

CHAPTER I

INTRODUCTION

In the part of the introduction, the writer described the background of the study, research problems, research objectives, significance of the study, scope and limitation of the study, and definition of key terms to give a clear understanding of this research.

1.1. Research Background

Language is a communication tool for humans. Language serves as a tool to facilitate our understanding of everything. People need language to convey ideas, thoughts, or emotions. In this digital era, language continues to evolve, and new vocabulary and communication styles have been added. Therefore, it is not an exaggeration to say that language is humans' most important communication tool. As social beings, humans need to interact with others by using language.

The function of language is as a communication tool that allows humans to communicate with each other, both orally and in writing. Communication in society happens chiefly using language (Mey, 2001). Some people may make mistakes in communication. Sometimes, speakers tend not to express meaning explicitly, so listeners must understand the sentence's meaning. Communication must be done well so that interactions run effectively and understand each other. Everyone wants good communication that is easy to understand and does not confuse the other person. However, sometimes, some people still cannot communicate well for various reasons, including a lack of knowledge about the language.

This research is motivated by the phenomenon of the low level of public understanding of implicit meaning in communication, which has an impact on the effectiveness of verbal interaction. Many individuals still face difficulties in conveying messages clearly and easily understood, which often results in miscommunication. The inability to grasp implicit meanings in messages can lead to confusion, misinterpretation, and conflict, thus requiring special attention to identify and address factors that affect understanding and more effective

communication. This outlines the impact of the problems identified in the research, as well as the importance of this research in the context of more effective communication.

In the communication process, a factor is often overlooked but has a critical role, namely, the context of communication. This refers to the physical, social, psychological, and cultural environment in which communication occurs. Context is a sentence that can clarify the meaning of a situation related to an activity. Context includes speakers, recipients, place, time, and everything else involved in a conversation. Things like situation and distance are also included in the context of language use. Context is divided into two categories: the linguistic context (linguistic) and the context outside the language (nonlinguistic). Linguistic context comprises elements of the external structure, namely sounds, words, sentences, and utterances or texts. A nonlinguistic context is a context that does not contain linguistic elements. Context is essential in analyzing pragmatics and some linguistic phenomena in pragmatics, such as speech acts, cooperation principles, politeness principles, and implicatures.

According to Grice (1975), the term "implicit" is not easily understood by listeners because it has a hidden meaning. The science that studies the understanding of implied meaning is known as implicature. Implicature can be defined as "the indirect or implied meaning of an utterance produced by the speaker" (Grice, 1975, p. 44). It means that when people produce implicit meanings like this, it can be interpreted as implicature. Implicature is an utterance that implies something different from what is said. Using implicature in conversation means stating something indirectly. Implicature is very easy to find in conversation because sometimes, some people do not express their intentions explicitly in their conversations.

Grice (in Levinson, 1983: 181) states that there are two types of implicature, namely conventional implicature and non-conventional implicature or conversational implicature. Conventional implicature derives from the words used in the utterance, not from violating conversational principles. Meanwhile, non-

conventional implicature, or conversational implicature, is the meaning obtained from the implied conversation. Conversational implicature has two types: generalized conversational implicature and particularized conversational implicature. Generalized conversational implicature refers to an implicature whose meaning is inferring without a specific context, and particularized conversational implicature refers to an implicature whose meaning is inferring in a specific context.

Conventional implicature is not based on the cooperative principles and maxims. Yule (1996:45) argues that conventional implicatures do not have to appear in conversation and don't depend on a specific context for their interpretation, but relate to certain words, such as but, however, therefore and even. For example, "He is British. **Therefore**, he is brave" (Grice, 1975). In this case, it is said to imply conventionally and not literally. The sentence says that "every Englishman should be brave." The conventional implicature here is associated with the presence of the lexical item "therefore."

