AN ANALYSIS OF CONVERSATIONAL IMPLICATURE IN THE DOCTOR STRANGE IN MULTIVERSE OF MADNESS 2022

A Thesis

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**TARBIYAH AND TEACHER TRAINING FACULTY
RADEN INTAN STATE ISLAMIC UNIVERSITY
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A Thesis
Submitted as a Partial Fulfillment of the Requirement
For S1-Degree

BY
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ABSTRACT

This research is aimed to find out the fulfillment and violation of maxims in the context of conversational implicature . The writer uses discourse analysis method of the research to describe fulfillment and violation based on related theory of maxim by Grice . The unit of this research is utterance of characters in the movie "DOCTOR STRANGE IN MULTIVERSE OF MADNESS 2022". She uses himself as a main research instrument through transcribing, identifying and classifying the data which are needed from the characters utterance of the movie "DOCTOR STRANGE IN MULTIVERSE OF MADNESS 2022".

This research explains about the fulfillment and violation of types of conversational implicature maxims that are utter by the characters in delivered the dialogue in "Doctor Strange In Multiverse Of Madness 2022". The findings that the researcher obtain from the analysis are several utterance which fulfillment and violated the maxim of cooperative principle in conversational implicature the theory that are initiated by Grice. The result of the research shows that two datum that contained the maxim of manner, ten datum that contained the maxim of relation, two datum that contained maxim of quantity , and six datum that contained the maxim of quality.

Key words: *Conversational Implicature , cooperative principle, maxsims*

DECLARATION

The reseaecher is a student of English Education Study Program with identify below :

Name   : Yunita Eka Wulandari
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Title of the Research : An Analysis Of Conversational Implicature In The Doctor Strange In Multiverse Of Madness 2022

The researcher hereby declares that this researchis the researcher own work. All theories in this research are quoted from other researchers that has been accepted for the award of any degree of the university or other institute of higher learning and the researcher has pharapharsed all the statement in accordance with proper ethic.

Bandar Lampung, 15 December   2023
The researcher

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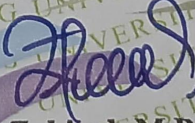## APPROVED

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A thesis entittled: **An Analysis Of Conversational Implicature In The Doctor Strange In The Multiverse Of Madness Movie**, by: **Yuanita Eka Wulandari NPM: 1711040268**, Study Program: **English Education** was tested and defended in the examination session held on: Wednesday, December 27th 2023.

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MOTTO

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِيْمِ

فَمَنْ يَّعْمَلْ مِثْقَالَ ذَرَّةٍ خَيْرًا يَّرَهٗ ۝٧

"Whoever Does The Slightest Good Deed, They Will Surely See (The Reward)."

(Q.S Al- Zalzalah:7)

DEDICATION

From the deep of my heart, thesis is dedicated to everyone who cares and loves me. I would like to dedicate this thesis to:

1. Allah SWT who always loves me and keeps me everywhere and everytime.
2. My beloved parents, Mr. Samadi and Mrs. Taslimah ,who always love me and keep on praying for my life and succes. Thanks for all the best to me and give me motivation to study hard until now, I love them so much.
3. My beloved family who always love, care, support and cheer me up until the completion of this thesis.
4. My supervisor Prof. Dr. Moh. Muhassin, M. Hum and Miss Zakiyah, M.Pd who guided me from the beginning to the end of writing this thesis
5. My beloved lecturers in English Education Study Program and Almamater Raden Intan State Islamic University Lampung, who made me grow up and contributed much for myself development.
6. My beloved friends who always support me since the beginning till now, and always there whenever I need them.

CURRICULUM VITAE

The name of the researcher is Yunita Eka Wulandari was born on June 20 1999 in Natar, South Lampung. Wulan is the first child of Mr. Samadi and Mrs. Taslimah. Wulan has two siblings. They are Rizky Aditya Ramadhan and Muhamad Ali Yusuf.

Wulan academic background started when she was 6, she studied at MIM Tangkit Batu Natar in 2004 and finished in 2011. Then, she continued her study at Junior High School at MTs Muhammdiyah 1 Natar and finished in 2014. Afterward, she continued her study at Senior High School at SMA Plus Muhammadiyah Natar and finished in 2017.

Finally she continued studying at UIN Raden Intan Lampung as an S-1 degree student of Tarbiyah and Teacher Training Faculty Study Program. From the beginning she always took study at Islamic school that's why she chose UIN for her S1 degree because she believed that good surrounding would give a positive impact for her study and always surrounding by very good people.

ACKNOWLEDGEMENT

Alhamdulillah Alhamdulillahirobbil'alamain. First of all, Praise be to Allah the Almighty, the Most Merciful, the Most Beneficent for His bleesing and mercy given to the reseacher during her study and completing this thesis. Then, the best wishes and salutations be upon the great messenger prophet Muhammad peace be upon him.This thesis entitled **An Analysis of Politeness Principles Maxims Used by Teacher's Utterances in The Youtube Video "Mengajar Procedure Text"** is presented to the English Education Study Program of Raden Intan State Islamic University Lampung. The primary aim of writing this thesis is to fulfill students' partial fulfillment of the requirement to obtain S1- degree.Then, the researcher would like to thank the following people for their ideas, time and guidance for this thesis: When finishing this thesis, the researcher has obtained so many helps, assistances, aid, support and many valuable things from various sides. Therefore, the researcher would sincerely thank:

1. Prof. Dr. Hj. Nirva Diana M.Pd, the Dean of Tarbiyah and Teacher Training Faculty of UIN Raden Intan Lampung with personnel, who has given an opportunity and forbearance to the researcher when on going the study until the accomplishment of this thesis.

