

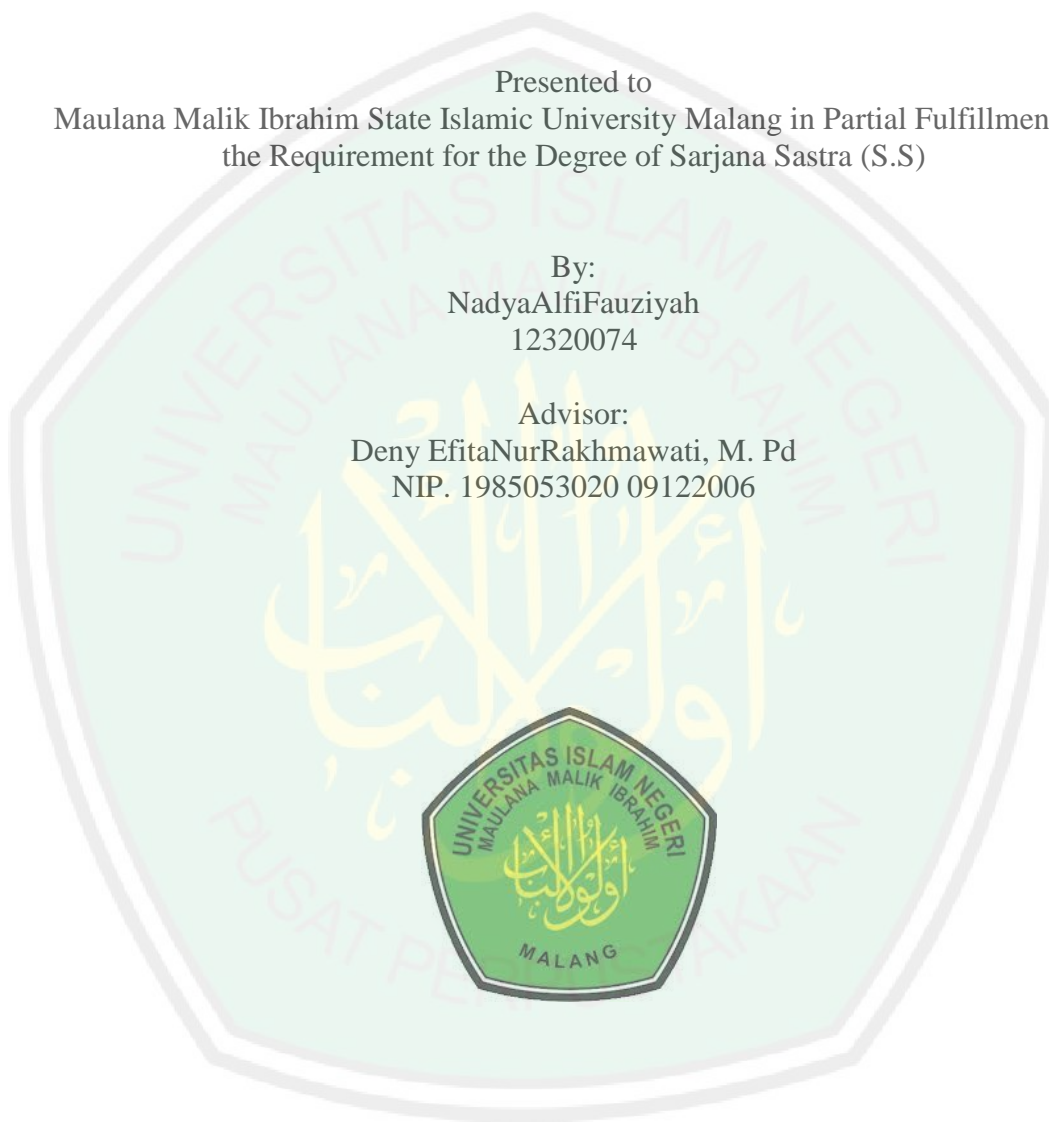
**CONVERSATIONAL IMPLICATURE ON *THE CHEW* TALK SHOW**

**THESIS**

Presented to  
Maulana Malik Ibrahim State Islamic University Malang in Partial Fulfillment of  
the Requirement for the Degree of Sarjana Sastra (S.S)

By:  
NadyaAlfiFauziyah  
12320074

Advisor:  
Deny EfitaNurRakhmawati, M. Pd  
NIP. 1985053020 09122006



**ENGLISH LANGUAGE AND LETTERS DEPARTMENT**

**HUMANITIES FACULTY**

**MAULANA MALIK IBRAHIM STATE ISLAMIC UNIVERSITY**

**MALANG**

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## APPROVAL SHEET

This is to certify that the Sarjana thesis of Nadya Alfi Fauziyah, entitled "Conversational Implicature on *The Chew* talk show" has been approved by the advisor for further approval by the Broad of Examiners as one of the requirements for the Degree of Sarjana Sastra (S.S) in English Language and Letters Department.

Approved by  
The Advisor,



Deny Efita Nur Rakhmawati, M. Pd  
NIP. 19850530 2009 122 006

Acknowledged by  
The Head of English Language and  
Letters Department,



Dr. Syamsuddin. M. Hum  
NIP. 19691122 2006 41 001

Approved by  
The Dean of Faculty of Humanities



Dr. H. Istiadah, M.A.  
NIP. 19670313 199203 2 002

## LEGITIMATION SHEET

This is to certify that Nadya Alfi Fauziyah's thesis entitled **Conversational Implicature on *The Chew* talk show** has been approved by the board of examiners as one of the requirements for the degree Sarjana Sastra (S.S) in English Language and Letters Department, Faculty of Humanities, State Islamic University (UIN) Maulana Malik Ibrahim Malang.

The Board of Examiners

Signature

*Main examiner*

**Hj. Galuh Nur Rohmah, M. Pd, M. Ed**

NIP. 19740211 199803 2002

:

*Chairman*

**Vita Nur Santi, M. Pd**

NIP. 19830619 201101 2 008

:

*Advisor*

**Deny Efita Nur Rakhmawati, M. Pd**

NIP. 19850530 2009 122 006

:

Approved by  
The Dean of Faculty of Humanities



**Dr. Hj. Istiqadah, M.A.**

NIP. 19670313 199203 2 002

# CERTIFICATE OF THESIS AUTHORSHIP

I, hereby,

Name: Nadya Alfi Fauziyah

ID Number: 12320074

Certify that the thesis I wrote to fulfill the requirement for Sarjana entitled "Conversational Implicature on *The Chew* talk show" is truly my original work. It does not incorporate any materials previously written or published by another person, except those indicated in quotations and bibliography. Due to this fact, I am the only person who is responsible for the thesis if there are any objections or claims from other.

Malang, 07 September 2016

The Researcher,



Nadya Alfi Fauziyah

## **MOTTO**

**If you can dream it, you can do it!**

**(Walt Disney)**





## DEDICATION

This thesis dedicated to:

My beloved father Ahmad Fauzan and mother Alfiyah for their endless love,  
prays, sacrifices, supports, and advice

My young brothers Muhammad Hamdani Fauzi and Muhammad Rif'at Syauqi

I miss them so much

Irsyandi Fadhurniawan

And all of my family and friends that I cannot mention their name

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Malang, 07 September 2016

Author,

Nadya Alfi fauziyah





## ABSTRACT

Fauziyah, NadyaAlfi. 2012. *Conversational Implicature on The Chew talk show*. Thesis, English Language and Letters Department, Faculty of Humanities, Maulana Malik Ibrahim State Islamic University of Malang.

The Advisor: Deny EfitaNurRakhmawati, M.Pd

Key Words: Conversational implicature, generalized conversational implicature, particularized conversational implicature

This research focuses on implied meaning in *The Chew* talk show using Grice and Yule theory of implicature. Implicature is a component of speaker meaning that constitutes an aspect of what is meant in a speaker's utterance without being part of what is said. Based on the background of research, this research is conducted with the following problems: (1) what types of conversational implicature are identified in the conversation of *The Chew* talk show? And (2) what functions of conversational implicature are found in the conversation of *The Chew* talk show? This study is conducted using a descriptive qualitative method based on Grice theory of implicature. The data are in the form of transcribed video of *The Chew* talk show.

Data analysis revealed some findings covering the formulated research questions. Firstly, the utterance is a kind of generalized conversational implicature when the speaker produced an utterance which does not depend on particular features of the context. Since the utterances are clear, the hearer can interpret the meaning easily based on their general knowledge. Secondly, the utterance is kind of particularized conversational implicature when the speaker produced an utterance which depends on particular features of the context. The hearers are required to hear the explanation from the speaker in order to understand the meaning of the utterance.

In this research, the researcher argues that some utterances which containing *generalized conversational implicature* are often used by every person because it does not need any specific knowledge to be interpreted. It has been proved by the number of data found by the researcher. While the second types, particularized conversational implicature is used only by someone who has specific knowledge. Therefore, this type was rarely found in this research. Furthermore, each category has both different and same function because conversational implicature in the utterances depends on the text and context.

Finally, this research can give suggestion to the next researcher in improving the same research with some different things. For example in research problems, theory, and object of the research such as printed media (newspaper), recorded conversation in real life, speech, debate contest, stand-up comedy or even social media.

## ABSTRAK

Fauziyah, Nadya Alfi. 2012. *Conversational Implicature on The Chew talk show*. Skripsi, Jurusan Bahasa dan Sastra Inggris, Fakultas humaniora, Universitas Islam negeri Maulana Malik Ibrahim Malang.

Pembimbing: Deny Efita Nur Rakhmawati, M.Pd

Kata Kunci: Conversational implicature, generalized conversational implicature, particularized conversational implicature

Penelitian ini di fokuskan terhadap makna-makna implisit dari setiap percakapan dalam talk show *The Chew* menggunakan teori implikatur Grice dan Yule. Implikatur adalah komponen ujaran seorang penutur yang merupakan aspek makna dari penutur tanpa diujarkan langsung secara literal. Berdasarkan latar belakang penelitian, terdapat dua rumusan masalah sebagai berikut: (1) jenis implikatur apakah yang di temukan di dalam percakapan tal shw *The Chew*? Dan (2) fungsi implikatur apakah yang di temukan dalam percakapan talk show *The Chew*? Penelitian ini dilakukan menggunakan metode deskripif kualitatif berdasarkan teori implikatur Grice. Data dari penelitian ini adalah dalam bentuk transkrip video talk show *The Chew*.

