

**A PRAGMATIC ANALYSIS OF CONVERSATIONAL
IMPLICATURE IN KNIVES OUT MOVIE**

A Thesis

**Submitted in Partial Fulfillment of the Requirements
for the Bachelor Degree**

By

**Revaldo Abidona
NPM. 1811040128**

Study Program : English Education

Advisor : Meisuri, M.Pd

Co-Advisor : Irawansyah, M.Pd



**TARBIYAH AND TEACHER TRAINING FACULTY
RADEN INTAN STATE ISLAMIC UNIVERSITY
LAMPUNG**

2022

ABSTRACT

There was an occasion where a speaker and an interlocutor did not want to be cooperative during the communication process. However, they wanted to convey implicit meanings that were different from what was actually spoken. The researcher focused on analyzing the flouting maxims those were flouting maxim of quantity, quality, relation, and manner. Then, the researcher also focused on analyzing both conversational implicature which were generalized conversational implicature, and particularized conversational implicature. The researcher utilized the grand theory suggested by Herbert Paul Grice. Three characters of Knives movie were chosen by the researcher to be the subject of the research.

The researcher applied the descriptive qualitative method to analyze the data. The main source of the data was taken from three main characters of the movie which was entitled “Knives Out” directed by Rian Johnson released on November 27th, 2019. The researcher used Data Condensation, Data Display, and Drawing conclusion to analyze the data. Furthermore, the researcher utilized investigator and theoretical triangulation to ensure the validity of the data.

The characters flouted four cooperative principles named maxim of quantity, quality, relation and manner. The characters flouted the maxim of relation in the number of 9 out of 17 data which also became the most data found by the researcher. The reason why the characters flouted the maxim of relation a lot was because they wanted their interlocutor to look for a clue from the statement. Other results were found 4 maxim of quantity, 3 maxim of manner, and only 1 maxim of quality. Secondly, It was found the characters generate both types of conversational implicature. The characters committed particularized conversational implicature a number of 10 data out of 17 data whereas the generalized conversational implicature of 7 data in total. The reason why the characters did a lot of particularized conversational implicature was that they shared the same background knowledge with their hearers. Thus, it was not something to be worried about if the utterance would be misleading.

Keywords: *Implicature, Flouting Maxim, Movie, Analysis*

DECLARATION

I am a student with the following identity:

Name : Revaldo Abidona

Student's Number : 1811040128

Thesis : A Pragmatic Analysis of Conversational Implicature in Knives Out Movie

Certify that this thesis is definitely my own work. I am completely responsible for the contents of this thesis. Other researchers' opinion or research findings included in the thesis are quoted or cited in accordance with ethical standards.

Bandar Lampung, August 15th, 2022

The Researcher,



Revaldo Abidona

NPM. 1811040128



KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI RADEN INTAN LAMPUNG
FAKULTAS TARBIYAH DAN KEGURUAN

Alamat : Jl. Let. kol. H. Endro Suratmin Sukarame Bandar Lampung Telp. (0721)703260

APPROVAL

Title : **A Pragmatic Analysis of Conversational Implicature in Knives Out Movie**
Student's Name : Revaldo Abidona
Student's Number : 1811040128
Study Program : English Education
Faculty : Tarbiyah and Teacher Training Faculty

APPROVED

To be tested and defended in the examination session
at Tarbiyah and Teacher Training Faculty
State Islamic University of Raden Intan Lampung

Advisor,

Meisuri, M.Pd

NIP. 198005152003122004

Co-Advisor,

Irawansyah, M.Pd

**The Chairperson
of English Education Study Program**

Dr. Mohammad Muhassin, M. Hum

NIP. 197708182008011012




KEMENTERIAN AGAMA
UNIVERSITSA ISLAM NEGERI RADEN INTAN LAMPUNG
FAKULTAS TARBIIYAH DAN KEGURUAN


Alamat : Jl. Letkol Endro Suratmin, Sukarame, Bandar Lampung, Telp. (0721)703289

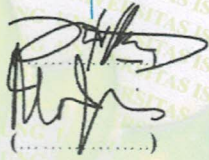
ADMISSION

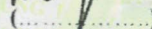
A thesis entitled: **A PRAGMATIC ANALYSIS OF CONVERSATIONAL IMPLICATURE IN KNIVES OUT MOVIE** by **REVALDO ABIDONA**, NPM: **1811040128**, Study Program: **English Education**, has been tested and defended in the examination session held on: **Monday, August 15th 2022.**


Board of Examiners :

Chairperson : **Dr. Moh. Muhassin, M.Hum** 

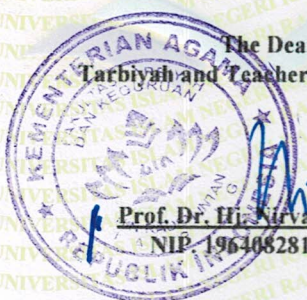
Secretary : **Dian Reftyawati, M.Pd** 

Primary Examiner : **Nunun Indrasari, M.Pd** 

First Co-Examiner : **Meisuri, M.Pd** 

Second Co-Examiner : **Irawansyah, M.Pd** 

The Dean of
Tarbiyah and Teacher Training Faculty



Prof. Dr. Hj. Nurva Diana, M.Pd
NIP. 196408281988032002

MOTTO

٤ - الْأُولَىٰ مِن لَّكَ خَيْرٌ وَلَلْآخِرَةُ

And verily the Hereafter will be better for thee than the present.
(QS. Ad-duha: 4)¹



¹Ahadi, "Quran surah Ad Dhuha 4 (QS 93: 4) in Arabic and English translation" (online), available at: <https://www.alquranenglish.com/quran-surah-ad-dhuha-4-qs-93-4-in-arabic-and-english-translation#Mohammad-Habib-Shakir> Accessed on May, 5th 2022. at 00.20 a.m.

DEDICATION

From the bottom of the researcher's heart, this thesis is dedicated to everyone who cares and loves him. He would like to dedicate this thesis specifically to:

1. His beloved parents, Mr. Ahmadi and Mrs. Refi Andriani who always love and care about him. They both keep praying and motivating me for my life and my success.
2. His beloved older brother Ronaldo Redicaprio and his younger sister Meirosa Adela who keep motivating him to finish his thesis immediately so that he can graduate right away.
3. His beloved almamater UIN Raden Intan Lampung.



CURRICULUM VITAE

The name of the researcher is Revaldo Abidona. His nickname is Ipal or Revaldo. He was born in Belambangan, OKU Selatan on October 9th, 2000. He is the second child of three children of Mr. Ahmadi and Mrs. Refi Andriani S.Pd. He has an older brother names Ronaldo Redicaprio and a younger sister names Meirosa Adela. In his academic background, he studied earlier at the age of six in elementary school of SDN 1 Belambangan and finished in 2012. Then, after he graduated from elementary school, he decided to continue his study far away from his hometown which was in Bandar Lampung city. He went to SMPS Gajah Mada Bandar Lampung and graduated in 2015. After graduating from middle school, he still continued into higher education in the same school that was in SMAS Gajah Mada Bandar Lampung and finished in 2018. In the same year, he was accepted into one of the best colleges in Lampung namely Raden Intan State Islamic University of Lampung. He was accepted through SPAN-PTKIN and accepted to be a student of English Education Department. Besides gaining an academic lesson, the researcher also joined (ESA) English Student association. It is an organization for English students who want to make English major at UIN to be advanced. He obtained so much knowledge about how to organize an event since this organization was a place for him to develop his potential skill. During early semester, he also joined UKM Bahasa. It was a place for him to increase his English skill, especially speaking since he was taught by his senior students to speak English fluently.

ACKNOWLEDGMENT

First, all praise is due to Allah, the most merciful, the most beneficent for His blessing and mercy are given to the researcher during his study and in completing this graduating paper successfully. Then, peace and salutation always be with our prophet Muhammad SAW who has guided us from the darkness to the lightness. This thesis entitled “A Pragmatic Analysis of Conversational Implicature in Knives Out Movie”.

This thesis is presented to English Study Program of UIN Raden Intan Lampung. The primary aim of writing this thesis is to fulfill a part of student’s task in partial fulfillment of the requirement to obtain an S-1 degree. However, this thesis would not have been completed without the aid, support, guidance, help, advice, and encouragement of countless people.

Therefore the writer would like to express the deepest sense of gratitude to :

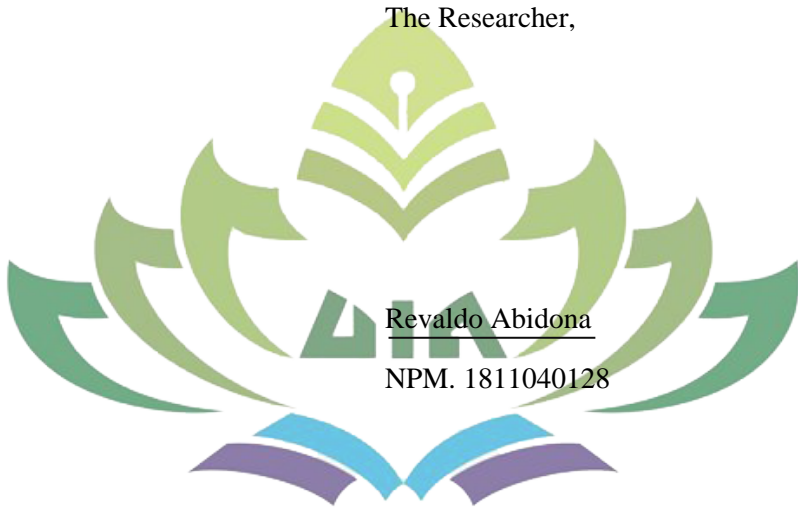
1. Prof. Dr. Hj. Nirva Diana, M.Pd the Dean of Tarbiyah and Teacher Training Faculty of Raden Intan State Islamic University of Lampung.
2. Dr. Mohammad Muhassin, M.Hum, the head of English Education Study Program at UIN Raden Intan Lampung
3. Meisuri, M.Pd the first Advisor, who has patiently guided and directed the writer for the completion of this thesis as well.
4. Irawansyah, M.Pd, the Co-Advisor, who has guided with full of patience since the first till the writer completed this thesis.
5. Agus Hidayat, M.Pd, as the validator of the results in the data analysis of this research who is happy and friendly to take the time to validate the data analysis so that this thesis can be said to be valid.
6. All lecturers of English Education of Tarbiyah and Teacher Training Faculty who have taught the researcher a lot of valuable lessons.

7. The researcher's friends of PBI G 18 who always support the researcher. The researcher need to say huge thanks to every student as well as student's friends outside G class that can not be mention the name one by one.

Finally, nothing is perfect neither this thesis. Any corrections, comments, and criticisms for the goodness of this thesis are always open-heartedly welcome.

Bandar Lampung, August 15th ,2022

The Researcher,



Revaldo Abidona

NPM. 1811040128

LIST OF CONTENTS

	Page
COVER	i
ABSTRACT	ii
DECLARATION	iii
APPROVAL	iv
ADMISSION	v
MOTTO	vi
DEDICATION	vii
CURRICULUM VITAE	viii
ACKNOWLEDGEMENT	ix
LIST OF CONTENTS	xi
LIST OF TABLES	xiv
LIST OF FIGURES	xv
LIST OF APPENDICES	xvi
 CHAPTER I INTRODUCTION	
A. Title Confirmation	1
B. Background of The Problem	3
C. Focus and Sub-Focus of the Research.....	8
D. Formulation of the Problem	9
E. Objective of The Research.....	9
F. Significance of The Research.....	9
G. Relevant Study.....	9
H. Research Methodology	12
1. Research Design	12
2. Data Source	12
3. Instrument of The Research	13
4. Data Collecting Technique	13
5. Data Analysis.....	14
6. Trustworthiness of the Data	16
I. Systematic of the Discussion	16
 CHAPTER II REVIEW OF RELATED LITERATURE	
A. Discourse and Pragmatics	19

B. Pragmatics	20
C. Scope of Pragmatics	23
1. Deixis.....	23
2. Presupposition	26
3. Speech Act.....	28
D. Implicature	30
1. Conventional Implicature.....	32
2. Conversational Implicature.....	34
a. Generalized Conversational Implicature..	36
b. Particularized Conversational Implicature.....	37
E. Cooperative Principle.....	38
1. Maxim of Quantity	39
2. Maxim of Quality	40
3. Maxim of Relation.....	40
4. Maxim of Manner.....	41
F. Non-Observance Maxim.....	42
1. Violating Maxim.....	43
2. Infringing Maxim.....	43
3. Opting out Maxim.....	44
4. Flouting Maxim	44
5. Suspending Maxim	45
G. Flouting Maxim	45
1. Flouting Maxim of Quantity	46
2. Flouting Maxim of Quality	47
3. Flouting Maxim of Relation.....	47
4. Flouting Maxim of Manner.....	48
H. The Importance of Implicature in Education.....	48
I. Movie.....	49
J. Synopsis of Knives Out Movie	51

