AN IMPLICATURE ANALYSIS ON COMMENTS IN JAKARTA POST INSTAGRAM ACCOUNT

Ungraduate Thesis
Submitted as a partial fulfillment of the Requirements
of the Degree of Strata (S1)

By:
M.GILANG RAMADHAN
NPM.1711040084

Study Progam:English Education

TARBIYAH AND TEACHER TRAINING FACULTY
RADEN INTAN STATE ISLMIC UNIVERSTIY
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ABSTRACT

Social media is a technology product that is currently being favored by many people. One of them is Instagram, Instagram itself is a social network that has a goal to help users share photos and videos with other users. In its activities of sharing photos or videos between fellow Instagram users, it often causes a communication because Instagram has a feature called "comments" and in that feature Instagram users can communicate with each other, A comment in a post on social media certainly contains a message. The message somtimes is not then shown clearly, but is presented in the form of an implied meaning through each one. The subject of this research was Jakarta Post Instagram Account. implicature is something which is implied in conversation, that is, something which is left implicit in actual language use.

The researcher interested in studying the implicature forms found on comments in jakarta post instagram account, because the author wants to provide some explicit of how it is possible to mean more than what is actually said. There are some other reasons for the researcher to study the phenomena of implicature. First, using implicature is crucial in many aspects of life, such as political, social, cultural aspects and in the process of daily interaction, because in using the implicature, the user will be safe and will not lose his face. Second, implicature is essential in communication. Third, implicature is the instrument of keeping therelationship in good way between reader and writer or speaker and listener.Descriptive qualitative research was used as a type of research to discover and focus on the comment meaning in the Jakarta Post Instagram Account. There are some steps to analyze the data : identify data, classify data, analysis, describing and explaining data, and concluding the data. The result of the research in the form of types the implicatures obtained from this study include 12 data in conventional implicatures and 9 data in non-conventional implicatures. This can be seen by the researchers from several comments written on the Jakarta Post Instagram account.

Keywords : Implicature, Jakarta Post, Pragmatic, Social Media,

DECLARATION

Hereby the researcher declares that this graduating paper is written by the researcher himrself. It does not contain any materials which have been published by other people and other peoples idea except the information from the references.

Bandar Lampung, 18 July 2020

The researcher

M. Gilang Ramadhan

APPROVAL

Title	: **An Implicature Analysis on Comments in Jakarta Post Instagram Account**
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Student's Number	: 1711040084
Study Program	: English Education
Faculty	: Tarbiyah and Teacher Training

APPROVED

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ADMISSION LETTER

A research thesis entitled: **AN IMPLICATURE ANALYSIS ON COMMENTS IN JAKARTA POST INSTAGRAM ACCOUNT** by **M. GILANG RAMADHAN NPM: 1711040084** Study Program: **English Education** was tested and defended in the munaqosah seminar held on:Friday,December 23st 2022.

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MOTTO

مَا وَدَّعَكَ رَبُّكَ وَمَا قَلَىٰ ۝ وَلَلْأَخِرَةُ خَيْرٌ لَّكَ مِنَ ٱلْأُولَىٰ ۝

Your Lord has not taken leave of you, nor has He detested [you].
And the Hereafter is better for you than the first [life].
(QS.Adh-Dhuhaa.3-4)

DEDICATION

Praise and gratitude be to Allah the Almighty for His abundant blessing for me, and from my deep of heart and great of love, this thesis is dedicated to:

1. My beloved parents, My father (Alm. Tamsoruddin bin San Yusro) the highest dedication to my father, who always hoped and dreamed of seeing me become a scholar. This is for you, Enjoy heaven Dad. My mom (Surmayanti bin Karta) who always give motivation, support, and pray for me. Thanks for everything. May Allah always bless you with happiness in the world and hereafter

2. My Brothers, Arief Munandar and Fardan Al-Fadil. Thanks for the support.

3. My Big Bro, Muhammad Aulia Sandi, Syahdilla Aditya Ramadhan, Fatwa Rido, and Danu Eka Saputra, Thank you so much for always being by my side in every situation.

