

CHAPTER I

INTRODUCTION

This chapter consists of research background, research questions, research objective, research significances, definition of key term.

1.1 Research Background

A conversation is an activity that invites opponents or participants, in the process of conversations there is an opponent with a conversation such as dialogue as discussed and the listener can be discussed as participants. In the conversation, there will be an exchange of information. In the conversation, the listener and the speaker must be synchronized with each other so what is delivered by the speaker will be understood by the listener. If the listener does not connect with what the speaker is saying, then there is an Implicature in the conversation. Implications are additional meanings or meanings that are different from spoken meanings. Implications can occur from the presence of fulfillment passed (Grace in Lestari. 2013:26)

Tarigan (1989) gives two definitions of language. First, language is a systematic system, perhaps also for the generation system. Second, language is a set of symbols as you like or symbols that are unintentional. Humans are the only creatures that speak words, whatever the man, both when gathered with friends to play, fight, and other activities must speak words.

The study of language teach us how to communicate, how we feel, to think, to behave in our daily lives. Without language, you can't communicate. The languages of each country are different from those of other countries. They have their own language caused by cultural differences or lifestyle. As we know, people in the world become a listener and a speaker. There's communication between speakers and listeners. In other words, there's an interaction that's processed by the circumstances surrounding the reception.

The lesson in meaning as communication by speakers and interpreted by listeners is called pragmatics.

Pragmatics is a study about of the meaning of speakers. With another word, pragmatism is a study of the meaning of contours between speaker and listener. According to Yule, 1996. The advantage of Pragmatic language research is that one may talk about the meanings, assumptions, aims or objectives of individuals and the sort of activities they conduct when they are speaking. In pragmatism, the listener only understands the meaning of what the speaker said, but the listener so understands the sting of interpreting as much speech. It means pragmatism covers the most basic things of expression with reference expressions, considers case priorities to make an expression and others as for which to speak in interaction, done through expression.

When people communication in daily conversation, they make conversation when their expression implied. For know what the speaker means, the hearer should interpret what the speaker's utterance is. Sometimes in situations people can use direct expression, and some people use implicit strategies in their communication and so in warning, language in warning the use of implicatures strategies. The speakers used implicature strategies in communicating with the context of the situation. (Grice in Mey, 1998: 371) Grice in Mey, 1998: 371) say that the implications of conversation involvement might, with regard to the literal significance communicated in speech, be described as differing (opposition, additionality etc.) in a pragmatic way.

Implicature is a derivative of verb to imply which means to declare something indirectly. Etymologically, to imply means to hide something with other allies. Therefore, the conversational implicature is something that is

hidden in a conversation, something that is implicit in the actual use of language. (Rusminto, 2009: 70)

The conversational implication is formed from the "general principle of conversation and a series of maxims that speakers normatively follow," according to Brown and Levinson (1987) and Yule (1996). The conversational implication deals with the maxims of Grice. It is based on Grice's idea of cooperation principle.

The conversational implicature is have two types; those are generalized conversational implicature and particularized conversational implicature. Generalized Conversational Implicature is type in which the in daily conversation, and the speakers do not have specific knowledge to understand what the hears what is saying, and than Particularized Conversational Implicature is a type in which the directly conversation, and have a some context when the speakers saying, and the participant need to some specific knowledge to understand the meaning of a conversation. And The functions of implicature base on Brown and Levinson (1978) are to create a sense of humor and politeness and Michael (1967: 51) uses language to convey some information.

Generalized conversational implicatures are types in which people need no specific knowledge to know the meaning of a conversation because the context in which the conversation is conducted is an general conversation that makes an interlocutor comprehend the meaning of the conversation (Grice, 1975 cited in Saragi, 2011)

The particularized conversational implicature is a kind in which the interlocutors require more help indirectly to understand the meaning of a cover, because the use of the context is general in nature. The response would be 'yes' or 'no' is just relevant.

Levinson (1995: 92) clearly clarifies that there appear to be context-linked conversational implications, while others have a very common currency, a single form of utterance may propose fundamentally different proposals (PCI) in two different contexts, while at the same time involving something else in both contexts (GCI).