CHAPTER III DESCRIPTION OF THE RESEARCH OBJECT

A. General Description of the Object.....	53
B. Facts and Data Display	56

CHAPTER IV RESEARCH ANALYSIS

A. Research Finding 59
B. Data Analysis..... 63
C. Discussion..... 85

CHAPTER V CONCLUSION AND RECOMMENDATION

A. Conclusion 87
B. Recommendation 88

REFERENCES..... 89



LIST OF TABLES

Table	Page
4.1. Types of Implicature and Flouting Maxim	59
4.2. The Result of Flouting Maxim	62
4.3. The Result of Conversational Implicature	62



LIST OF FIGURES

Figure	Page
2.1 Grice Typology.....	32



LIST OF APPENDICES

	Page
Appendix I Images of the Data.....	97
Appendix II Synopsis of Knives Out Movie	101
Appendix III Manuscript of Knives Out Movie	113
Appendix IV The Result of Validation Form	159
Appendix V Free Plagiarism Letter.....	161
Appendix VI Originality Report.....	162



CHAPTER I

INTRODUCTION

A. Title Confirmation

To understand the discussion of the research, the researcher is required to state the title confirmation by providing definitions to avoid different perceptions of the main problem. The title of the proposal is “A Pragmatic Analysis of Conversational Implicature in Knives Out Movie”. There must have the definition of each term of the proposal’s title as follows:

An analysis is derived from the verb “analyze” which means an ability to describe, which is to elaborate a unit into separate units, divide the unit into sub-sections or parts, distinguish between two things that are the same.¹ It is also supported by Webster, analysis is a careful study of something to learn about its parts and how those are related to each other.² It can be summed up that it is the study which is linguistics as the subject to analyze the language phenomena in detail. What is meant by analysis in the title is to elaborate on the phenomenon of conversational implicature in the Knives Out movie. Not to mention, the researcher intends to analyze the cooperative principles.

Pragmatics is the study of meaning communicated by a speaker or writer and interpreted by a hearer or reader that depends on the context.³ According to Birner, Pragmatics is the process of making explicit the implicit meaning that leads us in generating interpretations.⁴ It is also indispensable to find out the context during the communication process to consider the speaker’s meaning as when a speaker says something, the hearer will interpret differently based on each context although the utterances

¹ A.S. Hornby, *Oxford Advanced Learner’s Dictionary*, 8th ed. (Oxford: Oxford University Press, 2010). p.49

² Noah Webster, “Merriam-Webster Online Dictionary.” accessed on December 14th, 2021. at 21.16 pm.

³ George Yule, *Pragmatics*, ed. H.G. Widdowson (New York: Oxford University Press, 1996). p.3

⁴ Betty J. Birner, *Introduction to Pragmatics* (United Kingdom: Wiley Blackwell, 2013). p.3

are the same. In other words, pragmatics is a part of linguistics that explores the circumstances of language usage by speakers and communication partners, that are influenced by the context.

The term implicature is used by Grice to consider what is said distinguishable from what is meant or implied by a speaker.⁵ Then conversational implicature is divided into two types, They are particularized conversational implicature which requires particular knowledge within the context. Whereas generalized conversational implicature does not need either the particular knowledge or the context. Sometimes, the speaker commits the implicature due to several reasons, such as speaking unclearly, untruthfully, irrelevant, and ambiguously. It is also known as maxims of the cooperative principle.⁶ There is also one term of the research, it is flouting maxim which means the speaker tries to prompt the hearer to find out the meaning implied in the utterance. The conversational implicature occurs when flouting is not intended to deceive the hearer during the conversation, but the purpose is to make the speech partner search for another meaning.⁷

The name "movie" is derived from the phrase "motion picture," which refers to moving images. Movies are visual and auditory experiences rather than words on paper. The storyline is seen and heard by the audience. Fiorelli argues the story of a film appears to be there in front of people which are presented with sights and sounds and may experience the objects, people, and locations represented in the same way we perceive things in the real world.⁸ Additionally, what people see in reality also can be represented in film. People all across the world are fascinated with this extraordinary medium and the way it tells stories since the story might be short or complicated, humorous or serious. The director's idea determines how the audience reacts to the story:

⁵ Paul Grice, *Studies In The Way Of Words* (USA: Harvard University Press, 1989). p.24

⁶ *Ibid.*, p.26-27

⁷ Jenny Thomas, *Meaning In Interaction: An Introduction to Pragmatics* (New York: Routledge, 1995). p.65

⁸ Lindsey Fiorelli, "What Movies Show: Realism, Perception And Truth in Film" (University of Pennsylvania, 2016).

sorrowful, amused, irritated, thrilled, terrified, powerful, or humble.

Knives Out movie is a crime mystery film. It is released on November 27th, 2019, and is directed by Rian Johnson. The movie tells the death of famous crime novelist Harlan Thrombey in the middle of the night after a family party which is still mysterious who committed murder. Detective Benoit Blanc is requested by an unknown person to be in charge to solve the case, he believes one of the family will be a suspect of that criminal act. The movie contains a lot of implied meaning; what is said is not what is meant by the characters.

It could be inferred the researcher intended to research the two types of conversational implicature in Knives Out movie. Conversational implicature was divided into two kinds, those were generalized and particularized conversational implicature. The movie became the subject of the research since it contained several linguistic phenomena, one of those was conversational implicature. Not to mention, the researcher did not merely categorize the types of conversational implicature but also analyzed the implied meaning. Furthermore, the researcher was passionate to analyze the cooperative principle that was flouted by the characters in the film which could cause Implicature.

B. Background of Problem

Communication is one of the most fundamental aspects of life. All of the communication goals can be accomplished through communicating. Furthermore, human beings desire to communicate with others to convey their ideas, emotions, and feelings. It indicates that to communicate, at least two individuals must be present; a hearer and a speaker who speak the same language. The speaker must transmit clear meaning for the listener to understand what he or she is saying. As Pearson asserts, people hope to generate common meanings through the messages they

provide.⁹ Additionally, both the speaker and the listener must cooperate and mutually accept one another to be understood in a specific way.

Yule states that humans continue to manipulate their resources to explain new objects and situations that have occurred to them to create new expressions and speech; this phenomenon can be described as human productivity, as humans are capable of producing an infinite number of utterances in their language.¹⁰ Therefore, human beings communicate with each other using various messages within it in order not to be flat during the conversation. In addition, Every discussion contains an utterance made by the speaker. The hearer would be the one who deciphers what the speaker says. Thus, Every ear interprets the speaker's meaning differently.

On the other hand, communication is not always what it is expected to hope a speaker conveys a clear meaning. Besides, what the speaker says is not what it is meant. In some cases, the speaker speaks ambiguous, irrelevant, untruthful, and uninformative that making the partner feel confused about what is conveyed. Nevertheless, there is an implicit meaning within the utterance. The study of the implied meaning is named Implicature in Pragmatics. Grice states in Brown and Yule that the term Implicature is used to explain what speakers might interpret or intend are different from what is said.¹¹

In conversation, Thomas asserts a speaker must follow four maxims or cooperative principles; quantity, quality, relation, and manner.¹² Maxim quantity means the speaker is required to give enough information, quality persuades the speaker to speak truthfully, manner persuades the speaker to deliver clear utterance and easy to understand while relation persuades the speaker to

⁹ Judy C. Pearson, *Human Communication*, Sixth Edit. (2 Penn Plaza, New York.: McGraw-Hill Education, 2017). p.9

¹⁰ George Yule, *The Study of Language*, 3rd ed. (New York: Cambridge University Press, 2006). p.10

¹¹ Gillian Brown and George Yule, *Discourse Analysis (Cambridge Textbooks in Linguistics)*, *The Routledge Handbook of Research Methods in the Study of Religion* (New York: Cambridge University Press, 1983). p.31

¹² Thomas, *Op.Cit.*, p.63-64

deliver relevant information. There is one of the reasons the speaker does not want to be cooperative, is because the speaker flouts the maxim. Levinson states flouting maxim takes place when individuals deliberately stop applying the rule of cooperative principles only to persuade the hearer to deduce the hidden meaning behind utterances that are stated by the speakers.¹³ In other words, a flouting maxim occurs when the speaker deliberately or blatantly disobeys a maxim to create an inference that is expected to be understood by the hearer. It is sort of consequences when the speaker flouts any maxim, it will automatically generate implicature.

Mey states implicature is something that is implied in conversation or something which is left implicit in actual language use.¹⁴ When the message is delivered, the meaning of the words can be more than just what mean. The speaker will express their feelings and speak through implicature, and the hearer will expect to recognize the meaning communicated through inference. In other words, Implicature is concerned with the acts of a speech's secret meaning conveyed by the Speaker. Grice proposes two types of conversational implicature: generalized and particularized implicature. According to Grice, the generalized implicature can be easily comprehensible without reference to the context. While particularized implicature requires the hearer's context or cultural knowledge to comprehend the speaker's utterance.

Implicature is truly indispensable towards English learners, especially those who learn it as a foreign language. The majority of students who learn English tends to focus on the language only, yet they forget to learn the context outside the language. When teaching material in classroom is conveyed clearly by the teacher to students, automatically it will create interactive teaching and learning process. On the other hand, implicature occurs when the teacher or lecturer delivers an utterance during the teaching and

¹³ Stephen C. Levinson, *Pragmatics* (New York: Cambridge University Press, 1983). p.104

¹⁴ J. L. Mey, *An Introduction Pragmatics*, 1st Editio. (Oxford, UK: Blackwell, 1993). p.45

learning process in the classroom, yet the students feel there is confusion about what the teacher conveys. The teacher conveys an implicit meaning behind the utterances since the students' knowledge about pragmatics is quite low. Hence, it will generate misunderstanding between them. If it occurs constantly, the teaching and learning objective is too arduous to accomplish. Thus, every student is required to understand the implied meaning given by the teacher in order to make the learning process run smoothly.

Implicature does not only occur in teaching and learning process but also in movies. Hornby tells that movie is a collection of stories that are recorded as a series of moving pictures and broadcasted on television or at the cinema.¹⁵ Furthermore, movies can also be a medium for students who are interested in learning English. Teachers also eligible to use this kind of medium which can be applied in ELT. in fact, the students are able to gain collections of vocabularies since the characters' of the movie are the native speakers of English. Then, it will automatically increase their vocabulary mastery. Besides, it can be found the language content or the phenomena of language inside the movie can be analyzed. Implicature is one of the phenomena which can be analyzed in the film, especially the Knives Out movie. In the movie, most of the utterances of the characters make the audience think for a second to understand the meaning of the utterances, it is because the characters sarcastically give a different meaning from what is spoken. Look at the conversation below taken from Knives Out film :

Context: Ransom and Martha look at the forensic building which is on fire, and there is Detective Benoit Blanc is seeing them by accident. After that, Benoit Blanc wants to approach them because he wants to investigate both of them. Martha and Ransom run away from the location after Det. Blanc wants to approach them.

Martha: *You regret helping me yet?*

Ransom: *I regret not taking the Beemer.*

¹⁵ Hornby., Op.Cit., p.434

Martha asks ransom whether he regrets helping her, nevertheless ransom answers with the irrelevant statement. From the conversation above, it is found that Ransom does not obey the rule of the cooperative principle and he does not observe the maxim of relation because what he answers is not relevant to Martha's questions. Nevertheless, That does not merely mean Ransom's answer is irrelevant, yet he flouts the maxim of relation to persuade Martha to understand the hidden meaning. Ransom tries to implicate a hidden meaning that he does not regret helping Martha because he regrets not taking the BMW car. It is known that the car they drive is too slow. From the case above, it can be concluded that it is particularized conversational implicature since only people who are familiar with the brand of vehicles will know the implied meaning. that shows the special knowledge will assist the hearer to find out the particularized conversational implicature.

Knives Out movie is a crime mystery movie. it is released on November 27th, 2019. The movie is directed by Rian Johnson. the movie tells the death of famous crime novelist Harlan Thrombey in the middle of the night after a family party which is still mysterious who committed murder. Detective Benoit Blanc is requested by an unknown person to be in charge to solve the case, he believes one of the family will be a suspect of that criminal act. Apparently, the genius director deceives the audience several times because there is a plot twist at the end of the film. Surely, Thrombey's grandson himself commits the murder who also requests the detective to investigate the murder.

The phenomenon that can be found in the movie has a relationship with the implicature itself. The audiences are invited to solve every case of mystery of each plot. The way the director delivers the sequences of the movie makes the audience guess what the characters try to imply in conversation. Most of the audiences do not directly understand the characters' utterances, yet it takes a few seconds to make an inference. Indeed, it can be inferred there will be so many implicature phenomena that can be found in the movie.