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4. Mrs. Zakiyah, M.Pd as the second advisor who has spent countless hours correcting this final project for its betterment.

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6. All beloved friends of the Department of English Education 2017. Especially for G class, for the motivation and support during this study.

Finally, the researcher is fully aware that there are still a lot of weaknessesin this thesis. Therefore, the researcher sincerely welcomes criticism and suggestion from the readers to enhance the quality of the thesis.

Bandar Lampung, 15 December   2023
The researcher

YUNITA EKA WULANDARI
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CHAPTER I
INTRODUCTION

A. Title Confirmation

As a first step to understanding the title of this research, the researcher explained the title used in this study. It aims to provide information about the title and avoid misunderstanding the reader. The title of this research is " An Analysis Of Conversational Implicature In The Doctor Strange In Multiverse Of Madness 2022". The explanation of the title is as follows:

The analysis is an activity that contains several activities such as parsing, identifying, classifying something to be classified and regrouped according to specific criteria, then looking for the relevance and interpreting its meaning.

Movie is not only used for entertainment purposes but also education. It can be effective media in teaching learning process because it stimulates students both receptive skills and productive skills. Movie can present information, explain the process and complex concepts, teach skill and influence attitude. It's mean by watching movie students can learn on their own even thought the learning materials are limited as arranged on the script.

In considering what movie can be applied in the teaching and learning process, there are three general principles to guide the selection and use of movie, they are: it usually serve the dynamic visual, developed based on psychology, behaviorism and cognitive principles, and oriented for teachers who have student low interaction participation.

Implicature is indirect or implicit meaning of an utterance that is produced by the speaker. Implicature happens when the speaker wants to express something in an implicit or indirect way in a conversation There are numbers of implicature types introduced by Grice. An implicatures type is also has characteristics. One type of Implicature is conventional

implicature. Conventional Implicature is implications based on the conventional meanings of the words occurring in an utterance.

The meaning of this research entitled An Analysis Of Conversational Implicature In The Doctor Strange In Multiverse Of Madness 2022. is to determine the types of conversational implicature sentences and to analyze and explain clearly the types of conversational implicature sentences contained in the film The Doctor Strange In Multiverse Of Madness 2022.

B. Background of the Problem

Language is a means used by human beings for the communication. In it, people share their thoughts or ideas. One of the language uses is interactional. Brown says that the interactional use of language is to describe our reactions to event and to regulate our interaction with other people[1]. This use of language regulates the function of utterances in interchanges – a question invites a reply, an apology is often responded to with its acceptance and so forth. Language is an important aspects in human life. In a communication that occurs in the community, language is a tool in delivering something. As the tool, language plays a very important role in the conversation as a social interaction instrument among people. Communication hold the most important aspect of language, speaking or listening cannot occur without communication. People need language as a communication to express their feeling, thought and desires.

According to Shachter in Hikmat Communication also functions as a mechanism to run authority. It means that communication is the power in which it is also the main control to express one`s desires, beliefs, attitudes, and behaviors in social condition without a word knowledge. Three significant components in communication are the speaker, listener, and the message. It can be inferred that communication is the human

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[1] Brown, Keith. 1984. *Linguistic Today.* Suffolk: Fontana Paperbacks.page.11-12

activity to understand the message between the communicator (speaker) and the communicant (listener) and the result of it is to get the effectiveness of their understanding. Good communication occurs if the three components (the speaker, the listener, and the message delivered) are involved well in the conversational process. It means that to reach the effectiveness of communication, the condition of the message uttered by the speakers must be caught, understood, and comprehended well by the listener and the listeners as well comprehend what the speaker meant through the speaker's utterance must be provided.

Crowley and Mitchell said In a communication a speaker and a hearer on the conversation are supposed to respond each other in their turn and exchange with the needed information that benefits both of them.[2] By giving the required information, they can understand each other`s utterances and their conversation become smooth. In fact, not all the speaker`s utterances in the conversation can be understood by the listener well. It is because an utterance may obviously contain an implicature.

Victory as cited The understanding of language context help the listeners or reader to understand the information as much as required based on their behavior , knowledge, experience and the intellectual capacity[3]. Therefore, by consider about the context the hearer will be easy to understand the speaker's messages .

Implicature is indirect or implicit meaning of an utterance that is produced by the speaker. Implicature happens when the speaker wants to express something in an implicit or indirect way in a conversation There are numbers of implicature types introduced by Grice. An implicatures type is also has characteristics. One type of Implicature is conventional

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[2] Crowley, D., and Mitchell, D. 1994. *Communication Theory Today.*Oxford:
Blackwell Publishers.

[3] Victory, WidyaRP.2010. *Implicature Used in Humors of Yes Man Movie*. Unpublished thesis.Semarang: UMS.

implicature. Conventional Implicature is implications based on the conventional meanings of the words occurring in an utterance.

Levinson said Conventional implicature does not depend on the special contex, but deals with the specific word such as but, yet, therefore, however and even. These conjunctions are use in conventional implicature to explain the implicit meaning from particular lexical items or expression. A speaker using the word "but" between coordinate clauses thinks that some contrast or concession. [4] According to Grice as cited in Rosidi The conventional has the different criteria to test whether the implicature was mentioned in the utterance or not. Conventional Implicature is non cancelable, non calculable, detachable, conventional, carried by what is said and determinate.[5]

C. Focus And Sub Focus Of The Research

The Focus of the research is based on the background of the problem that has been discussed by the researcher,so the focus of this research is on An analysis of Conversational Implicature In The Doctor Strange In Multiverse Of Madness 2022,which is where the main purpose of this research is about conversational implicature, which the researcher use the cooperative principle the maxim theories.