Data analisis membuktikan bahwa beberapa temuan telah menjawab rumusan masalah. Pertama, suatu ujaran disebut jenis *generalized conversational implicature* ketika penutur mengekspresikan suatu ujaran yang tidak memerlukan suatu pengetahuan spesifik untuk diinterpretasikan karena ujaran tersebut seringkali digunakan dalam percakapan sehari-hari sehingga sangat mudah di mengerti oleh pendengar. Kedua, sebuah ujaran termasuk dalam jenis *particularized conversational implicature* apabila penutur mengekspresikan suatu ujaran dengan konteks yang spesifik sehingga pendengar membutuhkan pengetahuan tertentu untuk menginterpretasikannya.

Dalam penelitian ini, peneliti mengungkapkan bahwa beberapa ujaran yang tergolong dalam jenis *generalized conversational implicature* seringkali digunakan oleh penutur karena ujaran dengan tipe tersebut tidak membutuhkan pengetahuan tertentu untuk di interpretasikan. Hal ini dibuktikan oleh banyaknya jumlah data dengan jenis tersebut. Sedangkan jenis kedua, yakni *particularized conversational implicature* hanya digunakan oleh penutur dengan pengetahuan tertentu. Oleh karena itu, jenis ujaran ini sangat jarang ditemukan dalam percakapan talk show *The Chew*. Selanjutnya, masing-masing jenis implikatur mempunyai fungsi yang sama dan beberapa juga berbeda dikarenakan dalam percakapan tersebut memiliki konteks yang bervariasi.

Peneliti menyarankan kepada peneliti selanjutnya untuk melakukan analisis yang sama namun lebih mengembangkan dengan hal yang berbeda seperti, rumusan masalah, teori, dan objek permasalahannya, koran, percakapan yang di rekam secara langsung dalam kehidupan nyata, teks pidato bahkan stand-up comedy.

### المستخلص

فوزية، ندية الفي. 2012. استلزام المحادثة في المقابلة "The Chew". البحث الجامعي، قسم اللغة الإنجليزية وادبها، كلية الإنسانية، بجامعة مولانا مالك ابراهيم الإسلامية الحكومية مالانق.

المشرف : ديني ايفيتا نور رموتو، الماجستير

كلمة المفتاحية : استلزام المحادثة، استلزام المحادثة الإجمالي، استلزام المحادثة التفصيلي.

تركز هذه الدراسة العلمية المعاني الضمنية في كل حوار ببرنامج الحوار " The Chew" باستخدام النظريات التعريضية عند غريس و يولي. والتعريض هو عنصر من عناصر عبارة المتكلم الذي يشتمل على المعنى دون عبارة حرفية. وبحسب خلفية البحث الدراسي هناك قضايا البحث كما يلي : (1) ما هو جنس التعريض من الحوار في برنامج الحوار "The Chew" ؟ و (2) ما وظيفة التعريض من الحوار في برنامج الحوار "The Chew" ؟. و تصنع هذه الدراسة على حسب المنهج الوصفي و النوعي عند غريس. والبيانات من هذه الدراسة يعني بشكل سينما ببرنامج الحوار "The Chew".

يثبت تحليل البيانات على أن النتائج قد أجابت القضايا البحث. أولاً، بعض العبارة لا تعتبر أنها عام إلا إذا كان المتكلم يعبر العبارة التي لا تحتاج الي المعلومات الخاصة للفهم. لماذا ؟ لأن هذه العبارة قد استخدم كثيرا في الحوار اليومي حتى يفهم المستمع بهذه العبارة. ثانياً، العبارة تسمى " استلزام المحادثة التفصيلي " إذا كان المتكلم يعبر العبارة عن طريق خاص حتى يحتاج المستمع الى المعلومات لتفهمه.

وفي هذه الدراسة العلمية. قد اعتبر الباحث أن بعض العبارة هي من " استلزام المحادثة الإجمالي " حيث استخدمها كثيرا من المتكلم لأنها لا تحتاج الى المعلومات لتفهمه أو ترجمته. اي هذا يعني كما أثبت بحسب البيانات الكثيرة عن هذه العبارة. و جنس الثاني يعني " استلزام المحادثة التفصيلي " فقد استخدمها بعض المتكلم المعلومات الخاصة لذلك كانت هذه العبارة نادرة في برنامج الحوار "The Chew". وللتعريض وظيفة واحدة و بعض التعريض لا يستوي في الوظيفة لأجل انواع الحوار.

ورجاء من الباحث للباحث التالى لأن يقوم بالتحليل الواحد ولكن يطوره عن طريق مختلف مثل في القضية البحث والنظرية والمفعول كالجريدة و الحوار الواقع في الحياة والمقالات الخطابة وما الى ذلك.

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## CHAPTER I

### INTRODUCTION

#### 1.1. Background of Study

People might cause a mistake in doing communication. Surely when communicating each other, speaker tend not to express the meaning explicitly so, hearer needs to explore the meaning of the sentence. At the same time, we should consider the speaker and situation, also the effect of what is said to the hearer. For example, *Ann said "John doesn't seem to have money these days" and Bob answered, "He has been visiting various tourism places lately"*. In this conversation, Bob's answer does not directly express what he really means. Thus, although Bob simply states a fact about John's activity in the previous days, Bob likely intended for Ann to understand that John has spent so much money on his tour lately, therefore he has no money.

The conversation above often happens in our daily life because it is usually used by people to give a reason. In this case, what Bob says is not literal meaning but, it is an implicit meaning. According to Grice's theory, the term "implicit" is not easily understood by the hearer because it has hidden meaning. The study of understanding the implicit meaning is known as implicature. He also mentioned two branches of implicature those are, conversational and conventional implicature. Conversational implicature is generated by the rule of conversation, while conventional implicature is an implicature which is

determined by conventional meaning of the words used in the sentence. But, in this case, the researcher would analyze more about conversational implicature which is often found in spoken and written language.

Conversational implicature is often appear in daily interaction personally, generally, spoken and written. General written conversation can be found in social media, magazines, newspaper, etc. while the spoken conversation is easily found in a television show. On the other hand, a conversation that takes place in television influences the way people speak and interact with each other in daily life. Besides, the undeniable power of media has inspired many critical studies in many disciplines, linguistics, semantics, pragmatics, and discourse studies as stated in Saj (2012). The talk show is one of the television shows which delivers conversation between one to two speakers or even more. Here, a conversation occurs naturally and informally that makes the researcher wants to explore more about a talk show. The talk show is a particular instance of broadcast discourse. According to Ilie (2001), talk show can provide a pragmatic framework for analysis for the description and interpretation.

In this case, *The Chew* talk show is taken as the object of this research because it is an informal cooking-themed talk show which is very fun, interesting and also full of jokes. So the researcher believes that the conversation on *The Chew* talk show contains a lot of implicatures, this talk show is also kind of talk show with five hosts which will result rich and various data. This is the reason why researcher took this object.

Based on the previous study on the conversational implicature, there are three previous studies about implicature on a talk show. The first previous study is in the title *An Analysis of conversational implicature of native and non-native guests in CNN interview script* by M. Solikhul Huda University of Muria Kudus (2013). He focused on conversational implicature, cooperative principle and flouting maxim. The second previous study is entitled *A study of conversational implicature in Sentilan Sentilun Talk show on Metro TV* by Reyfa Arfiyah university of Wijaya Putra Surabaya (2014). She also focused on flouting maxims. The last previous study was done by Wang Ling in 2010 from Wuhan University of Technology China on the title *Conversational implicature on Chinese talk show based on cooperative principle*. Different from the previous study, this present study specifically focused on types of conversational implicature including generalized conversational implicature and particularized conversational implicature and its functions on *The Chew* talk show.

## 1.2. Research Questions

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

- 1) What types of conversational implicature are found on the conversation of *The Chew* talk show?
- 2) What functions of conversational implicature are found on the conversation of *The Chew* talk show?

### 1.3. Objective of the Study

This study aims at investigating:

- 1) Types of conversational implicature found in the conversation of *The Chew* talk show
- 2) Functions of conversational implicature on *The Chew* talk show

### 1.4. Significance of the Study

This study is undertaken to result in theoretical and practical contributions. Theoretically, the result of this study is expected to broaden the pragmatics analysis especially, in types of conversational implicature in a conversation and to formulate the new supposition which perfects the existing theory. Practically, the result of this study is supposed to give some contributions. In addition, it can be a reference for the next researchers who are interested in analyzing conversational implicature. Meanwhile for linguists, lecturers, and students; this study hopefully could enhance their knowledge of implicature.

### 1.5. Scope and Limitation

The scope of this research is pragmatics analysis because it deals with conversation and its context. Implicature is one of the branches of pragmatics. It is described in the form of words and sentences. The limitation of the research is focused on conversational implicature, its types, and functions used by hosts and guests in the whole conversation of *The Chew* talk show.

### 1.6. Definition of Key Terms

- **Conversational implicature:** it refers to the inference of a hearer makes about a speaker's intended meaning that arises from their interpretation on the literal meaning of what is said (Paltridge, 2000:43). In this research, the researcher uses the conversation between host and guest on *The Chew* talk show.
- **Generalized conversational implicature:** this is a type of conversational implicature which has understandable meaning because it does not use any specific knowledge when it is uttered. The researcher will find some utterances in the conversation of *The Chew* talk show which are containing implicit meaning using general perception.
- **Particularized conversational implicature:** types of conversational implicature which do not have understandable meaning because it used any specific knowledge when it was uttered. The researcher will find some utterances in the conversation of *The Chew* talk show which are containing implicit meaning using specific perception.
- **Talk show:** talk show is an interactive communication. It is a television program where one person (or group of people) discuss various topics put forth by a talk show host (Littlejohn, 1999:327). Each talk show has its own theme such as education, politic, and entertainment. In this study, the researcher chooses an entertainment



talk show which contains some implicatures in the utterances and its functions to be found and analyzed.

