

CHAPTER I

INTRODUCTION

1.1 Background of the Research

In social life, language serves as a fundamental tool for human communication, enabling individuals to convey ideas, thoughts, attitudes, or viewpoints to others. However, in actual communication, speakers do not always express their intended meaning directly and clearly, requiring listeners to interpret what is being said. This condition often leads to misunderstandings, especially when the communication context or intentions are not fully aligned between the speaker and the listener. In line with this, Yule (1996) states that “Speakers do not always say exactly what they mean and hearers do not always interpret utterances literally.” This indicates that understanding language relies not only on literal meaning but also involves the listener’s ability to grasp implied meanings. Thus, the process of understanding statements involves reasoning influenced by the context in which language is used.

The interpretation of an utterance cannot be separated from its context of use. Linguistic meaning is formed through interaction between the speaker, listener, and the surrounding social and cultural background. In certain context, differences in context can cause an utterance to be understood differently by listeners. This shows that context plays a crucial role in determining how an utterance is interpreted by the listener in a specific situation.

In line with this, pragmatic studies view the understanding of speech as part of language use in real communication. In pragmatics, meaning is not understood as something permanently attached to linguistic structure but as the result of the listener's interpretation of a particular utterance (Morris, 1938). This process is dynamic because it

involves the relationship between the speaker and listener in certain conditions (Thomas, 1995). Furthermore, the word choice made by the speaker also influences how the utterance is understood by the listener in social interactions (Crystal, 1997).

In pragmatic studies, the phenomenon of conveying meaning that is not expressed directly in communication is known as implicature. Implicature refers to the implicit meaning understood by the listener through the conversational context and shared knowledge, rather than solely from the structure of the utterance. Grice (1967) introduced the term "implicature" to refer to the intended implication of an utterance (Hang, 2013, p. 1). The term "implicature" was used by Grice (1975) to explain what can be implied, suggested, or intended by a speaker, differing from what is literally said by the speaker (Brown et al., 1983, p. 31). In his view, listeners not only understand utterances based on what is said directly but also based on the cooperative principle that governs the flow of conversation.

Implicature often appears in persuasive utterances, such as speeches, sermons, or debates, where the speaker constructs utterances to convey implied meanings while influencing the listeners' views and attitudes. Thus, the study of implicature plays a crucial role in understanding the processes of producing and interpreting implied meanings in complex discourse practices, as well as highlighting the role of context and communication mechanisms in building persuasive effects on the audience.

The advancement of digital media technology opens new opportunities for researchers, particularly writers, to examine utterances that were previously delivered in person. Platforms like YouTube allow speakers to convey messages widely while providing authentic utterance data, including the speaker's words, nonverbal expressions, and audience responses. These platforms also frequently

serve as a focus for pragmatic studies, where researchers investigate various types of non-literal meanings and linguistic techniques in videos on these platforms to understand interaction dynamics and the role of utterances in real social contexts (Pertiwi, Sudana, & Bachari, 2023; Yanti, 2025). This indicates that digital spaces have become one of the sources that can be researched.

One example of the implicature phenomenon in persuasive utterances can be found in the speeches of Dr. Zakir Naik, an Islamic preacher and international speaker known for his religious speeches and public debates. Through videos uploaded on his YouTube channel, Zakir Naik employs various implicature techniques to convey messages, such as rhetorical questions or analogies that encourage the audience to understand implied meanings based on their cultural and social backgrounds. This approach allows persuasive messages to be delivered without direct confrontation, while also adapting the understanding to the audience.

On the other hand, in public speeches like those delivered by Dr. Zakir Naik, utterances are often interpreted differently by listeners according to their individual experiences, knowledge, and cultural backgrounds. This condition indicates that the implicit meanings conveyed by the speaker are not always understood consistently, making implicature interpretation tend to be subjective and dependent on the situation and context.

The differences in interpretation of persuasive utterances highlight the limitations of a purely pragmatic approach, which can only identify implicatures without providing deeper explanations of how listeners arrive at specific implied meanings. In this context, cognitive semantics emerges as a complement to the analysis, emphasizing that meaning is a mental process encompassing frames, inferences, and conceptual knowledge. Lakoff (1987) asserts that cognitive semantics

focuses on the study of meaning as a conceptual structure in the mind, rather than as a system of reference in the external world, indicating that understanding implied meaning is the result of personal cognitive construction. From this perspective, research can integrate pragmatic and cognitive approaches to understand how social context, life experiences, and listeners' reasoning processes influence the interpretation of implicatures. This integration results in a more comprehensive analysis. By integrating these two approaches, this study aims to understand the speaker's intentions and the cognitive mechanisms of listeners in interpreting implied meanings, including variations in understanding influenced by social and cultural backgrounds, particularly in the context of digital communication through platforms like YouTube.

