

CHAPTER I

INTRODUCTION

The first chapter presents a general description of this research. This chapter is composed of background of problems, statement of problems, research objectives, research significance, conceptual framework, previous studies.

1.1 Background of Problems

Everyone in this world uses language to communicate by doing conversation. Conversation can be established because of language. Language and communication are a combination that cannot be separated, because with these two tools humans in this world can socialize and have a conversation with each other. Since humans are social creatures, doing conversation with language is needed to send information or messages to someone or to a group of other humans. With language, humans can also express a thought, fact, opinion and feeling through communication. Therefore, language becomes an important and influential function in human life. Because language is an important thing, every conversation action between the speaker and the hearer must be able to understand each other and be able to express information clearly.

Sometimes in doing a conversation there is also an implicit meaning or misunderstanding in them, it happens because of a mistake in receiving a message or

giving a message to someone and to other group. Misunderstanding of conversation in interacting also causes the purpose of communication to not be achieved properly, because of the difference in perception between the information given and the recipient of the information. In the process of a communication there is a conversation. Conversation is one of the language activities that involves two or more participants. Conversation can be a place for actualize the cooperative principles in language for the speaker and the hearer.

Speakers and hearer usually always exchange information with each other but before exchanging information, speakers and hearer must have the same social background. In addition, in terms of age, culture, gender, and experience, it is also important to know before having a conversation. So that there are no mistakes or things that deviate from the context because if there is a conversation that is different or out of context, it will affect the smoothness of a communication. Therefore, it is necessary to understand the concept of implicature in conversation thus that what is said by the speaker can be understood well by the hearer without any implicatures in it.

Implicature was developed by Grice (1975). His concept is actually a theory of how people use language. Implicature is a pragmatic implication that occurs in a conversation this is due to disobey of the cooperative principles. Implicature is the implied meaning contained in a sentence in a context. These conversational implicatures can be explicitly denied (or possibly strengthened) in different ways (Yule, 2006: 77). Conversational implicatures are implicatures that occur because of

the existence of another meaning or code in a conversation that has a certain purpose in which it is not necessarily understood by the interlocutor. Conversational implicatures are implicatures that appear in the context of specific language use such as maxim.

Speech maxims are linguistic rules in lingual interaction, the rules that govern their actions, their use of language, and their interpretations of the actions and utterances of the interlocutor. In addition, maxims are also referred to as pragmatic forms based on working principles. Grice thought that meaningful discussion was characterized by collaboration and based on his Cooperative Principle hypothesis on the notion that in order to enable good communication, participants in a conversation normally try to be accurate, informative, relevant, and clear. Unlike slang which requires special knowledge in interpreting a conversation from ambiguity and ambiguity in spoken words.

Slang is a language used by several communities so that not many people or groups know the meaning of the slang language. People who use slang are usually intended to discourage others from understanding their language or to appear cooler with the vocabulary. Kridalaksana (1982: 156) explains that slang, as an informal language variety, is used by teenagers or certain social groups for communication within their group with the aim that people outside the group do not understand. Slang is generally a unit of expression or words that have undergone various types of changes in form and meaning.

The reason why this movie has been chosen as the source of data because this movie contains quite a lot of slang that maybe not everyone knows, especially for ordinary people who are not very fluent in English and slang maybe has ambiguity conversation in them. According to Swan (1995), Slang is a highly casual type of language that is usually used in conversation between individuals who know each other well. Thus from there is a miscommunication if the person is not too close to the other person, therefore conversational implicature can provide a very good explanation of the mechanism of slang in conveying meaning. Besides, movie make good research subjects since they contain language phenomena like conversational implicature in their dialogue. The dialogue between characters in the *Mean Girls movie* 2004 serves as the research's data sources.

In addition, conversational implicatures do not only occur in the real world or when the speaker speaking face to face with the interlocutors, but conversational implicatures can also occur in movie dialogue. The movie tells the story about the social life of adolescents in a school setting that exploits cruelty in high school, this study aims to understand what will be researched and discussed in *Mean Girls movie* 2004. The first thing that will be discussed is what conversational implicatures occur in the movie and study the conversational implicatures that occur in it thus it can be discussed by us with either the reader or the researcher. Then from this research, it can also explore or reveal the meaning of the implied meaning in the movie with

conversational implicature theory. This conversational implicature theory is also used to make it easier for the reader to understand the conversational implicature itself.

