a video, or a movie, or a TV show. What is clear, the answer is to tell like the situation of a circus in a zoo. After hearing the answer from Taylor Swift, the host asked about the location of the zoo. The researcher thinks that this data is so funny. The question and the answer are really not relevant but the conversation still continued.

The finding of this research has different result with the previous studies. In the present study, the researcher uses Yule's theory (1996) and it is found that the most implicature used in the conversation is conversational implicature. While in the previous study, the finding of conversational implicature, based on the Grice's theory involves maxims, namely maxim quality, maxim quantity, and maxim relevant.

CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter presents conclusion and suggestion. The conclusion is obtained based on the answer of the research questions as stated in Chapter I. Then, the researcher gives suggestion to the academic readers, particularly the next researcher who wants to conduct the similar study or to continue this study.

A. Conclusion

This research found that there are 20 data of conversational implicature based on Yule's theory (1996) used by Taylor Swift and the host in YouTube Present talkshow. The data contain of 14 data of Generalization Conversational Implicature and 6 data of Particularized Conversational Implicature.

Generalized Conversational Implicature is mostly used because the conversation between Taylor Swift and the host was a general topic, not private ones and all of the host's questions were answered by Taylor Swift well. The host gave the question to Taylor Swift about music, YouTube channel and life experience, but not too deep to the Taylor Swift's privacy. However, Taylor Swift enjoyed answering the question and she answered the question clearly. The host and audiences also understood what Taylor Swift said. They did not need specific knowledge to understand the Taylor Swift's response.

B. Suggestion

After giving a conclusion, the researcher suggests the next researcher to conduct another research about conversational implicature in different part, such as conversational implicature used in debating of politician because it will give variety in managing conversational implicature. Besides, it will involve some participants who have high enthusiasm to speak. Therefore, it will make a good atmosphere during the conversation. The next researcher can also conduct a research about conversational implicature in chatting on social media, such as Facebook, WhatsApp, and so on because it will be more interesting and unique to express idea in the form of text.

REFERENCES

- Biography.com Editors. February 16, 2018. *Taylor Swift*. The Biography.com website. Retrieved from <https://www.biography.com/people/taylor-swift-369608>
- Cutting, J. (2002). *Pragmatics and Discourse: A Resource Book for Students*. New York: Routledge.
- Emzir. (2012). *Metodologi Penelitian Kualitatif: Analisis Data*. Jakarta: Rajawali Press.
- Fauziyah, A. N. (2016). *Conversational Implicature on the Chew Talkshow*. Unpublished Thesis. Malang: Universitas Islam Negeri Maulana Malik Ibrahim Malang.
- Fromkin, V., et al. (2003). *An Introduction to Language (7th Edition)*. New York: Heinle.
- Grice, H. P. (1975). *Logic and Conversation*. New York: Oxford University Press.
- Grice, H. P. (1989). *Studies in the Way of Words*. Cambridge: Harvard University Press.
- Griffiths, P. (2006). *An Introduction to English Semantics and Pragmatics*. Edinburgh: Edinburgh University Press.
- Gelfond, L. (1992). *Convention of Meaning in Linguistics*. Washington: Rinehart and Winston.
- Grundy, P. (2000). *Doing Pragmatics*. London: Arnold.
- Holland, Margaret. (2016). How YouTube Developed into a Successful Platform for User-generated Content. *Elon Journal of Undergraduate in Communication, Vol. 7, No. 1*.
- Kearns, K. (2000). *Semantics*. New York: Martin's Press.
- Levinson, S. C. (1983). *Pragmatics*. Cambridge: Cambridge University Press.
- Levinson, S. C. (1995). *Pragmatics*. Cambridge: Cambridge University Press.

- Mey, J. L. (2004). *An Introduction to Pragmatics*. Second edition. Oxford: Blackwell Publishing.
- Moleong, L. J. (2005). *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Peccei, J. S. (1991). *Pragmatics*. London: Routledge.
- Pakpahan, I. B. and Sumarsih. (2012) *An Analysis of Conversational Implicature in Smart Fun's Radio Talkshow*. Retrieved from <http://download.portalgaruda.org>
- Robin. (2013). *What is language? Articles on natural language processing*. Retrieved from language.worldofcomputing.net
- Rolesta, I. (2016). *Implicature Analysis on Stand Up Comedy Indo Malang*. Unpublished Thesis. Malang: Universitas Islam Negeri Maulana Malik Ibrahim Malang.
- Risdianto, Faizal. *A Conversational Implicature Analysis in Oscar Wilde's Short Story 'Happy Price'*. Unpublished Thesis. Salatiga: State Islamic Institute of Salatiga.
- Stelter, B. (2010). *Anderson Cooper to Host Daytime Talkshow*. Retrieved from www.NYTimes.com
- Sapir, E. (1921). *Language: An Introduction to the Study of Speech*. New York: Wardsworth.
- Vikry, Muhammad. (2014). *An Analysis of Conversational Implicature in Iron Man 3*. Unpublished Thesis. Jakarta: Universitas Islam Negeri Syarif Hidayatullah.
- Wood, H. and Kay, B. J. (2017). *Talkshow*. Oxford Bibliographies. Retrieved from www.oxfordbibliographies.com
- Yule, G. (1996). *Pragmatics*. Oxford: Oxford University Press.