4. Esmeralda, Thank you for being a fun comrade-in-arms during college.

5. My beloved almamater and lecturers of UIN Raden Intan Lampung. Thanks for having contribution for my selfdevelopment.

CURRICULUM VITAE

The researcher name is M. Gilang Ramadhan. He was born in Pringsewu on December 28th 1998. He is the second of three siblings of deceased Mr Tamsoruddin and Mrs. Surmayanti. The eldest brother is named Arif Munandar, the youngest is named Fardan Al-Fadil. He began his study at Primary School of SDN 1 Pringsewu Selatan. He continued his study at Junior High School of SMPN 3 Pringsewu. And for Senior High School, he studied at SMAN 2 Pringsewu and graduated in 2017. After graduated from Senior High School, he took English Education major to continued his study at UIN Raden Intan Lampung.

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Alhamdulillahirabbil alamin. All praises be to Allah azzawajalla, the Most Gracious, the Most Merciful, and the Most Beneficent who has given me love and blessing that made me able to finish this research and writing this thesis entitled "An Implicature Analysis on Comments in Jakarta Post Instagram Account". Peace and salutation be upon our beloved prophet Muhammad SAW, his family and companions has struggled whole heartedly to guide ummah to the right path. This thesis is written as one of requirements of S-1 degree the English Education Study Program of UIN Raden Intan Lampung. The researcher would like to thank to the following people for their ideas, time, guidance, support, encouragement, and assistance for this thesis accomplishment:

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7. All of people who have supported and pray for the researcher in completion of thesis that cannot mentioned one by one. Finally, the researcher was fully aware that there is still a lot of weakness in this thesis are always open-heartedly welcome

and the writer hopes that this thesis will be useful for the readers.

Bandar Lampung, 23 Desember 2022
The researcher

M. Gilang Ramadhan

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CHAPTER I

INTRODUTION

This chapter the researcher presents about tittle affirmation, background of the problem, focus and sub-focus of the research, the objective of the research, uses of the research, relevance study, research methodology consists of research design, the instrument of the research, data collecting technique, and data analysis.

A. Title affirmation

Language is a means of communication that we all need, and communication in everyday life is not always visible in oral form, but also in written form. Whenever a person performs a communicative act, the speaker expects that the listener or the speaker can understand and be able to understand what he wants to convey, in order to avoid misunderstandings. To avoid misunderstandings, know and understand how words are used in communication, depending on the situation and who you are talking to. One thing that should work well is the dictionary or word selection.

Technological advances have led to the creation of new ways of communicating and interacting with people, one of which is the creation of social media technology. As an effective way of communicating, social media plays a very important role in society's daily social activities. Communication technology is very important in the information society because with this technology people can easily share information using computer-based communication systems.

Social media is the hottest technology product right now. One of them is Instagram, itself a social media platform designed to help users share photos and videos with other users. The function of Instagram is to communicate and interact with other Instagram users. Thanks to Instagram, we can communicate with all Instagram users without being overwhelmed by big questions. On Instagram, the way we communicate with others is by commenting on photos or videos posted on Instagram.

Comments on social media posts definitely contain a message. Information is sometimes not expressed clearly, but in the form of individual meanings. This definition is intended to convey a positive or negative message. In fact, not everyone can understand the explanation from others. In the same way, there are situations in communication where the meaning expressed in an expression does not correspond to the meaning of what the speaker tells his interlocutor. This is what sometimes leads to misunderstandings in communication between people. What the speaker says is different from what the interlocutor picks up in the speech.

Meaning is one of the main themes in pragmatics. Pragmatics examines behavior motivated by dialogue goals. Pragmatic fluency is the act of structural fluency that breaks down context-dependent sentences that actually exist because they are used in communication. Based on the above understanding of pragmatics, one can see that focus is the subject of pragmatic research. A signal is a communication that occurs due to the presence of a target to communicate a conversation.

B. The background of the problem

Language is the most important communication bridge that everyone needs. Communication in everyday life is not always oral, but also written. In any act of communication, the speaker hopes that the listener or the person he is talking to understands and can grasp what he wants to know, so as not to cause misunderstandings. To avoid misunderstandings, know and understand how words are used in communication, depending on the situation and who you are talking to. What one must master is the definition or choice of words.

Considering the importance of language as a means of communication, language-related learning does not end there. The language itself can be learned in many ways. One of the branches of science that studies language is pragmatics.