Conversational implicatures are meanings drawn from a conversation that depend on the context and the shared knowledge among the speakers (Grice, 1975). For example, when a girl is shopping in a clothing store, and she does not like the outfit, she is unlikely to say, "It looks bad; I do not want it," but rather, "I will go away and think about it, and maybe come back later." She is not lying; she knows that the shopkeeper knows she has no intention of returning. Some people might not say such an explicit utterance as it might be too rude. This example shows that context plays a significant role in determining whether an utterance has a hidden meaning.

Conversational and conventional implicatures are also often found in written and spoken discourse. Written discourse can generally be found in social media, magazines, newspapers, and other platforms, while spoken discourse is easily found in television shows, video clips, movies, and YouTube. Conversations that occur through various electronic media affect the way people interact or communicate in their daily lives.

One of the social media platforms that people commonly use is YouTube. YouTube contains various types of videos, such as movies, podcasts, news, and talk shows. Among these various types, the writer is interested in talk shows. According to Ilie (2001), talk shows can provide a pragmatics framework for description and interpretation. A Talk show is one of the programs found on television and YouTube that presents a conversation between two or more people. Talk shows can range from just chatting with personnel to discussing social issues with the audience, and sometimes, there are also appearances from guest stars.

Several countries have talk shows, and the writer is interested in examining the New York-based talk show *The Tonight Show Starring Jimmy Fallon*. "The Tonight Show" is the longest-running talk show on television. It features extended celebrity guest interviews, comedy sketches, parodies, games, and Jimmy's Monologues. The show is taped in front of a live studio audience in Studio 6B at 30 Rockefeller Center, New York City, and airs at night at 11:35/10:35 on NBC. It is available on the Peacock app and YouTube.

The writer decides to study the talk show because it contains various conversational implicature. Sometimes, people do not understand the implied meaning conveyed by the host, so the topic of conversational implicature is interesting to study further. The reason for choosing Jimmy Fallon's talk show is that it is a top-rated late-night program on digital platforms. The talk show features various activities, including celebrity guest interviews and games that make the show enjoyable. The host is Jimmy Fallon, a famous talk show host in New York. The talk show also presents guest stars from various professions, such as musicians, comedians, actors, or actresses, who become public figures for the audience. Based on this, the writer is interested in the talk show as the focus of this research.

Based on previous research on conversational implicature, there are three previous studies on conversational implicature. The first study, "Conversational Implicature in the Undisputed Movie," was written by Johan Andika Ferdiansa from Sunan Ampel Surabaya State Islamic University in 2019. He focused on the types of conversational implicatures and analyzed the violation of maxims. The second

study, "Analysis of Conversational Implicature Found in Shawshank Redemption (1994)," was conducted by Rosyid Bayyin from Sunan Kalijaga State Islamic University in 2020. He only focused on the types of conversational implicatures in Shawshank Redemption (1994). The last study was conducted by Muhammad Iqbal 2018 from Sunan Gunung Djati State University Bandung, titled "Analysis of Implicature Found in The Legend Film." He specifically focused on the types of implicatures and how they appear in the movie The Legend.

Based on the three studies above, this research has different points and the same points. The similarity of these three studies is the similarity in theory. This research also uses Grice's theory of implicature (1975). However, the research "Conversational Implicature in Tonight's Show Starring Jimmy Fallon" differs from the three papers above. First, the difference between this research and the previous research lies in the object; the previous research investigated implicature in movies, while in this research, the writer uses talk shows as the object. Second, the difference is that the writer uses actual data in this research. Unlike in a movie, in a talk show, there is no script, and the conversation occurs spontaneously. This analysis also focuses on the types of conversational implicatures, including general and specific implicatures, as well as the functions of these conversational implicatures in a conversation.

1.2. Statements of Problem

Based on the background research present, it is known that there are two types of implicature, namely conventional implicature and conversational implicature. From the problems above, the research question is formulated as follows:

1. What types of conversational implicature are found in the conversation on Jimmy Fallon's talk show?
2. How do the function of these conversational implicatures in a conversation spoken in a talk show?