- ***The Chew***: An American cooking-themed talk show aired on ABC channel. In this show, viewers will get the dish on anything everything related to foods. It will focus on new food trends, pesticides in food and urban gardens. Hosts include Mario Batali, Carla Hall, Clinton Kelly, Michael Symon and Daphne Oz.

### 1.7. Research Methodology

This study discusses the methods used in accomplishing investigation, under the title “Conversational Implicature on *The Chew* talk show”. In this case, there are some parts which deal with several substances such as research design, data source, data collection, research instruments and data analysis.

#### 1.7.1. Research Design

In this research, the descriptive qualitative method was employed for the investigation of the study. Descriptive method was used in this study to describe types and functions of conversational implicature used by host guests on *The Chew* talk show and qualitative method used because it deals with words and sentences.

#### 1.7.2. Data Source

The Chew Talk Show videos and scripts will be the main source of this study. The researcher downloaded three videos from YouTube on March 2016. Three videos of the Chew Talk Show were taken along December 2015. Those videos are “Easy Homemade Holiday” December

07, 2015, “Money Saving Tips” December 01, 2015 and “Twas the week before Christmas”, December 18, 2015. Each video has 35-40 minutes duration. The data are utterances of those videos. These data were taken based on the current show at the end of 2015.

#### 1.7.3. Research Instrument

This study only needs a human instrument to analyze the data because there is no other instrument that can be used to analyze data in order to make the research process done easily, systematically, and completely, in this case, the researcher chooses human as a research instrument. According to Moloeng (2008: 168), the status of the writer in qualitative research is very complex. The researcher will also be the planner, data collector, analyzer, interpreter and reporter of the research result after this research being completed. In this research, the researcher also plans what she would do with the data, found the data that related to the scope and limitation and analyze them based on implied meaning and context of the situation, then replied the results of analysis that is kind of conversational implicature and how it implies.

#### 1.7.4. Data Collection

In collecting the data, the researcher, first of all, downloaded videos and scripts of *The Chew* talk show from YouTube and watched them for several times in order to get valid data. Next, she classifies those data by choosing some utterances which containing implicature based on the types of conversational implicature.

#### 1.7.5. Data Analysis

Some utterances which categorize as types of conversational implicature according to Grice (1975), Yule (2005) and Levinson's (1992) theory will be described based on the situation and context of the utterances. After that, she analyzes those data, types, and their functions then she discusses it by explaining some data which have the same functions, something different from the previous research shows the example in chapter three. Finally, the researcher makes some conclusions from the result of analysis.

## CHAPTER II

### REVIEW OF RELATED LITERATURE

This chapter covers the explanation of the related literature that supports this study. It deals with the description of pragmatics, Grice's cooperative principle, implicature, conversational implicature and functions of implicature in Channel theory. It starts with a detailed review of pragmatics, implicature and its type and the example of each type of implicature. This chapter also gives various functions of implicature by linguists.

#### 2.1. Pragmatics

Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader) (Lestari, 2013). This type of research necessarily involves the interpretation of what people mean in particular context and how the context influences what is said. It requires a consideration of how speakers organized what they want to say with whom they are talking to, where, when and under what circumstance.

Pragmatics is dealing with semantics study whether both of them is a study about meaning. Mey (2001, p. 24) stated that pragmatics is related to the context of the society in using their language in communication. While, Yule (2006, p.112) clarify that "the study of what speakers mean, or speaker meaning, is called pragmatics". He also said that pragmatics is the study of contextual meaning which is analyzes the interpretation of what people mean in particular context and how the context influences what is said. So that, from some of these descriptions the researcher is capable of summing up that pragmatics is one of the studies about

meaning in language process that used to communicate between societies. It makes the hearers are able to inferences in understanding or interpret what the speaker intend. Related to these rules, it can be said that conversation needs more contributions to interpreting each utterance between speaker and hearer to create suitable communication. To achieve a smooth and fluent communication, the speaker has to obey the Grice's cooperative principle as the rule of communication.

## **2.2. Grice's Co-operative Principle**

Brown and Yule (1983:31) clarified that conversational implicature is derived from a general principle of conversation plus a number of maxims which speakers will normally obey. (Yule, 2010:147) added an underlying assumption in most conversational exchange seems to be that the participants are co-operating each other. The general principle is called the cooperative principle which Grice in Brown and Yule (1983) mentioned in the following terms:

“Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged”.

Grice divides cooperative principle into four basic maxims which are support these principles are as follows: Quantity, quality, relevant, and manner. In most situations, the assumption of cooperative is so pervasive that it can be stated as a cooperative principle of conversation and elaborated in four sub-principles, called maxims. The cooperative principle is a principle of conversation stating that participants expect that each will make a “conversational contribution such as



is required, at the stage in which it occurs, by the accepted purpose or direction of the talk exchange".Violating cooperative principle usually happened in daily communication to create favorable conversation. In this case, it is called implicature.

### 2.3. Implicature

Implicature denotes the act of meaning, implying, or suggesting one thing by saying something else. So the case in which what a speaker means differs from what the sentences used by the speaker means can be viewed as an "implicature" symptoms. See example 1,

Alan: Are you going to Paul's party?

Alice: I have to work.

Alice's answer above implicated that she is not going. Alice.s answer here is an implicature. The differences between saying and implicating affects whether meaning something one does not believe is a lie. If Alice knew she did not have to work, then she was lying in dialogue. If she knew she was going to Paul's party, she might be guilty of misleading Alan, but not of lying. This sample of implicature is said to be conversational. Implicature is not part of the conventional meaning of the sentence uttered but depends on features of the conversational context. A key feature was the question Alan asked. Had he asked What are you going to do today?, Alice could have implicated something completely different—I am going to work—by saying the same thing. One other contrasted side of a conversational implicature is a conventional implicature, by which the meant one that is part of the meaning of the sentence used in example 2.

(2a) He is an Englishman; he is, therefore, brave.

(2b) His being an Englishman implies that he is brave.

Here, the speakers who use (2a) implicate (2b). They imply but do not say, that his being an Englishman implies that he is brave. Hence the use of (2a) while disbelieving (2b) would be misleading, but not a lie. Alice's sentence in (1) can be used with its conventional meaning without implicating what she did. But (2a) cannot be used with its conventional meaning without implicating (2b). The meaning of therefore carries this implicature. As above examples clear described, it is not possible to understand speakers fully without knowing what they have conversationally implicated as well as what they have said.

The relationships between speakers meaning obviously can be seen in Grice typology. It is represented schematically as follows:

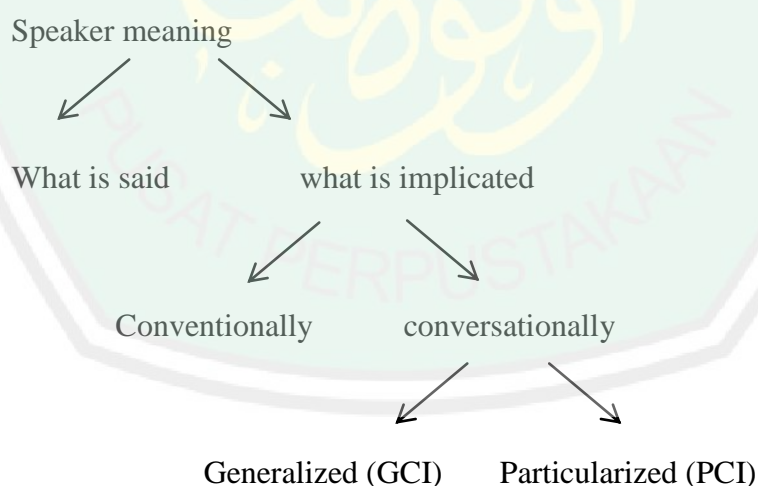


Figure1. Grice typology of speaker meaning (adopted from Mey, 2009).

Conversational implicature is divided into two categories those are conventional and conversational implicature Yule (2005). But this study will only

focus on the conversational implicature which talks about implied meaning which out of the context of the utterance.

#### 2.4. Conversational Implicature

People exchange meaning and their intention in their communication. They express their ideas and feeling. They do this to get information from their surroundings. They need communication to interact with other people in their social life. Put in another word, they do conversational interaction. In their conversational interaction, they provide meaning. There are two ways in expressing meaning, explicitly or implicitly. Expressing meaning explicitly means that the actual conversation is stated. While expressing meaning implicitly means that there are more hidden meaning in that conversation. In this case, the conversation which carries meaning more than what is stated in the speaker's utterance. It is what is called by implicature (Saragi, 2011).

Conversational implicature refers to the implications which can be deduced from the form of an utterance, on the basis of certain co-operative principles which govern the efficiency and normal acceptability of conversations, as when the sentence "there's some chalks on the floor" is taken to mean you ought to pick it up. Another example of conversation as follow:

A: Did the minister attend the meeting and sign the agreement?

B: The Minister attended the meeting

Yule (2004) mentioned that we can represent the structure of what was said, with b (=attend the meeting) and c (=sign the agreement). Using the symbol +> for an implicature, we can also represent the additionally conveyed meaning.

A: b and C?

B: b

(+> not c)

The discussion of Implicature is in Pragmatics study. The conversational implicature is the single most important ideas in pragmatics (Levinson, 1983: 97). It is implication or proposition in conversation which appears because of violating the conversational principle in which the speaker's intention is expressed differently in the speaker's actual utterance (Grice, 1975: 43).

Conversational implicature is triggered by "certain general features of discourse" rather than by the conventional meaning of a specific word (Grice, 1975). He also stated some features as follow: (1) linguistic exchanges (conversation) are governed by cooperative principle, in the detailed context of Grice's maxims and its sub-maxims, (2) when one of the participants of conversation is not following the cooperative principle, then the hearer will assume that the speaker seems contrary to appearances, the principle have to observe deeply.