D. Identification of The Problem

Based on the background of the problem above, the formulation of the research will be:
1. What types of conversational implicature found in the Doctor Strange in multiverse of madness 2022?
2. What are the conversational implicature found in the doctor strange in multiverse of madness 2022?

[4] Levinson, Stephen C. *Pragmatics.* New York: Cambridge University Press. 1983

[5] Rosidi, Imron. 2009. *Bentuk Implikatur Dalam Kegiatan Transaksi Di Koperasi Siswa SMKN Kota Pasuruan..*

E. Objective of the Research

Related to the formulation of the problem, the objective of the research are?

1. To find out the types of Conversational Implicature that contained in the *Doctor Strange in the Multiverse of Madness* based on the context?
2. To find out the conversational implicature Implicature that contained in the *Doctor Strange in the Multiverse of Madness* based on the context?

F. Use Of The Research

1. Theoretically

   This research is hopefully to give theoretical contribution to the development of research on drama on the basis of pragmatic approach. In other words, drama is not only studied on the basis of structural, psychological approaches. Through pragmatic study, this literary work can be studieds through linguistic analysis. The writers expects that this research will be useful to people in social in raction especially when applying implicatures in daily conversations involving the coopraciton.

2. Practically

   This research is expected to contribute in English reseach in linguistict pragmatic for teaching speaking through drama as the material.

   1. For the students : The result of this research is very useful to uderstand information about Pragmatic Implicature in speaking such us Movie ,Drama and others.
   2. For the teacher : The research will have the benefit of the providing new sensations or new methods of understanding pragmatic implicature. Thus, theachers can feel the benefits this research to teach implicature in the from of discourse to students.

3. For the school : The result of the research will be new guide or modul as a new tips for speaking method.
4. for the other reseacher : The research will have benefit and knowledge about pragmatic implicature.

G. Previous Related Studies

For consideration in this study, the writer listed some of the results of previous studies by several researchers that had ever read by the writer, first is the thesis was conducted by Lestari in 2013 with titled "The Analysis of Conversational Implicature in the Movie Script of "Despicable Me". This study was conducted to analyze the using of conversational implicature in the movie's script "Despicable Me". The study focuses on conversational implicature based on cooperative principle on movie's script. The writer of this study analyzes the four cooperative principles, which are maxim of quality, maxim of quantity ,maxim of manner and maxim of relation in the movie's script. The conclusion is the most of violated maxim which happened in the movie are maxim quality and maxim manner. The writer of this study also explains context and situation of each utterances does not follow the rules of aphorism to make the movie funny and not too serious.

The second study was conducted by Yunita Nugraheni with the title "Movie Script Analysis implicature In Harry Potter and The Goblet of Fire" in 2010. In this study, the writer describes that in communicating a person is required to always adhere to the principle of conversational fluency in communicating that may occur. In this case, the authors use Grice's conversational principle known as cooperative Principle. However, this study was limited to identify what the non-observance maxims by the characters in the movie. Through previous studies that is conducted by the writer from several existing studies about conversational implicatures, including two studies above, which have similar topic and also use a movie for research media like this study who was done by the writer. The writer concludes that most of the research on conversational

implicatures is limited on finding the non-observance of maxims in the dialogue of characters, and then describe the meaning.

The third is written by Muhamad Vikry (2014), the student of State Islamic University Syrarif Hidayatullah Jakarta. He writes the paper entitled "An Analysis of Conversational Implicature in Iron Man 3" and he formulates some problems in the research question: (1) What are the maxims of cooperative principle that non-observance in the dialogue of the characters in the Iron Man 3 movie? (2) How the non-observance of maxims occurs in the dialogue of the characters in the Iron Man 3 movie? (3) What type of conversational implicatures found in the dialogue of the characters in Iron Man 3 movie? (4) What the meaning of each conversational implicature found in the dialogue of the characters in the Iron Man 3 movie .

The last paper is "The Conversational Implicature that is used by Three Main Characters in Hotel Transylvania Movie" and it is written by Arorul Nur Muvida (2015), the student of State Islamic University Sunan kalijaga Yogyakarta. She formulates two research questions, they are: (1) How are the three main characters speaking manner seen from conversational implicature? (2) What are the reasons of count dracula"s protective manner and the response of the hearer among the three main characters related to conversational implicature? She uses Grice"s theory in the research. Data are explained by showing the context of situation, the types of conversational implicature, the maxim that can be considered, and the implicature of the utterance. She finds two points as the result, they are three main characters use both generalized and particularized but they use generalized implicature more frequently than particularized implicature. She also finds about how the hearer respond generalized conversational implicature utterances.

However this study is different with four studies above. This study will describe further about the types of conversational implicatures which has explained by H. Paul Grice. Studying about implicature is very important todays. The same culture and the sufficient knowledge make the people more often use

practical language while communicating each other. It makes many people, in many times do not observe the cooperative principle in their communication such as giving a little or giving irrelevant information than required, and sometimes giving obscurity information that makes the interlocutor confuses.

H. RESEARCH METODOLOGY

1. Research Design

Research Methodology is commonly defined as a way or method to thinking and prepared to completed the research and reach the goal of the research. In this study the writer uses descriptive qualitative research to describes the conversational implicature that include *Doctor Strange in the Multiverse of Madness* movie. According to Bogdan and Biklen qualitative research is descriptive. The data collected is in the form of word or pictures rather than numbers. Processed the data take from various sources, transcript movie, articles, etc.