There are so many positive reviews from critics for the movie, such as Yasmin Omar from Town & Country (UK) states Knives Out is a thoroughly satisfying murder mystery populated with well-drawn, idiosyncratic characters who collectively present a tapestry of modern America. Kip Mooney from College Movie Review also declares that Knives Out movie is an ingenious new thriller that takes the bones of Agatha Christie and brilliantly updates it for the most purely entertaining movie of the year. It can be deduced by looking at those critics, the researcher totally agrees with their statements as having the same experience as them. Indeed, the movie amazes the researcher even though it is watched several times.

Knives Out movie contained a lot of phenomena about implicit meaning, therefore it was important to find the implicature. In other words, the movie was chosen by the researcher as the subject of the research. The researcher believed various data would be found from the subject. The researcher was interested to find out the utterances that were not based on cooperative principles due to flouted maxims that would evoke implied meaning. The researcher was also interested to determine the particularized and generalized conversational implicature. The researcher used Grice's theory because he was a linguist who initiated Implicature.

C. Focus and Sub-Focus of the Research

After stating the background of the problem, the focus of the research was a pragmatic analysis of conversational implicature in Knives Out movie. Then, the sub-foci of the research were implied meaning or implicature of utterances such as generalized conversational implicature and particularized conversational implicature. After that, the researcher also focused on the types of flouting maxims, such as flouting maxim of quantity, quality, relation, and manner. The researcher limited the subject of the research, which were the main characters such as Martha, Ransom, and detective Benoit Blanc. Three of those characters were chosen by the researcher in order to make the result of the research more

detailed. the researcher used Grice's theory because it was known that Grice was an expert who initiated the implicature.

D. Problem Formulation

1. What cooperative principles were flouted by the main characters in "Knives Out" movie?
2. How were the conversational implicatures generated by the main characters in "Knives Out" movie?

E. Objective of the Research

1. To find out the cooperative principles that were flouted by the main characters in "Knives Out" movie
2. To analyze the conversational implicatures generated by the main characters in "Knives Out" movie

F. Significance of the Research

The researcher expected that the findings would be valuable to readers who were keen on conversational implicature. Theoretically, the study could be used as a reference for future researchers, particularly those in English Education Department who were interested in conversational implicature. Besides, the entire theories of the research were hoped to enrich the readers' knowledge and insight about the linguistics field, particularly about pragmatics. Practically, The research would benefit students Especially in English Education Department of UIN in interpreting the implied meaning so that there would not be any misunderstandings anymore when the learning material was delivered by lecturers.

G. Relevant Study

The researcher presented some previous research that dealt with conversational implicature to find out the research gap. In order to gain several references and enrich some insights about implicature, It was found there were several previous research that were relevant to the research which would be carried out by the researcher as follows:

The first previous research was conducted by Musdalifa et al., *An Analysis of Conversational Implicature of the Main Characters in Lady Bird Film: A Pragmatic Study*. This research was aimed to analyze two types of conversational implicature by using Grice's theory and also analyze the illocutionary act introduced by Searle. There are five types of illocutionary act such as declarative, commissive, directive, expressive, and representative. The result of the research found that the main characters generated both of conversational implicature which there were 31 in total. From five classification of illocutionary act, the whole types also found except declarative by the main characters.¹⁶

The second one was conducted by Ariyanti et al. which entitled *Exploring Implicature via Whatsapp: the Maxim Conversation Analysis*. This research was intended to analyze conversational implicature generated by lecturers and how the lecturers flouted the maxim in responding the students through Whatsapp application. The result showed the lecturers used particularized conversational implicature to shorten the message. However, it did not cause any misleading at all, the students could even understand the message faster.¹⁷

The third previous research was done by Syafriyadin et al. The research entitled *Maxim Variation, Conventional and Particularized Conversational Implicature on Students' Conversation*. This study applied a qualitative approach in which the data source was from students' transcription of their conversation. Most of the conversation, the students almost fulfilled the whole classification of cooperative principles. The students only flouted the maxim of manner and quantity. The finding also showed that the students generated both conventional and particularized conversational implicature. conventional

¹⁶ Musdalifa, Surya Sili, and Ariani Setya, "An Analysis of Conversational Implicatures of The Main Characters in Lady Bird Film: A Pragmatic Study," *Jurnal Bahasa, Sastra, Seni dan Budaya* 6, no. 1 (2022): 1–12.

¹⁷ Lisetyo Ariyanti, Slamet Setiawan, and M.T. Wedawati, "Exploring Implicature via Whatsapp: The Maxim Conversation Analysis," *The Asian ESP Journal* 16, no. 2.2 (2020): 51–68.

implicature was indicated to use certain conjunction in conversation such as but, and, therefore etc.¹⁸

The fourth previous research was conducted by Afrilesa et al. The research entitled *An Analysis of Conversational Implicature in Deddy Corbuzier's Podcast on Youtube*. The research was aimed to find out the type, meaning, and function of conversational implicature. As an outcome, out of the 11 utterances in the podcast, 6 were classified as particularized conversational implicature, 3 were classified as generalized conversational implicature, and 2 were classified as scalar implicature. In these utterances, implicature was used for four various functions. There were 9 assertive functions, 2 directive functions, 1 declarative function, and 2 expressive functions. The speakers' explanation caused the assertive function to predominate in this podcast.¹⁹

The last research is conducted by Indah Nadya Irnanda and Hamzah, *Conversational Implicature As Found In Buyers' And Sellers' Interaction In The Traditional Market Of Lubuk Alung*. They are from English Language and Literature Study Program, Padang State University. The research aims to find out the implied meaning and the cooperative principles that are flouted by the buyers and sellers in the traditional market of lubuk alung. The research uses a descriptive qualitative method by elaborating the conversational implicature without any statistical procedure. The data is obtained by recording the conversation between buyers and sellers in the traditional market. It is revealed after analyzing the data that the maxim of manner is flouted the most by the speakers, meanwhile, the maxim of quality is flouted the least by the speakers.²⁰

¹⁸ Syafradin et al., "Maxim Variation, Conventional and Particularized Implicature on Students' Conversation," *International Journal of Scientific and Technology Research* 9, no. 2 (2020): 3270–3274.

¹⁹ Rini Afrilesa, Winda Sartika, and Vera Magria, "An Analysis of Conversational Implicature in Deddy Corbuzier's Podcast On Youtube," *TELL-US Journal* 7, no. 1 (2021): 80–94.

²⁰ Indah Nadya Irnanda, "Conversational Implicature As Found in Buyers' and Sellers' Interaction in the Traditional Market of" 6, no. 2 (2017).

There are a few differences in the research that would be conducted by the researcher among other previous research. Some of those focused on the implicature as well as the function of speech act of the utterances. In addition, the differences that existed were the subject of the research. They use podcast, students and Lady Bird film as the subject of the research, whereas the research that had been conducted by the researcher himself was Knives Out film. It can be inferred the researcher is interested in analyzing the cooperative principles which are flouted by speakers that would cause the conversational implicatures to appear.

H. Research Method

1. Research Design

In this research, the researcher applied descriptive qualitative method to analyze the data. Sugiyono asserted qualitative research could be indicated as an interpretative method, owing to the fact that the result of the research was related to interpretation towards data in which had been found in the field.²¹ Creswell added qualitative methods were scientifically different from quantitative methods even though the processes are almost the same. However, the qualitative methods depended on text and image, had unique steps in data analysis, and draw on various designs.²² Therefore, the research that was conducted by the researcher would rely on the text of the utterances in the movie to describe the phenomena of conversational implicature. Specifically, the researcher was intended to analyze the implied meaning, the types of implicature, and the flouting maxim in Knives Out Movie.

2. Data Source

The main source of the data was taken from the movie which is entitled “Knives Out” directed by Rian Johnson

²¹ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (Bandung: Alfabeta, 2017). p.205

²² J. David Creswell, W. John & Creswell, *Research Design: Qualitative, Quantitative and Mixed Methods Approaches, Journal of Chemical Information and Modeling*, Fifth Edit., vol. 53 (Los Angeles: SAGE Publications, Inc., 2018). p.254

released on November 27th 2019 based on the utterances of the main characters. In terms of any possible utterances containing types of implicature and flouting maxim, the researcher selected them as the data. By supporting the main source data the researcher also needed the manuscript of the film to be more accurate and avoid misleading. Moreover, it could assist the researcher himself to increase the range of vocabulary just in case it was quite arduous to understand.

3. Research Instrument

According to Suharsimi Arikunto, the researcher was the most powerful instrument in qualitative research because of the researcher himself as an instrument.²³ Therefore, the researcher collected, watched, and analyzed the data on its own without any assistance from participants which was different compared to quantitative research. The researcher utilized a note-taking sheet to process all of the conversation related to flouting maxim and conversational implicature as Yin said in the majority of qualitative research, note-taking was used as an instrument.²⁴

4. Procedure of Collecting the Data

Faisal argued that In qualitative research, data collection usually used the methods of observation, documentation, and interviews. It was also possible to use non-human sources of information, such as documents and available records. The implementation of this data collection also involved various other supporting activities, such as creating rappers, selecting informants, recording data/information on the results of data collection.²⁵ Therefore, the researcher took advantage of the

²³ Suharsimi Arikunto, *Prosedur Penelitian Suatu Pendekatan Praktik* (Jakarta: Rineka Cipta, 2013). p.192

²⁴ Robert K. Yin, *Qualitative Research from Start to Finish* (New York: The Guilford Press, 2011). p.156

²⁵ Faisal Sanapiah, *Penelitian Kualitatif: Dasar-Dasar Dan Aplikasi* (Malang: Yayasan Asah Asih Asuh, 1990). p.50

non-human sources of information such as documentation, manuscript, and the film itself since there was no human involved to collect the data.

There were several steps were used by the researcher in collecting the data as follows:

- a. The researcher downloaded the film on *pahe.ph* which had good quality of pictures and audio and the subtitle was downloaded on www.subscene.com which provided complete and accurate subtitles. All of them were chosen by the researcher since those websites were the best compared to others so that it would help the researcher easily to collect the data.
- b. The movie was watched by the researcher several times from the beginning till the end to understand the plot of the movie. Furthermore, knowing the context was definitely the most significant for the researcher.
- c. Thirdly, the researcher paid close attention to the conversations which likely flouted cooperative principles and conversational implicatures in “Knives Out” movie during the process of watching and writing them simultaneously.
- d. the researcher examined the data again to ensure everything was in accordance with the context of the research.

5. Technique of Analyzing the Data

Huberman argued there were three-step in analyzing data. firstly data condensation was the process by which the actual transcripts select, focus, and simplify the data. Secondly, data display including organized information and a result. Lastly, the conclusion drawing was intended to give the research a temporary result.²⁶

- a. After all the data had been gathered, the researcher examined them again to make sure the data were all relevant to the focus of the research. It meant when there were some

²⁶ B. Matthew and A. Michael Huberman Miles, *Qualitative Data Analysis*, 3rd editio. (United States of America: SAGE Publications, Inc., 2014). p.8

data that were not appropriate, they were required to be removed. On the other hand, the researcher keep maintaining the data that were still relevant.

- b. The researcher classified the result of utterances, the types of flouting maxims such as maxim of quantity, quality, relation, and manner. And types of conversational implicature, either it was generalized conversational implicature or particularized conversational implicature. In this step, the researcher also elaborated every single datum that had been categorized based on each type.
- c. The researcher took conclusion what types of flouting maxim and conversational implicature were the most dominant. In addition, this step also became the finding of the research.

6. Trustworthiness of the Data

In this research, it was required to emphasize the validity and reliability to check the accuracy of the findings. Validity was the degree of accuracy between the data that occurs in the object of research and the result that could be reported by the researcher. Thus, valid data were not different from data reported by researchers and data that actually occurred in the object of research.²⁷ Stainback in Sugiyono defined reliability as the consistency and stability of the data or findings. From a positivistic perspective, reliability typically was considered to be synonymous with the consistency of data produced by observations made by different researchers.²⁸ In qualitative research, there are four criteria that can be selected to check the validity and reliability of data such as credibility, transferability, dependability, and also confirmability. In this research, the researcher only utilized credibility to check the trustworthiness of the data. One of the types of credibility was triangulation. Here was the triangulation as follows:

- a. Investigator Triangulation

²⁷ Sugiyono, *Op.Cit.*, p.267

²⁸ *Ibid.*

The utilization of many investigators was known as investigator triangulation. The capacity to corroborate findings across investigators without prior discussion or coordination could improve the credibility of the findings greatly. Investigator triangulation was especially useful for reducing bias in data collection and analysis. In this study, the researcher would ask one of UIN RIL's linguistics lecturers to double-check all of the data gathered.

b. **Theoretical Triangulation**

When researching a phenomenon, theoretical triangulation referred to the employment of multiple theory hypotheses. The study's perspectives or hypotheses might be similar or have competing viewpoints in theoretical triangulation. The researcher would conduct an analysis based on Grice's theory. however, it was also possible to compare the theory with Thomas, Yule, and Levinson. Four of those experts were in the same field of linguistics, especially pragmatics.

