

CHAPTER II

REVIEW OF RELATED THEORIES

This chapter is specified to describe the concepts of implicatures analysis in "Johnny English-Strikes Again". The purpose of this chapter is to give a clear understanding of the present research.

2.1. Pragmatics

Pragmatics as one of the branches in linguistics is basically the starting point of the new analysis in a communication system. It appears as the result of the debate about a syntactic review of linguistics that was debated to the terms that the scientists believe of the existence of a context in a conversation. In America, pragmatics is debated that in analyzing a language cannot be separated from the context of the delivering meaning process itself. It shows that in analyzing intention beyond explicit meaning, it needs more than semantics to discover the implied meaning of the utterance. Then the linguists in that era introduced a new branch of linguistics knowledge that was expected to solve the problems that are commonly known as pragmatics.

Based on Leech (1993:1) pragmatics is the characteristic of a language and how the language is used in society. Pragmatics presents about the phase in which a language is an application of the needs of the community for communication. In using a language, people are quite close to pragmatics. So that it can be said that pragmatics is the character and nature of the

language itself. In the application in society, pragmatics plays an important role in maintaining good communication between speakers and listeners in a conversation. The role as a bridge to convey the meaning of an implied speech correctly and not miss is also an important key in the application of pragmatics in a society.

Pragmatics has a scope as an aspect of information that is not generally converted and easily understood by the community in the form of language at the linguistic level and appears naturally in accordance with the reference context of a conversation that occurs. (Cruise in Cummings 2007:2). In addition, understanding pragmatics requires special understandings around the topic of conversation. This indicates that the context is something that cannot be separated in pragmatic analysis.

Yule (2006:4) stated that pragmatics is the study of how to get more of what is delivered rather than what is being said. In the process of communication, the speaker delivers meaning in two ways. The first one is when the speaker directly says the intention to the hearer. It is when the speaker delivers the meaning straightly to the hearer clearly and easy to understand by the hearer. The intention that is said by the speaker to the hearer is easily understood by the hearer without any context understanding because it is clearly stated in the conversation. The second one is when the speaker indirectly says the ideas to the hearer. This is somehow different compared to the first one. The meaning that the speaker is trying to say to the hearer is not direct. It needs the same context understanding between the

speaker and the hearer to discover the meaning in purpose to reach the goal of communication that is the delivering of the meanings and intentions. Meanwhile, Nadar (2009:2) in his book *Pragmatics & Pragmatics Research* explained that pragmatics is a branch of linguistics which is learning a language that is used to communicate in certain situations. To restate the point, in pragmatics there is needed beyond semantic analyses to analyze the meaning of the sentence that is said by the speaker to the hearer. It is because the semantic analysis does not cover the needs to discover the indirect sentence that also has an implied meaning in it. From there pragmatics also get the gap to take part in interpreting meaning in the main discussion on the expression of implicit meanings or which are not expressed directly in the emotions conveyed in a conversation.

Grundy (2000), stated that pragmatics analyze the situational language used based on the context and how the people are dealing with it. From there, it can be concluded that the analyses need deeper aspects to be analyzed in order to discover the meaning in the conversation. In addition, pragmatics concerns about the implied intention of a message that is given from the speaker to the hearer contextually that cannot be interpreted directly without accepting the concept of the conversation by looking up to the contexts.

Levinson (1983:9) stated that pragmatics is the study of a grammatical configuration of a language that covers the connection between a language and contexts. Pragmatics deals with the utterances of the speakers

that consist of implied intentions which are delivered contextually by the speaker to the hearer. The meaning of the utterances that are spoken or written in order to convey a message is the focus of pragmatics. Leech (1983:123) stated that pragmatics is the study of the meaning of the utterances in certain situations attempts in a methodical method to build the principles behind certain selections in a language which manage situational meanings. Additionally, pragmatics is a study of the change of utterances' meaning contextually due to the situation.

Pragmatics concerns on the field where linguistics regular analysis cannot convey the messages and brings the analysis to a physical and a social environment. Pragmatics focuses on the relationship that is built between a language and contexts in the communication as the major analysis objects. The messages that are implied are depending on how the hearer conveys the meaning and that is totally affecting the possibility of the transferred intention to be understood correctly or not. Pragmatics is a real application of linguistics that is applied in social reality. Pragmatics examines descriptions, techniques and rounding off the results of linguistic research and then applies them to active communication in the community as a tool to convey ideas, information, and opinions in society as a tangible manifestation of the mutual process of delivering information.