Descriptive is research which describe something by human's oppinion/beliefs/feelings of attitudes. This research using descritive-qualitative method in otder to describe how conversatinal implicature of "*Doctor Strange in the Multiverse of Madness*". Based on Kumar Nayak said " descriptive research is descriptive studies, as name suggests, describe as accuretely as posible the interrelationship between characteristics of a group of people or their opinion/beliefs/feelings/attitudes etc".[6]

Consecutively, this study deals with descriptive way to collects data. It is intended to described the conversational implicature in *Doctor Strange in the Multiverse of Madness* movie. Based on the explanation above, the researcher more

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[6] Dr. Jayanta Kurma Nayak, Dr Prianka Singh, Fundamentals of Research Metodology : Problem and Prospects 1st Edition, (New Delhi : SSDN publishers and Distributors,2015), p.63

prior in accurate explanation to analyzed and present what researcher will found in the movie.

2. **Research subject**

This research is a descriptive qualitative method explaining the problems statement. Descriptive research is a research to observe a situation, condition, and issues. "Qualitative research begins with question: it is ultimate purpose is learning. To inform the questions, the researcher collects the data, the basic units or building blocks of information. The data are image, sound, words, and number"(Rossman & Raliss, 2012: 3).[7] The subject of the research is *Doctor Strange in the Multiverse of Madness* movie that release in 2022 starring.

3. **Research Instrument**

In a qualitative research, the researcher is the key instrument. As the main instrument, the researcher plans the research, collects the data, classifies the data, analyzes the data, makes the interpretation and finally reports the result of the research. In identifying the research, the researcher needs some supporting instrument like video recorder and note.[8] It is used to collect the data so that the researcher can collect the data easily and the data can be accurate.

4. **Technique of Collecting Data**

The researcher will uses the descriptive method in this research, so in conducting this research the researcher will do some ways to collect data, such as doing observation and interview. According to Ratna there are sever al techniques in collecting the data, they are sampling, observation, interview, documentation, questionnaire, triangulation, and

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[7] Rossma ,G.B.and Rallis,S.F."*Learning In the Field An Introduction to Qualitative Research*"2012.page.3

[8] Sugiyono, *"Metode Penelitian Pendidikan: Pendekatan Kuantitative, Kualitatif, dan R & D",* (Bandung: CV. Alfabeta, 2010), p. 133.

reading (2010: 2019-245). This research uses documentation technique in collecting data. This research is included as library research, the research also uses contents of analysis.

The document that will be analyze is the main characters' utterance from Doctor Strange in the Multiverse of Madness movie. To collect the data, the researcher watches the movie many times first, and comprehends it until the researcher overcomes all the aspect of the story. During the watching process, the researcher notices main characters' utterance and the context of the communication in the script. After that, the researcher eliminates the utterance that does not belong to conversatinal implicature strategies. After rechecking the data and revising some parts, the researcher finally finds the utterances with its contexts that will become the data of this research.

5. Data source

The data source of this research is the movie " *Doctor Strange in the Multiverse of Madness* ".that relese in 2022.

6. Technique of Analyzing Data

According to Creswell (2009: 185), there are six steps to analyze the data: [9]

1. Organize and prepare the data for analysis. This involves transcribing interviews. Optically scanning material. Typing up field notes, or sorting and arranging the data into different types dependingon the Sources of information.
2. Read through all the data.
3. Begin detailed analysis with a coding process. Coding is the process of organizing the material into chunks or segments of text before bringing meaning to information.

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[9] Creswell, J.W, *"Research Design: Qualitative, Quantitative, and Mixed Method Approaches",*{University of Nebraska: Lincoln:2009), p.185

I. Systematic Discussion

This study will display the discussion in several chapters. This chapters will explain and describe particular topics. The systematic discussions are as follows:

1. Chapter I

   Chapter I present the introduction, which consists of title confirmation, background of the research, focus and sub focus of the research, identification of the research, limitation of the research, research questions, the objectives of research. significant of research, scope of the research, relevance studies, research methodology, and systematic discussion.

2. Chapter II

   Chapter II contains a literature review of several theories and references that form the basis for supporting studies. In this study, chapter II presents Theories, Pragmatic, Scope of Pragmatic, conversational implicature theory, cooperative principle, concept of movie,

3. Chapter III

   Chapter III presents a description of the research object. This chapter presents an over view of the data and data collected in the study.

4. Chapter IV.

   Chapter IV presents research data and research findings. This chapter presents all the data obtained along with the result of the data analysis with the interpretation of the data.

5. Chapter V

   Chapter V presents the conclusion and suggestion of the research. This chapter presents what can be concluded from the result of the study and provides suggestion related to the conclution

CHAPTER II
LITERATURE REVIEW

A. **THEORY**

1. **Pragmatic Theory**

Pragmatics is one of the branches of linguistics , according to Yule (1996:3) says that there are four areas that pragmatics is concerned with, that is speech act theory, conversational implicature, talk in interaction and other approaches to language behavior in philosophy, sociology, and linguistics.[10] To understand how it got to be that way, we have to briefly review its relationship with other areas of linguistic analysis.

Pragmatics involves perception augmented by some species of "ampliative" inference induction and inference to the best explanation. Beside that reasoning, it also considered perhaps some special application of general principle special to communication as conceived by Grice. But in any case a sort of reasoning that goes beyond the application of rules, and makes inferences beyond what is established by the basic facts about what expressions are used and their meanings.

Pragmatics is the study of the relationships between linguistics forms and the users of those forms. The advantage of studying language via pragmatics is that one can talk about people's intended meanings, their assumptions, their purposes or goals, and the kinds of action that they are performing when they speak. The big disadvantage is that all these very human concepts are extremely difficult to analyze in a consistent and objective way. In much of the preceding discussion.[11] we have assumed that speakers and listeners

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[10] Yule, George. 1996. *Pragmatics.* Oxford: Oxford University Press.page.3

[11] Grice, P.: 1978, 'Further Notes on Logic and Conversation', in P. Cole (ed.), *Syntax and*

involved in conversation are generally cooperating with each other. Someone's utterance that has more than just what the words means, it is an additional conveyed meaning called an implicature.