APPENDIX

**TABLE OF DATA CLASSIFICATION OF
CONVERSATIONAL IMPLICATURE**

Datum Number	Piece of Conversation	Generalized Conversational Implicature	Particularized Conversational Implicature
1	<p>H: No, we are talking before, you've actually been here before: is that right?</p> <p>TS: Yes, I came here, I think about five years ago, I was sixteen and just to release my first single Tim McGraw and so we were traveling up the west coast in a rental car,</p>	√	
2	<p>H: Eemmm I wanna thank you for being here, first of all, for all of us. This is really a honour and a treat . emm in the middle of your tour, please speak now I know you have posted some videos of</p>	√	

	<p>TS: Yes, hmmm we started out the year going on tour and started off in Asia and then we were in Europe for two months. It was like three months of major worldwide touring. So Singapore were the first place that we went on the tour.</p>		
3	<p>H: This is question from cookie 13cupcake. ((audience laugh) this is in the united kingdom, this is going to be a long one. Alright, so out of all of your released song, which song took the longest to write ?</p> <p>TS: I think the song Sparks Fly, the fact that it technically was started when I was 16 and ended up on an album in sort of different form in 2010. That took a while for it to turn into what it was going to be. So I'd say that was probably the longest developig song that I've ever put out because most of them and especially having written this entire new record without any cowriters, it all happened really fast because I'm very impatient, like, if I don't have a song finished, I'll obsess over it. I won't sleep that night and I'll just edit constantly to the point where I can't focus on a convesation, everyone around me is annoyed because they're like "clearly, you're working on something, just finish it ", so that one was a long time to kind of get where it needed to be.</p> <p>.....</p>	√	
4	<p>H: Now your YouTube channel is very popular. I know you have over a half a million subscribers that get your block when</p>	√	

	<p>you post them which is really cool, emmm I wanna ask you off the bat, how important is your channel and social media in general as a tool for expression but also connecting with your audience?</p> <p>TS: I think we've all seen the effect of social media and how that can connect people and emmm for me I grew up when that was just about set fire to the world, you know, I was I think in seventh and eighth grades when everybody started having a profile online and everybody was you know it was all about who's your friend and who's commenting on whose page and then it became the YouTube generation, where everybody's looking at videos, everybody's making videos blog and you know make up tutorials or this or that or back to school outfit shopping you.</p>		
5	<p>H: Emmm we'll get back to the co-writing thing a second, there were some questions about that as well, here's another question from music maniac in Los Angeles. You've said you're already waiting for the next record, can you tell us anything about it?</p> <p>TS: Well, yeah for me I never really switch the writing switch off it's always on because I kind of have always felt like to make an album that I am proud enough of to give to my fans and say here you know allow this into your life it has to be like -- it has to be two to two and a half years of writing and that way you know you have the best stuff because I'm so</p>	v	

	<p>taught on myself insane writing record and albums because it's like I'll write like forty and fifty songs and then thirteen or fourteen make it that is a lot of paring it down and making sure you're getting to the best stuff so for me it takes a while and I've been writing ever since I stopped writing the last album and there's been a lot that's happened and I never talk about my personal life but I wrote about it so that's basically what the album is about as always.</p>		
6	<p>H: This was a popular a lot of votes for this question, this is from quadratic formula abc in Michigan appropriate for the Google, wow, do you sing your own song in the shower?</p> <p>TS: Yeah ((audience laugh))</p>	√	
7	<p>H: (laugh) Do you always write about ehmm you know people that you know?</p> <p>TS: Yeah, because I feel like in a song I love it when a song is a story, and the story develops, and my favorite stories have really beautiful characters, and I feel like I can most accurately describe a character if you know them, one of my favorite songs that I've put out is called "15". It's about my fresh an year of my high school, and it is kind of chronicles my best friend, Abigail and me and the way we went through our freshman year of high school and the lessons that we learned and that's kind of how I like to feel a story is from the point of</p>	√	