1.3. Research Purposes

Based on the formulation of the research questions above, the writer made several goals to examine and describe the problems, so that this research can be useful for readers. the writer is intended:

1. To analyze the types of conversational implicature that used in talk show
2. To analyze the function of conversational implicature in a conversation spoken in a talk show

1.4. Research Significances

Theoretically, the results of this study are expected to contribute ideas about conversational implicature. It is hoped that readers will be more aware of language phenomena in life so that they can add new experiences in learning language, especially the refinement of the words described in this research.

This research is expected to increase the writer's knowledge about conversational implicature. The results of this research are expected to contribute. In addition, it can be a reference for future writers interested in analyzing conversational implicature, especially for English Literature students interested in linguistics.

1.5. Conceptual Framework

This research aims to determine the types of conversational implicatures and analyze their functions in conversations spoken in talk shows. The writer uses Grice's theory to find out what types of conversational analysis are spoken by Jimmy Fallon and some guest stars.

Grice (1975: 56) divides conversational implicature based on the context of the conversation into two types, namely generalized conversational implicature and particularized conversational implicature.

1.5.1. Generalized Conversational Implicature

Generalized conversational implicature is a dialogue implicature that can be understood without considering the conversation's context. It does not have a specific conversational context.

Example

Chesie: I hope you brought me some bread and cheese.

Dina: Ah, I only brought bread.

+> Dina did not bring cheese.

(Mukhayin, 2022)

In the dialog above, Chesie expected Dina to bring bread and cheese. However, Dina replied that she only brought bread. This indirectly means that Dina did not bring cheese for Chesie. Without a detailed context, the implications of the dialog above can be understood.

1.5.2. Particularized Conversational Implicature

In contrast, particularized conversational implicatures depend on the specific context of the conversation to interpret them. These implicatures require a deeper understanding of the conversation's specific circumstances, relationships, or details. The conversation can only be understood after knowing the context.

Example

Boss: "Will John be at the meeting this afternoon?"

Michael: "His car broke down."

+> In this conversation, Michael meant that John might be late or not come to the meeting

(Saifudin, 2020)

There are several possibilities for Michael's answer. If John is worried about his work, he will fix his car first or find a taxi, but he might arrive late. On the other hand, if John is lazy, he might not attend the meeting.

Example

Luky: Look out, Rendy is coming!

Kevin: Hide your cigarette!

+> Rendy will ask for your cigarette or confiscate it

(Sony, 2021)

At first, there is no connection between Luky and Kevin's words in the example above. If Rendy is a teacher, then their purpose of hiding the cigarette is not to be confiscated. However, if Rendy is a friend, they hide the cigarette because Rendy might always claim his cigarette. In particularized conversational implicature, without a detailed context, the implicature of the dialog above cannot be understood.

Particularized conversational implicature is different from generalized conversational implicature. Generalized conversational implicature does not require reference in any context. That is, generalized conversational implicatures occur in all types of conversations. Unlike the particularized conversational implicature, it only occurs in specific contexts.

Grice's theory of implicature is a fundamental concept in pragmatics. It highlights the importance of context in understanding the meaning of utterances in conversation.