There are two types of conversational implicature those are generalized conversational implicature and particularized conversational implicature which will be explained in the following point.

#### **2.4.1. Generalized Conversational Implicature**

Generalized Conversational Implicature is type in which the interlocutors do not require special knowledge to know the meaning of a conversation because the context used in this type is a general conversation that makes an interlocutor directly understand the meaning of the

conversation (Grice, 1975 cited in Saragi, 2011). As an example of generalized conversational implicature, Grice suggests the use of a/an X, which carries the implicature that X is only remotely related in a certain way to some person indicated by the context. When someone says “John is meeting a woman this evening”, he certainly means that is, conversationally implicates “The woman John is meeting this evening is not his mother, his sister or his wife”.

Another linguist, Peccei (1999, p.38) in his book entitled *Pragmatics Language Workbooks* distinct generalized implicature to be drawn with very little “inside” knowledge. As the example, the writer presents a conversation adopted from Carston:

A: Did the children’s summer camp go well?

B: Some of them got the stomach flu.

The conversation above can be interpreted or implicated +> “not all the children got stomach flu” it is usually called as scalar implicature. So that, it can be concluding that the criterions of generalized conversational implicature are two signs such as, using the word “some” (in the first example) to implicate not all called scalar implicature and the second is the use of articles a/an X which implicates not speaker’s X as shown in example 2.

Another example of generalized conversational implicature adopted from Grice (1975) can be seen under below:



"Fred thinks there is a meeting tonight."

+> Fred doesn't know for sure that there is a meeting tonight.

"Mary has 3 children."

+> Mary has no more than 3 children.

From the example above, the researcher sum up that generalized conversational implicature is one which does not depend on particular features of the context but, it is typically associated with the proposition expected.

#### **2.4.2 Particularized Conversational Implicature**

Particularized conversational implicature is a type in which the interlocutors indirectly require more assistance to understand the meaning of a conversation because the context used in this type is not general in nature. Some assumed knowledge which is required in very specific context during conversation is called particularized conversational implicature. As an illustration, consider an example where Lara's response does not appear on the surface to adhere to relevance. It is simply relevant answer would be "yes" or "no".

Carol: Are you coming to the party tonight?

Lara: I've got an exam tomorrow.

(Taken from Yule, 2006, p. 131)

In order to make Lara's response relevant, Carol has to draw on some assumed knowledge that Lara will be spending that evening with his parents, consequently, he is not at the party.

Another example,

A: Will Sally be at the meeting this afternoon?

B. Her car broke down.

+> Sally won't be at the meeting.

B. A 'flouting' (speaker is flagrantly violating a rule).

As in above example, the proposition Sally's car broke down' would ordinarily not convey anything about Sally going to a meeting, so the implicature, in this case, depends on the context as well as the utterance itself.

Based on the description above, the researcher is capable of summing up that the criterion of particularized conversational implicature is conversational implicature that its meaning is out part of the utterance so that hearer should need knowledge more to interpret what speaker mean. In another word, particularized conversational implicature is the inferences of hearers which only can be work out or interpreted while drawing totally on the specific context of the utterance. Implicature and its types are able to use by speakers in order to create hidden context in some utterances of any kind of situations and conditions.

According to Levinson (1992: 126), this implicature focuses on violation of maxims. If the speaker violates these maxims intentionally, the speaker must observe the cooperative principle on a deeper level or the hearer cannot understand the speaker's intentions.

The conclusion of both generalized conversational implicature and particularized conversational implicature is that, if a speaker utters a sentence with

implicit meaning and the hearers can interpret it well it means that the utterance is generalized conversational implicature. Conversely, if a speaker utters a sentence with implicit meaning and the hearers cannot interpret it well it means that the utterance is particularized conversational implicature. Levinson (1995: 92) has clarified clearly that some conversational implicatures seem context-bound, while others have a very general currency, a single utterance-form might suggest fundamentally different propositions (PCIs) in two different contexts, while at the same time implicating something else (a GCI) in both these contexts. People have their own purpose in uttering a sentence. Moreover, a sentence with intended meaning but do not show by the speakers. In this case, the purpose of some intended meaning of speaker utterances will be explain as functions of implicature in the following point.

## **2.5. Functions of Implicature**

The function of implicature, as listed by Brown and Levinson (1978) are to create asense of humor and politeness and Micheal (1967: 51) uses language to convey some information. While Channel (1994:194) explored below in English Communication Used listed such as lack of knowledge and/or vocabulary and self-protection

### **3.5.1. Self-Protection**

Speakers sometimes exercise caution and use the expression of implicature, even in situations where they know the exact information. For example, in a meeting, a teacher reported that there are approximately 200 students who are participating the final exam. Although the teacher may

have to count the students, he uses an approximation to implicate the real number of students. So that if he counts wrongly then he is protected.

### 3.5.2. Power and Politeness

According to Brown and Levinson (1978: 61) 'face' is observed in all interactions. They stated that all participants in spoken interactions emotionally invest in the face and it must be constantly considered. They further explain that in performing a Face Threatening Act (FTA) a speaker may avoid responsibility by using conversational implicature.

Brown and Levinson (1987), in their explication of politeness theory, focus on interaction within informal contexts, neglecting institutional contexts such as meetings. The researcher argues that the topic of conversational implicature to this research is relevant because this research used the subject in the non-formal situation. It is *The Chew* talk show.

### 3.5.3. To give information

Micheal (1967: 51) uses language to convey some information. He stated that language can also function as giving message literary or implicitly from their self to the hearers. For example, Clinton uttered a sentence "Wow! Somebody just has a brand ford on TV, what was that?" when he knew his friend, Mario, just stated a brand of a glasses when they were on air. Whereas, they may not mention any kind of brand during the show except, that brand is supporting the show at that time.

This kind of utterance is implicitly stated that Clinton is informing Mario that he is forbidden to mention any kind of brand which is not supported the show. In any kind of television shows with a lot of audiences, the brand of a product will get some advantages when people in the show mentioned it. Because the people in the show can influence the audiences to buy the product mentioned.

#### **3.5.4. To Entertain the Audiences (Joking)**

As Brown and Levinson point out "joking is a basic positive politeness technique" (1987:124). Joking is often used for the purpose of enhancing friendship, especially in western countries. Indirect utterances sometimes expressed in order to entertain others by joking.

In doing communication especially in informal communication, people sometimes using some jokes in order to create kinds of relaxing atmosphere. Besides, a joke is used to avoid the hearers feel awkward if the speaker always speaks formally and able to collaborate in the conversation easily. Furthermore, conversation and some jokes in informal talk show are purposed to entertain all the audiences and make them happy along the show.

#### **3.5.5. Lack of Specific Information**

Speakers sometimes make use of implicature to convey meaning in situations where they do not have at their disposal the necessary words or phrases for the concepts they wish to express. For example, the word



“samiest” will never found in a dictionary but uttered by speaker because he does not know the appropriate word.

Another example of an utterance which less of information is like the use of word “Alright!” in order to give an opinion, it is not relevant enough because it has no information in it. The hearer will not have any idea about it. Moreover, the hearer cannot take any conclusions but they can probably assume from the way the speaker utter that word.

The researcher relates the functions of utterances which are containing implicature based on the purpose of context and situation which happened during the conversation. As stated by Lubis, (2011: 5) that the functions of language personally, interpersonally and others cannot be separated from the context and situation of the place where the function occurs.

By understanding those functions, it helps the researcher to analyze the data. In this case, the example of each topic has same proportion example data to this research. Thus, it can comprehend the process of finding data. Those theories will be applied in *The Chew* as the object of this present research.

## 2.6.Talk Show

Ilie (2001) argues that the talk show as a setting for conversational interaction is similar to the Italian academy in the sixteenth century, the French salon in the seventeenth century and the English coffee-house in the eighteenth century. She supports this view by the idea that “talk shows can be regarded as a particular kind of face-to-face conversation” (Ilie 2001: 214). This face-to-face conversation, then, is characterized by its setting. It takes place in a specific socio-

cultural setting, as was the case in the academy, salon, and coffee-house. The talk shows further shares with these its sense of being live. The television talk show is a live medium. Scannell notes that “although today many programs are pre-recorded, they are recorded in such a way to preserve the effect of liveness” (Scannell 1991: 1). He further argues that “the liveness of broadcasting (...) is a pervasive effect of the medium” (Scannell 1991: 1). According to Scannell, broadcast talk is “intentionally communicative” (Scannell 1991: 1). Therefore, “all talk on radio and TV is public discourse, is meant to be accessible to the audience for whom it is intended” (Scannell 1991: 1). Scannell's insights on present-day broadcasting may account for Ilie's claim that talk shows bear traits of previous public forms of interaction.

The talk show itself is a product of the twentieth century. The broadcasting landscape in Britain moved from authoritarian to more populist and democratic in the 1960s (Scannell 1991). The talk show went through a similar development. Martínez (2003) notes that talk show developed from a chat between the host and a celebrity to a show where there was more room for audience discussion.

## 2.7. The Chew

*The Chew* is an American cooking-themed talk show that airs on September 26, 2011, on ABC as part of the network's weekday daytime lineup. The name and format were inspired by fellow ABC talk show, *The View*, but after having replaced *All My Children*, *The Chew* centers on food-related and lifestyle topics rather than celebrity news. The program also airs in Canada on City.

*The Chew* talk show participates by four hosts those are Clinton Kelly, Carla, Michael Symon and Mario. It has seven sections of the show which leads to each host in each section. Sometimes *The Chew* talk show invites one to three actors which divided for each section. But the guests are not always being invited in the whole sections of the show. If the guest is not invited, one of the hosts will show the audience about how to make super easy and healthy foods, sometimes they also invite the guest to cook with them. Besides cooking, they are also talking about the guest's experience in cooking until the guest's careers.

## **2.8. Previous Studies**

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

Previous research also has been conducted by ReyfaArfiyah (2014), University of Wijaya Putra Surabaya, through her research; she found 20 violated

maxims. From episode *Menghargai Perempuan Indonesia* the writer found 8 violated maxims. In episode *MaafMemaafkan* there were 12 violated maxims. The result of the analysis shows that one utterance can be violated more than one maxim of conversation and the utterances that flouted the maxim contain implied meaning.