In supporting this research, the writer explores previous studies that are relevant to it. Most previous research has discussed implicature within various types of utterances, such as speeches, debates, and literary works. However, none of the previous studies addressed how implicature is understood by listeners. Based on these prior studies, the writer aims to analyze conversational implicature integrated with a cognitive semantics approach, to explain how audiences interpret implicature in spoken utterances, including those disseminated through digital platforms like YouTube. The previous studies have provided significant contributions to this research; through prior analyses, the writer has obtained new perspectives that serve as the foundation for formulating this study. The following are previous studies that apply similar theories with different research objects.

The first study was conducted by Akmal and Yana (2020) titled Conversational Implicature Analysis in “*Kingdom of Heaven*” Movie Script by William Monahan. This study used Grice's implicature theory with a qualitative pragmatic approach to determine various types of

implicature and violations of the cooperative principle in the film's dialogues. The results of this study revealed that particularized implicature is more dominant than generalized implicature, and the flouting maxim of quantity is the most common form of maxim violation found. This study shares similarities with the writer's research, as both analyze conversational implicature based on Grice's theory. However, the difference lies in the research object. Additionally, this study does not examine implicature from a cognitive semantics perspective, thus not explaining the mental process of implicature interpretation by listeners.

The second study was conducted by Tanjung and Muslim (2025) titled *Examining Deixis in Zakir Naik's Preaching Videos: A Pragmatic Analysis*. This study used a descriptive qualitative pragmatic approach to analyze the use of deixis in Dr. Zakir Naik's utterances. The findings of this study indicate that personal deixis is the most frequent type and plays a role in engaging the audience and emphasizing the speaker's identity. This study shares similarities in terms of the research object and media platform, but differs in research focus because it emphasizes deixis, whereas the writer here focuses more on discussing conversational implicature and the process of implicature interpretation from a cognitive semantics perspective.

The third study was conducted by Azizah and Lakson in an article titled *Implikatur dalam Podcast Deddy Corbuzier Bersama Retno Marsudi Media Sosial YouTube: Kajian Pragmatik in 2022*. This study used a descriptive qualitative approach with pragmatic analysis to examine implicature in spoken utterances on the YouTube platform. The similarities between this study and the writer's research lie in the media object and focus on implicature. However, this study only focuses on the classification of implicature types, whereas the writer's research focuses on integrating conversational implicature studies with

a cognitive semantics approach to explain the interpretation process by audiences.

Then, the fourth research, as supporting data was written by Wardoyo and Nuri (2026), in their study *“Metaphors for Advice Messages in Islamic Sermons delivered by global Islamic preachers”* investigated the use of conceptual metaphors in advice messages delivered by male and female Islamic preachers on YouTube. The study employed a qualitative interpretative approach using the Conceptual Metaphor Theory proposed by Lakoff and Johnson (2003). The findings revealed that both male and female preachers frequently used conceptual metaphors to communicate abstract religious concepts related to family, parenting, and marriage. The identified metaphors were categorized into structural, orientational, conduit, and ontological metaphors, with female preachers using metaphorical expressions more frequently than male preachers. The study concluded that conceptual metaphors play an important role in making abstract religious ideas more concrete and understandable for audiences. However, the study focused on identifying metaphorical expressions used in religious sermons and did not examine how conceptual metaphors contribute to the interpretation of conversational implicature. Therefore, the present study extends this perspective by analyzing conversational implicatures in Dr. Zakir Naik's speeches and explaining how Conceptual Metaphor supports the interpretation of implied meanings.

The last research as supporting data was written by Handayani and Wamulianti (2024) titled Analysis of Conventional Implicatures and Illocutionary Acts in President Joko Widodo's Speech on World Anti-Corruption Day. This study applied pragmatic studies and discourse analysis to examine conventional implicatures and various types of illocutionary speech acts. This study shows similarities with the writer's research in terms of implicature and the analysis of speeches

as spoken utterances. However, that study focuses more on conventional implicatures and speech acts, whereas the writer's research focuses on implicature analysis integrated with a cognitive semantics approach with a different object.

