ABSTRACT

Alya Nabila. 1205030030. *Conversational Implicature in The Tonight Show Starring Jimmy Fallon.* An Undergraduate Thesis, English Literature Department. Faculty of Adab and Humanities. State Islamic University of Sunan Gunung Djati Bandung. Supervisors: 1. Dr. Ujang Suyatman, M.Ag. 2. Cipto Wardoyo. Ph.D.

An interaction that takes place between two or more people is called a conversation. Linguistics uses the concept of implicature to uncover the phenomena that occur during the process of conversation. The researcher used the theory of conversational implicature developed by Grice (1975) to distinguish types of conversational implicature. The researcher aims to understand the types of implicature in The Tonight Show Starring Jimmy Fallon talk show and its function of utterances based on the implicature theory. To answer both research problems, this analysis used a descriptive qualitative method connected with Grice's (1975) theory of conversational implicature. The results show that conversational implicature consists of generalized implicature and specialized implicature. There are 117 generalized conversational implicature data and 23 specialized conversational implicature data. Generalized conversational implicature is used more than particularized conversational implicature because some people who want to use implicit meaning also want to be understood by others. In addition, this study found four types of language functions: there are 2 self-protection functions, 5 politeness functions, 62 information functions, and 6 functions to entertain the audience. The information function is more widely used because people use implicatures primarily to provide information.

Keywords: *Pragmatics, Conversational Implicature, and Jimmy Fallon*