



CONVERSATIONAL IMPLICATURE TYPES USED IN THE MOVIE “OVER THE MOON”

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Abstract

Everyone involved in communication knows and accepts communication. Implicature refers to the speaker's indirect or implicit meaning of utterances. Conversational implicature is something that is implied in the actual use of language. The conversational implicature appears in the movie “Over the Moon”. A movie is a tool to convey various messages to society through motion pictures. The movie consists of conversational implicature aspects of the speakers and the hearers. This research aimed at identifying the types and functions of conversational implicature that was applied by the characters in the movie “Over the Moon”. This research adapted the theory developed by Grice. Grice divided two types of conversational implicature. This research design was descriptive qualitative research. In collecting data, this research applied observational method and note-taking technique. In analysing data, the research applied the pragmatic identity method and competence in equalizing technique. In the presenting research result, this research displayed it narratively and descriptively. Based on the analysis result, the characters applied the types which are Generalized Implicature and Particularized Implicature. The type of particularized implicature was the most occurrence in the characters' utterances. Therefore, the characters in the movie often have implied meanings.

Keywords: Implicature, Movie, Pragmatic.

A. INTRODUCTION

Language is one of the most important aspects of everyday life. It is a tool that humans use to communicate with one another. The language used must be as clear as possible for the messages to be comprehended and interpreted by one another. The message conveyed by the speakers must attract the hearer, the meaning can be understood either implicitly or explicitly at certain times. If the speaker asks something of the hearer, then the hearer answers with a hidden meaning answer. Then, it causes misunderstandings in the conversation. One of the key research areas in pragmatics is conversational implicature. Conversational

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implicature is inferences that are predicated on the existence of language usage rules, such as a universal agreement that communicators should strive to convey the truth (Griffith, 2006). As the speaker and the hearer, that everyone involved in communication knows and accepts the norms of communication.

The phenomenon of conversational implicature occurs when the speaker doesn't understand the significance of what they are saying. The phenomena can also be found in the interview such as the interview with Robert Pattinson in one of the YouTube videos of the tonight shows starring Jimmy Fallon "Robert Pattinson Was One of Eddie Redmayne's Many Star-Studded Roommates" which was posted on April 7, 2022. In the conversation below, Robert Pattinson is the hearer while Jimmy Fallon is the speaker.

Jimmy : "Your kids probably didn't see it, did they?"

Robert : "**Well, my kids are like five and four, and I took them to the theater recently to see "Frozen" which they loved**".

Before that, the hearer explained that the hearer had just finished the cabaret. The hearer played it when he was a child and it was his dream. The speaker said the Cabaret is a little dark and the speaker asked how the kids look at the Cabaret. Then, the hearer answered the question that is not according to the speaker's question and only the hearer can understand. This is called a conversational particularized implicature. These phenomena are related to the Grice (1975), the theory of particularized implicature required a certain context in understanding the meaning that does not match what is spoken by the hearer.

In addition to the above phenomena, other phenomena related to generalized implicature were also found in the movie "Over the Moon". In the conversation below, Mrs. Zhong is the hearer while Baba acts as the speaker.

Mrs. Zhong : "The table looks beautiful. Um, where should I sit?"

Baba : "**Here, sit by me**"

The utterance was uttered by Mrs. Zhong to Baba for 00:15:37-00:15:40 minutes. It took place on the terrace of the house at the dining table. Before that Fei Fei's grandfather and aunt visited Fei Fei's house for dinner. Then, the speaker also tagged along for dinner. Not long after, the speaker came to the dining table and praised the exquisite dining table. The speaker asked the hearer where he would be sitting. Then the hearer replied "**here, sit beside me**". The hearer answer was called Generalized Conversational Implicature. According to Grice (1975), generalized implicature is to find out the meaning in a conversation that makes the other person understand immediately.

Research on conversational implicature as theorized by Grice (1975) has been carried out by many researchers Khairunas et al. (2020) aimed at analyzing the type of conversation in the conversational implicature. Conversational generalized implicature is often spoken in this study. It used the "Beauty and the Beast" movie as the data source. The results of this study indicated that 13 conversational generalized implicature data were most commonly found. Then, 3 conversational particularized implicature data were the least found in the conversation of the "Beauty and the Beast" movie.

Akmal and Yana, (2020) the use of conversational implicature in the dialogue of the "Kingdom of Heaven" movie. In a study that looked at conversation implicature, Grice (1975) theory supported a conversational implicature. This study aimed at finding out the types of the movie in the conversational implicature. The results of this study indicated that 12 conversational particularized implicature data were most commonly found. Then, 6 conversational generalized implicature data were the least found in the "Kingdom of Heaven" movie conversation.

The previous and the present studies have similarities and dissimilarities. The previous and the present studies both discuss the topic of conversational implicature, and the previous studies and present research, it used the theory of Grice (1975). On the other hand, the previous and the present studies have dissimilarity which was in the data source. The present study applied a movie "Over the Moon". Therefore, this study aimed at analyzing and finding out the types of conversational implicatures in the "Over the Moon" movies. The phenomenon in the background encourages research to conduct research with the title "Over the Moon" movie.

B. LITERATURE REVIEW

Conversational Implicature

Conversation between the speakers and the hearers has a goal that is distinct from the form of the language employed. Implicature refers to the speaker's indirect or implicit meaning of an utterance. Implicature occurs when a speaker intends to express something in a conversation in an implicit or indirect approach. (Grice, 1975) stated that conversational implicature is something that is concluded in conversation, meaning that it is not expressed in actual language use. In other words, implicature gives a clear description of how something can imply more than it is said.