	view of really knowing what you're talking about and knowing where you're coming from because you were there.		
8	<p>H: (laugh) Let's talk about your fans a little more, this is a question from Canada from YouTube, what was the funniest thing a fan has ever done to get your attention?</p> <p>TS: Well, there's a lot of that lately, because we have this thing called the tea party room and you know I have, like four or five meet and greets before the show but after the show there's a meet and great for surprise people who did not know that they were not going to a meet and great because they were picked for the tea party room which means that they were like going crazy, dancing the whole time dressed in some absurd, crazy costume from one of my music videos or just knew every single word and were just screaming the whole time like people get picked for different reasons but it's been crazy lately a lot of people have been going for the costume route.</p>	v	
9	<p>H: Now, this is I love, Swift, I from Toronto, another Canada's question, has a fan ever made you cry?</p> <p>TS: Yeah, you know for me like it's never going to be okay, no matter how many times I see little kids with cancer , like, there's -- at no point do you ever become accustomed to it at no point do you ever just brush it off and say oh well, there's another kids who's dying and over the years, I've toured in these places and you see like a little girl who come through and she's like, so full of life but she's lost her hair and then you</p>	v	

	<p>come through year later and you're like, hey Lexie how are you doing? she's like, I'm doing good and her parents update you and then you come by like a year and a half later, and she's not there, so it's...</p>		
10	<p>H: Taylor Swift commodities trader. Hmmm all right let's talk about a music videos for a second. There's a lot of question about your music videos as I mentioned before that you have a music video on YouTube have been seen over half billion times, was there-what's your favorite video music to make and why? That's from Shoppie Karrie in London.</p> <p>TS: My favorite video music to make, I loved making the video from mine because it deals with whole story line, it's got flashback and flash forward and there were also a bunch of little kids on the set and they're so fun, they make it so much fun, because there's a lot of sitting around and waiting on set and we were in Maine. We are sitting around and waiting on a beach, and so all of the sudden and you are just playing with ten kids and they're like wrestling with each other and throwing sand and like playing catch and it just makes the whole thing much more fine. So, I think that was my favorite one to make.</p>	v	
11	<p>H: Here's a funny question, this is from Alylow 42 from Dunlop, Tennessee, you seem like the kind of person that like name their guitars, do you name your guitars? And what are their names?</p>	v	

	<p>TS: I do seem like that kind of person, but I haven't done it yet, I like of think back that situation when I got them, like when-- I fell in love with that particular guitar like there's one of my guitars, it's an acoustic and it's blue and it's got KOI fish swimming up the neck in like inlays, it's just beautiful, and it was-- Bob Taylor sent it to me for my eighteenth birthday.</p>		
12	<p>H: How many guitars do you use on the show? How many of those do you go through?</p> <p>TS: Okay, yeah that was a weird sound that i just made, that was weird sorry, the first one is electric, the second one is accouistic koa, then there's the twelve string then there's the blue koi fish one, there's like four or five.</p> <p>H: Yeah, wow</p> <p>TS: And then an ukulele and a ganjo and a piano.</p>	√	
13	<p>H: yeah we had a lot of question about the process, from budding song writers who submitted questions that are big fans of yours, buffalo and a bunch of different places, and – I mean, you know, we were wondering, is there one favorite part of the songwriting process that you have? I mean. Is it when you get that idea? Or when you're sitting on the floor , in the bedroom or – you know, in the studio?</p>	√	

	<p>TS: there are several moments in a song—and I won't finish a song if I don't have these moments – where yo go, “ooh, ouh, ouh”, like after you write a line, hmmm, and it's always that same feeling of, like , oh that, exactly what I meant, you know, if you're in a cowriting session, I'm always the one, who will, like be like, sitting there for a seond, and then I'll say a line, and if it's that moment where you are just like, that's that's the one, that's the line, I have to have about four or fivr of those lines in a song for me to put it on a record. Like lines, where I'm just like “Yes”. Hahahaha, hmmm, so thats my favorite part, is, then when the song goes into its phase of being recorded, and then being put on an album and when you're playing it for people for the first time.....</p>		
14	<p>H: Let's talk about that cowriter thing for a second, as you mantioned, this album was, all you as far as for speak now. But you do often work with cowriters, and how do you decide if you're going to write a song with a cowriter or whether you're goint to tackle it yourself?</p> <p>TS: well there, a bunch of different circumtances that could bring about a cowrite, if i am writing for somebody else's project, that's always exciting for me, like, I love to put myself in somebody else's shoes and, you know, think about their style of music incorporating their story line, what they're feeling, it's really fun for me to do that, so I love you know, writing for other people. And then you know, if I'm woring on an idea but there's like, a stopping point where I can't</p>	√	