2. **Scope of pragmatic**
   a. **Speect act**

   According Schmidt and Richards 1995 speech act is all we perform through speaking, all things we do when we speak. When conversing, people deliver their ideas, intentions, feelings or emotions directly. The descriptive terms for different kinds of speech acts apply to the speakers' communicative intention in producing an utterance. The speaker normally expects that his/ her intention will be recognized by the hearer carries some actions in an utterance.[12] Levinson 1985 states that there are three basic acts in saying utterances, namely: 1) locutionary act, it is the basic act of utterance because it produces a meaningful linguistic expression, 2) illocutionary act, it is performed via the communicative force of an utterance in order to make a statement, an offer, an explanation or other communicative purposes, and 3) perlocutionary act, it is done to have an effect from the utterance. [13]

   For example, "I already closed the door but not the windows." When the context of the utterance is between mother and her son and the setting is in their house at night, the locutionary act refers to the windows that are still opened, the illocutionary force is requesting the son

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Semantics, vol. 9: Pragmatics, Academic Press, New York, pp. 113-128.

[12] Richards, J. C. , & Schmidt. R. W. 1983. *Language and Communication.* Singapore: Longman Singapore Publishers Ptc Ltd.page, 101

[13] Levinson, Stephen C. 1983. *Pragmatics.* Cambridge: Cambridge University Press,page. 236

to close the windows; and the perlocutionary effect is persuading, that is making her son to close the windows.

- Types of speech act
  - ✚ LOCUTIONARY ACTS These express sense or reference as in *A cow is an animal* or *The earth is round*.
  - ✚ ILLOCUTIONARY ACTS Here the intentions of the speaker are expressed by using a performative verb such as *I baptise this ship 'The Spirit of Galway'*.
  - ✚ PERLOCUTIONARY ACTS With this type the effect of the linguistic action is central. Perlocutionary acts include those which have a visible effect on the speaker, such as insulting or persuading someone.

b. Context

According to Leech 1983 context deals with relevant aspects of the physical or social settings of an utterance. He also consider context to be any background knowledge assumed to be shared by the speaker and the hearer which contributes to hearer's interpretation of what the speaker means by a given utterance. [14]

Nunan 1993 says that there are two different types of context, linguistic context and experimental context. Linguistic context is the language that surrounds or accompanies the discourse under analysis. It can be in the form of words or phrases preceding or following the discourse. [15] Yule 1996calls this co-text, which is the linguistic material that accompanies a referring expression. While, experimental context is the context within which the utterances take place. This kind of context includes the

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[14] Leech, Geoffrey. 1983. *The Principles of Pragmatics.* London: Longman Group Limited.page, 13

[15] Nunan, David. 1993**.** *Introducing Discourse Analysis*. London: Penguin Books Limited.*page,8*

type of communicative event; the topic; the purpose of the event; the setting including the location, time of day, season of the year and physical aspect of situation; the participants and the relationship between them; and the background knowledge and the assumptions underlying the communicative event.[16]

c. **Politeness**

In general politeness is an aspect of a speaker's social behaviour which shows deference towards the wishes and concerns of the addressee. There is a linguistic manifestation of politeness, investigated seminally in a book by the English linguists Penelope Brown and Stephen C. Levinson 1979, which nvolves strategies for maximising deference in exchanges, e.g. by employing indirect speech acts or by using formal address terms. These strategies aim at a certain goal, to save the face of the addressee. The term *face* refers to the public self-image of speakers and can be subdivided into two main types. Positive face refers to an individual's wish to be respected and appreciated by others. Negative face refers to the wish not to be restricted or impeded in the choices one makes concerning social behaviour. Politeness is hence understood as a means of showing awareness of another's face. Social behaviour can constitute *face saving acts* by being deferential to others, emphasizing the importance of their wishes and concerns. On the contrary a *face threatening act* tends to encroach on another's freedom of action and may be interpreted as an imposition or indeed an insult. There are many linguistic strategies for minimising the threat to negative face, for instance by apologizing in advance for disturbing someone, and for maximising the enhancement of positive face, for instance

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[16] Yule, George. 1996a. *Pragmatics.* Oxford: Oxford University Press.page.21

by pointing out a common interest in some suggestion made to an addressee.

Languages provides devices or strategies for reducing the potential loss of face in social interactions. For instance, *hedges* are devices, used in conversation, which serve the purpose of weakening the force of a statement, e.g. *He is perhaps the culprit after all. Could you possibly give me a hand? He's not up to scratch, I suppose. She won't leave us, will she?*

The face of one's interlocutor can be supported in conversation by *back-channelling*, a strategy in communication whereby the listener confirms his/her attention to what the other person is saying (see section ??? below).

d. **Deixis**

Very much in language is concerned with pointing or referring. This section of language is referred to as *deixis* from the Greek word meaning 'display, reference'. Deixis (read: /deiksqs/, sometimes /daiksqs/) occurs in various guises. An obvious form is that of pronominal reference where pronouns serve the function of referring to nouns which have already been introduced in the discourse. In a synthetic language like Irish the articles and pronouns serve to refer back to nouns mentioned in a previous sentence as in *Cheannaigh mo athair capall agus cráin an seachtain seo caite.* 'My father bought a horse and a sow last week'. *Bhí sí an-daor cathfidh mé a rá.* 'It (i.e. 'the sow') was very dear'. Personal pronouns form another group of elements which have a deictical function as in *I suppose he has left by now* where a male person must have been previously mentioned in the discourse otherwise the sentence is not interpretable.