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

Based on the previous researches above, it is very clear that most of all previous researchers on conversational implicature almost relate to the use of maxims and its violation on talk show. Therefore, in this present study the researcher focused on the types of conversational implicature (generalized and particularized conversational implicature) on the Chew talk show.

## CHAPTER III

### FINDING AND DISCUSSION

This chapter presents findings and discussion. In the finding section, the researcher presents detailed information about the types of conversational implicature and its functions. While in the discussion section, the researcher will give a general explanation of the finding.

#### 3.1. Research Findings

To answer the research questions, the researcher attempts to present the result by explaining the types of conversational implicature used by hosts and guests on *The Chew* talk show. However, the researcher analyzed the utterance of hosts and guests on *The Chew* talk show from the beginning till the end to get various data. Resulting from the research subject, basically, there are 21 data containing implicature from three videos. Each datum is containing conversation and utterances with implicature. The utterances containing implicature are signed with the bold text which completed with the context description and analysis after listing the conversation. Those data are used in different setting and context. Those data are used in different setting and context. The data will be analyzed based on the types of conversational implicature and its functions as follow:

##### Datum #01

Carla : Alright! so, is it egg box? Or is it an oven?  
 Clinton : looks like a pizza box!!  
 Carla : I have, this is a pizza box oven, it is \$ 15.99 and look, in this box you can heat up your pizza... check it out!  
 Clinton : What kind of pizza is that?  
 Michael : Looks like yesterday pizza! Hahahaha



Carla : This is kind of isola and ..... So, what do you think?

**Clinton** :Uhm....! (thinking for a while) **Alright!**

Audiences: (laughing)

This conversation occurs in the episode of “easy homemade holiday” which was aired on December 07, 2015. In this section, *The Chew* hosts preparing for Christmas event. They know that all audiences need some gifts for their family and friends. Therefore, they show their own gadget which is very unique and very suitable to be added to the audience list of Christmas gifts. The conversation above Carla was showing her gadget to the audience, she brought something called “pizza box oven”.

After showing and explaining a little bit about her gadget’s function and how it works, Carla is asking all of the host opinions about her gadget. Some of the hosts such as Mario and Michael like her gadget and give her some positive responses about it but, only Clinton who answers differently. Clinton’s answer here is very simple, he just uttered the word “alright!” even, that word uttered after spending some minutes to think. It makes Carla, Mario, Michael and audiences assume that Clinton does not really agree enough with that gadget. Besides, Clinton’s answer does not give more explanation about why he shows that kind of expression. Clinton’s utterance above is classified as *generalized conversational implicature* because this is a type in which interlocutors do not require special knowledge to know the meaning of a conversation because the context used in this type is a general conversation that makes an interlocutor directly understand the meaning of the conversation. It can be seen from audience

respond after Clinton uttered that word. In this case, the researcher assumes that the audience's respond shows that they understand what Clinton means.

Functions of using *generalized conversational implicature* in the word “**alright**” above, is *to give the right amount of information* because the speaker does not say the specific information and it needs more information after stated. Usually, in casual conversations, being told the exact information will not contribute anything of useful interest to the audience. So, in this case, the speaker uses this implicature to complete the arguments but he did not give the exact information.

Datum #02

Brook : So, have you prepared everything?

**Clinton : We've got some of the starts, here!**

Brook : Okay!

Clinton : Tell me about this soup!

Brook : This is kind of an experience for me so Sunday is the day I like to make a soup. So I started with my own stock, I don't like to do a brilliant cheating for the stock, there is no cheating with good matzo ball soup.

This conversation occurs in the episode of “easy homemade holiday” which was aired on December 07, 2015. In section 2, *The Chew* hosts were inviting a very talented woman, Brook burke charvet. She is a host of a cooking show called “baking bread with Brooke burke”. Here, they were making Brooke's matzo ball soup which becomes her family favorite meal. On the conversation above Clinton was uttering a *generalized conversational implicature* in the sentence “**we've got some of the starts here!**”. Clinton's utterance means that he has prepared all the ingredients but **not all** cooked, he only prepared the chicken

stock and rolled the matzo ball because it is not Clinton's recipe and he did not know the step also. So, he asked Brooke to continue what he has done while telling them about the reason why Brooke and her family love the soup. The reason why that kind of utterance categorized as *generalized conversational implicature* is because this utterance is only represented some of the whole steps of matzo ball soup process,

The functions of using *generalized conversational implicature* in the word "some" from Clinton's utterance "we've got some of the starts here!" above, is to *give the right amount of information* because the speaker does not say the specific information and it needs more information after stated. For example, he mentioned some start that he has done "I have done some of the starts here! I have cut the zucchini, rolled the matzo ball, etc!". Usually, in casual conversations, being told the exact information will not contribute a useful thing. Moreover, Brooke and all audiences have known what Clinton has already prepared by looking at all the preparation on the table. So, in this case, the speaker uses this implicature to complete the arguments but he did not give the exact information.

Datum #03 and 04

- Carla : How you guys doing?  
 Michael : Great!  
 Michael : This is so fun!  
 Carla : isn't it fun? It is so much fun!  
 Michael : Carla you such a better teacher than Clinton!  
 Clinton : What?  
 Carla : So is that working? No? (worry about what Michael have done)  
 Michael : I am okay, I am just ... (dirty table)  
**Clinton : Such a better teacher than I am! (parody Michael while changing his voice) (03)**  
 Carla : Ow... I can help that! that is not a teacher's fault!

Carla : Alright Clinton, I know you love a glue gun!  
 Clinton : I know, I do, I couldn't wait for it!  
 Carla : Alright! So,...

Carla : I think you do such a great job!  
 Clinton : Thank you, you know what? **The key is when you listen to the instructor you can really learn so much. (04)**

*Michael throws some marshmallows to Clinton but, they hit Carla's head*  
 Carla : I think there is marshmallow hitting my head or something.  
 Carla : Is it cute? (Showing his result)  
 Clinton : It is adorable!  
 Carla : Clinton, would you actually give this to your friend?  
 Clinton : I will try to give it, to tea loving friend? I will absolutely give this I think it is a brilliant idea, Carla!

The conversation above occurs in the episode of "Easy homemade Holiday" which aired on December 07, 2015 in section 5. They were doing crafting class at the studio for the preparation of Christmas event. They were making stocking stuffers leads by Carla because it was Carla and her husband's idea. They always make it every Christmas and they want to share it with all audiences. So, the audiences can watch them and try it at home. Here, Carla intended to make two kinds of stocking stuffers those are some eatable ornaments and some tea bag holders. She was asking Mario and Michael to make some eatable ornaments and follow her instructions, while Clinton will help Carla make the second stuff after Carla finished the first stuff. At the first tutorial, Mario and Michael seem very excited with that activity but, Michael does not follow Carla's instruction therefore, only Mario finished the ornaments even though in a mess and he gave his ornaments to Michael because he knows that Michael will never finish the stuff.

In the beginning of the tutorial, Clinton uttered an implicature in the sentence **"Such a better teacher than I am! (parody Michael while changing**

**his voice)” (03).** Based on the theory of types of conversational implicature it can be categorized as *generalized conversational implicature*, this kind of utterance is very easy to interpret because the sentence is often used by people in general conversation. Besides, by estimating the context of the conversation people can understand that Michael was understating Clinton by saying that Carla is such a better teacher than Clinton because according to him, Clinton does not have any creativity as Carla. The situation also supported that Clinton’s utterance is understandable when Carla was responding Clinton’s utterance by saying “I can help that! That is not a teacher’s fault!” also, Mario was responding by throwing some marshmallows to Clinton.

After that, in the middle of the class, when they have finished the first stuff, Carla comes to Clinton’s table and started to make the tea bag holder. This time, Carla got someone who makes her happy because Clinton has finished the stuff very neatly and cute. Then he uttered a sentence to Carla **“you know what? The key is when you listen to the instructor, you can really learn so much!”** (04). This utterance is *generalized conversational implicature* because we can interpret that this utterance is not pointed out Carla. But, it is a hidden message for Michael because he has failed in following Carla’s instruction. This reason is supported by something happen after Clinton uttered that sentence. Carla did not show any expression that she was guilty if the utterance pointed at her while Michael was throwing some marshmallows to him. It means that Michael realized that Clinton’s utterance is pointed at him and so all of the audiences can interpret it very well.



The function of the first *generalized conversational implicature* uttered by Clinton in (datum 3) above, **“Such a better teacher than I am! (parody Michael while changing his voice)” (03)** and the second *generalized conversational implicature* (datum 4) also uttered by Clinton **“you know what? The key is when you listen to the instructor, you can really learn so much!” (04)**, both of those sentences uttered by Clinton functioned as *giving information*. He used those sentences to pointed Michael and informed him that what Michael said is all false. It proved by all Clinton’s ornaments are perfectly done. Also, he informed Michael in the second sentence (datum 4) that he has to pay attention to the instructor if Michael wants to get the best result as he did.

Datum #05

- Clinton : I have heard that you have three rescue dogs, tell me about them!
- Sophia : yes, I have Patch, Penny, and Griffen! Patch is the oldest dog, he likes to sit on the table, and he likes to see what everybody is doing!
- Clinton : oh... sweet!
- Sophia : while the other two are too hyper!
- Clinton : I love the dog and I love people who love dogs!**  
(all of them are laughing)

This conversation occurs in the episode of “money-saving tips” which was aired on December 01, 2015. In this section, *The Chew* hosts were going to make a dish called “citrus marinated chicken with lentil-herb salad”. The Chew hosts were inviting a guest which comes from Ohio, Sophia Bush. She was an actor of cheerleader’s movie which was taken in Texas. Here, they were talking a little bit about Sophia’s first impression acting as a cheerleader, her careers and something

about her family also her pet animals. After asking Sophia about her three rescue dogs, Clinton was uttering a sentence “**I love thedog and I love people who love dogs!**”. This utterance is categorized as *generalized conversational implicature* since it contains some understandable sentence. Clinton’s utterance here means that he also love thedog and love people who do, he was persuading Sophia because she includes in dogs lovers. But, it does not mean that he loves Sophia and wants her to make any relationship with her. He used that sentence in order to create a sense of humor. It was supported by the audiences respond after he uttered that sentence. The whole audiences and guest also the hosts were laughing and clapping.