Therefore the roles of the two participants who communicate are important. In the process of delivering intentions in communication, both the speaker and the listener are required to have similar levels in understanding

the situation or a context of a conversation that is taking place. This is to ensure that the implicit meanings that are conveyed by the speaker will be absorbed and received correctly and properly by the listener. In order to achieve a goal of communication, the delivery of the meaning of the role of understanding context in a conversation is important. This is an important part of pragmatics analysis.

The statements of those linguists above bring the researcher to make a conclusion. Pragmatics cannot be separated from the context of the speech. The order of standing on the context in pragmatic is to discover how the pragmatics appears and affects the delivering meaning process in certain contexts.

2.2. Implicatures

In order to create good and correctly understood communication, people need to comprehend the context of communication mutually. The process of understanding the message is not simple. It needs strategies and context understandings in order to avoid misconceptions in the communication process. Semantics and syntactics analyzes are not appropriate branches of science when the terms of implied meaning instead of the clearly stated ones appeared in the process of communication. Based on this, the scientists then rely on pragmatics as a tool to decipher the meaning and analyze the meaning in a speech that is conveyed implicitly in a conversation or dialogue. The part of pragmatics that is functioned to reveal

deeper meaning than just meaning on the surface of a speech is by implicatures analysis. The implied meaning is reinforced by the form of linguistic level which can be re-analyzed appropriately to describe the true meaning hidden in a speech.

Then there is a statement that is in line with the expert statements that have been described in the previous. Davis (1998) stated that implicatures which are stated by Grice are dealing with a message the speaker is trying to deliver, suggests, implies, etc. The purpose of implicatures analysis is to discover the real intention of the speaker to the hearer. Implicature analysis is generally understood as the terms of understanding what people are trying to explain by saying something that implied the actual meaning of the utterances. Then Yule (1996:31) explained that implicatures are more like a major message that is communicated rather than that is stated. Implicatures provides its own format in the process of expressing meaning where the intended meaning is hidden meaning that is expressed implicitly in a conversation. The hidden meaning is the validity of the process of delivering meaning. It is because the meaning is the real meaning that is intended by the speaker to be understood contextually by the said partner. This can be said as a manifestation of the communication process in a society that has a foundation which will later be used as a tool for disclosing the hidden meaning that is commonly known as a context.

On the other hand, to build the interpretation, it needs cooperation principles to be applied as an interpretation analysis. It cannot be separated

from the cooperative principals. It means that the speakers should understand the terms and contexts of communication not only correctly but also easily in order to make the process of communication conducted easily well and the meaning will be correctly conveyed. The speaker has to know that delivering messages should not be confusing as playing hide and seek the meaning. The meaning that is implied should be understood by both speakers contextually. Grice (in Abdul Rani, et al, 2006: 177) showed his belief that implicatures are about the implied meaning of the utterances delivering process. Using implicatures in the conversation is equal with showing the intention of the speaker but in an indirect way. It means that the speaker tries to do something by saying it implicitly.

This indicates that at the level of linguistic form, implicatures are the part that the hidden meaning must be described. This is intended to avoid a misunderstanding between the real intentions that the speaker is trying to convey to the listener and how the speaker delivers it. Nevertheless, the disclosure of hidden meanings is quite a benchmark for the establishment of good communication between the two speakers with the aim of avoiding misunderstandings between the two in a communication process of conveying meaning.

As stated by Mustafa (2010), it has been discovered before that implicatures can be found in cooperative schemes that the utterance conveys in a certain situation. Grice divided implicatures into two types. Those are conventional implicatures and conversational implicatures. The types of

implicatures mentioned in the previous explain that implicatures have characteristics beyond semantics and syntactics analysis to discover the implied meaning that is said by the speakers. In the conventional implicatures, the meaning of the messages that are tried to be delivered is always carried unrelatedly with the context. On the other hand, the meaning needs to be relatedly known by analyzing the context of the utterances that are stated in the conversational implicatures.

2.2.1. Conventional Implicatures

Based on Grice, conventional implicatures do not need to concern the context in a high amount of significances. Conventional implicatures discover the conventional meaning that can be understood without paying attention to the contexts. In a speech, conventional implicatures have a reality that exists enough. Conventional implicatures give ideas that have not been revealed in a speech. Conventional implicatures have rules and disclosures that can be directly recognized by researchers through a review process of words and grammatical rules used in telling them (Zamzani 2007:28).