In general, verbal and written conversation commonly appears in daily contact. In the recent decades, mass media have grown significantly as a means of communication. This media is commonly used by groups of people to communicate information or deliver messages. The important role of mass media in the process of communication is high efficiency in reaching communication. Mass media includes a variety of types, including journals, radio and TV. TV has the strongest attraction among the mainstream media. It says that TV is a 'mass media,' which has altered little over 30 years and adds always to its worldwide audience, in terms of reach, the time and popularity (McQuail, 2009). In addition, television is a mass media electronic communication that provides visual audio information and allows people to receive information by viewing images and listening to sounds simultaneously. Besides, television is more interesting than magazines, newspapers, and radio because it serves various TV shows that can be seen, heard, and lived like.

The Late Show with James Corden was an American night talk show hosted by James Corden at CBS. It is the fourth and current iteration of The Late Late Show. In the air in America from Monday to Friday night, tapped into studio viewers Monday through Thursday afternoon - during the week where the first episode was planned for release - at CBS Television City in Los Angeles, California in Studio 56, right above Bob Barker Studio (Studio 33). It's produced by Fulwell 73 and CBS Television Studios.

This research will analyzed the Conversational Implicature in TV Show The Late Late Show with James Corden with the guest star BTS, Boy band from South Korea in the episode of “BTS recaps the GRAMMYS, looks forward to ‘Map of the Soul: 7’” which was aired on January 29, 2020. The researcher decided to do this research because it is a very interesting discussion. After all, in a conversation, there must be a meaning that is not directly conveyed to listeners whether to understand the context or not if it does not happen. In this research, the researcher chooses BTS interview video in the Late Late Show with James Corden which the speakers are not native English and that is very interesting.

This research is going to focus on what are the types and functions of conversational implicature in The Late Late Show with James Corden. With the title is *The Implicature on BTS interview in Late Late show with James Corden*.

The researcher found several researchers who use theory of pragmatic in term Grice’s theory in conversational implicature. She have same topic but deferent object. And difference in using the way how to apply it. The following previous study that used theory of conversational implicature.

The first previous study from Siti Nani Suhaeni (2017) the research is about *Conversational Implicature used in Humor of Central Intelligence Movie*. The researcher analyzed utterances that contain of conversational implicature and cooperative principle theory by Grice. The data is analyzed the flouting maxims of cooperative principles and discovers the type of conversational implicature. Then, classifying data based on the type of utterances, describing and analyzing the conversational implicatures and its flouting maxims in the *Conversational Implicature used in Humor of Central Intelligence Movie*. And the last drawing the conclusion and suggestions

based on data analysis. The results of this research consist of two points. The first are four maxims of conversation in cooperative principle were flouted. Those maxims are quality, quantity, relevant and manner. And the second point there are type is general conversational implicature and particularized conversational implicature. And researcher found 28 data; consist of 18 data a general conversational implicature and 10 data as particularized conversational implicature.

The second previous study from Syarifia Agustina (2010) the research about *Conversational Implicature in Movie Script "Tangled"*. The researcher analyzed utterances that contain of conversational implicature and cooperative principle theory by Grice. And the research used descriptive qualitative method for analyzed document. The data is finding type of conversational implicature and finding the violated maxims from Movie Tangled. And the researcher found is 26 data. The result are the conversational implicature violates the maxims of is maxim of relation (10 data), maxim of manner (7 data), maxim of quality (5 data), and maxim of quantity (4 data).

The third previous study from Pujiyati Rohman (2016) the research about *Conversational Implicature in Action and Romantic Movie Scripts Entitled G.I Joe and The Vow*. The researcher analyzed utterances that contain of conversational implicature and cooperative principle theory by Grice. This research used qualitative method for analyzed. And the researcher finding relation of maxim violation and conversational implicature. The result are maxim of relevant 64, 70%, maxim of quantity 52.94%.