Pragmatics is defined by Yule[1](1996) as four domains of pragmatic interest. First, pragmatics is the study of what speakers mean. As such, it has more to do with analyzing what people say in a speech than what the words or phrases said might mean. Second, pragmatics is the study of contextual meaning. This requires considering how speakers plan what they want to say in relation to whom they are speaking to, where, when and under what circumstances. Third, pragmatics is the study of how much is communicated rather than what is said. This approach, of course, examines how the listener reasoned about what was said to achieve the speaker's intention. This type of research also examines how much of what can be said appears to be part of what is said. Bedroom, pragmatics is the study of expressions of relative distance. Taking into account the distance from the audience, the speaker decides how much he needs to say. Pragmatics is a relatively new branch of linguistics. However, there are many interesting things related to the language that can be learned through this type of practical study.

The communication process is essentially the process of conveying thoughts or feelings. Thoughts can be in the form of ideas, information, ideas, etc. While feelings can be in the form of confidence, security, courage, etc. that come from the depths of a person. Each has its own way of transmitting information. In some situations or situations, the speaker or the person giving the speech gives more information than they say. The purpose or message conveyed is not very specific for the recipient. To capture this information, the speaker must understand the context of the conversation, try to understand the signal the speaker is giving. More information than what is listed here violates the principles of collaborative discussion. In some cases,[2]In this view, Grice, HP shows that an analogy is a proposition expressed by a sentence in context,

[1]Yule, G. Oxford Pragmatics: Oxford University Press. nineteen ninety six.

[2]Brown, Gillian and George Yule, 1996. Wacana analysis (edisi terjemahan oleh I. Soetikno). Jakarta: PT Gramedia Pustaka Utama.

even though the proposition itself is not part of what was previously said.[3]

Technological advances have led to the creation of new ways of communicating and interacting with people, one of which is innovation in communication technology in the form of social media. As an effective way of communicating, social media plays a very important role in society's daily social activities. In today's time, the most popular way to communicate is mass communication through network media or what we often call network media. Today's era of rapid development has people competing to create advanced technologies that are part of modernity and affect every aspect of life.

One of the most popular social networks is Instagram. Instagram can help them find all the information and find old and new friends they want. And the willingness to search and comment on the latest news. Instagram itself is a social network designed to help users share photos and videos with other users. Instagram itself still works exclusively for Android, iPhone, iPad and device users.

In the activity of sharing photos or videos with other Instagram users, it often results in exchanges, because Instagram has a feature called "Comments", where Instagram users can communicate with each other, and in these exchanges of comments, often through a dialog box . will appear. see you later. It contains a specific intention that sometimes differs from the content of the speech being presented. In this case, research from the perspective of conversational influence has the potential to shed light on the communication processes that take place. A comment containing an explanation. Which means that the meaning of the dialogue lies outside the linguistic structure. In this case, the role of pragmatics as spoken material is to open up implicit meanings.

There are previous studies linked to this study. First, Afiifah al rosyiidah's "Analysis of Issues Revealed in

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[3]Gazdár, Gerardo. 1979. Pragmatics, propositions, assumptions and logical form. United Kingdom: Academic Press.

Whatsapp Stories" study used qualitative research. The purpose of this study is to find out the types of clues in WhatsApp stories, this study presents the findings of the types of clues, the data is divided into four types of clues: generalized conversational implication (5 data), special conversational implication (7 data) data), scalar imlicature (data -2) and regular movements (data 1). Second, "A Pragmatic Analysis of Implications Used in Jakarta Post Sports Columns," by M. ZakiPahrulHadi, research using qualitative descriptive research.

These two studies are the same study, but different things. All of the above-mentioned studies shed light on how the topics discussed are found in the media. Based on the results of the review of previous studies, the researchers found several previous studies that were relevant to this study. Despite the contentious relationship, the researchers' study is quite different from previous studies.

Based on the above definitions, the researchers are interested in writing an "Implicative Analysis of Comments on Jakarta Post Instagram Accounts". A researcher interested in studying the forms of invisibility found in comments on Instagram accounts in Jakarta, because the author wanted to shed light on why more is said than is said. Researchers are also studying non-compliance for other reasons. First, the use of metaphors is important in many aspects of life, such as political, social, cultural aspects, as well as in everyday communication processes, because by using metaphors, users will be safe from losing face. Second, value is important in communication. Third, the Metaphor is a tool for maintaining a good relationship between reader and writer or speaker and audience. Finally, linguistic analogies arise in spoken and written language. The researchers chose the Jakarta Instagram account as the research object, and the researchers chose the Jakarta Post because the Jakarta Post is one of the Instagram account news in Indonesia in English.