1.2 Statement of Problem

The research finds conversational implicature using slang between characters that are several of slang in this conversational implicature which might lead to ambiguous, unclear, incorrect, unnecessary, irrelevant, etc., which violate the rules of the cooperative principle. Based on the description above, the authors formulate several problems as follows:

1. What are the types of conversational implicature using slang in *Mean Girls movie* 2004?
2. What are the functions of conversational implicature in the *Mean Girl movie* 2004?
3. What maxim are flouted in *Mean Girls movie* 2004?

1.3 Research Objectives

In the process, conversational implicature is generally referred to as implicature. It is also explaining how certain broad terms, such generalized and particularized implicature is also a clue given by the speaker through the use of

language. In order to find the relation, the conversational implicature in this movie, this research aims:

1. To identify the conversational implicature using slang found in *Mean Girls movie* 2004.
2. To determine the function of conversational implicature in *Mean Girls movie* 2004.
3. To identify the maxims which flouted in *Mean Girls movie* 2004.

1.4 Research Significance

In this study there are two types of research significance theoretically and practically. Theoretically, this study expands on the knowledge concerning implicature in conversation using slang observed in *Mean Girls movie* 2004 characters. This study gives information on the characters in the movie when they make the sorts of conversational implicature and presupposed in the main character's statement. In other words, the purpose of this research is to increase the knowledge and comprehension of the conversational kinds.

Practically, this research it is hoped that the readers can get more understanding about the conversational implicature using slang language and the contextual meanings in *Mean Girls movie* 2004. This research can be used as an additional reference for other readers who are interested in studying further about conversational implicature.

And also it can be used to leaning and know meaning how to use conversational implicature in contextual way.

As evidence of hidden conversations or other meanings involved in a conversation. Researcher are interested in conducting research on this conversational implicature. Hopefully this research can help readers learn about linguistics that focuses on conversational implicature using slang language. This research is used conversational implicature theory by Grice (1975) Particularized and Generalized conversational implicature. The function of conversational implicature using Searle's theory (1975) and flouting maxi using theory by Grice (1975)

1.5 Conceptual Framework

In this study, researcher focus on the conversational implicature using slang language that occur in the dialogue of the *Mean Girls movie* 2004. Conversational implicature occurs because of ambiguity and lack of understanding of the hearer with what is said by the speaker, therefore sometimes special knowledge is needed in conversation to interpret each word spoken by someone. Researcher use the theory of H. Paul. Grice and is supported by Searle's theory (1975) to examine the speech functions in the movie.

In addition, the researcher also discussed the functions of conversational implicatures and flouting maxims contained in the conversations spoken by the characters. Slang is part of implicature this occurs because people now days talking with slang words where only a few people know the language and using the informal

style of language. The flouting maxim is part of the non-observance of cooperative principles. This occurs because of ambiguity, not relevant, and a lack of understanding of what someone is saying.

The researcher must go one step farther to support this research. This type of stage involves going through the Implicature in conversation and prior research that is related to the problem and the purpose of current research. The goal is to highlight research, research positions, and supporting theory in order to create the research concept. Few works on implicature in Conversation theory have contributed to the enrichment of the process in this subject. These will be highlighted as follows:

The first is Ratu Yayanglilis (2020) "Conversational Implicature in Beauty and The Beast Movie" which focuses on the Implicature performed by the character in the Beauty and The Beast movie. This research was conducted using qualitative research with descriptive method. The data is taken from the utterances in the dialogue of Beauty and The Beast which contains implicatures and is taken from the transcription of the English subtitle of Beauty and The Beast. The results of this study indicate that; First, there are 13 data including general conversational implicatures. Then, three data about specific conversational implicatures. Second, there are 23 data including the conversational implicature function. There are nine implicatures that have assertive/representative functions. Then five implicatures which have directive functions, then six implicatures which have expressive functions, then three implicatures which have commissive functions. Finally, there are 15 data including

maxim violation. There are 4 data including maxim of quality, six data containing maxim of quantity, data containing maxim of relation, then two data containing maxim of manner.