Functions of using *generalized conversational implicature* in Clinton’s utteranceabove do not mean that he loves Sophia. He uttered that sentence in order to give create asense of *humor*. He wants to amuse all the audiences also the guest, Sophia in order to make up the atmosphere and he have to do that because he is a host of an informal talk show and he has to create adifferent situation on each show. Also for all the host have to do that on the entire show.

Datum #06

- Michael : everybody welcomes back to the chew of money saving tips we put in finished tortilla soup, which is the samiest types for Michael’s style of savings.
- Audiences : hahahaha....whoooo!!!
- Michael : samiest! Did I say samiest? **It is a brand new word you may not know about it!**

This conversation occurs in the episode of “money-saving tips” which was aired on December01, 2015 in section 5. Mario, one of *The Chew* hosts was going

to make a soup called “tortilla soup”. After the break, he was going back to introduced what he is going to make to the audiences. He uttered a *generalized conversational implicature* in the sentence “**It is a brand new word you may not know about it!**”. This utterance means that he was pretending that he made a new word after he stated an awkward word that people do not understand what it means. Michael utterance above is kind of utterances that usually people use in order to make people who uttered that word little bit confidence whereas, he has done a mistake. He uttered that sentence after he accidentally stated a word “samiest” which cannot be understood by everyone who watched him at that time. Besides, he uttered that sentence in order to make sure that the audiences can understand that he has done a mistake therefore he clarified using that kind of way because the audience and other hosts will understand what he means.

Functions of using *generalized conversational implicature* on Michael’s utterance above is to *protect himself* since his face is at risk after uttering an awkward word which will never find in the dictionary and people do not have any idea what it means. If he did not realize that what he uttered that word and he did not clarify that he has done a mistake, he will probably get some critics from the audiences or even linguistics experts. So that, he clarifies that he has done a mistake by uttering an implicature.

Datum #07

Clinton : Hello everybody, thank you very much and welcome to the chew! I have a little reading for you guys... “Twas the week before Christmas and here at the chew and we hope you are

- too, the stocking has been stuffed but still much to do, therefore we are here, we want to help you!”
- Michael : You have fake glasses like nobody.
- Clinton : **Wow! Somebody just has a brand ford on TV, what was that?**
- Michael : I don't know what fake glasses are but, some of the big glasses. No lens in your glasses.
- Clinton : You're right there is no!

In this conversation, Clinton uttered this sentence “**Somebody just has a brand ford on TV, what was that?**” to deny Michael's statement which means that Michael has already mentioned a brand of glasses which aired the advertisement on the television. The utterance above classified as *particularized conversational implicature* because the utterances can be understood by the audience only if they know the context when the utterance occurs. So the audience has to have specific knowledge to interpret Clinton's utterance. From this situation, most of the audiences in the studio probably understand the advertisement which was aired on American's TV channel but, some audiences who are not staying at that country probably do not understand at all. Therefore some audiences need specific information to interpret this utterance.

The functions of *particularized conversational implicature* in Clinton's utterance “**Wow! Somebody just has a brand ford on TV, what was that?**” is giving *information*. When he knew his friend, Mario, just stated a brand of a glasses when they were on air. Whereas, they may not mention any kind of brand during the show except, that brand is supporting the show at that time. This kind of utterance is implicitly stated that Clinton is *informing* Mario that he is forbidden to mention any kind of brand which is not supported the show. In any

kind of television shows with a lot of audiences, the brand of a product will get some advantages when people in the show mentioned it. Because the people in the show can influence the audiences to buy the product mentioned.

Datum #08

Clinton : so, guys! Have you planned something for this Christmas?

Mario : I am a perfect planner! I have wrapped the gifts, my shopping has been done, and now just time to drink, Clinton!

Clinton : Nice!

Michael : I have done something! I have done a single thing! I put a wreath on my door!

Clinton : What about you Carla?

**Carla : I still have as much to do today as I had to do in May!**

The conversation above occurs in the episode of “Twas a week before Christmas” which was aired on December 18, 2015. In the second section after the break, Clinton was asking all of the host about what preparations they have done in a week before Christmas. Here, Carla was uttering a *particularized conversational implicature* in her sentence **“I still have as much to do today as I had to do in May!”**. The reason why this kind of utterance categorized as *particularized conversational implicature* is because the audiences and the hosts do not have any idea about what Carla usually does in May. They need more specific knowledge to interpret it. Whether Carla stated May as her daily activities or she has such a special activities she does on May. The response of all *The Chew* host is represent their confuse expression after Carla stated that utterance. They were silent and seems like they waited for Carla uttered more sentence. It described that Carla’s utterances are not understandable.



The function of Carla's utterances above is *to give the right amount of information* because the utterance is *lacking of specific information*. She was showing the audiences that she has done something as busy as on May's activity. But, it does not show any specific information after stated therefore it makes the audiences need more specific information.

Datum #09

Mario : Did you push it hard enough?

Clinton: I don't know!

Mario : Waw! That's a bad shot!

**Clinton: That's pretended stuff!**

The conversation above occurs in the episode of "Twas a week before Christmas" which was aired on December 18, 2015. In the beginning of the section, Clinton was asking one of the studio audience to play a game by answering some questions in 20 seconds. If she answered those questions correctly, she will get an **Elfie** with all *The Chew* hosts. After they finished the game, all hosts and the participant were taking a photo using a camera. Clinton is the one who holds the camera and he was uttering a *generalized conversational implicature* in the sentence "**That's pretended stuff!**". He was uttering that sentence because the camera does not work well, therefore, Mario said that "it was a bad shot". Clinton's utterance here implicates that he was understating that camera because it does not give a perfect result. So that, he stated that the camera is a pretended stuff just like a toy.

The function of using *generalized conversational implicature* in the sentence “**That’s pretended stuff!**” uttered by Clinton is to create a *sense of humor*. He was trying to amuse the audiences by uttering that sentence. He did not really use a toy handphone to use for taking a picture together but, that was a real hand phone with a little bit technical error which results in a less perfect photo result.

Datum #10

Heibel : We’ll make a sprout sasra!  
 Lisa : I love Sasra!  
 Heibel : we are going to layer the glass with little bit alcohol spray!  
 Assistance : Pick an orange slice, give it a little light!  
 Clinton : Nobody center to be fire!  
 Lisa : **Fire technics and alcohol, my favorite combination!**  
 (All of them laughing)

The conversation above occurs in the episode of “Twas a week before Christmas” which aired on December 18, 2015, in sections five. Clinton shows a video of him and his best friend, Lisa at Sprout Home, Brooklyn to do private cocktail and crafting class.

To avoid misunderstanding in interpretation, the audience will assume that this utterance is giving information that the speaker is talking about the combination of fire and alcohol. By uttering “**my favorite combination**” the speaker implicitly says that something will get burned if we combine those things at once. The utterance above classified as *generalized conversational implicature* because everybody knew alcohol contains some chemical substances which can trigger fire moreover if we combine them. It means Lisa’s utterance

does not need specific knowledge to be interpreted. In this conversation, Lisa's utterance "**my favorite combination**" implicates that this is a dangerous combination, therefore, she scared of it.

The function of using *generalized conversational implicature* in the conversation above is *to create a sense of humor*. She actually does not like that combination and everybody will also be scared if they mixed that combination because it will trigger a fire. Lisa used that sentence to change the atmosphere as fun as possible,

Datum #11

Clinton : Alright! Let's craft!

Assistance : We've selected great vines, frame. Next, decide what for you want the wreath to take on!

**Lisa : For rolled butler!**

The conversation above occurs in the episode of "Twas a week before Christmas" which aired on December 18, 2015, in section five. Clinton shows a video of him and his best friend to all studio audiences when they were at Sprout Home, Brooklyn to do private cocktail and crafting class. The conversation above happened when they make a holiday wreath which made from some selected vines, olive branches or the other plants and added with some ornaments which usually hang in front of the door during the Christmas event. In this situation, Lisa was uttering a *generalized conversational implicature* in the sentence "**For rolled butler!**". This sentence was uttered by Lisa when the co-assistance was explaining about kinds of material which will be used in making a wreath. Lisa's utterances above implicates that the vines/branches can be used for rolled the butler.

Everybody who was listening to Lisa's utterances will absolutely laugh because the vines here will be arranged using some ornaments and plants. This utterance can easily be interpreted by the hearer since it used general knowledge and commonly used by people in the same context of the daily conversation.

The function of implicature uttered by Lisa is to create *a sense of humor*. But, it is impossible for Lisa to roll a butler using that kind of thing because it is too wicked. Besides, Lisa did not have any purpose and reason to roll a butler using that kind of tool. Except, she suggest someone to rolled a butler using that vines when that someone meets a crazy butler in a Christmas event.

Datum #12

Lisa: What is wrong with my wreath?

**Heibel: It is very natural!**

**Clinton: it is very natural!**

(And all of them are laughing)

The conversation above occurs in the episode of "Twas a week before Christmas" which aired on December 18, 2015, in section five. Clinton shows a video of him and his best friend to all studio audiences when they were at Sprout Home, Brooklyn to do private cocktail and crafting class. The conversation above happened when they make a holiday wreath which made from some selected vines, olive branches or the other plants and added with some ornaments which usually hang in front of the door during the Christmas event.

On the conversation above, the speakers were talking about crafting a holiday wreath from selected vines which should be rolled neatly. But

unfortunately, Lisa was failed to arrange the vines neatly so that Heibel uttered an implicature using a sentence “**It is very natural**”. This kind of sentence is classified as *generalized conversational implicature* because the utterance can be easily interpreted without any specific knowledge. Heibel has uttered that sentence in order to say implicitly that the vines were untidy therefore it looks as natural as some vines which are not ready to use for crafting wreath.