C. Research focus and sub-focus

Based on the background of the previous questions, this study focuses on the analysis of the ambiguity of the

comments on Jakarta Post's Instagram account. At the time, the submarine was focused on investigative searches for the kind of signs found in comments on Jakarta-based Instagram accounts..

D. Formulation of problem

Based on the background described above, the formulation of the research problem is as follows:

What types of implicatures are found on comments in jakarta post instagram account?

E. Objectives of the research

Based on the background and statement of the previous problem, the objectives of this research are the following:

To know the types of signals found in the comments of the Jakarta Instagram account.

F. Uses of the research

Research on the implicature analysis found in the comments on the Jakartapost Instagram account news post is expected to provide many benefits, including:

1. Adding a research collection related to pragmatic studies, especially regarding the implications on Instagram news accounts
2. Contribute knowledge about pragmatics and implicatures through the theories used. .
3. Become a reference and consideration for future researchers so that their research results are more perfect and developed.
4. Adding reader's insight to more easily grasp the meaning or implied message to be conveyed in a comment on an Instagram news account.

G. Relevance Study

According to several sources related to this study, there are previous studies related to the topic of this study:

1. The study was written by Afiifah al rosyiidah (2020) "Problems found in the analysis of Whatsapp stories". The study used qualitative research. The purpose of this study is to know what kind of influence on whatsapp news. This study shows the type of exposure found. The data are grouped into four meanings: general conversational meaning (5 data), special conversational characteristics (7 data), scalar meaning (2 data) and general meaning (1 data).

2. The study was conducted by M. Zaki Pahrul Hadi (2018) "A Pragmatic Analysis of the Meanings Used in Jakarta Post Sports Columns" A study using descriptive qualitative research. The purpose of this study is to find out the important types and functions of the sports column in The Jakarta Post. This study revealed that three types of tactics were most used in general and conversation articles published in June 2013. A common feature of The Jakarta Post's sports columns is that the assumptions are not based on more comprehensive principles of pragmatism, they are simply added according to to certain lexical elements or regularities in speech.

3. The study was conducted byfazzari dianto(2011) "A Critical Analysis of the Dialogue in the Short Story The Merry King by Oscar Wilde" Descriptive Qualitative Research Study. The purpose of this study was to know the types of nonsense presented by the characters in Oscar Wilde's The Happy Prince. Based on a study of Oscar Wilde's short story "The Merry King", there are a few different interpretations of the dialogue in the narrative that come very close to the heart of the dialogue; they are cooperative, polite and ironic.

H. Research Methodology

1. Design of the research

The type of research the researchers are currently conducting is qualitative descriptive research. Descriptive methods can be defined as studies whose aim is systematic and precise description of real events and characteristics of a society.[4]This means that in this study, the researchers viewed and analyzed the comments on Jakarta Post's Instagram account. The researchers then explained the types of contact involved in each conversation.

Research is qualitative in the sense that the data comes in the form of words and is analyzed by looking at the environment or context. Qualitative research is a type of research that studies data in a natural way without processing or intervention by the researcher. When it comes to descriptive research, descriptive methods are one of the programs that study the social, general and social problems and processes that take place in society.

2. Instrument of the research

Based on Suharsimi Arikunto, the main tool for qualitative research is the researcher himself[5]That is why the researchers use themselves as a research tool to answer research questions about opinion analysis by collecting, reading and analyzing comments on Jakarta posts' Instagram accounts and converting them into data. In this study, the data collection was divided

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[4]Zulia, Nurul. 2005. Method of Social and Political Research. Jakarta: Bumi.

[5]Suharsimi Arikunto, Prosedir Pelenitian Suatu Pendakam Praktik (Jakarta: Rineka Cipta, 2013).

into three stages. Conclusions with data reduction, data visualization, graphs.[6]

In determining the sample and population for this study according to Gay and Diehl[7]Mentioned in descriptive research, the sample is 10% of the population. For individuals, it is determined by looking at the number of comments on stories uploaded by the Jakarta Post's Instagram account in a week.

3. **Data collecting technique**

Technology can be defined as the way we get data. The data is the end result. This study uses writing to collect data. Logging techniques are used to collect data from non-human sources. This source includes documents and recordings. Moleong said the main sources of data were recorded through written records or through recorded video/audio tapes, photographs or film.[8]Data available from comments on Jakarta's Instagram account. There are some processes that need to be analyzed.

    a) First, the author must find a suitable Instagram account to analyze.

    b) Second, authors should read the comments for relevant data.

    c) Third, the authors considered the author's ideas that would be used in the analysis.

    d) Fourth, the author documents all the ideas that can be discussed, and the latter analyzes the discussion using the theory discovered by the author.

