

## **CHAPTER I**

### **INTRODUCTION**

This chapter explains the introduction. It covers the background of the study, the research problem, the objective of the study, the significance of the study, the scope and limitation of the study, and the definition of key terms.

#### **A. Background of the study**

Human is social being, human needs interaction with other human in their life. One of human activities in process of interaction is communication. Communication is one of human activities in sending and accepting information and message to communicate his/her ideas, feeling or everything in their mind. In the process of communication, we need language. We cannot communicate in any real sense without language. Communication itself is act of conveying message to another. Communication can take in shape of speech, letters email, text, or sign language. Talking is the most common in shape of communication.

Indah (2015) stated that great communication happens in the event that the three components (the speaker, the listener, and the message delivered) are include well in the conversational process. It means that to achieve the effectiveness of communication, the condition of the message expressed by the speakers must be caught, understood, and comprehended well by the listener and the listeners as well comprehend what the speaker meant through the speaker's utterance must be provided.

Pragmatics, the study of how language is used in context, has become a key component in the investigation of language functioning and communication impairment. Yet pragmatic aspects of language are particularly difficult to explore efficiently. The Pragmatics profile of everyday communication skills helps practitioners gain an insight into how an individual typically communicates in day to day interaction in familiar settings with people he or she knows well. Without the existence of language, the people will be difficult to communicate with others. The people can share the ideas and get information through communication. Each utterance that appeared from language has meaning. It can be implicitly and explicitly.

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 determine by conventional meaning of the words used in the sentence. Furthermore, Grice (1975) classified conversational into Generalized Implicature dan Particularized Implicature. Generalized implicature refers to an implicature whose meanings are inferred without specific contexts. Particularized Implicature refers to an implicature whose meanings are inferred to specific contexts.

Not only in human daily live, interactions also occurred between characters in fiction and literature because literature represent and pictures out various

aspects of life. Based on Wellek and Warren (1956) the literature mirrors and expresses life that is even more ambiguous. Understanding the hidden meaning of the characters in the novel would get better and clearer understanding of the story and the plot of the novel itself. With those aspects serves as the base for this study, the researcher will try to conduct a study about the use of conversational implicature in novel as one from of literary work.

In this study the researcher uses the novel as his source of data. Novel is good object for linguistic research since novel provides the language phenomena within its dialogue such like conversational implicature. The novel which is chosen by the researcher is Pinocchio. The novel retold from the Carlo Collodi original by Tania Zamorsky. The researcher limits the data only on main character's find out him conversational implicatures, because this study concerns with the implied meaning which can be calculated by conversational implicature. This research is aimed to enrich the knowledge of the reader about the application of pragmatics on the phenomena that happen around us, for example entertainment, which consists of many subjects including novel.

This study is chosen because the researcher is interested in studying conversational implicatures. I found that it is an interesting topic where implicature is not matter of sentence's meaning instead of an utterances's meaning. Conversational implicature often appear in daily interaction personally, generally, spoken and written. General written conversation can be found in social media, magazine, novel, newspaper, etc. By reading the novel automatically we can develop our knowledge and science. And we can arrange the languages that

are chosen by the author. Besides that, the writer can also get author's feeling or experiences from the object of the study in the *Pinocchio* Novel. The researcher interested in the interaction between characters in the novel and how the characters deliver their messages and hidden intention in their utterances during conversation. The researcher also interested in how the hidden meaning contributes to the story and plot of the novel itself.

### **B. Research problem**

Based on the background described above, the researcher formulates the problem of this study as:

1. What are the types of conversational implicature main character's utterances that found in Tania Zamorsky's *Pinocchio* novel?
2. What types of conversational implicature main character's utterances that mostly found in Tania Zamorsky's *Pinocchio* novel?

### **C. Objective of the study**

Related to the research problem above, the objectives of the study are:

1. To identify the types of conversational implicature main character's utterances that found in Tania Zamorsky's *Pinocchio* novel
2. To identify types of conversational implicature main character's utterances that mostly found on Tania Zamorsky's *Pinocchio* novel

### **D. Significance of the study**

In acknowledgement of the possible existence of additional conveyed meaning in people's conversation, the researcher is interested in carrying out a

study on conversational implicature. Hopefully, this study can help the reader study about linguistic focusing about implicatures. This study hoped that the audience can get more understanding about the implicatures and the contextual meanings in. Besides, this study can be used as an additional reference for other students who are interested in studying further about conversational implicature. Also they can analyze the implicatures, the relevant implications and how to use it.

#### **E. Limitation of the study**

This is conducted within the scope of discourse analysis and pragmatics. The researcher only investigations the utterances produced by main character and the guests to find out him conversational implicatures. The researcher employs Grice's theory of conversational implicature as the basis of the analysis.

#### **F. Definition of key term**

1. Implicature is a technical term in the pragmatics subfield of linguistics, which refers to what is suggested in an utterance, even though not expressed nor strictly implied by the utterance
2. Conversational implicature is a conversation that was implicature in it. And the implication of a story in the form of proposal which was not part of the story but there is a deep meaning in the conversational implicature.
3. Pinocchio is story about of a wooden doll that often lies and his nose will longer if he is lying.