Based on the previous studies, research on conversational implicature has been extensively conducted using a pragmatic approach based on Grice's theory, with most studies focusing on identifying the types of conversational implicature and the flouting of conversational maxims. However, these studies have paid limited attention to how listeners understand the implied meanings of utterances. In addition, although several studies have examined Dr. Zakir Naik's speeches or religious discourse on YouTube, they have not employed Conceptual Metaphor as a supporting framework to explain how conversational implicatures are interpreted. Therefore, this study combines the pragmatic approach to identify the types of conversational implicature with Conceptual Metaphor to support the interpretation of implied meanings in Dr. Zakir Naik's speeches on YouTube.

1.2 Statement of Problem

According to William (2007), including a problem statement can help writers focus on the discussion from various perspectives, so it can help writers choose an approach that is suitable for the object of the research. Based on the research background above, the following research questions were asked;

1. What types of conversational implicature are found in Dr. Zakir Naik's speech?
2. How does Conceptual Metaphor support the interpretation of conversational implicature in Dr. Zakir Naik's speeches on YouTube?

1.3 Research Purpose

The attraction in analyzing Dr. Zakir Naik's speeches lies in the use of conversational implicatures that convey implicit meanings within persuasive religious discourse on YouTube. These implicatures require contextual interpretation to be properly understood by the audience. Based on the research questions above, the purposes of this research are as follows:

1. To identify the types of conversational implicature found in Dr. Zakir Naik's speeches.
2. To analyze how Conceptual Metaphor supports the interpretation of conversational implicature in Dr. Zakir Naik's speeches.

1.4 Research Significance

This research refers to the relevance and importance of conducting this research. The writer hopes that this research can be helpful theoretically and practically.

a. Theoretically

Theoretically, this research is expected to provide deeper insights, particularly for English Literature students, regarding conversational implicature and how implicit meanings are interpreted in spoken utterances. By integrating pragmatic and cognitive semantics studies, this research not only examines the types of implicature that emerge but also explains how implied meanings are interpreted by audiences while considering the situation or context. This research is expected to expand pragmatic studies, especially in the analysis of spoken discourse disseminated through digital media such as YouTube.

b. Practically

Practically, this research is expected to contribute to the development of academic studies, particularly in the fields of literature and language. This research is also expected to provide insights and understanding for students, researchers, and the general public regarding implicature in speeches or public utterances, as well as how listeners interpret implicit meanings through cognitive processes. By understanding the connection between implicature and the meaning interpretation process, this study is expected to help listeners analyze spoken utterances. Furthermore, this study is also expected to serve as a reference for future research that integrates pragmatic and cognitive semantics approaches.



1.5 Definition of Key Terms

1. Implicature

Implicature is an additional implied meaning conveyed by a speaker beyond the literal meaning of the words or sentences. It occurs when the speaker means something different or more than what is directly said, so the listener must understand the meaning through the context of the conversation. Implicature cannot be understood only from the literal meaning of words, but also from speaker's intention and the situation in which the conversation happens (Grice, 1975).

2. Context

Context denotes the surrounding situation, background, and conditions of a conversation that enable listeners to comprehend the speaker's intended meaning in an utterance. It encompasses elements like location, timing, involved participants, and mutual knowledge shared by speakers and listeners, all of which shape the interpretation of language (Yule, 1996).

3. Conversational Implicature

Conversational implicature, as a key element of pragmatics, examines the implied meanings of an utterance as determined by its conversational context. These implicatures encompass meanings that are not explicitly stated by the speaker but can be inferred indirectly by the listener. This phenomenon arises from the principle of cooperation formulated by H. P. Grice, which states that speakers often convey more than just the literal meaning of their words in conversation (Grice in Suyono, 1990).

4. Maxims

Maxims are conversational rules introduced by H.P. Grice as part of the cooperative principle. These rules help speakers and listeners

communicate effectively and understand each other during a conversation. Grice divides maxims into four types : maxim of quantity, maxim of quality, maxim of relation, and maxim manner (Grice, 1975).

5. Utterance

An utterance is an oral linguistic unit produced by a speaker within a specific context. An utterance may consist of a word, phrase, or sentence that conveys meaning in communication. The meaning of an utterance depends not only on the words used but also on the context in which it is uttered (Yule, 1996).

6. YouTube

YouTube is a global online video-sharing platform launched in 2005, owned by Google 2006. It enables users to upload, watch, share, and monetize video online. YouTube is widely used as a medium for entertainment, information, education, and social interaction through personalized video content (Alexa, 2023; Katz et al., 1974).

7. Dzakir Naik

Zakir Naik is an Islamic preacher and public speaker known for his speeches and discussions on comparative religion. He is widely recognized for his speeches and religious content shared on digital media platforms, including YouTube.