Conventional implicatures are generally easily recognized in a speech. This type of implicatures has the nature that can be categorized as easy to understand and does not require a special context in describing the hidden intention that is contained within it. This is discussed extensively by language users that conventional implicatures have concepts that are general in nature and are publicly known. In the sense that it can be said to be

conventional implicatures, even though it has a hidden meaning, that meaning has been known generally by language users. Here it can be affirmed that conventional implicatures do not merely occur in a conversation and to know the implicit meaning that is in it does not require understanding the context locally (Yule 2014:78). In conventional implicatures, it can also be said that there has been an automatic discovering of meaning for both the speaker and the hearer. This is due to the nature of the conventional implicatures itself which has a general nature and is openly known by the community and language users.

Having properties that are general and grammatically recognizable directly is creating a separate scope for conventional implicatures. In terms of a language, conventional implicatures have characteristics that can also be used as a determinant of the emergence of conventional implicatures in speech. Conventional implicatures do not relate to the maxims in the cooperative principles. The meanings are already expressed by the speakers and additionally conveyed. The meaning that is expressed commonly appears as words that are showing the conventional implicatures which are clearly being stated in delivering messages in the conversation. Those words that can be used are; *therefore, even, but, and for*. Those words show that the speakers' intention is conventionally expressed in the form of implicatures. For example;

She asked me to use the money but I saved the money for my future needs.

The use of conventional implicatures in the example above can be seen by paying attention to the word "but". It conveys that the person was asked to use the money. In contrast, the person decided to save money for his/her future needs. It can be known easily without looking at the context of the conversation because the clue word that is "but" indicates the value of the real message. The conventional implicatures commonly occur in the conversation but not a must. However, it associates the words to be kinds of conventional implicatures as well.

2.2.2. Conversational Implicatures

In delivering an intention, implicatures hide and disguise it in a speech that has more meaning than what is implied. However, conversational implicatures become something that can only be sure to happen in a conversation. This is corroborated by variations that can be found in conversation implicatures. There are more variations and types in conversational implicatures than in conventional implicatures (Mulyana 2005: 13). Conversational implicatures are defined as the implicatures that cannot be separated from the context of the conversation that is conducted by the speakers. It builds a good communication process if only every speaker that communicate with each other has the same background knowledge and understand the context of the utterances they say in order to send the messages. Grice (1975) stated that some precise utterances could be

expressing the implied meaning that conveys the hidden message the speaker tries to send.

The main point of conversational implicatures is that this kind of implicatures is flouting the cooperative principles. This is supported by the theory of Grice (in Nababan 1987: 28) which says that a speech can be categorized as a conversational implicature when the utterance contains an element of a violation of the principle of conversation. This reinforces the position of conversational implicatures that in a conversation, a conversation will involve an interpretation that comes from outside the speech itself and occurs indirectly. Hence conversational implicatures require a special context in conveying the hidden meaning behind the speech so that the message delivered can be original and in accordance with what the speaker intended.

Grice (in Levinson, 1983) divided conversational implicatures into two. The first one is generalized conversational implicatures, and the second one is particularized conversational implicatures. While Yule (2014:17) stated that there are three parts of conversational implicatures, they are generalized conversational implicatures, scalar implicatures, and particularized conversational implicatures. Those will be explained further below.

2.2.2.1. Generalized Conversational Implicatures

Generalized conversational implicatures do not need context understandings to convey the implied meaning. The meaning that is contained in generalized conversational implicatures is generally known by language users, so that special contexts are not needed in the process of describing the implicit meanings that are contained in the speech. In this case, the context, in general, can be said to be a category of context that is familiar and understood well by most people, it creates the conventional implicatures that do not require a special context intervention. In this type of implicatures, as stated by Yule (2006:74), does not need to cover additional meanings to assume the implied meaning that the speaker is trying to say. In addition, Levinson said that generalized conversational implicatures do not need specific contexts to occur in a conversation. General conversational implicatures are not required to take into account the additional meaning of the speech delivered. It is only a precise setting that could be the background. Take a look at the example below.

A: Did you go out with Usher yesterday?

B: I went out with Mario in the evening.

The example above showed the use of generalized conversational implicatures that are applied in the conversation between the two speakers. It can be known easily without knowing the background of the situation in the

conversation that B did not go out with Usher even though B did not say yes or no directly to answer A's question. In addition, there is a method to identify generalized conversational implicatures. The method is by using scalar implicatures.