I. Systematic of the Discussion

1. Chapter I. Introduction

This chapter contains title confirmation, background of the problem, identification of the problem, focus and sub-focus of the research, formulation of the problem, objective of the research, significance of the research, relevant study, research method, and system of the discussion.

2. Chapter II. Literature Review

The explanation of various theories that are used as the research's framework may be found in this chapter. A literature review aims to provide knowledge into a particular topic or research field and present this information in writing form. Those theories assist the researcher in carrying out the research.

3. Chapter III. Description of the Research Object

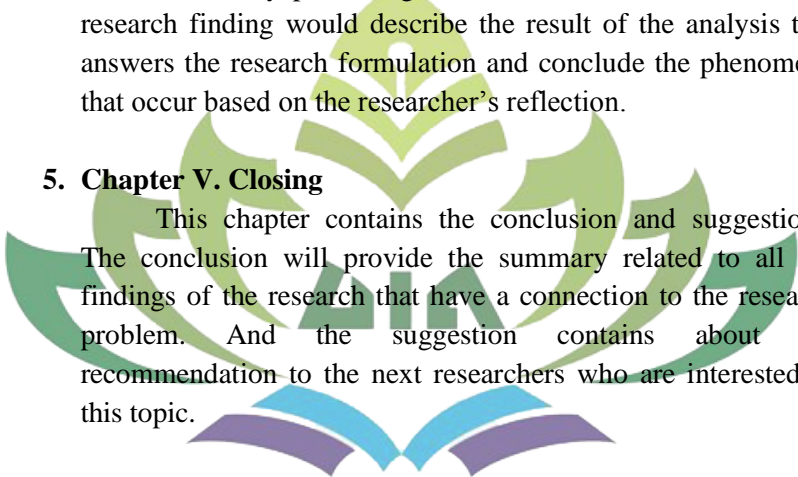
This chapter contains general description of the research and presentation of the research fact and data. The general description of the research describes the definition and specific information related to the research object. And the presentation of the research fact and data describes the data finding presentation and also the procedures of data analysis.

4. Chapter IV. Research Analysis

This chapter contains the data analysis and research finding. The data analysis would describe the analysis of research data by presenting the fact and data found. And the research finding would describe the result of the analysis that answers the research formulation and conclude the phenomena that occur based on the researcher's reflection.

5. Chapter V. Closing

This chapter contains the conclusion and suggestions. The conclusion will provide the summary related to all the findings of the research that have a connection to the research problem. And the suggestion contains about the recommendation to the next researchers who are interested in this topic.





CHAPTER II

REVIEW OF RELATED LITERATURE

A. Discourse and Pragmatics

Discourse analysis' conceptualization has a variety of meanings that have evolved throughout time. According to Stubbs in Baker, the phrase discourse analysis refers to an attempt to investigate the structure of language far above clause or sentence, and hence to analyze big linguistic units such as verbal exchanges or written material.²⁹ Discourse analysis has been defined by many researchers as a type of linguistic study field. It is the study of language in use, which means the combination of language and context. Jones also defines discourse analysis as a set of activities that includes the transformation of actions into texts and texts into action. The study of language in action in the real world, not merely to speak things but also to do things. As a result of these definitions, discourse analysis is primarily concerned with language in context.

Van Dijk came up with the term "text analysis," which has now evolved into "discourse analysis." Discourse analysis evolves over time. Whereas in the past, discourse analysis was limited to the examination of the text itself, which had such meaning and structure, some discourse analysts, such as van Dijk, currently focus their analysis on both textual and contextual functions (cognitive, social).³⁰ Whereas some experts maintain the text with the power relationships and ideologies.

It can be claimed that in order to cover various areas of discourse analysis, a higher degree of thinking and analysis is required. In one unit of analysis, discourse analysts require comparisons between theories, methodologies, and conceptual aspects. It entails not just the study of a single linguistic unit, but also the study of larger linguistic units. It is a multidisciplinary approach to linguistic research that includes sociolinguistics,

²⁹ Paul Baker and Sibonile Ellece, *Key Term in Discourse Analysis* (London and New York: Continuum International Publishing Group, 2011). p.32

³⁰ *Ibid.*

psycholinguistics, and other fields.³¹ Its fundamental goal is to examine how language is used in society as a whole. It entails not only studying sentences but also the spaces between them.

Discourse analysis and pragmatics have a lot of things in common. They both have approaches to studying language's relation to the contextual background features. In addition, both of them are also the study of text and function.³² First of all, Yule in Cutting emphasizes that both study the meaning of words in context, studying the portion of the meaning which may be explained by understanding the physical and social environment, socio-psychological elements impacting communication, and knowledge of a place and time in which the words are spoken or written. Secondly, another feature that has in common is text, which means it can be spoken and written discourse concentrate on how stretches of language become meaningful and unified for the users. Lastly, the fact that pragmatics and discourse analysis are both concerned with function which can connect them. In pragmatics, Speech Act theory describes speakers' utterances can be threats, promises, and so on. It is also introduced in Critical Discourse Analysis in which discourse reflects and determines power structures.

B. Pragmatics

pragmatics is a part of linguistics that explores the circumstances of language usage by speakers and communication partners, that are influenced by the context whereby the language is spoken. Yule elaborates the notion of pragmatics that must be understood since there are four kinds of ideas. First of all, the study of the speaker's intention deals with what the speaker means. In addition, the utterances are communicated by a speaker or writer and understood by a listener or reader, therefore it requires interpreting what people mean in a particular context and how the situation affects what is said. Secondly, the study of contextual

³¹ Murni Mahmud, *Doing Discourse Analysis: An Introduction* (Yogyakarta: Phoenix Publisher, 2017). p.4

³² Joan Cutting, *Pragmatics and Discourse: A Resource Book for Students* (London, New York: Routledge, 2002). p.2-3

meaning which means in accordance whom the speakers are talking to, where, when, and under circumstances. Thirdly, the study of more gets communicated than is said since sometimes the speaker conveys the messages more than what is said. Thus, the hearer himself tries to infer the hidden meaning communicated by the speaker. Lastly, the study of how close the speaker and the hearer are is important to determine how much is to be said. Because sometimes it influences the speaker to convey messages so much or less depending on how close he is with the hearer.³³

For further explanation, Pragmatics is the study of how people communicate with one another by using a certain language, with a focus on the relationship between utterances, settings, and situations in which they are employed. Levinson says pragmatics is the study of language users' capacity to link utterances with the contexts in order to be suitable.³⁴ It is also supported by Mey that pragmatics is the study of language use in human communication as determined by the circumstance of society.³⁵ It can be inferred that pragmatics is the study of the relationship between language and context. Not to mention, society also plays an essential role in pragmatics as context is created due to society. Pragmatics is always concerned about the aspects of participants and the context where the dialogue occurs. Because the same utterances can have many pragmatic meanings when spoken in different contexts, context becomes an essential factor in pragmatics.

According to Birner, Pragmatics is the process of making explicit the implicit meaning that leads us in generating interpretations.³⁶ The relationship between utterances and implicit meaning will be discussed concerning pragmatics. When a speaker makes a statement, there are a variety of implicit meanings that

³³ George Yule, *Pragmatics*, ed. H.G. Widdowson (New York: Oxford University Press, 1996). p.4

³⁴ Stephen C. Levinson, *Pragmatics* (New York: Cambridge University Press, 1983)p. 24

³⁵ Jacob L. Mey, *Pragmatics An Introduction*, 2nd ed. (United Kingdom: Blackwell, 2001). p.6

³⁶ Betty J. Birner, *Introduction to Pragmatics* (United Kingdom: Wiley Blackwell, 2013). p.3

might be found. The hearer's knowledge will determine how such implicit meanings are interpreted. Moreover, Cutting also argues from a pragmatic point of view, the speaker's role in the conversation is to establish the message and imply the meaning within the utterances.³⁷ Meanwhile, the role of the hearer in interpreting messages and inferring meaning is pivotal. Even while listening to the exact statements by the same speaker, various people might have different interpretations. As a result, pragmatics will teach people how to choose interpretations for language meaning in conversation.

The study of pragmatics can not be separated from another field of linguistics such as semantics. Both of them are the study of meaning nevertheless, the meaning in pragmatics and semantics are not similar towards each other. Griffiths argues that semantics encodes the vocabularies of the language and the pattern to construct the meaning, whereas pragmatics is the combination of semantic knowledge and its correlation to the context of usage. It can be assumed that if there is an utterance in pragmatics, it might give additional meaning. It is contrary to semantics in which is the study of words, phrases, and sentences that possibly will not create any other additional meaning. For instance, if a lecturer (speaker) says "this class is scorching". In semantics, the speaker only expresses that the class is too hot. Meanwhile, in pragmatics, the meaning can be a request from a lecturer for the students to do something that is probably to turn on the AC, fan, or even to ask the students to open the window.

It can be seen that context takes a big part in studying pragmatics as it is the study of language use. There is not any definition of pragmatics that will be complete in the absence of some mention of context and utterance.³⁸ Context is the circumstance and knowledge whereby the language ultimately influences the use of language and speech interpretation so that the hearer may understand the information being given. Levinson adds

³⁷ Joan Cutting, *Loc. Cit.*, p.2

³⁸ Pininta Veronika Sislalahi, "A Highlight on Pragmatics," *Language* 16, no. 01 (2016): 92.

context aims to minimize ambiguity in interpretation. If there are many contexts, different meanings will simultaneously arise.³⁹ According to Holmes, there are various aspects that influence how people use language in social contexts and how they interact. Furthermore, the impacts of one or more of the following components will be reflected in context. Firstly, The speakers; who speak and to whom they speak. For instance, a wife and her husband, a boss and his employees, a lecturer and a student, and so on. The second one is the interaction's setting or social context; where they speak, for instance, at residence, at the office, in university, at church, and so on. The third one is the subject: What is being discussed, For instance, education, social media, and entertainment. The last one is the purpose: why they are having conversations.⁴⁰ It can be summed up that context will determine the meaning in pragmatics, even though the statements are identical but the contexts are dissimilar, hence the meanings will also be dissimilar.

C. Scope of Pragmatics

There are other sub-field of pragmatics besides implicature such as deixis, presupposition, and speech act. Whereas implicature is not going to be discussed in this section because it will be discussed further after this following section.

1. Deixis

Deixis comes from Greek and means "fundamental things we perform in utterance." Our natural language is constantly related to the situation. Yule argues that Deixis refers to the use of language to indicate specific things in context.⁴¹ In addition, deixis is the ability of words to understand their referential meaning. According to Meyer, deixis is words which have the

³⁹ Stephen C. Levinson, *Op.Cit.*, p.97

⁴⁰ Janet Holmes, *An Introduction to Sociolinguistics*, 4th ed. (London and New York: Routledge Taylor& Francis Group, 2013). p.250

⁴¹ George Yule, *Op. Cit.*, p.9

function as pointers.⁴² When two individuals utter the very same words, they mean something totally different. The context influences how the meaning is interpreted. As a result, the statements cannot be given true value outside of context because the interpretation would basically be dependent on who said them, when they were said, and where they were said. Deixis is a basic component of face-to-face interaction.