There are two other major areas where deixis plays a central role. This is in the temporal sphere of language, just consider the many expressions in any

language to express points in time: *today*, *now*, *later*, *before*, *tomorrow*. The tense system of a language, such as English with present, past, pluperfect, future and future perfect tenses, can be interpreted as fulfilling deictic functions along a time axis.

The second area is that of spatial deixis. Apart from the many prepositions and adverbs, such as *up, down, over, under, across, underneath,* English has a two-way system of demonstrative, or 'pointing', pronouns: one for objects/beings close to the speaker and one for those further away as in English *this/that*. There is also an archaic term for distant objects/beings which were nonetheless still in sight: *yonder* as in *Yonder building is the town church*. The use of demostrative pronouns has been extended to express degrees of relevance where greater distance correlates with a decrease in urgency, consider the sentences *This matter must be dealt with immediately. We can turn to that question later.*

e. **Implicature**

The concept of implicature was first introduced by Grice in the William James Lectures more than 30 years ago Grice 1967, 1989. There are some definitions of implicature. They are as follows:

1. Anything is that is inferred from an utterance but that is not a condition for the truth of the utterance.
2. An implicature is something meant, implied, or suggested distinct from what is said.
3. Implicature can be part of sentence meaning or dependent on conversational context, and can be conventional or unconventional.
4. Is a matter of saying something but communicating something else instead something closely related to what is said.

Grice 1989 p.372 said that implicature denotes either the act of meaning,

implying, or suggesting one thing by saying something else, or the object of that act.

Implicatures can be part of sentence meaning or dependent on conversational context, and can be conventional (in different senses) or unconventional. While he further "conventional" to denote an implicature that is part of the linguistic meaning of a sentence, even conversational implicatures can be conventional in the non-technical sense in which it is conventional for women to wear a sari in India but not Mongolia, and conventional in some languages to begin interrogative sentences with an inverted question mark but not in others. Consider:

(a) *Some athletes smoke*

(b) *Not all athletes smoke*

It would be unconventional (unusual, idiosyncratic, even unprecedented) for people who say "Some athletes smoke" to conversationally implicate that some physically fit people will develop bladder cancer, but conventional (customary, normal, standard practice) for them to implicate that not all athletes smoke. The customary implicature is not conventional in Grice's sense. For "Not all athletes smoke" is not part of the meaning of "Some athletes smoke."

Grundy 2000 states the contribution of notion of implicature is that it provide some explicit account of how it is possible to mean (in some general sense) more than what is actually „said"(more than what is literally expressed by the conventional sense of linguistic expression uttered)[17]. Levinson 1981 adds the notion of implicature promises to bring the gap between what is literally said and what is actually said. In the Gricean model, the bridge from what is said (the literal content of the uttered sentence determined by its grammatical

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[17] Grundy, P. (2000). *Doing Pragmatics*. London: Arnold.page.97

structure with the reference of indexicals resolved) to what is communicated is built through implicature.[18] Yule 1996, p.36 adds that implicature is a primary example of more being communicated than is said but in order for them to be interpreted, some basic cooperative principle must first to be assumed to be in operation. Furthermore, Grice as quoted by Levinson 1992, p.97 explains that the term of implicature to be a general cover term to stand in contrast to what is said or expressed by the truth condition of expression, and to include all kinds of pragmatics.

3. **Conversational Implicature Theory**

Implicit meaning of utterances is investigated into pragmatics concept. Pragmatics is the study of the language usage based on the context Levinson,1983.[19] Conversation that occurs between speakers and hearers contains certain purpose that is different from the structure of the language used. In this conditions, the use of language often has the hidden purpose or indirect ways Grice, 1975. Someone usually use many ways in express something. The implicit meaning of utterances is expressed indirectly. It means that when people produce implicit meaning it can be defined as Implicature.[20]

The definitions of Conversational Implicature proposed by some experts. It is very important for one to know what Conversational Implicature is before discussing Conversational Implicature . Conventional Implicatures arise by a combination of two narrowly semantic aspects of the grammar: lexical meanings and novel ways of combining

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[18] Levinson, S. C. (1981). *Pragmatics*. Cambridge: Cambridge University Press.page.98

[19] Levinson, S. C. (1983). *Pragmatics.* London: The Press Syndicate of theUniversity of Cambridge.page,20

[20] Grice (1975). *Pragmatics: Implicature,Presupposition, and Logical Form*,New York: Academic Press.page 70

them with other meanings in the grammar. This broad description intentionally echos the principle of compositionality Partee 1984;Janssen 1997, which guides most work in formal semantics, including this one.

Conversational implicatures have become one of the principal subjects of pragmatics. Figures of speech such as metaphor, irony, and understatement provide familiar examples. An important conceptual and methodological issue in semantics is how to distinguish senses and entailments from conventional implicatures. Grice¨s theory of conversational implicature was first presented as the William James lecture at Harvard University in 1967, and then later partially published Grice, 1975, 1989. The theory is brief and rough and not completely

worked out. Yet, it is essential insights are profound and the theory has had a tremendous impact on a number of different areas of research.