2.2.2.2 Scalar Implicatures

In stating a value or range scale, language users will use words and vocabularies that refer to the meaning of the scale of value itself. In its delivery, the scalar implicatures are also the case. The specific words that can be used in scalar implicatures are commonly used in a daily conversation.

Yule (1996:41) stated that scalar implicatures are generalized conversational implicatures that are commonly communicated as the basis of the scale of values and consequent. The statement means that information that the speaker is trying to deliver is in the form of scale to state values of the information. Scalar implicatures can be found in utterances that state quantity as the main information. The use of scalar implicatures shows the values of an expressing quantity. The ideal words for example are; almost, all, few, sometimes, every time, etc. For the application of the words, we can see the example below.

“ almost everybody goes there by riding a motorcycle”

From the example above, it can be concluded that scalar implicatures are shown and saying that not all of the people go there by riding a motorcycle. It can be inferred that almost is in the lower level of a scale rather than all. In addition, a scalar implicature is relatively processed more slowly in equivalent sentences without implicatures (Botta 2012). In some study it has been proven that scalar implicatures are not quite dominant in the field. Scalar implicatures are more specific and complicated to be used in a conversation because scalar implicatures is processed more slowly and considered as unnecessary things to be used. Additionally, even children are not more legitimate than grown-ups, nor progressively tolerant in the event that they are given the most obvious opportunity to be pragmatic (Foppolo,Guasti 2012). Despite of it, scalar implicatures are important to be learned by the people.

2.2.2.3 Particularized Conversational Implicatures

According to Yule (1996:74), the implicatures of a particular conversation is a communication form that shows up in specific contexts where the listener assumes the information directly. Therefore, particular conversational implicatures need to discover contexts and background knowledge. Particular conversational implicatures need a specific awareness from the hearer in order to create correct interpretations. Lakoff added that the assumption of particularized implicatures is determined by the cultural background knowledge and contexts that the persons have. It shows that the

way implicatures are interpreted will be totally depending on the knowledge of the context developed by the listeners. It would only be understood when the context that is specific is understood by the listener correctly. For example:

A: Hey anyone must have used my night cream?!

B: Hmm... your little sister is looking fairer now.

From the example given above, it can be seen that B understood the context of what night cream is. That is the reason why B answered the A's question correctly on a point. B indirectly answered A's question with implicatures. That shows that there is a context understanding to notice a particularized implicatures in the communication process.

According to Grice (In Cummings 2007:14), cooperative principals are the principal that associate general rationality and particular rationality. These cooperative principals are the basis of a conversational implicatures analysis. Grice has mentioned four maxims in the cooperative principals as follows.

2.2.2.3.1 Maxim of Quantity

In maxim of quantity, the point to be focused on is that the information given in a conversation should be what is needed only and not more than it is necessary. It means, as long as the information covers the

purpose of the conversation, the goal is reached. Below, it goes the following theories.

- a. It gives information for only what is necessary.
- b. They do not give any information more than it is required.

For example:

A: Where is my toothbrush?

B: under the shampoo.

B gave evidence that is informative and sufficient to the communication process not more or less. It fits in about the exact place of where A's toothbrush is located.

2.2.2.3.2 Maxim of Quality

Maxim of quality is focused on truthfulness in communication to achieve a good quality of communication. Grice (1975) observed the requirements of maxim quality is that the speaker;

- a. should not state the incorrect information
- b. should say sufficient evidence of the information

For example:

A: Who is Barrack Obama?

B: He is the first African American president of the United State of America.

The example above shows that B delivered correct information dealing with the fact of who Barrack Obama really is.

2.2.2.3.3 Maxim of Relevance

The relevancy of the conversation in the communication process is the main characteristic of this maxim stated by Grice. In the purpose of acquiring a maxim of relevance, the speakers have to deliver the message that is focused on the topic or the theme they talk about without emphasizing something that is not related due to the topic. Then the communication process will be kept on being relevant and not being interrupted. This maxim is the easiest maxim of the principals. Below is the discovering of the authentic material example dealing with a maxim of relation.

A: *Baby, please tell me, Do you love me?*

B: *Yes I do.*

The conversation above is fulfilling the concept of a maxim of relevance because the communication process ran well and relevant to the topic they talked about

2.2.2.3.4 Maxim of Manner

In contrast to what has been discussed before, the maxim of manner is more concerned on determining how what is said is to be said. Being as understandable as possible is the main point.