Functions of using *generalized conversational implicature* in the conversation above are to express politeness because the hearer probably not confidence with her own result if she knows that the speaker uttered the expression explicitly. Moreover, the speaker who uttered the sentence is the instructor. This utterance also functions as entertain the hearer in order to avoid her stop continuing her task.

Datum #13

Lisa : how's going over there, guys?

Heibel : I think you are doing an amazing job!

**Lisa : I do it professionally!**

The conversation above occurs in the episode of “Twas a week before Christmas” which was aired on December 18, 2015, in section two. Clinton shows a video of him and his best friend, Lisa at Sprout Home, Brooklyn to do private cocktail and crafting class. Lisa was uttering a *generalized conversational implicature* in the sentence “**I do it professionally!**”. Lisa was uttering that sentence because she came to Sprout Home only for joining the cocktail class, she does not like crafting. Clinton has already said in the beginning of the video that



he did not tell Lisa the reason why they come to Brooklyn except for cocktail class. So that she did not know that she will also get a crafting class. The first thing they do in Sprout Home is a cocktail class they were making a sprout sasra. After finishing the cocktail class, Lisa was following half of the crafting class and she was spending the rest of the time for sitting and enjoying the rest of sasra while watching them crafting a wreath. That is why Lisa said that she did it professionally because her intend is just for cocktail class. From this explanation, the hearers can interpret Lisa's utterances very well by considering the situation and the context also the general knowledge from the sentence uttered.

The function of using *generalized conversational implicature* uttered by Lisa above is to *create a sense of humor*. Lisa was creating a sense of humor in order to make the situation warmer by amusing her friends. Beside, this utterance is implicitly *informed* the hearer about her very first purpose coming to Sprout Home is that she only wanted to follow the cocktail class.

Datum #14 and 15

Clinton : Tadaaa... this is what I made!  
 Heibel : **It's very tasteful and understandable!**  
 Clinton : **Like someone you know!**  
 Lisa : I don't know anybody like that!  
 (Clinton is laughing)

The conversation above occurs in the episode of "Twas a week before Christmas" which was aired on December 18, 2015, in section two. Clinton shows a video of him and his best friend, Lisa at Sprout Home, Brooklyn to do private cocktail and crafting class.

Clinton shows his own holiday wreath, Heibel was trying to describe the meaning of the wreath that made by Clinton. We must have the knowledge of reading the symbol of the ornaments or kind of plants that people put in the wreath. In the context, Clinton put very simple plants and little ornament on his wreath. In this conversation, Heibel was uttering a *generalized conversational implicature* in the sentence **“it is very tasteful and understated!” (datum 14)** which is certainly implicated that Clinton’s wreath is very simple and meaningful and the hearers absolutely understood what Heibel means by her utterance since Heibel used general sentences in her utterances so, the hearer does not need any specific information. In the same situation of the conversation, Clinton uttered an implicit meaning from his sentence **“like someone you know” (datum 15)** which can be categorized as *particularized conversational implicature*. Because hearers can interpret that Clinton reminds Lisa of someone who has those similar characters. But, hearer has to have specific knowledge or information about who **“someone”** means, therefore the only one who understands Clinton’s utterance is Lisa because she responds Clinton’s utterance while others (Heibel and her assistance) did not give any responses.

Functions of using *particularized conversational implicature* in the first sentence uttered by Heibel **“it is very tasteful and understated!” (datum 14)** is to *inform* Clinton that what he has done is very simple and colorful. She used that sentence in order to make the utterance favorable. And the second implicature in Clinton’s utterance is in the word **“someone” (datum 15)** is to *give the right amount of information* because the speaker does not say the specific information

and it needs more information after stated. Hearer cannot interpret who “**someone**” is. It could be father, mother, sister, a friend or even their self.

Datum #16

Clinton Welcome back to the chew! Alright, so I am here with my BFF in a whole world Lisa. We met her before the break! And now we are going to make a vintage appetizer inspired by the holiday this is a tomato and shrimp mold. And now, let’s just talk about an awkward thing, that thing is ugly! So tell us why you want to make this appetizer?

Lisa : Because I like to drink! No, I know it’s ugly but it tastes really good! And it’s good at the party. And I’ve spend my summers around if they not serving it, I am not going!

Clinton : Alright! It’s actually pretty easy to make, right? So what we did here is took a can of candance tomato soup and a block of cream cheese we melt them alittle bit. We should also say that we actually never made this.

Lisa : I have never seen this constructed!

Clinton : Never?

Lisa : No!

Clinton : So this is the first time for you?

**Lisa : No, I just want to eat it!**

The conversation above occurs in the episode of “Twas a week before Christmas” which is aired on December 18, 2015. After showing Clinton’s video about himself and his best friend Lisa doing crafting and cocktail class at Sprout Home, Brooklyn, he finally called Lisa to come to the studio and asked her to make her favorite appetizer called “a tomato and shrimp mold”. It is anappetizer made from chopped shrimp, butter, cream cheese, tomato juice and gelatin. Some people said that this kind of appetizer was very ugly but according to Lisa, it tastes delicious.

On that conversation, Clinton and Lisa have constructed an appetizer together in front of the hosts and audiences. But, Clinton admitted himself that

actually he was never constructed that kind of appetizer before. He also asked Lisa whether she has ever made it or no. Unfortunately, Lisa's answer "**No, I just want to eat it**". Lisa's utterance above implicate that she has never made it before and she will never make it. This kind of utterance is categorized as *generalized conversational implicature* because all hearers can easily interpret what Lisa means by going back to the previous sentence uttered by Lisa. This reason proved by Lisa's sentence "...And I've spend my summers around if they not serving it, I am not going!". From these utterances we can interpret that Lisa does not want to make it, she only wants to be a guest of people who serving it at summer time.

The function of Lisa's utterance is to *protect herself* because she never seen anyone constructed that appetizer, therefore, she does not know how to construct the appetizer. If she said that she can make the appetizer but she fail in the end, her face is at risk. So, she would better protect herself rather than make mistakes.

Datum #17 and 18

Assistance	: we have these really beautiful evergreens, Jennifer, some leaves which smell amazing. And some olive branches!
Lisa	: can we eat an olive?
Clinton	: can you eat an olive? Who are you?
Lisa	: I mean, of the branch like that! Usually, I get them in ajar or <b>something!</b>
Clinton	: how is it?
<b>Lisa</b>	<b>: uh, it's awesome!</b> (Lisa shows bad expression)
Heibel	: oh, no!
Clinton	: yuck! Oh, my god, it's terrible!

The conversation above occurs in the episode of "Twas a week before Christmas" which was aired on December 18, 2015, in section five. Clinton was

showing a video of him and his best friend to all audiences when they were at Sprout Home, Brooklyn to do private cocktail and crafting class. The conversation above happened when they make a holiday wreath which made from some selected vines, olive branches or the other plants and added with some ornaments which usually hang in front of the door during the Christmas.

In this conversation, Lisa interested with the olive branches because she usually found those olives in ajar or **“something”** (datum 17). The word **“something”** here is *Particularized Conversational Implicature* because it can be interpreted as any kind of things which can be used for storing some olives such as abox, plastics, bottle, plate, etc. In this case, audiences cannot interpret which storage Lisa means. Therefore, the word **“something”** uttered by Lisa could be one of that storage or even none of those mentioned storage because Lisa could have another and the audiences need specific knowledge to interpret which storage Lisa means.

At the same time, Lisa was uttering *generalized conversational implicature* in her sentence **“uh, it’s awesome!”** (datum 18) after she tasted an unripe olive fruit. What she was stated is different with what she was meant. It happened to Lisa because she stated that olive tastes awesome but she was showing bad expression. Besides, Clinton’s responds were strengthen Lisa’s argument by saying “yuck! It is terrible!”. By considering this context and situation, the audiences will easily interpret that the taste of that olive fruit is not delicious.



Functions of using *particularized conversational implicature* in the word “**something**” (**datum 17**) is to give the right amount of information because the speaker does not say the specific information and it needs more information after stated. Hearer cannot interpret who “**someone**” is. It could be father, mother, sister, a friend or even their self. While the function of the second sentence, *generalized conversational implicature* uttered by Lisa in her sentence “**uh... it is awesome!**” (**datum 18**) is implicitly *inform* the hearers about the real taste of an olive fruit.

Datum #19

**Clinton** : Alright! Well, I think we should take an **Elfie** with a member of our audience. It is like a selfie but, it is an **Elfie**.

Another host: Yeah!

*(One of the audiences comes to the host)*

**Clinton** : Hello!

**Melissa** : Hi!

**Clinton** : What's your name?

**Melissa** : My name is Melissa

**Mario** : Where are you from?

**Melissa** : I am from California

**Clinton** : Which part of California? Northern or Southern?

**Melissa** : Southern California!

**Clinton** : Alright! We are going to ask you some nine questions and if you got nine correct in 20 seconds, you are gonna take an **Elfie** with us.

**Melissa** : Yes!

**Clinton** : So, are you ready? Let's get started!

*(Melissa answers all questions correctly so she got an **Elfie** with them)*

The conversation above occurs in the episode of “Twas a week before Christmas” which was aired on December 18, 2015. In the beginning of the section, Clinton was asking one of the studio audience to play a game

by answering some questions in 20 seconds. If she answered those questions correctly, she will get an **Elfie** with all *The Chew* hosts.

The word **Elfie** can be categorized as *particularized conversational implicature*. It is a new word which means that taking a picture together by the front camera using Elf's hat. The way people taking a picture by hand phone's front camera known as "selfie" (slang language) but here, they are taking a picture using an Elf's hat as the theme. Therefore Clinton calls it as an "**Elfie**". Everybody knew what selfie means because this word is commonly used by people around the world as a word which is used for taking a picture of our self-uses hand phone's front camera also with the word *gruvy* which means taking a picture with a group of people using hand phone's front camera. But, in interpreting the word "**Elfie**", hearer needs specific knowledge.