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[6]Sugiyono, Metode Pelenitian Qualitatif, Alphabeta (Bandung, 2018).

[7]Gay, LR and Diehl, PL (1992), Business Research Methods and. Management, Macmillan Publishing Company, New York

[8]Moleong, Lexy J. 2000. Methodology and Qualitative Research. Bandung: PT Remaja Rosdakarya.

4. **Procedure Of the Research**

The research process used is as follows:

a) Analyze the data of the comments that can be discussed on the Jakarta Post Instagram account.

b) And analyze the discussion using the theory discovered by the authors.

c) Report the analysis data and interpret the results in the Findings and Discussion section.

5. **Data analysis**

Word analysis data and settings from structured conversation transcripts, field notes and other material collected to increase understanding for others.[9]According to Nurastuti, data analysis techniques fall into two categories, descriptive analysis and statistical analysis. Descriptive analysis is the analysis of research by describing and detailing the connections between research data in the form of sentences.[10]The research conducted by the researchers at this time provided data in the form of words found in comments on Jakarta's Instagram accounts, so the study could be classified as descriptive. In a data analysis technique, the researchers counted, identified, categorized and translated data into meaning in the form of words found in comments on Instagram accounts in Jakarta.

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[9]Bogdan, Robert C. dan Biklen Kopp Sari, 1982, Qualitative Research in Education: An Introduction to Theory and Method. Allyn and Bacon, Inc.: Boston, London.

[10]Nurastuti, Vikki. 2007. Research methodology. Yogyakarta: Ardana Media.

6. Trustworthiness of the Data

To ensure the validity and reliability of this study, triangulation was used. Triangulation is a technique used to verify the accuracy of conclusions drawn from drawings. Triangulation is a method of gathering data from different sources that can help reveal the truth.[11]Moleong said triangulation is a way to use the validity of the data with other methods.[12]Miles and Huberman explain that the triangles identify several types:

a) Source data triangulation

Source triangulation is defined as a method used to test the reliability of data by looking at data from multiple sources, such as observations, documents and interviews.

b) Triangulation methodology

This means that the method consists of using several

Results obtained by different researchers using different methods.

c) Investigating triangulation

This means that this triangulation used more than one expert to study and analyze the data collected.

d) Theoretical triangulation.

This means this guy analyzes data using various research related ideas like articles, magazines, books etc.

Based on the above types of triangulation, this study used theoretical triangulation and survey triangulation to assess the validity of the data obtained. This study was conducted

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[11]LJ Moron. "Methodology Pelenitian Qualitatif Edisi Revisi". (Bandung: PT. Remaja Rosdakarya, 2011). Page 330

[12]Myers, B. Matthew, and A. Michael Huberman Expanded Sourcebook: Analyzing Qualitative Data. (London: Sage Publications, 1994) p. 267

by a pragmatic teacher to confirm the findings of this study.

I. Systematic of discussion

The researcher discusses the research into the structure as below:

Chapter I presents the introduction, which consists of title affirmation, background of the problem, focus and sub-focus of the research, identification of the problem, objective of the research, uses of the research, relevance study, research methodology, and systematic discussion.

Chapter II presents the theories of Pragmatic, Implicature, and The Role of Pragmatic in Language Teaching, which consists of explanation.

Chapter III presents the Research Object Description and Presentation of fact.

Chapter IV presents research analysis which consists of analysis of research data and research findings.

Chapter V presents the conclusion and suggestion of the research.

CHAPTER II

RELATED LITERATURE REVIEW

presents the theories of Pragmatic, Implicature, and The Role of Pragmatic in Language Teaching, which consists of explanation.

A. **Frame Of Theory**

1. **Pragmatic**

Pragmatics is defined by Yule[13] as four areas of interest within pragmatics. First, pragmatics is the study of what speakers mean. As such, it has more to do with analyzing what people say in a speech than what the words or phrases said might mean. Second, pragmatics is the study of contextual meaning. This requires considering how speakers plan what they want to say in relation to whom they are speaking to, where, when and under what circumstances. Third, pragmatics is the study of how much is communicated rather than what is said. This approach, of course, examines how the listener reasoned about what was said to achieve the speaker's intention. This type of research also examines how much of what can be said appears to be part of what is said. Bedroom, pragmatics is the study of expressions of relative distance. Taking into account the distance from the audience, the speaker decides how much he needs to say. Also Levison[14] It is pointed out that pragmatic theory is about presupposing the participants' assumptions, intentions and knowledge of the world and the general principles of language use. According to Yanhuang Pragmatics, pragmatics is the systematic study of meanings that arise from or depend on the

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[13] Yule, G. Oxford Pragmatics: Oxford University Press. nineteen ninety six.