- a. Avoid unclear utterances
- b. Avoid ambiguity
- c. Be obscure
- d. Create the utterance orderly

Example:

A: Do you think she is attractive?

B: Yes, she is very attractive; she is beautiful, smart and sexy as well.

The conversation above showed the use of a maxim of manner correctly. B reasonably answers A's question clearly, briefly, and B is showing no ambiguity.

2.3. Flouting Maxim

Identifying maxim is not easy; there are some cases when people are confused in observing those maxims. For example, when the conversation is not conducted well because the speaker is guessed being lying, then it is not working.

A flout happens when the speaker neglects to focus on the utterances of in what level the utterance is being stated with a considerable reason to deliver suggestions. In the specific condition when one of the utterances is damaged by few expressions but then we are accepting that an individual is coordinating with us in correspondences, it can be concluded that a flout is a sign of something that is being said indirectly. Look at a case:

A: Have you seen Mina?

B: she is not coming or at this time she is playing football.

The second speaker of the conversation conducted above did not give sufficient information that A needed. The second speaker gave a confusing answer instead. Conclusively, the hearer comprehends that the speaker derives additional importance from the lack of information giving and flouted the maxim for a reason. In this case, violations of maxims will tend to have an effect that makes the utterance become particularized conversational implicatures category.

2.4. Characteristics of Conversational Implicature

To identify whether utterance can be classified as implicatures or not there are some theories from experts dealing with the characteristics of implicatures. As stated by Grice (in Mujiono 1996:40) there are several characteristics of a conversational implicature. Those are;

1. Cancelable. In the precise condition, implicatures can be canceled contextually and explicitly. In its disclosure, implicatures have such characteristics. It can be canceled. This is related to the purpose of using the implicature itself in accordance with existing conditions. Related to the situation this is why implicature can be canceled.

Below is the example:

A: "Have you collected the assignments for English lessons?"

B : (1)" I went to a family gathering yesterday"

(2)" and oh, I have sent some of them through email"

Based on the example above, it can be concluded that B already implied that he have not collected the assignment for an English lesson. Then on the (2), he cancels the implicatures by saying that he already sent some of the assignments through email. It means he has sent the assignment through email. However this characteristic is not absolutely applicable. Not all of conversational implicatures can be cancelled explicitly (Dahlman 2012).

2. Non-detachable. Implicatures cannot be separated from expressing an intention. It usually caused by the condition that makes the utterance cannot be said except using implicatures. In this criterion, the same context and substance create the same conversational implicatures. The meaning can be kept but the form of the implicatures is a different thing. Below is the example

1. *“Neneng does not love to dance until the morning”*

2. *“Neneng tries not to love to dance until the morning”*

3. *“Neneng loves to dance until the morning”*

Based on the example above Speech (1) implies (2), but utterance (2) and does not imply (2). This means speech (2) is present because there is (1) whose existence cannot be released.

3. Nonconventional. The content of implicatures is not conventional even though the requirement is a conventional meaning. Linguistically,

implicatures are not a part of the expression. In this case, it can be said that implicatures are not part of conventional or general meaning.

4. Calculable. The implicatures must be calculable between what is acted and what is said. That is, every implicature is capable to construct arguments that show that the literal meaning of speech is combined with the principle of cooperation and its maxims.
5. Indeterminate. Conversational implicatures cannot be defined specifically. implicature cannot be specifically described. This refers to every language user can have a different understanding of describing conversation implicatures.

Levinson also stated about some characteristics of implicatures. Levinson (1983:114) explained the characteristics of implicatures in four points below.

1. Cancellability. It is impossible to draw a conclusion if there is a chance to cancel it by adding some additional premises/reasons for the original premises.
2. Non-detachability. Implicatures are attached to the semantical meaning from the utterances and it is not linguistically. It makes implicatures cannot be separated from the utterances.
3. Calculability. Every implicature commonly has a chance to combine with an argument which indicates a literal meaning of a speech. This is compiled with the principles of cooperation and the maxims.

4. Non-conventionality, in this case, knowing the literal meaning is important. It can be said that implicatures are in a context, and the implicatures are not a part of the meaning.