1.2 Research Questions

Based on the background explained above, the researcher therefore would endeavor to answer the questions below:

1. What types of Conversational implicature are found in interview *Late Late Show with James Corden.* ?
2. What functions of conversational implicature are found in interview *Late Late Show with James Corden.* ?

1.3 Research objective

Based on the background and research questions above, therefore this research has two main objectives, as follow:

1. To find out the types of Conversational implicature in interview *Late Late Show with James Corden.*
2. To find out the functions of Conversational implicature in interview *Late Late Show with James Corden.*

1.4 Research significances

This study analyzes the conversational implicature, type of conversational implicature, functions of implicature in Talk Show *Late Late Show with James Corden.* It hopefully can be useful and give contribution either theoretically or practically. Theoretically, this research gives explanation and information about conversational implicature. This research would give advantage and useful for the readers as next reference of linguistic to understand about study pragmatic.

Practically, the finding of this research is expected to be able to give contribution to encourage the research on linguistic and literature, especially in implicature.

1.5 Definition of the key

Pragmatic: Pragmatics is a branch of knowledge or study in language. Pragmatic also discusses with the study the meaning that is communicated by the speaker (or writer) and transferred by the listener (or reader) the meaning which is investigated with a focus on the context (Yule, 1996:1) According to Yule (1996) states that “Pragmatics is the study of relationships between linguistic forms and the users of those forms”.

Implicature: derivative of verb to imply which means to declare something indirectly. Etymologically, to imply means to hide something with other allies. Therefore, the conversational implicature is something that is hidden in a conversation, that is, something that is implicit in the actual use of language. (Rusminto, 2009: 70).

Conversational implicature: conversational implicature The implication for conversation is formed by "the principle of broad conversation plus the number of people who usually follow." (1987 and Yule) (Brown and Levinson (1996).

Talk Show: In Indonesia there are today several TV-talk shows. The TV discussion program includes a talk between two or more individuals that discuss the latest event in many aspects of life including politics, society, economics, education, etc. Because the talk show TV is a live program, it's involved. A spontaneous conversation dialog between a host and a guest stars. The call for a talk show TV was supposed to direct discussion to a large number of audiences and give knowledge for social and entertainment. (Ubaidt, 2011).

Generalized conversational implicature: Generalized conversational implicatures are types in which people need no specific knowledge to know the meaning of a conversation because the context in which the conversation

is conducted is an general conversation that makes an interlocutor comprehend the meaning of the conversation (Grice, 1975 cited in Saragi, 2011)

Particularized conversational implicature: A particularized conversational implicature (special conversational implicative) is an implicative whose emergence requires a special context. Layoff (1993:107) Particular implicative definition is implicative and must be taken into consideration in context or interpretation of culture. Particular implicative is a conversational implicative deriving only from a certain background.

The specific conversational impact is a kind in which the interlocutors require more help indirectly to understand the meaning of a cover, because the use of the context is general in nature. The response would be 'yes' or 'no' is just relevant.

Function conversational implicature: The functions of implicative base on Brown and Levinson (1978) are to create a sense of humor and politeness and Michael (1967: 51) uses language to convey some information.

Late Late Show with James Corden : The Late Show with James Corden was an American night talk show hosted by James Corden at CBS. It is the fourth and current iteration of The Late Late Show. In the air in America from Monday to Friday night, tapped into studio viewers Monday through Thursday afternoon - during the week where the first episode was planned for release - at CBS Television City in Los Angeles, California in Studio 56, right above Bob Barker Studio (Studio 33). It's produced by Fulwell 73 and CBS Television Studios.

BTS: BTS also know as the *Bangtan seonyeondan* in Korean, the seven member from South Korea boy band has rocketed to the top of the music world since their debut in 2013.

Grace Maxims: Grice (1975) the four maxims of his cooperative principle have been separated into four theories; these four maxims are usually experienced by the speaker or listener in a talk discussion of conversation.

Cooperative principle: Cooperative principle is one important idea in pragmatic and very basic for used between speakers and harder when they communicate each other. Smith (1999: 15) has noted. The cooperative principle need not be stipulated as an arbitrary convention (cr. Lewis 1969).