[14] Levinson, SC 1992. Pragmatics. Cambridge: Cambridge University Press

use of language. The central themes of pragmatic research include presuppositions, speech acts and deixis.[15].

Based on a predefined understanding of pragmatics, the researchers conclude that pragmatics is the study of aspects of meaning that can be combined with semantic theory, or in other words, analyzes discourse that cannot be fully explained. Aspects of meaning refer to reality. the context in which the sentence is uttered. Approximately you can arrange: the actual situation. Language learning through pragmatics allows you to talk about what people say, what they think, intentions or goals, and the types of actions they take when they speak (such as requests).

2. Implicature

According to Brown and Yule, the word imlicature is used to describe what a speaker may say, imply or suggest that is different from what the speaker said.[16]In this view, Grice, HP shows that an analogy is a proposition expressed by a sentence in context, even though the proposition itself is not part of what was previously said.[17]

This is more or less the same as Brown and Yule, but Grice tries to contextualize around tone that makes sense. In short, says HP Grice, the inclusion of dialogue is an aspect of the study of pragmatics that is primarily concerned with the study of the "meaning of words" in context.[18]This expression is used to

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[15]Yan Huang, Pragmatist, (New York: Oxford University Press Inc., 2007), p. 2

[16]Brown, Gillian and George Yule, 1996. Wacana analysis (edisi terjemahan oleh I. Soetikno). Jakarta: PT Gramedia Pustaka Utama.

[17]Gazdár, Gerardo. 1979. Pragmatics, propositions, assumptions and logical form. United Kingdom: Academic Press.

[18]It is a sin. 1990. Pragmatik Dasar-dasar dan Pengajaran. Malang: Yayasan Asih Asah Asuh.

describe a vague meaning after "said or written", such as "said something".

From the definitions above, the author can conclude that interpretation is a part of pragmatic research, which focuses more on the study of the apparent meaning of the conversation than on the literal meaning of the conversation. It can be seen that focus is subject to pragmatic inquiry. What matters is communication based on conversational purpose.

Implicit can mean a meaning that is not expressed literally or directly in the sentence itself. The relationship between words and what is intended to be conveyed is one thing, not according to the principle of cooperation in conversation. To shed more light on the perception of this combination, some contact signs are described below, according to various experts.

a) touch function

According to Nababan there are 4, as follows[19]:

1. Chat skins can be canceled in some cases, for example by adding a clause indicating that someone does not want to use the chat content or by providing a context to cancel the content.

2. Often there is no other way to say what is being said and keep it important.

3. Similar signs require prior knowledge of the general

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[19]Nababan, PWJ 1987. Ilmu Pragmatik (Teori dan Penerapannya). Jakarta: Depdikbud Dirjen Pendidikan Tinggi Proyek Pengembangan Lembaga Pendidikan Tenaga Kependidikan.

meaning of the phrases used. The content of the argument is therefore not included in the meaning of the sentence used.

4. The truth of what is not said does not depend on the truth of what is said. Therefore, we stand out not for what we say, but for what we say.

Based on Grice's view above, HP suggests that there are 5 aspects of touch viz.[20]:

1. In some cases, the statement may be taken out of context or taken out of context.
2. Distinguish the separability of characters when you say something. Often there is no other correct way to express it, so people use rhetoric to express it.
3. The implied meaning requires the ordinary meaning of the sentence used, but the content of the hyphen is not included in the ordinary meaning of the sentence.
4. The truth of the implicit content does not depend on what is said, but can be

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[20]Mujiyono Wiryationo, 1996. Implication Prcakapan Anak Usia Sekolah Dasar. Malang: IKIP Malang.

explained by how actions convey what is said.

5. What is said does not accurately describe its nature.

Another point of view, according to Levinson, C. Stephen, is that there are mainly 4 confounding factors, viz.[21]:

1. Cancellation, meaning an abbreviated ending that would not be possible if it could be avoided by adding an additional attribute/cause in addition to the original.