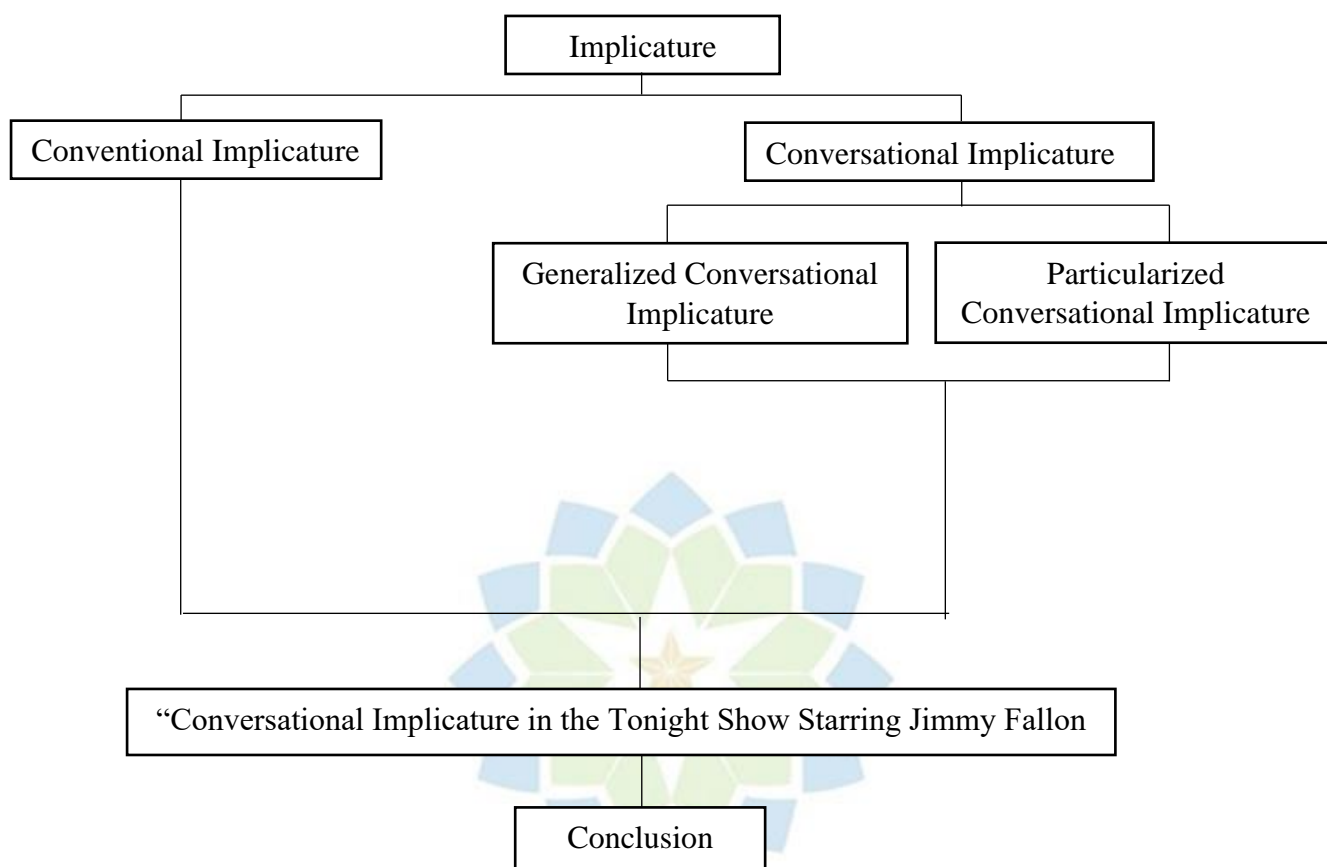


Figure 1.1. Analysis Construct

1.6. Scope and Limitation

This research is included in pragmatics because it deals with conversation and context. Implicature is one part of pragmatics. This research focuses on the types of conversational implicatures and their functions.

The limitation is that the writer only analyzes conversational implicature, divides into generalized conversational implicature and particularized conversational implicature, which is found in Jimmy Fallon's talk show. The data comes from utterances that are indicated as implicatures. Then, the implicatures found are interpreted based on the writer's interpretation and understand based on Grice's theory of implicature (1975).

1.7. Definition of Key Terms

These is some terms used in the study:

1. Conversational implicatures are meanings drawn from a conversation that depends on the context and the shared knowledge between the speakers (Grice, 1975).

2. There are two types of implicature, namely conventional implicature and non-conventional implicature or conversational implicature. (Levinson, 1983: 181)

3. "The Tonight Show" is the longest-running talk show on television. It features extended celebrity guest interviews, comedy sketches, parodies, games, and, of course, Jimmy's Monologue. The show is recorded in front of a live studio audience at Studio 6B in 30 Rockefeller Center, New York City, and airs weeknights at 11:35/10:35 on NBC and is available on demand on Peacock.