It represents the location, time, or person in a certain context. Deixis expressions are any forms that convey referring towards something. Deictic expression is sometimes referred to as referential expression. Bussmann states deixis connects pragmatics and semantics to the point where deictic expressions can only be determined in the context of the real communicative situation.⁴³ Because deixis is tied to the context of the speakers, it is simple to interpret the meaning while the speakers and hearers are both in the same context, yet additional interpretation is required when people are not present. According to Levinson, there are five forms of deixis: person deixis, place deixis, time deixis, social deixis, and discourse deixis.⁴⁴

a. Person Deixis

The use of deixis to point to persons is known as person deixis. The first person, second person, and third person are three primary grammatical distinctions that may be used to conduct the pointing. For example; I, We, You, She, He, etc. are given positions whether they are the speaker, hearer, and others.

b. Place or Spatial Deixis

Space deixis is another term for place deixis. The term "place deixis" refers to a particular location inside a speech

⁴² Charles F. Meyer, *Introducing English Linguistics* (New York: Cambridge University Press, 2009). p.182

⁴³ Bussmann Hadumod, *Routledge Dictionary of Language and Linguistics* (New York: Routledge, 1996). p.286

⁴⁴ Stephen C. Levinson, *Op.Cit.*, p.68-94

event. Deixis contains two simple place-deictic words. The first is the adverbs "here" and "there" in English. The adverb "here" indicates that the object of the utterance is close to the speaker's location, or that it is directly adjacent. On the other hand, "there" denotes a distance from the speaker's location.

c. Time Deixis

According to Levinson, time deixis concentrates on pointing time when a speaker says something. Pure time deixis has several aspects. This would include tense and time deictic adverbs. Time adverbs such as "now" and "then" are examples. The word "now" could mean "near to the speaker" or "present tense". In contrast, the word "then" might refer to anything that happened in the past or in the past tense.

d. Social Deixis

Social deixis is one type of deixis used to describe people's social relationships in utterance. Relational social deixis and absolute social deixis are the two forms of social deixis. In most cases, relational social deixis is expressed between many rational varieties. Respect can only be communicated to the respected target in speaker and referent or referent honorifics. For instance, the words Mr/Mrs. Absolute social deixis is a type of language created specifically for specific speakers. It has something to do with social standing, such as better or lower social standing. For instance, Mr. President, Your Majesty, etc.

e. Discourse Deixis

The words demonstrative "this" and "that" are used in discourse deixis. The word "this" can be used to inform the following section of discussion. In contrast, "that" is used in the preceding section of the discussion.

2. Presupposition

According to Hudson, presupposition is something that is assumed true in a sentence that confirms other information.⁴⁵ Whether the utterance is in the form of a statement, refusal, or question, this will usually remain a necessary assumption that can be associated with a specific lexical item in the proposition. In some situations, people must communicate their intentions indirectly. Doing the assumption is a wonderful way to generate a good conversation scenario. Presupposition is significant in the creation and comprehension of communicative function in this case. It is characterized from various perspectives, each of which is similar to the others in some way. "Do you want to do it again?" implies that you have already done it, while "Jane no longer writes fiction" implies that Jane once did.

According to Yule, presupposition is related to the relationship between two propositions, which causes the precondition to be a true statement even though the statement is negated.⁴⁶ Presupposition is considered in the pragmatic approach as background information that is shared by both the speaker and the listener but is not explicitly conveyed in an utterance. In order for the listener to comprehend what the speaker means, they would not need to elaborate on specific details. Grundy explains that the presupposition is about understanding which the speaker and listener already share and that the speaker should not thus make an assertion.⁴⁷ For example, when it is introduced to someone that "John's wife is a dentist". It can be presupposed that John has a wife even though the hearers have never heard any information about John before. However, the presupposition of "John owns a wife" is true. Yule claims six kinds of presupposition that are: the existential, the

⁴⁵ G. Hudson, *Essential Introductory Linguistics* (Michigan: Blackwell Publishers Inc., 2000). p.321

⁴⁶ George Yule, *Op. Cit.*, p.26

⁴⁷ Peter Grundy, *Doing Pragmatics*, 2nd ed. (London: Oxford University Press Inc., 2000). p.119

factive, the non-factive, the lexical, the structural and the counterfactual.⁴⁸

a. Existential Presupposition

The pragmatic approach views presumption as background knowledge that is communicated through existential presupposition is a belief in the reality of the entities mentioned by the speaker. This kind of assumption is commonly thought to be included in any definite noun phrase, not just possessive construction. For examples, “*George’s car is clean*” can be presupposed that a man named George has a car.

b. Factive presupposition

This presupposition is stated using words that can demonstrate any fact or information that is considered to be true. The words that are commonly used in this type of presupposition are realize, regret, be aware, know, odd, and glad. For instance, “*I was glad you came to my party*” which can be presupposed you came to my party.

c. Lexical Presupposition

This particular presupposition results from an utterance that is interpreted using an utterance claim. The non-stated item meaning of an utterance, rather than the asserted item meaning, is how the assumption is interpreted. Therefore, the distinction between lexical and factive presuppositions is another meaning that is not made explicit in the speech that contains this type of presupposition. For instance, “*he stopped studying Math*” which can be presupposed that he used to study Math.

⁴⁸ George Yule, Loc. Cit.

d. Structural Presupposition

Certain sentence constructions have been identified as customarily and frequently assuming that a certain aspect of the structure is already true in this form of presupposition. For instance, the usual interpretation of the wh- inquiry structure in English assumes that the information following the wh- form (i.e., when and where) has been known. For instance, “*where did you spend your vacation?*” can be presupposed that you spent your vacation.

e. Non-factive Presupposition

In English, non-factive presuppositions are related to a number of verbs. This is a presumption that is expected to be false. Verbs like imagine, dream, and pretend are employed with the assumption that what follows is false, as illustrated in this line below. For instance, “*she pretended to be fine*” which can be presupposed that she was not fine.

f. Counter Factual Presupposition

When anything is presupposed, it must be both untrue and the complete opposite of what is true, or it must be contrary to the facts. This is known as a counter-factual presupposition. A counterfactual conditional, as shown in the sentence below, makes the assumption that the information in the if-clause was untrue at the time the statement was spoken. For instance, “If I were a doctor, I would cure sick people” can be presupposed that I am not a doctor.

3. Speech Act

According to Yule, a speech act is an action performed through utterance.⁴⁹ In accordance with Yule's concept, Searle defines a speech act as the actions made by a speaker with an

⁴⁹ *Ibid.*, p.47

utterance.⁵⁰ He goes on to mention that the reason for focusing on speech acts is simple: all linguistic communication includes linguistic acts. In addition, speech act is a specific action formed by utterances. Considering this, learning speech act is regarded as essential because people are constantly dealing with action and generating utterances in their daily lives.

Austin established three sorts of speech acts: locutionary, illocutionary, and perlocutionary. His views have been a reference for certain linguists. The following paragraphs would explain three of those types.⁵¹

a. Locutionary Act

Speaking particular words with a certain sense and context that are roughly related to meaning in the conventional sense is referred to as a locutionary act. Additionally, the fundamental act of speaking, or producing a meaningful linguistic utterance, is referred to as a locutionary act. In other terms, a locutionary act is a statement made. In the case of 'I drank a cup of coffee,' the literal meaning of the utterance is what we understand by locutionary act.

b. Illocutionary Act

Illocutionary act is the second form of speech act. This is the act of informing, commanding, warning, undertaking, and other similar activities. Austin defines the performance of an act in the new and second senses as the performance of a 'illocutionary' act, that is, the act of saying something rather than the act of speaking something. We can interpret illocutionary act as an act of doing something by saying something based on this definition. For example, if

⁵⁰ J.R. Searle, *Speech Act* (Cambridge: Cambridge University Press, 1969). p.18

⁵¹ Austin J. L., *How to Do Things with Word* (London: Oxford University Press, 1962). p.99

the speaker says, "Why are you speaking so fast?" the speaker is commanding someone to talk slowly.

c. Perlocutionary Act

Perlocutionary acts are the last form of speech act. It is concerned with the impact of the words. Logically, we do not make an utterance without intending to have an effect. A perlocution is the act of an illocution producing a specific effect or exerting a specific influence on the recipient. When someone yells "Look out!" and people move or flee because a truck is going by where they are standing, they have completed the perlocutionary act of fleeing or moving from the location.

D. Implicature

A speaker's meaning is frequently not expressed openly in a conversation. The hearer needs to comprehend the basic meaning by knowing linguistic input and world knowledge since the meaning is left implied. The implicature concept is proposed by Grice which is used in this research. Grice demonstrates the capacity to convey notions or ideas that are not part of the utterance and do not follow the typical speech consequences is called implicature, which is an implicit statement. According to Levinson, the concept of implicature gives a clear description of how anything might imply more than what is actually spoken. It indicates that an utterance's meaning can go beyond its literal meaning in some cases.⁵² The meaning of it can still be understood by the hearer, even if it goes beyond the literal meaning.

Every statement in conversation essentially implies something. According to Gazdar, implicature is a proposition that is implied by the utterance of a statement in context, regardless of the fact that the proposition is neither part of entailment of what is

⁵² Stephen C. Levinson, Loc.Cit.

actually uttered.⁵³ Furthermore, implicature is a notion that is frequently concealed behind utterances but is not part of the utterances themselves. Although the contrasts between utterance and implicature can make the hearer difficult to comprehend at times, the speaker and hearer often have the same knowledge and experiences, allowing the discussion to flow smoothly. As a result, implicature attempts to differentiate between explicit and implicit meaning. Here is an example of implicature from Parker :

John: "Uncle Chester is coming over for dinner tonight."

Marry: I guess I'd better lock up the liquor.⁵⁴

Uncle Chester is about to come to John and Marry's house for dinner. The implicature in the example above is that Uncle Chester is addicted to alcoholic drinks. For that reason, Marry has a plan not to give the drinks and probably wants to hide them. Since she does not like his uncle drunk. Ultimately, Marry's utterance contains implicature which is stated not actually what is meant. According to Maulina, There are three points concerning implicature that must be made. Firstly, When speech is delivered in diverse situations, it is conceivable for it to generate more than one implicature or multiple implicatures. Secondly, the implied meanings are not part of the speech. Lastly, The required outcomes of what is said are not followed by implicature.⁵⁵ The relationship between speaker meanings obviously can be seen in Grice typology.⁵⁶

⁵³ Gerald Gazdar, *Pragmatics: Implicature, Presupposition, and Logical Form* (New York: Academic Press, 1979). p.38

⁵⁴ Frank Parker, *Linguistics for Non-Linguists* (London: Taylor and Francis Ltd., 1946). p.31

⁵⁵ Maulina N. Putri, "The Analysis of Conversational Implicature in 'Midnight Sun' Movie" (UIN Sunan Ampel Surabaya, 2020).

⁵⁶ Jacob L. Mey, *Concise Encyclopedia of Pragmatics*, 2nd ed. (Denmark: Elsevier Ltd., 2009). p.365

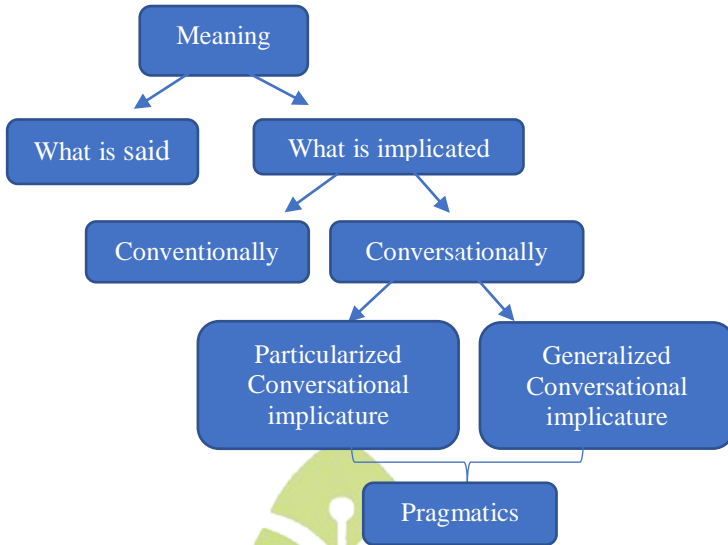


Figure 2.1. Grice's Typology

It can be seen in the picture above that there are two aspects of meaning, they are what is stated and what is implicated or unstated. The implicated meaning is also called implicature in pragmatics, the implicature is divided into two categories, conventional implicature and conversational implicature. Conversational implicature is an implicature that occurs in conversation that is divided into two types. Particularized conversational implicature is an implicature that requires a special context to understand the speaker's implicit meaning, whereas generalized conversational implicature is an implicature that does not require special context to understand the speaker's utterance.