2. Indivisible inclusion is linked to the semantic content of what is said, not to the linguistic form, so the character is inseparable from the expression.

3. Counting is this for every aspect that seems to be able to create an argument showing that the meaning of the word is combined with the principle of cooperation and its principles.

4. Non-standard, that is, knowing the meaning of

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[21]Levinson, C. Stephen. 1997. Pragmatics. United Kingdom: Cambridge University Press.

a word, you can predict the association from the context, and the combination cannot be part of that meaning.

Three ideas of tactile properties are the same. Three theories can be summarized, the characteristics of similarity have the following properties: (1) similarities can be canceled in some cases (cancellation), (2) there is generally no other way to say what is said and maintain the essential properties (inseparable), (3) and those related to dialogue require prior knowledge of the general meaning of the sentences used (non-normative) and (4) the authenticity of non-verbal dialogue content does not depend on asserting (uncountable) truths.

b) type of Implicature

There are several types of movements. According to Grice[22]There are two types of damage, namely: normal and abnormal.

1. Conventional meaning mainly refers to the conventional meaning of words, and the meaning of a conversation is determined by the "conventional meaning" of words used with other words.

2. Non-conventional implicature, is an implicature

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[22]Rohmadi, Muhammad. 2010. Theory and Pragmatic Analysis. Surakarta: Yuma Pustaka, page 60

that bases its meaning more on a context that surrounds a conversation. In other word non-coventionalimplicatureNon-conventional implicatures are utterances that imply something different from the truth

According to Stephen C. Levinson, There are two types of conversational implicatures[23]:

1. Conventional implicatureimplicaturerefers more to the implicatures that appear in conversation and do not require special context
2. Special conversational implicaturesrefers more to the animplicature whose occurrence requires a special context.

Example:

Conventional Implicature: *Although Sandi is of Javanese descent, but he was born and raised in Medan, it is not surprising that he has a strong character like Batak people in general.*

The conventional implication is that Sandi's understanding is a person with a

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[23]Levinson, C. Stephen. 1997. *Pragmatics. Great Britain*: Cambridge University Press

strong character which is a consequence of the Batak people. If Sandi is not a Batak person, the speech does not imply that Sandi has a strong character.

Non-conventional Implicature :
Congratulations Adit, now your father has a chair in the company.

The importance of the discussion is based on the word "xi" which has a meaning of state. Previously, Adit's father had no position in the company. The principle of speech that breaks with speech is the principle of mutual cooperation, that is, in the way the speaker speaks indirectly.

According to the above definition, the author can draw conclusions. The two ideas of touch types are similar. These two concepts can be summarized in the following types of expressions: common analogies that do not require special contexts in conversation, and consistent analogies that require special contexts.

3. **Media**

The word means comes from the Latin "medius", which means medium, intermediary or introduction. The word media is the plural form of the word "medium" and etymologically means conveyance or introduction. In another sense, a medium is a tool or method used to convey a message from a communicator to an audience. Media is a tool that by its very nature can help with needs and tasks to make things easier for those who use it.

DagunMedia is an intermediary or intermediary between two parties, or communication tools such as newspapers, magazines, radio,

television, films, posters, banners, etc.[24]Meanwhile, according to Arsyad, mass media are all kinds of mediators that people use to communicate ideas or opinions so that the expressed ideas, opinions or ideas reach their intended recipients.[25]From the definitions above, the author can conclude that a medium is a tool for delivering a message to a receiver, anything that can be used to convey a message from a sender to a receiver, to arouse emotions and attention for a communication. efficient. .

4. Instagram

Instagram can be easily defined as a mobile application based on iOS, Android and Windows Phone, where users can take photos, edit and post photos or videos on Instagram's website. The shared photos or videos will later appear in the feeds of other users who follow you. The friendship system on Instagram uses the words "follow" and "followers". Follow means that you follow other users, and following means that other users follow you. In addition, each user can participate by commenting and liking the shared photos. One of the general purposes of Instagram itself is that anyone who wants to post events, products,

The word Instagram appears in the description of all the functions of this application. The word "insta" is derived from the word "instant", just as Polaroid cameras were better known as "instant photos" at the time. Instagram can also quickly display Polaroid-like photos. Meanwhile, the word "igram" comes from the word "telegram", the actual

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[24]Dagun, SM (2006). Kamus Kiss Ilmu Pengetahuan. Jakarta: Lembaga

Pengakajian Kebudayaan Nusantara (LPKN), page 634

[25]Al Siad, Al Azhar. (2002: 4). Media Pembelanja, edisi 1. Jakarta: PT. Raja Grafindo Persada, page 4

telephone method of quickly sending messages to other people. The same applies to Instagram, which uses the Internet to upload images.[26]

The primary use of Instagram is as a place to upload photos and share them with other users. By using the camera with Instagram, you can also use the existing effects directly to adjust the color of the photo as the user wants. Instagram can help them find all the information and find old and new friends they want. And the willingness to receive the latest news and comment on it.