There are some points considered to analyze the utterance such as, the participants background, the context /themes of the utterance, speech even,and etc. Implicature is so important aspect in pragmatics. It is a theory of the relationamong the expression, the meaning, the speaker`s intention, and its implication Grice, 1975.[21] Five benefits are proposed toward the topic (Levinson, 1983) as, firstthe concept of implicature offers some significant functional explanations oflinguistic facts because the sources of this concept can be shown to lie outside the organization of language in some general principle for cooperative interaction. And yet the principles have a pervasive effect upon the structure of language. This makes implicature a paradigmatic example of the nature and power of pragmatic explanation of linguistic phenomena. Second, implicature provides some explicitaccount of how it is possible to mean more than what

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[21]Grice,H.P *Logic and Conversation*. In Cole, P and Morgan, J.L Syntax and Semantic Vol: 3 Speech Act New York: Academic Press.1975.page 41-50.

is actually said or written. Put differently, the concept allows an analyst to identify more than what is literally expressed by the conventional sense of the linguistic expressions uttered or written.Third, implicature seems likely effect substantial simplifications in both thestructure and the content of semantic descriptions. It means that there is a slightlydifferent among pragmatics and semantics.[22]

Pragmatics concerns on the implied meaning of the utterances while semantics works on lexical/structural meaning of the utterances. Forth, the notion of implicature seems to be essential when various basic facts about language are to be accounted for properly. It refers to the problem of social utterances which cannot be answered only by linguistic structures. It needs more specific knowledge to answer the problem that is implicature. Last, the principles that generate implicature possess a very general explanatory power in the sense that few basic principles provide explanations for a large array of apparently unrelated facts.

In addition, Gazdar explains that "An Implicature is a proposition that is implied by utterances of a sentence in a context even though that proposition is not a part of nor an entailment of what was actually said" (1979). [23] Sometimes people in a doing conversation one of the speakers does not say the real mean to be expressed directly so we have to analyze what our interlocutors mean. Based to Grice, not only will we get ourselves into trouble if we are insensitive to facts about actual usage, we will also suffer if we fail to distinguish semantic from pragmatic implications, if we fail to distinguish (to speak loosely) what our words say or imply from what we in uttering them imply; a distinction seemingly denied by

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[22] Ibid,50

[23] Gazdar, Gerald (1979) Pragmatics, *Implicature, Presupposition and Logical Form*. Florida Academis Press. INC,page, 38

Wittgenstein, and all too frequently ignored by Austin. (1986).[24]

4. **Cooprative principle**

Grice's most groundbreaking contribution to philosoph and linguistics is his theory of Implicature which started in his 1961 article, "The Causal Theory of Perception," and is most fully developed in his 1967 "Logic and Converation." According to Grice (1967), what a speaker means by an utterance can be divided into what the speaker "says" and what the speaker there by "Implicates." This results in what Grice calls Conversational Implicature. Grice's theory of Implicature has started the concept of maxims. The maxims are the explicitness of a principle known as the cooperative principle – a principle that is required to account for pragmatic interpretations, saying: "Make your contribution such as it is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged." The principle, can in turn be divided into four maxims as follows: ((Grice (in Fasold, 1996: 129-130))[25]

a) **The maxim of Quantity**

Sub maxim: Make your contribution as informative as is required (for the current purposes of the exchange).

Sub maxim: Do not make your contribution more informative than is required.

Example:

A : How older are you?

B : **I'm 20 years old.**

A : Where do you live?

B : **I live in Batam, precisely in Batu Aji.**

From the conversation, it is categorized as the maxim of quantity, where "A" asks "B" how old he is and where he

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[24] Austin, J. L. (1986). *How to Do Things with Words*. Oxford: Clarendon Press.page.59

[25] Fasold, Ralph. 1996. *The Sociolinguistics of Language.* Cambridge: Blackwell Publishers Inc.page, 129-130.

lives and "B" answers clearly and informatively, so that the answer given is not too much and not too little.

b) The maxim of Quality: Try to make your contribution one that is true.

To arrange so that the information submitted can be justified (Don't say something wrong or say something that we ourselves lack evidence for).

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Example:

A : "What are you doing now?"

B : **"I am eating."**

According Andy & Ambalegin, 2019 The conversation above is the

maxim of quality. Where "A" asks "B" what he is doing. And "B" answered

he was eating. Then it can be concluded that "B" answers

with the facts that exist and are believed to be true.

c) The maxim of Relation: Be relevant

This maxim directs speakers to organize their utterances in such a way that their utterances remain related to the context.

Example:

Rara : "Hei, do you like K-pop music?"

Astra : "Of course I do"

Rara : "Who is your favorite group?"

Astra : **"Blackpink, how about you?"**

Rara : **"Ahh I like blackpink too, but I like BTS more"**

From the example above, there is a conversation that occurs between Rara and Astra which is closely related to the context they are talking about. From the conversation, it can be categorized as a maxim of relation because it does not deviate from the topic being discussed.

d) **The maxim of Manner: Be perspicuous.**

Closely related to several obstacles in the use of language, such as being
straightforward and not excessive. In this maxim, ambiguity should be avoided.
Example:
A : "Where is the house key?"
B : **"It is on the table in my bedroom."**

The conversation above is a maxim of manner, where "A" asks "B" where is the house key, then "B" answers in a specific, clear, unambiguous and easy to understand manner.

Relating to the maxims above, the philosopher Kent Bach assumes that they are not sociological generalizations about speech, nor they are moral prescriptions or proscriptions on what to say or communicate. They are better construed as presumptions about utterances, presumptions that we as listeners rely on and as speakers exploit. The explanation is relevant to Cook's assumption saying when people following the cooperative principle, this does not mean that they can consciously.[26]

5. **Movies**

In considering what movie can be applied in the teaching and learning process, there are three general principles to guide the selection and use of movie, they are: it usually serve the dynamic visual, developed based on psychology, behaviorism and cognitive principles, and oriented for teachers who have students" low interaction participation.

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[26] Kent, Bach. 2005. *The Top 10 Misconceptions about Implicature*. Available in
http: //en.wikipedia.org/wiki/Cooperative_principle

Barsam and Monahan (2010) described movie as a story, captured in a set of films, which are shown on a screen with certain speed to give the impression of moving. [27] In addition, Bordwell and Thompson (2008) stated that a film is able to make the viewers feel a journey they might never experience, offering these patterned experience that engages their minds and emotions. However, movie is not created but produced and includes not only many people but also various tools and technologies to produce. [28] These features in producing a movie are the unique but also complex characteristics of movie. The detail characteristics of a movie are including certain elements such as script, acting, directing, cinematography, editing, and sound (Bordwell & Thompson, 2008; Jacobs).