	<p>figure out, like where this chorus is going or if my hunch is right about the hook or things like that, if there's a definite stopping point, I'll bring it to a writer that I trust or a writer that I admire and just ask them what they think, a lot of times, cowriting, you know, I write really well with people who don't even play instruments or sing, because you know a lot of times, my best cowriters are just really great at giving advice, like, do you think this chorus too long? "yes", like "thank you".</p>		
15	<p>H: What happens to those songs that don't make it to the album? And would you ever release some of those songs that you wrote especially when you were younger, like 14, 15?</p> <p>TS: well, I am very, I am obsessed with the latest song that I've written, I'm guilty of that, because my favorite thing is always the newest thing I have written, but lately I've become a little more self aware, because I had this song that I wrote when I was 16, it's called sparks fly, and I played it in a few shows, these little bar shows, when, you know, when I was playing to crowds of like, 40 and 50 people and being psyched about that many people showing up, and I played it a few times and I got on to the internet and when I was putting together the speak now album, the fans just kept saying over and over again, "Sparks Fly, we want this to be on the record," and so I went back and I revisited it, and I kind of rewrote some things and updated it. And when we put it out as a single,</p>		v

	it's been one of the fastest rising songs we've had on the record.....		
16	<p>H: And I would be remiss if it were a youtube interview and I didn't ask you if you had any favorite, I know you're busy but any favorite YouTube channel that you like to watch?</p> <p>TS: Yes, I have watched this one three times this week because it makes me so happy and it's got these like five or six lion cups, and there's the lion trainer, and you're like oh the lion cubs are cute. And they're walking around and then they jump up on the lion trainer and start hugging him. And then they're like making on all these little lion sound like you don't you don't know what the sounds are that lion club make but it's amazing it's like just they are like hugging him and he's like oh go for my hair. You keep going for my hair, and then he's like oh yeah telling me stories.</p> <p>H: Where was this zoo?</p>		v
17	<p>H: Yeah, we only can do a few of them and we have some from Google but the biggest topic by far was songwriting because I think that a lots of your fans have a big connection to the stories you that tell in your songs. it starts with this topic, so this one comes from pandabearlover13, I mean a lot of the user names are not meant to be read out loud, so this is from Florida which comes first for you as a song writer, the music or the lyric?</p>		v

	<p>TS: I think for me it more comes as a general idea and my favorite thing about songwriting is that it's so spontaneous and unpredictable what is going to hit me first, whether it's going to be a general thought like for example, you know, I'll be going through something when I wrote the song "Love Story" that's a song I wrote sitting on my bedroom floor because I like a guy and my parents didn't want me to date him, so I got this idea in my head it just popped into my head, you are Romeo, you are throwing pebbles and my daddy said stay away from Juliet and I didn't know where that was going to fit but I started here and built out from there and it is crazy how the fastest songs that I write end up being my favorite the one that just happen in just a surge of idea, a surge of inspiration, it's usually something I'm going through at the time it's very hard to me to come up with just some random metaphor for a situation if I'm not going through it or haven't recently just gone, through it but you know I think when I was growing up, my mom always-my mom talks in metaphor a lot and so and so I think i grew up just understanding metaphor and just kind of loving that how you could take something you're going through and speak about it in a different way that applies how your feeling to something completely different but connects it so I think for me it starts as an idea and a feeling and an emotion.</p>		
18	<p>H: One of the Googler's question that we got was about which song of yours is the most fun for you to perform.</p>		v

	<p>TS: Hmmmm I really like better than revenge, it's a song off of the album speak now. And it's about a girl who stole my boyfriend and I got mad and I wrote a song about it and we do this like, just - - it's just furious and angry and fun and like we have this gigantic bridge that be drops down from the ceiling and me and my backup singers are on the bridge just like throwing our hair around and head banging and so that's a really fun one to do, and for me, they're all really - - I think dear john has fun payoff, if you go see the show, I really love singing that, because in the end, it's got this, you know, pyro-filled pay off in the end.</p>		
19	<p>H: Hmm obviously you're on tour a lot and you - - that's where you spend a lot of your time, but there were a lot of question about you why are not performing and you're in between gigs besides writing songs like you do, so I guess the first question, are there any movies that you like to watch while you're on tour?</p> <p>TS: I watch a lot of TV like, a lot of TV and my favorite are like the crime shows, where it starts out and you know, you can't miss the first scene and or else, you miss like, the discovery of this crime scene, and then you know the--the like twists and turns on it all, I love CSI law and order SVU without a trace NCIS locked up Raw</p> <p>H: Wow!</p>		v

20	<p>H: Yeah, let's talk about books for a second, one of the other questions that we got actually from one of the future Googlers in the audience was about how you wrote a novel when you were eleven years old.</p> <p>TS: I was 14, no wait.</p> <p>H: You were younger?</p> <p>TS: I was like 13, I think.</p>		v
----	---	--	---