5. **Jakarta post**

Jakarta postsAn English newspaper in IndonesiaThe newspaper is owned by PT Niskala Media Tenggara and is based in the country's capital, Jakarta..[27]The Jakarta Post is the brainchild of Information Minister Ali Moertopo and politician Jusuf Wanandi. Its first issue was published on April 25, 1983. Then, from 1991 to the present, Jakarta Post began to use a strong democratic vision as its slogan, "Always Courageous, Always Independent."

Jakarta Post is entering the new media era and also has an online program and a weekend magazine called J+. The target group is foreigners and Indonesians who are well educated to fully understand the content of the news. digital. Jakarta Post already has a mobile version of its Instagram account. Meanwhile, the Instagram account provides news in a web format in a simpler language than the news version. Jakarta Post's Instagram account allows you

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[26]Mahendra, Bimo. "Social Existence Remaja (Sebuah Perspektif Komunikasi) on Instagram." Visi Komunikasi Magazine 16.1 (2017): 151-160.

[27]Jakarta Post. (September 22, 2020). Say Wikipedia, Encyclopedia Babas. Diakses 22 September 2020 at 04:15 Decemberhttps://id.wikipedia.org/w/index.php?title=The_Jakarta_Post&oldid=17427563

to respond enthusiastically to comments. A comment field below the post is available.

The Jakarta Post was originally established as a collaboration between four Indonesian media under the leadership of Information Minister Ali Moertopo and politician Jusuf Wanandi. After its first publication on 25 April 1983, The Jakarta Post ran for several years with little or no publicity and with increasing circulation. After a change of editor-in-chief in 1991, the newspaper adopted a democratic stance. The Jakarta Post is one of the Indonesian English-language newspapers that survived the 1997 Asian financial crisis and currently has a circulation of 40,000 copies and 41,049 subscribers as of December 1998.

In 1994, The Post became the first Indonesian newspaper to go international under a project called "Going International". Three global companies offer courier services from three different locations around the world, so that thousands of customers worldwide can contact Post 24 hours a day. The "Going International" project embodies the mission of the post to bring Indonesian views on national and international issues into the perspective of Western countries that dominate the flow of information in the world. This publication is committed to exist as "Indonesian Contemporary Magazine". The newspaper faces the challenge of continuing to deliver breaking news, entertainment and insight to the international community.

Jakarta Post also has a Sunday edition and Daring (online), whose content is not available in the daily print edition. The newspaper is aimed at foreigners and educated Indonesians, although the number of Indonesian middle-class students continues to grow. Known as a training base for local and

international journalists, The Jakarta Post has won several awards and was named "Harianberbahasa Inggristerdepan di Indonesia".

B. The role of pragmatics in language teaching

Pragmatics is the branch of language that deals with contextual meaning. In other words, pragmatics can also be defined as the study of the relationship between linguistic forms (structures) and the users of these forms.[28].We need pragmatics to understand how language is used in a given situation and to use it correctly. Why is pragmatics important in teaching? Pragmatics is the set of skills that allow us to know what to say, to whom and how to convey a message to another person in a given situation.

The teaching of pragmatics aims to help students find the appropriate language for the situations they face in society. For second language learning and teaching, pragmatics includes speech acts, conversational structure, conversational characteristics, conversation management, discourse planning and social aspects of language use, such as the choice of speech forms.

The purpose of teaching pragmatics is not to adapt to the norms of a specific target language, but to help students become familiar with various tools and processes of pragmatics in the target language. Through such teaching, students can maintain their cultural identity, participate fully in the communication of the target language, and have better control over desired power and role results. Pragmatic competence will give them a good level of use and effectiveness of grammar. . They respond with fluency, coherence and precision. Pragmatic skills will also increase your critical thinking.

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[28]Yule, G. Oxford Pragmatics: Oxford University Press. nineteen ninety six.

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