Movie as one type of video has several advantages for learning purpose. Harmer (2003) mentioned these advantages as follow.

a) Seeing language in use
b) Cross culture awareness
c) Power of creation
d) Motivation[29]

Harmer (2003) also mentioned some activities by utilizing video. Harmer added that this activity can be used to focus on a specific aspect of language.[30] One of them is by tasking a group of monolingual students to watch English movies with subtitle in students' language.

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[27] Barsam, R. M., & Monahan, D. (2010). Looking at Movies: An Introduction to Film. New York: W.W. Norton & Co. page.4

[28] Bordwell, D., & Thompson, K. (2008). Film Art: An Introduction. New York: McGraw-Hill.page.5

[30] Harmer, J. (2003). The Practice of English Language Teaching. United Kingdom: Longman.page.6

For learning purpose, the integration of subtitles, sound, video and leads stronger memory trace than visual and audio stimuli alone(Muntané and Faraco, 2016).[31]

- English Movie as Media in Teaching Learnig Process

In considering what movie can be applied in the teaching and learning process, there are three general principles to guide the selection and use of movie, they are: it usually serve the dynamic visual, developed based on psychology, behaviorism and cognitive principles, and oriented for teachers who have student ts low interaction participation.

Movie is not only used for entertainment purposes but also education. It can be effective media in teaching learning process because it stimulates students both receptive skills and productive skills. Movie can present information, explain the process and complex concepts, teach skill and influence attitude. It's mean by watching movie students can learn on their own even thought the learning materials are limited as arranged on the script.

A good film is a film that can meet the needs of students in relation to what has been learned. Oemar Hamalik argues that adhere to basic principles of 4-R is: " the right film is the right place at the right time used in the right way.

6. Doctor Strange In The Multiverse Of Madness

Doctor Strange in the Multiverse of Madness is a 2022 American superhero film based on Marvel Comics featuring the character Doctor Strange. Produced by Marvel Studios and distributed by Walt Disney Studios Motion Pictures, it is the sequel to *Doctor Strange* (2016) and the 28th film in the Marvel Cinematic Universe (MCU). The film was directed by Sam Raimi, written by Michael Waldron, and stars

[31] Muntané, J.B., Faraco, S. S. (2016). Watching Subtitled Films Can Help Learning Foreign Languages. PLoS ONE. Vol. 11(6): e0158409. doi:10.1371/journal.pone.015840

Benedict Cumberbatch as Stephen Strange, alongside Elizabeth Olsen, Chiwetel Ejiofor, Benedict Wong, Xochitl Gomez, Michael Stuhlbarg, and Rachel McAdams. In the film, Stephen Strange and Wong (Wong) must protect America Chavez (Gomez), a teenager capable of traveling the multiverse, from Wanda Maximoff (Olsen) who has been transformed into the evil Scarlet Witch.

Doctor Strange director and co-writer Scott Derrickson had plans for a sequel by October 2016. He signed to return as director in December 2018, when Cumberbatch was confirmed to return. The film's title was announced in July 2019 along with Olsen's involvement, while Jade Halley Bartlett was hired to write the film that October. Derrickson stepped down as director in January 2020, citing creative differences. Waldron and Raimi joined the following month and started over, adding elements of the horror genre that Raimi had worked with previously and making Wanda the villain of the film, continuing her story from the Disney+ miniseries *WandaVision* (2021). Filming began in November 2020 in London but was put on hold in January 2021 due to the COVID-19 pandemic. Production resumed by March 2021 and concluded in mid-April in Somerset. Shooting also occurred in Surrey and Los Angeles. With an production budget of $294 million, *Doctor Strange in the Multiverse of Madness* is one of the most expensive films ever made.

Doctor Strange in the Multiverse of Madness premiered at the Dolby Theatre in Hollywood, Los Angeles, on May 2, 2022, and was released in the United States on May 6, as part of Phase Four of the MCU. The film received generally positive reviews from critics for Raimi's direction, visuals, dark tone, Elfman's music score, and the performances of Cumberbatch and Olsen, although aspects of the screenplay did received some criticism. The film grossed $955.8 million worldwide, making it the fourth-highest-grossing film of 2022.

7. The Relevance of The Research to Education

English is International language in the world. It is a tool or an aid to communicate with other people. In community life, language is very important, because language is means of communication for mutual making relationship or sharing experience.in communication,understanding is needed in order to understand what the speakers are talking about to anticipate misunderstanding. in english there are two study of meaning : semantics and pragmatics.

In linguistic there are semantics and pragmatics .Semantics is one of the importent branches of linguistic , Yule semantic is the study of the relationships between lingusitic forms, how they are arranged in sequence, and which sequences are well-formed and emtities in the world ; that is, how words literally connent to things" [32] . According (Yule, 1993, pp.3-4) Pragmatic is the study of speaker meaning" it means that when speaker utters something it must be understood by the hearer so the hearer makes an interpretation of what context includes to whom, where, what and when the conversation takes place. To make a good interpretation the hearer should know what speaker actually want to convey by making inferences.

Thus, the relevance this research to education based on conclution is the research analyze about conversational implicature of the dialog in "*Doctor Strange in the Multiverse of Madness* " movie and in language theaching have a linguistics, linguistic has a pregmantic and semantic and pragmatic analyze the real meaning of utterances. So this research will give knowladge for the students how to interprate the utterance for native speakers.

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[32] Yule George, pragmatics, (Oxford University Press), p.4

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