1. Conventional Implicature

Conventional implicatures are concerned with the guide of the words used in the speech. Conventional implicatures are non-truth-conditional inferences that aren't drawn from higher-level pragmatic principles like maxims but are merely linked to

certain lexical elements or phrases by convention.⁵⁷ Additionally, conventional implicature does not need the particular knowledge and context, since the hearer already knows the implicature is directly used by the speaker by choosing particular words similar to conjunction. It is also supported by Yule, This kind of implicature does not have to happen in communication and does not require any unique context to be understood. Yule also claims that conventional implicatures are linked to certain words and cause extra interpretations to be expressed when those words are used. The terms 'but,' 'even,' and 'therefore' are commonly used with this type of implicature.⁵⁸

According to Grice in Levinson, the term 'but' contains the same truth-conditional (or truth-functional) meaning as the word 'and,' with the addition of a conventional implicature implying that the conjunctions are in contrast. While the word 'even' appears in a statement describing an occurrence, it implies that it is contrary to expectations. While the conventional meaning of 'yet' is that the current state is expected to be different, or even the total opposite of a later period. When 'even' is included in any sentence describing an event, there is an implicature of contrary to expectation. While the conventional implicature of 'yet' is that the present situation is expected to be different, or perhaps the opposite, of a later time.⁵⁹ Here is an example from Grice and Yule:

*e.g. He is an English man, therefore he is brave*⁶⁰

*e.g. Mary suggested black, but I chose white.*⁶¹

It can be assumed in the grice's example that it has a particular word which is 'therefore' to determine the

⁵⁷ Levinson, *Op.Cit.*, p.127

⁵⁸ Yule, *Op.Cit.*, p.45

⁵⁹ Levinson, *Loc.Cit.*

⁶⁰ H.P. Grice, *Logic and Conversation. A.P. Philosophy of Language*, ed. Martinich (New York: Oxford University Press, 1975). p.44

⁶¹ Yule, *Loc.Cit.*

implicature. In addition, the word ‘therefore’ contains implicit meaning which is in the word itself. The utterance above clearly does not need any special context or particular knowledge. Furthermore, it does not necessarily occur between a conversation of a speaker and hearer as everybody already knows the implicature is directly stated. It can be inferred that all English people are brave so that is why the man is one of them. In the second example from Yule, it is the same as the first example which needs particular words to determine the implicature. In addition, the word ‘but’ is directly conveyed the implied meaning which can be indicated as a conventional implicature.

2. Conversational Implicature

Even though Implicature is divided into two kinds, conversational implicature is actually called implicature in short. Conversational implicature is a type of implicature that can only be understood and interpreted if the speaker and the listener are able to utilize the specific context behind the speaker's utterance. Mey also states conversational implicature is something implied in conversation. In addition, something that is left implied in actual language use.⁶² Based on its name, conversational implicature only occurs during a conversation between a speaker and a hearer, it is contradicted to conventional ones, which can also happen in sentences and does not require any context.

Implicature is an aspect of the speaker's meaning which is not part of what is spoken but is an aspect of what is intended by the speaker's utterance. The speaker's intent is typically far more complex than what is clearly communicated, and linguistic meaning has a significant impact on the information delivered and comprehended.⁶³ Based on the cooperative principle: quantity, quality, manner, and relation all have

⁶² J. L. Mey, *Op.Cit.*, p.45

⁶³ Horn Ward, *Implicature: The Handbook of Pragmatics*, Laurence R. (Oxford: Blackwell Publishing Ltd., 2006).p.3

functions in how individuals cooperate when they communicate. A conversational implicature arises if the speaker disobeys one of them. Furthermore, a cooperative principle that is not followed will result in an implicature.⁶⁴

Conversational implicature refers to how individuals interpret a speech in a conversation based on expectations. As a result, if somebody poses a question, a response that doesn't make sense at first appearance might turn out to be perfectly adequate.⁶⁵ It is critical to interpret what others say in order to understand what they mean. Unfortunately, interpreting is a difficult task. As a result, miscommunication is always a possibility, and it appears to be the rule rather than the exception at times. Interpreting an utterance, according to Leech in Mey, is a process of guessing or hypothesis formation.⁶⁶ in Mey's book, there is an example of conversational implicature as follows:

A: *what time is it?*

B: *the bus just went by,*⁶⁷

The fact that there is only a single bus each day, which passes by their residence at 7:45 a.m., should be emphasized in the context of a specific conversation. The interlocutor then recognizes it and accepts the response. It can be encapsulated that the context is significant in implicature and the speaker and the interlocutor have the same particular knowledge that only both of them know about it. It might be pretty hard if both of them have dissimilar connections such as different backgrounds, surely it will lead them into misunderstanding. Simply means the hearer will be confused in interpreting the utterance. Grice in Levinson distinguishes two kinds of conversational implicature: generalized conversational

⁶⁴ Charles F. Mayer, *Introducing English Linguistics* (New York: Cambridge University Press, 2009), p.56

⁶⁵ J.L. Mey, *Op.Cit.*, p.46

⁶⁶ *Ibid.*, p.47

⁶⁷ *Ibid.*

implicature that arises without any context and particularized conversational implicature that does require particular context.⁶⁸

a. Generalized Conversational Implicature

According to Levinson, generalized conversational implicature is implicature that happens in a conversation without any connection to the particular aspects of the context.⁶⁹ The speaker's meaning is immediately understood by the recipient without much additional thinking or concealed meaning. In addition, the hearer really doesn't need specific knowledge to understand the conversation since it is presented in a universal context that allows the hearer to understand the conversation immediately. Furthermore, Yule argues that there is no need to add any additional knowledge towards the context to comprehend the speaker's meaning.⁷⁰ Since background knowledge is not needed, the hearer easily understands the speaker's utterance.

An example of generalized conversational implicature is stated by Grice, "*X is meeting a woman this evening*" is normally implicated that the person to be met by X is someone other than X's wife, mother, sister, or even close friend. That normally occurs if X will meet such special people for him, he would not mention the word by saying "woman".⁷¹ The inference is made by the hearer does not need any background knowledge in this circumstance, then it is directly understood by the hearer since the implied meaning is in the utterance itself. Another example of generalized conversational implicature also occurs in the example below:

Jake: did you buy the ice cream and the milk?

Jill: I bought the ice cream

⁶⁸ Levinson, *Op.Cit.*, p.126

⁶⁹ *Ibid.*

⁷⁰ Yule, *Op.Cit.*, p.41

⁷¹ Grice, *Op. Cit.*, p.37-38

In the example above, Jake asks whether Jill buys ice cream and milk which means there are two things that should be bought. However, Jill only responds by describing only one thing, and the other one is not mentioned by him. If he buys both of those two things, he would have mentioned both of them. It can be inferred that the implicature is Jill only buys the ice cream but not with the milk. Additionally, the conversation above does not need any background knowledge since the context is still general. Thus, it can still be categorized as a generalized conversational implicature.

b. Particularized Conversational Implicature

This part is in contrast with generalized conversational implicature which the context is still general, whereas this part literally requires specific context and background knowledge to interpret the speaker's utterance. Consider the following example from Birner: "it will rain tomorrow." In this scenario, the speaker is certain and has reason to assume that it will rain tomorrow.⁷² This aspect differs from the preceding one because of the circumstance. Another example may be found in the following:

C: *"Do you know where is my red blanket?"*

D: *"Rina is playing matador in the yard"*⁷³

An example of an utterance with a specific context may be found in the example above. "Your red blanket was used by Rina to play the matador in the yard," says the response. The answer delivered by D is a flouting of the relevant maxim because the answer given is not what A requires. However, in a specific context where it is known that the matador is a human-bull interaction using a red cloth, and where C's blanket is similarly red, it may be concluded that D understood that Rina had brought C's

⁷² Birner, *Op.Cit.*, p.65

⁷³ Lailatuz Zakiyah, "An Analysis of Particularized Conversational Implicature in The 'Oprah Winfrey' Show: Pragmatics" (Putera Batam University, 2020).

blanket to play the matador. As a result, utterances containing particularised conversational implicature cannot be distinguished from maxims in which what is said is not what is meant, and the particular context is the basis for comprehending the meaning.

E. Cooperative Principle

The cooperative principle is a concept established by Grice that explains how partners in a conversation and other types of language work together to establish a common goal. In other words, the cooperative concept encourages people to contribute appropriately so that a meaningful conversation may actually occur. According to Anggraini and Rosdiana, it is critical to ensure that communication runs for both what is said and what is meant during a conversation.⁷⁴ In order to participate in an interaction, persons must follow specific principles. People should provide whatever contribution is required, at the time it is required, by the agreed-upon purpose or direction of the discussion in which they are participating.

Four conversational maxims are established from the cooperative principle. The maxim is a form of guideline or norm that should be followed by speakers and hearers in a conversation in order for them to understand each other and the conversation to flow easily and organically. Griffiths defines maxim as a short, universally applicable piece of wisdom, such as Polonius' instruction to Laertes, "Give every man thine ear, but few thy voice." Grice's maxims serve as an if: he wasn't offering advice on how to speak; rather, he was stating that communication proceeds as if speakers are normally led by these maxims.⁷⁵

In order to share the same meaning and interpretation in conversation, people must cooperate with one another in communication. H. Paul Grice's book 'Logic and Conversation'

⁷⁴ N. Anggraini and D.D. Rosdiana, "The Analysis of Cooperative Principle in Corbuzier Podcast of Siti Fadilah, Sebuah Konspirasi – Saya Dikorbankan Episode," *Gema Wiralodra* 11, no. 2 (2020): 292–310.

⁷⁵ Patrick Griffiths, *An Introduction to English Semantics and Pragmatics* (Edinburgh: Edinburgh University Press, 2006). p.135

elaborates on the cooperative principle. The cooperative principle is divided into four sub principles which are also called maxims, those maxims will be elaborated as follows:

1. Maxim of Quantity

- a. Make your contribution as informative as required (for the current purposes of the exchange)
- b. Do not make your contribution more informative than is required.

The maxim of quantity causes the speaker to make his contribution as informative as possible. It should not be either too much or too little, so the speaker is compelled to express just as much as is required. "If you are assisting me in repairing a car, I expect your contribution not to be either more or less than what is required; for example, at a particular stage I need four screws, I expect you to hand me four, rather than two or six," Grice says.⁷⁶ Here is an example of the maxim of quantity taken from Sayit which occurs between receptionist and visitor of hotel:

Receptionist : *Good morning, Mrs Sandy. Is everything all right?*

Sandy : *No. It's not. Someone's stolen some of my valuables-a tape recorder and a digital camera.*⁷⁷

Based on the interaction, the Receptionist appears to follow the maxim of quantity, as his statements are brief and unambiguous, greetings and inquiring about Mrs. Sandy's motivation for approaching him. Mrs. Sandy, as his interlocutor, also offered sufficient information in answer to the Receptionist's statements. She went on to claim that she was dissatisfied since she had lost her recording device as well as a digital camera.

⁷⁶ Grice, *Op.Cit.*, p.28

⁷⁷ Sayit Abdul Karim, "Analysis on Cooperative Principle and Politeness Principle in Guest Complaining at X Hotel in Kuta-Bali," *Retorika, Jurnal Ilmu Bahasa 2*, no. 2 (2016): 394-408, <http://ejournal.warmadewa.ac.id/index.php/jret>.

2. Maxim of Quality

- a. Do not say what you believe to be false
- b. Do not say that for which you lack adequate evidence

This type of maxim encourages the speaker to deliver the truth and factual information which is backed up by proof. The following is an analogy from Grice concerning this maxim: "I want you to make a meaningful contribution rather than a dishonest one. I don't expect you to bring me salt if I need sugar for the cake you're helping me prepare; if I need a spoon, I don't expect a trick spoon made of rubber."⁷⁸ Here is an example of the maxim of quality that happens during the interaction between tenants of Kampung Inggris Pare:

Boy : *Excuse me, where is the office of Global E?*

Nadia : *There, in front of the black car.*

Boy : *Thank you, Miss.*

Nadia : *Welcome.*⁷⁹

Based on the conversation above, the Global E office is in front of the black car itself, and in fact that the boy understands Nadia's utterances. his conversation also follows the maxim of quality by saying something they believe is true that the boy will understand and go to the Office Global E. In other words, Nadia makes the utterance since she owns sufficient evidence.

c. Maxim of Relation

- a. Be relevant

The goal of the maxim relation would be for the speaker to make a contribution that is connected to the topic of discussion and remains on topic. For this maxim relation category, Grice provides an analogue "At each point of the transaction, I expect a partner's contribution to be suitable to immediate requirements; if I'm combining ingredients for a

⁷⁸ Grice, *Loc. Cit.*

⁷⁹ F. I. Lazulfa and V.A. Pamolango, "A Study of Cooperative Principles in Conversation of Tenants at Kampoeng Inggris Pare, Kediri," *Prodi Sastra Inggris Fakultas Sastra Univ. 17 Agustus 1945 Surabaya* 17, no. 1 (2017): 81–87.

cake, I don't expect to be handed an excellent book or even an oven towel (though this may be an acceptable contribution later)."⁸⁰ Here is an example of the maxim of relation which is also taken from the interaction between tenants in Kampung Inggris Pare.