The second is Muhammad Vikry (2014) "*An Analysis of Conversational Implicature in the Iron Man three*" which focuses on the Conversational Implicature performed by the character in the movie Iron Man three. This research was conducted using a qualitative research type with a descriptive method. The results of this study indicate that there is a conversational implicature and non-observance expressed by the characters in the movie Iron man three they are: two flouting maxim of quantity, two flouting maxim of quality, two flouting maxim of relation, five flouting maxim of manner, one opting out maxim of manner, one opting out maxim of quality and manner, and one violating maxim of quantity and manner. The author also finds two types of conversational implicatures, namely: two generalized conversational implicatures and 13 particularized conversational implicatures.

The third is Miftahul Huda (2013) "*Conversational Implicature Found in Dialogue of Euro Trip Movie*" This study focuses on discussing the meaning implied in the Euro Trip dialogue which violates the maxim principle. This study uses a qualitative method. The results of this study are 10 flouting maxim of quality, 11 flouting maxim of quantity, two flouting maxim of relevance, and five flouting maxim of manner. Then there are two types of conversational implicatures, there are eight generalized implicatures and 20 particularized implicatures. Then there are the

functions of the implicature contained in the dialogue, namely, 11 assertive implicatures, four directive implicatures, and 12 expressive implicatures.

Fourth, Rahmad Fuad Siregar (2018) "An Analysis of Conversational Implicature in V for Vendetta Movie" This study uses a qualitative descriptive method. The results of the analysis found 52 conversational implicatures in the V for Vendetta movie: 22 generalized conversational implicatures and 30 particularized conversational implicatures. There are 34 maxim violations: 21 violations and 13 flouts. 33 maxim violations occur in special conversational implicatures and there is only one in special conversational implicatures. All maxims (maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner) have been violated; no opting out and being faced with clash.

The fifth is Yunia Nirsita Aqidatul Izah (2019) "Conversational Implicature Analysis in Aladdin Movie" This research focuses on the non-observance conversational implicature in the Aladdin movie. This study uses the theory of Grice and this study uses a qualitative descriptive method as a research method. From the results of analyzing the Aladin movie, there are non-observance conversations that occur they are 8 flouting maxim of quantity, three flouting maxim of relation, four flouting maxim of manner, one violating maxim of quantity, three violating maxim of quality, five violating maxim of relation, one violating of manner, and one infringing maxim of quantity. Then there are two conversational implicatures, there are 21 generalized implicatures and four particularized implicatures.

The sixth is Nadya Alfi Fauziyah (2016) "*Conversational Implicature on The Chew Talkshow*" This research focuses on the implied meaning in Chew Talkshow using the theory of Grice and Yule's theory of implicature. From this research, there are many conversational implicatures which are divided into two types, namely generalized and particularized conversational implicature. Most of the conversations have generalized conversational implicatures in them.

The seventh Agustina Demira Syarifia (2018) "Conversational Implicature in Movie Script Tangled (2010). This research focuses on two topics: 1. What is the implied meaning of the conversational implicatures found in Tangled? 2. How does the conversational maxim violate the conversational implicature in Tangled? This research uses Yule's (1996) theory of conversational implications and Grice's (1975) theory of the results show that the conversational implicature violates the maxims of conversational. The most violated one is maxim of relation (10 data). The next one is maxim of manner (seven data). The last ones are maxim of quality (five data), and maxim of quantity (four data).

The eighth Dewiyana Siti Lelih (2019) "An analysis of Conversational Implicature in Avengers: Age of Ultron movie script" This research focuses on non-observance implicatures that occur in conversations. This research uses descriptive qualitative methods. conversational implicature and also flouting maxim. The results of the data analysis contained 18 flouting maxims and also 18 conversational implicatures from conversations in The Avengers: Age of Ultron movie. There are; one flout the

maxim of quality, 10 flout the maxim of quantity, six flouts the maxim of relevance, and one flout the maxim manner. Conversational implicature. There are one generalized conversational implicatures and 17 particularized conversational implicatures.

According to the eight research, this research contains both different and comparable points. The theory is comparable to the eighth research point. This research employs Grice and Searle's implicature theory. This research, titled "Implicature in Conversation Using Slang Language in *Mean Girls Movie* 2004," differs from others in several ways. Furthermore, this research differs from the eight publication mentioned above in two ways. multiple types of target analysis. This research focuses on each character's discourse when they using slang language. Then, this research contains some research questions to achieve the outcome of conversational implicature that differs from them. Among them are the following: forms of conversational implicature using slang, function of each conversational implicature, and flouted maxim in the dialogue.