Functions of using *particularized conversational implicature* in the word "**Elfie**" is to *inform* the audiences about a new term of taking a picture together using an Elf's hat. It may help the audiences in understanding a new word because Clinton has already explained what is an Elfie, also what is different between selfie and Elfie.

Datum #20

Clinton : where did you get this ridiculous pizza?

Carla : I don't know!

**Mario : she puts the money on the box!**

This conversation occurs in the episode of "easy homemade holiday" which was aired on December 07, 2015. In this section, *The Chew* hosts preparing for Christmas event. They know that all audiences need some gifts for their family

and friends. Therefore, they show their own gadget which is very unique and very suitable to be added to the audience list of Christmas gifts. The conversation above Carla was showing her gadget to the audience, she brought something called “pizza box oven”. In this conversation, Mario was uttering a *generalized conversational implicature* in his sentence “**she puts the money on the box!**”. From this sentence, we can implicate that Mario’s utterance means that Carla got the pizza because she put the money in the box. The hearers can easily interpret Mario’s utterance since he uses general knowledge in uttering implicature. The pizza box is only able to heat the frozen pizza, it cannot use to order pizza using any kind of insane way.

The function of using *generalized conversational implicature* in Mario’s utterance above is to *create a sense of humor*. Because it is impossible for us to get piece of pizza using magical way. We still have to order pizza at the restaurant or by calling the delivery order if we do not want to come to the restaurant.

Datum #21

- |               |   |
|---------------|---|
| Clinton       | : How about shopping your pantry for beauty product like olive oil?   |
| Daphne        | : a hundred percent!  |
| Carla         | : yay! Coconut oil, vinegar...  |
| Daphne        | : me right now like, my skin is so dry whatever I can find in my pantry, the olive oil in my pantry, the coconut oil, butter. |
| Michael       | : Good olive oil probably more expensive than lotion.   |
| Clinton       | : Yes, probably!  |
| <b>Daphne</b> | <b>: It depends on what kind of lotion you using! I knew some women spent lot of money on the face cream.</b>                 |

In the conversation above there is a word “**some**” which uttered by the speaker when they are talking about using something in the kitchen to replace beauty products due to money saving tips as their topic discussion in the episode of money saving tips which is aired on December 01, 2015 section one. The utterance “**I knew some women spent lot of money on the face cream**” in conversation above is one of the criteria of generalized conversational implicature which represent woman who are spending a lot of money for their beauty care. Based on the theory types of conversational implicature we can implicate that “**not all** woman who are spending a lot of money on the face cream”. The speaker states that utterance to show that she includes in some women who does not spend a lot of money on a face cream. This criterion is known as **scalar implicature**. From this situation, the utterance above is classified as generalized conversational implicature since the utterances can easily be understood by the audiences when the utterance occurs. It means that Daphne’s utterance does not need specific knowledge to be interpreted because all audiences are also uses this word to represent something.

The function of using *generalized conversational implicature* in the sentence “**I knew some women spent lot of money on the face cream**” above, is to *give the right amount of information* because the speaker does not say the specific information therefore, it needs more information after stated. Usually, in casual conversations, telling the exact information will not contribute anything of useful and interesting to audiences. In this case, the speaker uses this implicature to complete the arguments without giving any exact information.

### 3.2 Discussion

After presenting and analyzing the data in the previous findings, in this section, the researcher explains the discussion which is aimed to provide rich descriptions of the research problems that have been formulated in chapter one.

From the research findings which has answered the research questions, there are two types of conversational implicature on *The Chew* talk show, those are generalized conversational implicature and particularized conversational implicature. Relate to the focus of the research, those kinds of conversational implicature consists of 15 *generalized conversational implicature* and 6 *particularized conversationally*. Mainly the use of conversational implicature is 4 to inform, 5 self-protection, 1 power and politeness, 8 entertaining (humor), and 7 lack of specific information.

In this research, the finding shows that *generalized conversational implicature* dominated the data because it is used in daily conversation and also people do not need specific knowledge to interpret. *Particularized conversational implicature* depends on the context of their meaning and only used when speaker and audiences can identify what is being referred to from the situational context. It is consequently used when the speakers do not want to utter the sentences or do not see the importance in the context of the informal conversation. It seems that participants focus on the point being made so that a specific utterance for the concept is not important.

The researcher argues there are five functions used in the conversation of *The Chew* talk show. Those are, informing, self-protection, power and politeness,



entertaining (create a sense of humor), and lack of specific information. The functions in expressing implicature can be seen on how the speaker utters the sentence. Each category of utterances with implicature might have a different function in influencing the use of implicature utterances although it has the same category. It can be seen in datum two and three, they have the same category of *generalized conversational implicature* but they have a different function. In datum two, the speaker using implicature to give *the right amount of information*, while in datum three the speaker *giving information*.

From the analysis in finding points, the researcher found that all *particularized conversational implicature* are functioned as *violating Grice's maxims*. In this case, the finding has proved Levinson's (1992: 126) theory which stated that the most exploitation or flouting maxims can be categorized as *particularized conversational implicature* because this type of conversational implicature depends on particular features of the context. Therefore, hearers in the conversation of *particularized conversational implicature* must observe the cooperative principle on the very deeper level because they do not know what speaker means by the utterance. *Particularized conversational implicature* can be seen in datum 1, 7, 8, 15, 18 and 19.

Some possible findings such as datum 3 and 4 have the same types of same functions or some data which has different types same functions such as datum 6 and 7, and a datum which has more than one functions such as datum 3 *to give information* and *self-protection*, datum 4 *self-protection* and *lack of specific information*, datum 15 *self-protection* and *lack of specific information*, and datum

18 *self-protection* and *lack of specific information* also happen in this data analysis. It happened because the main reasons of implicature in the utterance depend on text and context.

From all the finding and discussion above, the researcher shows that *generalized conversational implicature* is always dominated the data as found by most of the previous studies. But, some different results are also found in this present study that speaker has their own purpose in uttering an implicature as listed by the researcher in five functions of implicature.

## CHAPTER IV

### CONCLUSION

In this chapter, the researcher presents the main conclusion including several points of what the researcher concludes in his findings and learns from this thesis as well as asuggestion for improvement of further research.

#### 4.1 Conclusion

Based on the findings and discussion in the previous chapter, the researcher concludes that there are two types of conversational implicature that can be found on *The Chew* talk show; those are *generalized conversational implicature* and *particularized conversational implicature* based on the theory in chapter two. *Generalized conversational implicature* dominated the data because it is usually used in daily conversation. This result also happened in most of previous researches.

There are five functions of using conversational implicature in the conversation of *The Chew* talk show and all of those were use in the conversation. But, *creating a sense of humor* were dominated the function since the talk show is an informal talk show. All of the function are used to create the atmosphere of the show as fun as possible.

#### 4.2 Suggestion

The researcher expects that there will be other researchers who are interested in conducting research about conversational implicature other subjects.

The researcher hopes that further research will focus on finding something new and different and more interesting than this present research.

The next researchers are suggested to improve conversational implicature in other aspects using another topic such as conversation in a real life, social media, an advertisement and also find the use of an article “a/an” for example in the word a woman which implicates not speaker’s mom, friend or sister in *generalized conversational implicature*.



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## APPENDIXES

NO	Utterances with Conversational Implicature	Types of C.I.		Factors Influencing the Use of Conversational Implicature				
		G.C.I	P.C.I	Self-protection	Power and Politeness	To give information	To entertain	Lack of specific information
1	<b>Alright!</b>	√						√
2	<b>some of the start</b>	√						√
3	<b>you can really learn so much.</b>	√			√	√		
4	<b>Better teacher than I am</b>		√			√		
5	<b>I love people who love dogs!</b>	√					√	
6	<b>you may not know about it!</b>	√		√				
7	<b>Somebody just have a brand</b>		√	√		√		
8	<b>I had to do in May</b>		√					√
9	<b>pretended stuff!</b>	√					√	
10	<b>my favorite combination!</b>	√					√	
11	<b>rolled butler</b>	√					√	
12	<b>It is very natural!</b>	√					√	

13	<b>I do it professionally!</b>	√				√	
14	<b>tasteful and understandable!</b>	√			√		
15	<b>Like someone you know!</b>		√				√
16	<b>I just want to eat it!</b>	√		√			
17	<b>Something</b>		√				√
18	<b>It is awesome</b>	√		√			
19	<b>Elfie selfie</b>		√	√			√
20	<b>She puts the money on the box</b>	√				√	
21	<b>I knew some women spent a lot of money on a face cream</b>	√					√

G.C.I	P.C.I	Self-protection	Power and Politeness	To give information	To entertain	Lack of specific information
15	6	5	1	4	7	7

No.	No. of Datum	Utterance
1	2	So, we've got <b>some of Start</b> , here!
2	3	Thank you, you know what? <b>The key is when you listen to the instructor you can really learn so much.</b>
3	4	<b>Such a better teacher than I am!</b>
4	5	I love dog and <b>I love people who love dogs!</b>
5	6	Samiest! Did I say samiest? <b>It is a new word you may not know about it!</b>
6	9	That's <b>pretended stuff!</b>
7	10	<b>My favorite combination</b>
8	11	<b>Rolled butler</b>
9	12	<b>It is very natural</b>
10	13	<b>I do it professionally</b>
12	14	<b>It is very tasteful and understandable</b>

13	16	<b>No, I just want to eat it!</b>
14	18	<b>It is awesome</b>
15	20	<b>She puts the money on the box</b>
16	21	It depends on what kind of lotion you using! <b>I knew some women spent lot of money on the face cream.</b>

Table 1: *Generalized Conversational Implicature*

No.	No. of Corpus	Utterance
1	1	<b>Alright</b>
2	7	<b>Wow! Somebody just have a brand ford on TV, what was that?</b>
3	8	<b>I still have as much to do today as I had to do in May</b> , if you talk about Christmas then.
4	15	<b>Like someone you know!</b>
5	17	<b>I mean, usually I put in jar or something</b>
6	19	<b>Let's take an Elfie selfie</b>

Table 2: *Particularized Conversational Implicature*