Rio : *My tire bicycle burst, I can't go to speaking class.*

Brina : *In front of Soto Lamongan there is a repair shop.*⁸¹

This exchange is vdata from a journal that comes from a chat between Rio and Brina. Rio tells Brina about his problem in the exchange above. Rio is unable to attend the speaking class due to a flat tire. As a result, Brina provides Rio with information about where he can get assistance. Brina wants Rio to attend the public speaking class. Because they say it in a way that is relevant to the topic of the conversation, this interaction likewise follows the maxim of relation.

d. Maxim of Manner

- a. Avoid obscurity of expression
- b. Avoid ambiguity
- c. Be brief (avoid unnecessary prolixity)
- d. Be orderly

This type of maxim hopes the speaker to deliver his contribution to be understandable. In other words, it should be brief, clear, and orderly. Grice explains an analogue as follows: "I expect partners to clarify what contribution he is making and to carry out his performances with reasonable dispatch."⁸² Here is an example of maxim of manner taken from Sari and Afriana:

Qara : *What are the ingredients in the making of milkshake?*

⁸⁰ Grice, *Loc. Cit.*

⁸¹ F. I. Lazulfa and V.A. Pamolango, *Loc. Cit.*

⁸² Grice, *Loc. Cit.*

Anna : *A cup of milk, a cup of ice cream, and whipped cream.*⁸³

Based on the conversation above, Qara asks Anna the ingredients in the making of milkshake. Anna answers briefly and orderly. In other words, she also answers without any ambiguity and prolixity. It can be inferred from Anna's utterance can be classified as fulfilling the maxim of manner.

F. Non-Observance Maxim

When producing an utterance, non-observance of maxims occurs when a speaker is unable to fulfill the maxims of the cooperative principle. A conversation between the speaker and the hearer will not flow naturally if the speaker cannot fulfill the maxims.

There are four ways for a participant in a conversation exchange to fail to fulfill a maxim, according to Paul Grice's article *Logic and Conversation*. When a person fails to follow a maxim, he may do it discreetly and unobtrusively and put himself in a position to deceive others. Secondly, by opting out of the maxim's and cooperative principle's operation, the participant may show his unwillingness to cooperate. So it is possible for the refusal to be blatant. Thirdly, because he is unable to fulfill the first maxim without violating the second, the infringing maxim may encounter a clash. The fourth is flouting the maxim, which occurs when a participant overtly fails to fulfill the maxim by generating implicature. In summary, maxim violation, maxim opt-out, maxim infringement, and maxim flouting are all examples of non-observance of a maxim.⁸⁴ Later, Thomas Jenny added a fifth type of non-observance of maxim, which he calls Maxim Suspension and his intention is to the preceding four.⁸⁵ Thomas and Grice

⁸³ Y. W. Sari and Afriana, "The Cooperative Principle Analysis in About Time Movie," *Linguistic, English Education and Art (LEEA) Journal* 4, no. 1 (2020): 66–76.

⁸⁴ Grice, *Op.Cit.*, p.30

⁸⁵ Thomas, *Meaning In Interaction: An Introduction to Pragmatics*. p.64

share a similar interpretation of the four non-observed cooperative principles.

1. Violating Maxim

A maxim violation occurs when a speaker seems to follow a maxim on the level of what is uttered while intentionally misleading the audience. The speaker might seem to be telling the truth (following the quality maxim), but this is not the truth that the interlocutor is looking for. In other words, the speaker's truth is merely intended to deceive the audience.⁸⁶ The conversation below is an example of violating maxim:

Suze : *How much did it cost?*

Rebecca : *Alette gets an incredible discount.*⁸⁷

Since Rebecca does not answer Suze's question honestly and directly, there must have been a violation of the quantity maxim. Rebecca chooses to lie and state that Alette, the woman who drives her to the famous shop, gets a huge discount instead of stating the nominal amount. She does it because she knows if she told Suze the truth, her closest friend would really be furious at her for wasting money over and over. In this case, Rebecca failed to deliver clear facts while attempting to avoid disappointing Suze. The speaker seems to be economical with the facts, knowing that the hearer could expect the opposite of her response, hence this conversation was classified as a maxim violation.

2. Infringing Maxim

Maxim infringement occurs when a speaker fails to follow the maxims at the level of what they say and without any purpose of causing an implicature and misleading. It is entirely attributable to the speaker's inability to use the language

⁸⁶ Ibid., p.72

⁸⁷ Diana Fauzia Sari and Et Al, "An Analysis of Maxim Violation in a Movie and Their Impacts on Effective Communication," *Proceedings of the 28th International Conference on Literature: "Literature as a Source of Wisdom"* 1, no. 1 (2019): 711–720, <http://jurnal.unsyiah.ac.id/ICOL/article/view/14532>.

properly. This generally happens in a form of communication who are learning a second or foreign language. This type of non-observance of maxim occurs most often as a result of poor linguistic performance (in the instance of a young kid or a foreigner) or decreased linguistic performance caused by anxiousness, intoxication, stress, or inability.⁸⁸ The conversation below is an example of infringing maxim that usually occurs in English language learners:

A: Would you like to order a cup of tea or a cup of coffee?

B: *Yes.*

From the conversation above, A would like to give B two options for offering a cup of beverage. Yet, instead of selecting one of the two choices, he answered differently by stating only “yes”. Which can confuse his speech partner. The speaker commits that way not because of his intention to mislead others. However, it is his inability to speak properly due to his language proficiency. Which means the speaker has infringed the maxim or cooperative principle.

3. Opting out Maxim

When a speaker opts out of a maxim, it signifies that he refuses to follow it. It expresses the speaker's unwillingness to comply with the maxim. In other words, the speaker does not want to come across as cooperative. Grice made a simple but obvious remark on maxim opt-out “ *I'm afraid I can't say much more because my lips are sealed*”.⁸⁹

4. Flouting Maxim

According to Thomas, flouting maxim is defined as intentionally neglecting to observe the Cooperative Principle's maxims without the goal to deceive or cause a misunderstanding. Only one reason for this is that the speaker

⁸⁸ Jenny Thomas, *Op. Cit.*, p.74

⁸⁹ Grice, *Loc. Cit.*

wants the hearer to comprehend what he is saying, whether it is the literal meaning or the hidden meaning.⁹⁰

5. Suspending Maxim

When a speaker does not reveal something plainly or openly because it is a social or cultural taboo, this is known as suspending maxim.⁹¹ For example, a speaker may utilize “anunya” or “his thing” to indicate the genital organ, just like in “dia menderitainfeksi di anunya” which means “He had an infection on his thing.” Another example is the usage of expressions, such as “*kupu-kupu malam*”, which is translated into English would become “*night butterfly*”. That phrase refers to “*prostitute*”, or “*Pelacur*” in Indonesian.

G. Flouting Maxim

There are moments when a speaker appears to ignore Cooperative Principles maxims. In this situation, the speaker still expects the listener to understand what he is saying. This is referred to as flouting the maxim. When a speaker uses a flouting maxim, he wants the listener to consider the utterance's connotative meaning as a result, grasp what he is trying to communicate. When a speaker uses a flouting maxim, the listener will believe that he is following the Cooperative Principles maxims. As a result, the hearer must search for the connotative meaning of the speaker's speech. The listener will also be aware that the speaker is using maxim flouting for a hidden purpose.

A flout happens when a speaker blatantly disregards a maxim. The speaker does not intend to deceive or mislead the listener, but to encourage the listener to search for a meaning that is distinct from the given expression. It occurs when people actively stop using maxims to urge their listeners to infer the hidden meaning behind the words; in other words, they use “implicature.”⁹² According to Grundy's book, flouting is a

⁹⁰ Jenny Thomas, *Op. Cit.*, p.65

⁹¹ *Ibid.*, p.76

⁹² Levinson, *Op.Cit.*, p.104

particularly quiet way of persuading an interlocutor to draw an inference and thereby regain an "implicature."⁹³ Cutting also defines flouting the maxims as when speakers appear not to follow the maxims but expect listeners to understand the intended meaning.⁹⁴

According to Cutting, there are four different types of flouting maxims: are flouting the maxim of quantity, flouting the maxim of quality, flouting the maxim of relation, and flouting the maxim of manner. Those flouting maxims will be elaborated as follows:

1. Flouting Maxim of Quantity

When a speaker blatantly delivers more or less information, this is known as flouting the maxim of quantity. Cutting argues that the speaker who flouts the maxim quantity seems to deliver either little or too much information.⁹⁵ It implies that the speaker may not provide the information that is required. Here's an example from Cutting:

Madeline: Well, how do I look?

Jennifer: Your shoes are nice

Jennifer's response does not give Madeline all of the information she required to completely comprehend what was being conveyed. Jennifer is not implying that a cute t-shirt and jeans look awful, but she realized Madeline would understand the implicature because Madeline had questioned about the entire outfit and had only been given a piece of it. The conversation in the example above clearly flouts the quantity maxim because the information required is insufficient. Jennifer's response is incomplete, but Madeline can deduce the implied meaning.

⁹³ Grundy, *Op. Cit.*, p.78

⁹⁴ Cutting, *Op.Cit.*, p.37

⁹⁵ *Ibid.*

2. Flouting Maxim of Quality

Sometimes a speaker does not want to say something directly due to sarcasm or even hyperbole. This intention is hoped to the hearer to look for the contradictive meaning of the words being expressed. Cutting argues the speaker flouts the maxim of quality because he simply says something that obviously does not represent what he has in mind. The speaker also flouts the maxim by saying exaggeration.⁹⁶ In other words, it is also called hyperbole. Here is an example of flouting maxim quality :

Dominic: why don't you hang out with your buddies?

Connor: what do you think kind of man I am? I am a good boy taking care of my mom at home

From the example above Dominic knows that Connor is not saying the truth and he knows that Dominic is a bad boy who always hangs up with his friends and rarely cares about his mother. It can be deduced that it is just sarcasm for himself. In other words. The example above is flouting the maxim of quality

3. Flouting Maxim of Relation

A speaker breaks the rule of relation because he conveys his thoughts with words that does not have any reference to the prior speech. This type of maxim flouting allows the audience to infer something about the speaker's speech and the previous utterance.⁹⁷ The following conversation provides an example of this occurrence:

A : what do you think of Mark?

B : his flatmate is a wonderful cook

In the example above B's answer is not relevant to the question given. A asks about Mark, whereas B answers by stating about Mark's flatmate. Nevertheless, A tries to deduce the implied meaning that B is not that interested in Mark. However, does not merely mean B is not impressed with Mark,

⁹⁶ *Ibid.*

⁹⁷ *Ibid.*, p.39

he can also be unfamiliar with Mark. On the other hand, B knows his flatmate well rather than Mark, therefore he chooses to describe his flatmate.

4. Flouting Maxim of Manner

Flouting maxim happens when a speaker expresses something which is not clear enough. It can cause a hearer to deduce many possible meanings. Hence, when the speaker flouts the maxim of manner, the hearer frequently feels confused due to the utterances from the speaker. Cutting argues that the flouting maxim of manner might appear to be obscure.⁹⁸ In addition, it is not merely obscure, but also to avoid the third party to know about the topic. Here is an example of flouting the maxim of the manner in the conversation below:

A: Where are you going?

B: I am thinking of going out to get some of that funny white stuff for someone.

A: OK, but don't take too long, dinner's almost prepared.

The conversation between a husband (B) and his wife (A) about getting ice cream for their child takes place in a kitchen near the sitting room. Their daughter can hear what they're saying since the kitchen and living room are close enough together. To keep their daughter from being overly thrilled at the idea of receiving her favorite ice cream, the husband uses difficult-to-understand terms.

H. The Importance of Implicature in Education

Murray in Abdelhafez highlights that an ability to comprehend and interpret conversational implicatures could inform and enhance teaching and learning process.⁹⁹ However, people are not entirely aware of the usage of implicature, particularly in classroom conversations between teachers and students. As a result, studying conversational implicature is vital in order to help

⁹⁸ *Ibid.*

⁹⁹ Ahmed M. M. Abdelhafez, "The Effect of Conversational Implicature Instruction on Developing TEFL Students' Pragmatic Competence and Language Proficiency," *US-China Education Review A* 6, no. 8 (2016): 451–465.

students and teachers better understand utterances with implied meaning during the teaching and learning process. Effective communication is arisen due to successful conversations in classroom.

According to Farahian et al. in Abdulhafez, developing pragmatic competence is a basis for building communicative competence.¹⁰⁰ As a result, efficient communication requires the use of conversational implicatures. Conversational implicatures can be utilized for a variety of goals in communication. Obstacles to interaction will not arise if teachers and students have adequate pragmatic competency. In other words, the use of suitable implicature in communication determines the success or failure of teaching and learning.

I. Movie

Movie is a story or sequence of events captured on camera and projected as a moving image on a screen in a theater or on television. A film is a collection of still or moving images, commonly known as a movie or motion picture. It is created by Filmmaking has evolved into both an art form and a business. Movies are cultural artifacts generated by various cultures, which reflect and affect those cultures. Film is seen as a significant art form, a popular source of entertainment, and an effective tool for educating or influencing people. Motion pictures have a worldwide ability to communicate due to their visual aspects. Some films have become well-known for taking shots with cameras or utilizing animation or visual effects to create an image.

