CHAPTER I

INTRODUCTION

This chapter aims to discuss about the introduction. It includes about the background of the study, the problem of the study, the objectives of the study, the significance of the study, the scope and limitation of the study, and the definition of the key terms.

A. Background of the Study

Language is considered as a means of communication. It is used to transfer information and to communicate between people among countries. Because of this role, language has a prominent function in human interaction.

In social life, the function of language is as communication tool. In communication, language is used to express the argument, request, promise, and so on. There are many ways to communicate, one of them is conversation. Conversation occurs between the speaker and the listener, where the listener understands the speaker's message.

Conversation is one of the most popular uses of human language. It can deliver the message to each other in the form of idea, feeling, thought, and emotion easily. In conversation, the speaker and the listener produce utterances and exchange information, therefore both of the speaker and the listener should cooperative each other in order to avoid misunderstanding and make an ideal conversation.

A talk show is a television program which one person (or group of prople) discusses various topics put forth by a talk show host. Usually, guests consist of a group of people who are learned or who have great experience in relation to whatever issue is being discussed on the show for that episode. Other times, a single guest discusses their work or area of expertise with a host or co-hosts.

The talkshow is used by researcher is *Sentilan Sentilun* talkshow. *Sentilan Sentilun* is a talkshow which is not like the other talkshow in television. It performances the situation of reallife of the condition of the Indonesian people. There are two characters critisize the condition in good manner. One character to be a major and the other to be the servant. They use the culture of Javanese aristocrat. They called "ndoro" and "abdi". In this research, the researcher wants to analyze the meaning which implied from conversation between *Ndoro Sentilan and Sentilun* in *Sentilan Sentilun* Talkshow. The researcher chooses *Sentilan and Sentilun* to analyzed in this research because the program of *Sentilan and Sentilun* talk show uses the satire language in their conversation who criticized about the politics and social issue in government and society.

Implicature is one of pragmatics theory. This term explains about 'what is the speaker's mean. It means that the viewer should know what the speaker implies to make them understand more on what speaker is talking and it depends on the context of the theory. For example, the word "what?", it is simple word but we can imply some meaning: 1) she is shocked, 2) she wants

the speaker to repeat or 3) she wants to know something. It is simple word but it has some meanings, it means that the hearer should know the context.

The term 'implicature' used by Grice to account for what speaker can imply, suggest or mean as a distinct from what a speaker literally says. In daily language, many people use some indirect language to give signal or only answer. For example, Indonesian people are famous with kindness and respectful. Most of them use language carefully because they do not want to hurt anyone with it. Usually, they will use implicit meaning when they use jokes or stressing what they said. So, they use implicature to make polite utterance without hurting the hearer.

There are two kinds of implicature, namely, conventional and conversational implicature. Conventional implicature, according to Grice, is conventional meaning of the words use. Furthermore, conversational is derived from general principle of conversation plus a number of maxims which speaker will normally obey. This general principle is called cooperative principle.[1]

Based on Grice in Yule, *"Make your conversational contribution such as required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engage.[2]* To make a good conversation, the speaker and the listener should have one interpretation in order to avoid misunderstanding. Misunderstanding often occurs when the

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[1] Gillian B and George Y, *Discourse Analysis,* (Cambridge University Press: 1988), 31.
[2] George Yule, *Pragmatics,* (Oxford: Oxford University Press, 1996). 37.

listener does not understand the meaning of the speaker's utterance. Consequently, the listener makes a misinterpretation of the speaker utterance.

Sometimes, the speaker is not just talking or communicating but the speaker delivers an implicit meaning to other person. The speaker usually put an implicit meaning in a utterance which different with the speaker says. It is an additional conveyed meaning, called an 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. In other hand, the speakers intends to communicate is more invisible than the speaker directly expresses.

This research is related on some researchers. One of them is *Implicaturen Used in Suzanne Collins' Mockingjay Novel* which was written by Ni'maturrohmah.[3] The results of her research found two kinds of implicature in utterances of Suzzane Collins' *Mockingjay* novel that are conventional implicature and conversational implicature. And there are thirteen patterns of maxim organizations of particularized conversational implicature which at least one maxim is violated and the most three maxims are violated. In the maxim organization, the most maxims violated are quantity, quality and manner.

The reseach above included in pragmatics, that is implicature. There are some differences between the research above and this research. In this

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[3] Ni'maturrohmah, *"Implicature Used in Suzanne Collins' Mockingjay Novel",* (Thesis, STAIN Kediri, 2015), 30.

research is to describe the implied meaning of conversational implicature in the dialogue between Sentilan and Sentilun, and their guest in *Sentilan Sentilun* Talkshow on Metro TV. The scope and limitation of this research is focused on pragmatic field of conversational implicature. This study is limited to the conversation between the two main characters and guest stars in a *Sentilan Sentilun* talkshow in Metro TV, namely Ndoro Sentilan and his assistant Sentilun in two episodes entitled "Godaan Penegak Hukum" and "Indonesia Damai". So, the researcher focuses to analyze the implied meaning of conversational implicature in *Sentilan Sentilun* talk show in Metro TV which does not researched yet by the researchers above.

B. Problem of the Study

Based on the background of this study above, the research problem of this study is formulated as follow "what are the implied meanings of conversational implicature in the dialogue between Sentilan and Sentilun, and their guest in *Sentilan Sentilun* Talkshow on Metro TV?"

C. The Objective of the Study

Considering on the problem of the study above, the objective of this study is to analyze the implied meanings of conversational implicature in the dialogue between Sentilan and Sentilun, and their guest in *Sentilan Sentilun* Talkshow on Metro TV.

D. Significance of the Study

The researcher hopes that this research can give the information for the reader about communication in general, and know about implicature understanding. After reading this study, it is expected that the readers have better understanding about the implicit meaning in the conversation. Moreover, the researcher also hopes that this study may help other researchers who want to do the same research.

E. Scope and Limitation

This study focuses on pragmatic field of conversational implicature. This study is limited to the conversation between the two main characters and guest stars in a *Sentilan Sentilun* talkshow in Metro TV, namely Ndoro Sentilan and his assistant Sentilun in two episodes entitled "Indonesia Damai" and "Godaan Penegak Hukum". Both are analyzed based on theory by Grice that conversational implicature is something which is implied in conversation, that is something which is left implicit in actual language use.

F. Definition of the Key Terms

To make the reader understand about the content and purpose from this research, below are presented some understandings about the terms used in this paper:

1. Pragmatics is the study of the aspects of meaning and language use that are dependent on the speaker, the addressee and other features of the context of utterance.

2. Implicature is anything that it is inferred from an utterance but that is not a condition for the truth of the utterance.

3. Conversational implicature is something the which is implied in the conversation that is something the which is left implicit in actual language use.

4. Talk show is a television or radio show in which various topics are discussed informally and listeners, viewers, or the studio audience are invited to participate in the discussion.