Types of Conversational Implicature

(Grice, 1975) referred to the generalized and particularized conversational implicatures as the two different categories of conversational implicatures.

a. Generalized Conversational Implicature

Generalized conversational implicature is an implicature that doesn't require a specific context and can be concluded without any prior knowledge. Yule (1996) stated that generalized conversational implicature can speak something that can be inferred without referring to context features. It can be claimed that the speaker makes up the utterance and the hearer only understand a portion of it, in which case no prior information or specific assumptions are required in determining the additional meaning delivered.

Specific information is not required to determine the additional meaning of the generalized conversational implicature because the addressee understands the meaning.

A: "What happened to John after college?"

B: "**John got a good job and got married**" (Yulianti et al., 2022)

After he found a terrific job, the sentences hitched within the feasible conditions for the case over. The hearer B responded to the address because the speaker a was addressing data, in particular the information that John got a job at the same time he got married. Due to the fact that the address already provides the context, the expressions can be categorized as a generalized conversational implicature.

b. Particularized Conversational Implicature

Particularized conversational implicature is an implicature whose existence necessitates a certain context and background information to be understood. These implicatures count sentences with particularized knowledge of a particular context even though speech normally takes place in a reasonably defined context with locally recognized conclusions. (Grice, 1975) stated that Specific conversational implicatures depend on certain elements of context. To comprehend particularized conversational implicature, a certain context is required.

That is necessary to comprehend the meaning embodied in conversation particularized information, it is classified as a particularized conversational implicature. A specific context is needed to grasp the implicature in a particularized dialogue.

A: "I'm so sorry for making you wait for a long time"

B: **"That's fine, it is just like waiting for one year"** (Yulianti et al., 2022)

In this conversation, the speaker A begs for forgiveness for keeping the speaker B waiting for so long. B's response "that's fine" does not convey that she is fine. Rather, it suggests that she is angry. Her statement "it is just like waiting for one year" stresses her boredom rather than her anger. As it can only be understood in the context of a certain area and utilizing the local language, this speech is classified as a particularized implicature.

C. RESEARCH METHOD

This research included qualitative research. Based on Creswell and Poth (2018), Qualitative research used data collected in a natural setting that was sensitive to the people and places being studied. The observational approach was used to collect the data for this research. According to Sudaryanto (2015), the observational method involved information as the collection by observing the way people use language. This research used several senses. Sense of sight was involved to see the context that occurs in the movie as the data source. Sense of the hearing was concerned to note the script from the dialogue or conversation. Sense of feeling was concerned to feel the experiences of the story to get the context of the story supporting the phenomena of conversational implicature. Sudaryanto (2015) mentioned that the researcher used the pragmatic identity approach if the statements made caused the hearer to take a particular action or reaction. The narrative analysis method was employed in this research. According to Taylor et al., (2016) p. 21, Stories were used in narrative analysis, particularly

those that were described in a paragraph. The results of the analysis were presented descriptively Sudaryanto (2015).

D. RESULT AND DISCUSSION

1. Research Finding

It was found that there were 33 data of conversational implicature spoken by the characters in the Over the Moon movie. The conversational implicature is classified into 9 generalized conversational implicature and 24 particularized conversational implicature.

2. Discussion

Generalized Conversational Implicature

The conversation below happened in the minutes (0:06:28-0:06:38) between Fei-Fei as the speaker and the customer as the hearer. The speaker goes around selling the mooncakes he made with his mother. The hearer came to buy the moon cake. It happened in her housing. Then the conversation below happened.

Fei-Fei : “Did you know if you put 40 billion Mooncakes side by side, you could reach the moon?”
 Customer : “**That’s a lot of mooncakes.**”
 Fei-Fei : “Of course, if the moon is at its furthest point from earth, you’d need 425,000 more!”

The hearer approached the speaker to buy moon cakes made by her and her mother. Then the speaker asked about the achievement for the moon if put 40 billion Mooncakes side by side. The hearer answered the speaker’s questions directly and understood the speaker answered by hearers. The hearer performs generalized conversational implicature because the conversation makes the other person immediately understand the meaning of the conversation. Grice (1975) stated that generalized conversational implicature is an implicature that appears without setting.

Particularized Conversational Implicature

The conversation below happened between Baba as the speaker and Fei-Fei as the hearer in the minute (00:11:08-00:11:17). The context of the conversation below started when the hearer had just come home and went straight to the kitchen, the hearer was surprised that there was a woman in the kitchen then the speaker introduced which woman was with him in the kitchen. The conversation below happened.

Baba : “Fei-Fei, how about we give Mrs. Zhong a tour of the shop?”
 Fei-Fei : “**I have some homework to do.**”

The hearer lied to the speaker, she tried to hide her hatred of the speaker's girlfriend. The hearer did not have any homework. She just did not want to accompany her around the shop. The speaker is confused by the hearer's answer, who suddenly had to do homework. The answer given by the hearer is wholly

untrue. Because the hearer did not respond to the conversation's fatal question, the hearer engaged in the particularized conversational implicature. Grice (1975) stated that participants spoke about something that was not true to them which gave rise to misunderstandings.

E. CONCLUSION AND SUGGESTIONS

Conversations in the real life cannot be divorced from pragmatic studies. The principles of conversation were not always followed by the speaker and the hearer; instead, they may convey meaning through implication. Even if the speaker and hearer violate the rule, the conversation's intention would still be clear as long as everyone understands the meaning and context. In addition, after researcher analysed the data, the unique data was found. when the speaker asks a question, the hearer answered by giving the speaker a language signs. The implied meaning does not only express in utterances, but it implies in language signs. The movie "Over the Moon" used in this study found many implied meanings uttered by the characters. The first question of this research is the types of implicature applied. In addition, this study concluded the types of conversational implicature that appear in the movie. The types found in movies are generalized implicature and particularized implicature.

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