There are many digital movies available on television and the internet nowadays. People, without a doubt, require entertainment, and watching movies has long been a convenient way to unwind after a long day of work or other duties. The difficulties arise, particularly for youngsters and teenagers who have difficulty finding relevant movies and videos to watch. Parents have an important role in assisting their children in

¹⁰⁰ *Ibid.*

selecting good films with profound morals. Movies have become a cornerstone in our societies today. Watching does not take up much of their time, if it is in the morning, day, night, or late in the evening.¹⁰¹

Film or motion picture is referred to as a movie. This term is most commonly employed in American life interpretation. With form, style, and social function, all that can be said about the nature of literature applies to both oral and written literature. Despite the fact that the word "Movie" is often used in spoken English, many individuals use "Film" in academic and formal writing.¹⁰² In terms of academics, many people conduct analysis about it. It is because movie is one of literary genres. The speech between the characters, the gestures of each character, the story, and the movie's image can all be used to analyse the film.

Movie does have an intellectual and emotional attractiveness which makes it a fascinating field of study. As a result, there is an academic institution or university dedicates to studying all things related to film.¹⁰³ Most movie have big and minor characters who play an important role in influencing the audience. The story's conflict is therefore required as the main idea to capture the audience's attention. Then, it allows filmmakers to exert greater influence.

Students are exposed to language in real life in actual places and cultural contexts where the foreign language is spoken through movies. Movies can also stimulate learners' interest and boost their desire to learn.¹⁰⁴ Movies could stimulate EFL/ESL teaching and learning because they provide a story to tell instead of a lesson to teach. People are watching movies for a variety of reasons, including amusement and education. Students' listening and

¹⁰¹ N.M. Ismail and Moriyanti, "The Overview Analysis of the Movie Sense and Sensibility," *Journal of English Education, Literature, and Culture* 4, no. 1 (2019): 45–54, <http://jurnal.unissula.ac.id/index.php/edulite%0A>.

¹⁰² Susanto, "An Analysis on Intrinsic Elements of Kungfu Panda 3 Movie," *Journal of English Language and Pedagogy* 2, no. 2 (2019): 156–164.

¹⁰³ N. R. Thamrin and B. Wargika, "The Character Analysis of Glen Hansard in Once Film," *English Review: Journal of English Education* 2, no. 1 (2013): 37–48.

¹⁰⁴ Merita Ismaili, "The Effectiveness of Using Movies in EFL Classroom," *Academic Journal of Interdisciplinary Studies* 2, no. 2 (2013).

communication abilities can be improved by watching movies. Furthermore, students benefit from watching foreign language films because their ability to understand spoken language increases, their pronunciation increases, they learn new vocabulary, they can enhance their self, and they unknowingly make adjustments to the language's grammar rules and sentence structures in context.

J. Synopsis of “Knives Out” Movie

Harlan Thrombey, a wealthy crime novelist, gathers his extended family to his distant mansion on his 85th birthday to impart significant, but depressing, news to a number of family members. Nevertheless, the next morning, Harlan's servant Fran discovers him dead in his study. The police are brought in, along with skilled private investigator Benoit Blanc. Mysteries and possible suspects for murder are revealed through a series of interviews with family members. Harlan's son-in-law, Richard, was discovered to have cheated on his wife Linda, Harlan's daughter, and Harlan threatened to tell him. Harlan revealed Joni, Harlan's daughter-in-law and the wife of his deceased son Neil, after she stole \$400,000 from him by directing duplicate cheques meant for her daughter, Megan, to a private bank account. During the birthday party, Harlan's youngest son, Walter, was sacked from his father's publishing company. Ransom, Linda, and Richard's son, had realized that he had been completely left out of the will.

Harlan's carer, Marta Cabrera, was subsequently found to have taken Harlan upstairs after the party to provide his nighttime prescription. Harlan intentionally knocked the board off the table before Marta could administer his medication when they started playing games of Go. Marta took the vials and injected him, but she soon realized she had given him 100 milligrams of morphine by accident. To protect his companion, Harlan offered her detailed instructions on how to flee and avoid suspicion before shocking Marta by cutting his own neck. Marta immediately sped away, left her car, and back to the home thru the gate entry, before climbing up the trellis on the side of the house and donning Harlan's coat and hat to mislead Walter, who had seen Marta depart and ruled her out as a suspect, in his peripheral view. Marta is interrogated

by the police since she is a reliable source owing to her inability to deceive without puking, yet she successfully completes her interview. Blanc is desperate to discover the actual reason of demise, suspecting suspicious involvement.

Following morning, Blanc, Marta, as well as the cops examine the house and its surrounding for evidence, which Marta is able to cover up before the investigators can locate them. The family is waiting for the results of Harlan's will reading, and they are horrified to see that Harlan has given everything to Marta, especially his inheritance, the property, and his business. Despite Marta's goodwill the night before, the family swiftly turns against her, but Ransom assists her in escaping. After that, Ransom and Marta go to a neighborhood cafe, where Ransom tries to persuade Marta to confess him everything.



REFERENCES

- Abdelhafez, A. M. M. (2016). The Effect of Conversational Implicature Instruction on Developing TEFL Students' Pragmatic Competence and Language Proficiency. *US-China Education Review A*, 6(8), 451–465.
- Afrilesa, R., Sartika, W., & Magria, V. (2021). An Analysis of Conversational Implicature in Deddy Corbuzier's Podcast On Youtube. *TELL-US Journal*, 7(1), 80–94.
- Anggraini, N., & Rosdiana, D. D. (2020). The Analysis of Cooperative Principle in Corbuzier Podcast of Siti Fadilah, Sebuah Konspirasi – Saya Dikorbankan Episode. *Gema Wiralodra*, 11(2), 292–310.
- Arikunto, S. (2013). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Ariyanti, L., Setiawan, S., & Wedawati, M. T. (2020). Exploring Implicature via Whatsapp: the Maxim Conversation Analysis. *The Asian ESP Journal*, 16(2.2), 51–68.
- Baker, P., & Ellece, S. (2011). *Key Term in Discourse Analysis*. London and New York: Continuum International Publishing Group.
- Birner, B. J. (2013). *Introduction to Pragmatics*. United Kingdom: Wiley Blackwell.
- Brown, G., & Yule, G. (1983). *Discourse Analysis (Cambridge Textbooks in Linguistics)*. *The Routledge Handbook of Research Methods in the Study of Religion*. New York: Cambridge University Press.
- Creswell, W. John & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*. *Journal of Chemical Information and Modeling* (Fifth Edit., Vol. 53). Los Angeles: SAGE Publications, Inc.

- Cutting, J. (2002). *Pragmatics and Discourse: A Resource Book for Students*. London, New York: Routledge.
- Fiorelli, L. (2016). *What Movies Show: Realism, Perception and Truth in Film*. University of Pennsylvania.
- Gazdar, G. (1979). *Pragmatics: Implicature, Presupposition, and Logical Form*. New York: Academic Press.
- Grice, H. P. (1975). *Logic and Conversation. A.P. Philosophy of Language*. (Martinich, Ed.). New York: Oxford University Press.
- Grice, P. (1989). *Studies In The Way Of Words*. USA: Harvard University Press.
- Griffiths, P. (2006). *An Introduction to English Semantics and Pragmatics*. Edinburg: Edinburgh University Press.
- Grundy, P. (2000). *Doing Pragmatics* (2nd ed.). London: Oxford University Press Inc.
- Hadumod, B. (1996). *Routledge Dictionary of Language and Linguistics*. New York: Routledge.
- Holmes, J. (2013). *An Introduction to Sociolinguistics* (4th ed.). London and New York: Routledge Taylor& Francis Group.
- Hornby, A. S. (2010). *Oxford Advanced Learner's Dictionary* (8th ed.). Oxford: Oxford University Press.
- Hudson, G. (2000). *Essential Introductory Linguistics*. Michigan: Blackwell Publishers Inc.
- Irnanda, I. N. (2017). *Conversational Implicature As Found in Buyers ' and Sellers ' Interaction in the Traditional Market of*, 6(2).
- Ismail, N. M., & Moriyanti. (2019). The overview analysis of the movie Sense and Sensibility. *Journal of English Education*,

Literature, and Culture, 4(1), 45–54. Retrieved from <http://jurnal.unissula.ac.id/index.php/edulite%0A>

Ismaili, M. (2013). The Effectiveness of Using Movies in EFL Classroom. *Academic Journal of Interdisciplinary Studies*, 2(2).

J. L., A. (1962). *How to Do Things with Word*. London: Oxford University Press.

Karim, S. A. (2016). Analysis on Cooperative Principle and Politeness Principle in Guest Complaining at X Hotel in Kuta-Bali. *Retorika, Jurnal Ilmu Bahasa*, 2(2), 394–408. Retrieved from <http://ejournal.warmadewa.ac.id/index.php/jret>

Lazulfa, F. I., & Pamolango, V. A. (2017). A Study of Cooperative Principles in Conversation of Tenants at Kampoeng Inggris Pare, Kediri. *Prodi Sastra Inggris Fakultas Sastra Univ. 17 Agustus 1945 Surabaya*, 17(1), 81–87.

Levinson, S. C. (1983). *Pragmatics*. New York: Cambridge University Press.

Mahmud, M. (2017). *Doing Discourse Analysis: An Introduction*. Yogyakarta: Phoenix Publisher.

Mayer, C. F. (2009). *Introducing English Linguistics*. New York: Cambridge University Press.

Mey, J. L. (1993). *An Introduction Pragmatics* (1st Editio.). Oxford, UK: Blackwell.

Mey, Jacob L. (2001). *Pragmatics An Introduction* (2nd ed.). United Kingdom: Blackwell.

Mey, Jacob L. (2009). *Consice Encyclopedia of Pragmatics* (2nd ed.). Denmark: Elsevier Ltd.

Meyer, C. F. (2009). *Introducing English Linguistics*. New York: Cambridge University Press.

- Miles, B. M. and A. M. H. (2014). *Qualitative Data Analysis* (3rd editio.). United States of America: SAGE Publications, Inc.
- Musdalifa, Sili, S., & Setya, A. (2022). An Analysis of Conversational Implicatures of The Main Characters in Lady Bird Film: A Pragmatic Study. *Jurnal Bahasa, Sastra, Seni dan Budaya*, 6(1), 1–12.
- Parker, F. (1946). *Linguistics for Non-Linguists*. London: Taylor and Francis Ltd.
- Pearson, J. C. (2017). *Human communication* (Sixth Edit.). 2 Penn Plaza, New York.: McGraw-Hill Education.
- Putri, M. N. (2020). The Analysis of Conversational Implicature in “Midnight Sun” Movie. *UIN Sunan Ampel Surabaya*.
- Sanapiah, F. (1990). *Penelitian Kualitatif: Dasar-Dasar dan Aplikasi*. Malang: Yayasan Asah Asih Asuh.
- Sari, D. F., & Al, E. (2019). An Analysis of Maxim Violation in a Movie and Their Impacts on Effective Communication. *Proceedings of the 28th International Conference on Literature: “Literature as a Source of Wisdom,”* 1(1), 711–720. Retrieved from <http://jurnal.unsyiah.ac.id/ICOL/article/view/14532>
- Sari, Y. W., & Afriana. (2020). The Cooperative Principle Analysis in About Time Movie. *Linguistic, English Education and Art (LEEA) Journal*, 4(1), 66–76.
- Searle, J. R. (1969). *Speech Act*. Cambride: Cambridge University Press.
- Silalahi, P. V. (2016). *A Highlight on Pragmatics*. *Language*, 16(01), 92.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

- Susanto. (2019). An Analysis on Intrinsic Elements of Kungfu Panda 3 Movie. *Journal of English Language and Pedagogy*, 2(2), 156–164.
- Syafryadin, Wardhana, D. E. C., Apriani, E., & Noermanzah. (2020). Maxim variation, conventional and particularized implicature on students' conversation. *International Journal of Scientific and Technology Research*, 9(2), 3270–3274.
- Thamrin, N. R., & Wargika, B. (2013). The Character Analysis of Glen Hansard in Once Film. English Review: *Journal of English Education*, 2(1), 37–48.
- Thomas, J. (1995). *Meaning In Interaction: an Introduction to Pragmatics*. New York: Routledge.
- Ward, H. (2006). *Implicature: the Handbook of Pragmatics (Laurence R.)*. Oxford: Blackwell Publishing Ltd.
- Yin, R. K. (2011). *Qualitative Research from Start to Finish*. New York: The Guilford Press.
- Yule, G. (1996). *Pragmatics*. (H. G. Widdowson, Ed.). New York: Oxford University Press.
- Yule, G. (2006). *The Study of Language* (3rd ed.). New York: Cambridge University Press.
- Zakiah, L. (2020). An Analysis of Particularized Conversational Implicature in The “Oprah Winfrey” Show: Pragmatics. *Putera Batam University*.