In addition, based on Cruise (in Daimun 2008) there are four specific criteria to recognize the implicatures based on the characteristic of the implicatures. Those are;

1. Contextual. The conversational implicature is depending on the context. To understand the message contained in it, the context is the absolute thing needed in the analysis process.
2. Cancelable. It is impossible to draw a conclusion if there is a chance to cancel it by adding some additional premises/reasons for the original premises.
3. Non-detachable. Implicatures are attached to the semantical meaning from the utterances and it is not linguistically.
4. Calculable. Every implicature commonly has a chance to combine with an argument which indicates a literal meaning of a speech. This is compiled with the principles of cooperation and the maxims.

Based on the theories by the expert above the researcher believes that basically, those theories have the same roots. And he concluded the characteristic of implicature based on their theories. The characteristics are; cancelable when implicatures can be canceled in the precise condition, non-detachable when there is no other chances to say what is said that using the

implicature needed, nonconventional when a conversational implicature requires prior data of the conventional meaning of the sentences used, Calculable when the truth of the content of a conversational implicature does not depend on the truth that is said, and finally Indeterminate when the implicature has no specific criteria to be identified.

2.5. The Forms and Functions of Implicatures

Zamzani (2007: 32) stated that traditionally, there are several forms of sentences. Those are declarative sentences, imperative sentences, and interrogative sentences. Those ideas are almost the same as Levinson (in Nababan, 1987:25) stated that there are four forms of sentences. They are declarative sentences, imperative sentences, and interrogative sentences, also exclamative sentences. Those will be explained below.

a. Declarative Sentences

This sentence is used to give information from the speaker to the hearer. This sentence is informative and declarative. The hearer is not having responsibilities in replying this sentence uttered by the speaker. Zamzani (2007: 32) added that these sentences are sentences that contain declarative intonation, in written variety, it is usually marked points or no marks.

b. Interrogative Sentences

In the grammatical study, these sentences are used to convey meaning. Meanwhile, in the pragmatics study of this sentence is used to convey intention. Conveying other actions, such as to ask for reasons for an

event, to confirm, to order or rule subtly, to mock (to tease), and to offer something are also parts of interrogative sentences.

Zamzani (2007:33) stated that interrogative sentences are sentences that contain interrogative intonation, in a variety of written questions (?) and questioning particles. Every single interrogative sentence is proposed to have responds and answers. The answers can be in the form of utterances or actions.

c. Exclamative Sentences

Alwi, et al (2003:362) stated that exclamative sentences are sentences that are stated to show astonishments or admiration. The characteristic of this sentence is that in the spoken form, exclamative sentences are usually symbolized with a high pitch. While in the written form, it is marked with a dot sign or exclamation marks as well.

d. Imperative Sentences

The last form of sentences that are stated by Levinson is an imperative sentence. Chaer (2010:18) stated that imperative sentences are used within the expectation that the hearer will respond to the request with actions. This kind of sentence can be shown whether in a soft tone or in a high tone. In the written form these sentences are commonly marked with exclamation marks, dot marks or even interrogative marks. Alwi et al. (2003:353) stated that imperative sentences are commanding and requesting as well as ordering something.

As seen from the speakers' intention, imperative sentences are used to forbid, to apologize and to criticize something (Chaer, 2010:93). Based on the content these kinds of sentences are divided into six. They are regular imperative that is used to request something regularly, subtle imperative when the speaker is not ordering something anymore but likely giving spaces for someone to do something sincerely by their own desire, request imperative when the speaker asks the hearer to do something based on the speaker's need, invitation and wish imperative when the speaker wishes the hearer to do something (inviting), prohibition imperative or negative imperative when the speaker forbids the hearer to do something, and the last one is omission imperative when if the speaker requests not to be prohibited to do something.

In using implicatures, the speakers tend to have purposes and implied meaning. There are several functions of using implicatures in conversations. Levinson (1983: 97-100) stated that there are several functions of implicatures.

- a. Implicatures can provide an explanation of the meaning or facts of a language that is not reached by linguistic theories.
- b. Implicatures can give a firm picture of the external differences of what the language used means.
- c. Implicatures can give a simple semantic description of the clausal relationship associated with conjunctions the same one.

- d. Implicatures can provide a variety of facts that outwardly appear unrelated, even opposite (like metaphors).

Then Putrayasa (2014: 68) stated that conversational implicatures have several forms and purposes which often appear when the communication process is done, namely:

a. Conversational Implicatures to Prohibit Something

The implicatures are in the form of prohibition utterances, which are commonly found in the directive sentence and also statements.

b Conversational Implicatures to Agree with Something

These implicatures are agreeing with the statements of sentences that are appearing during the conversation.

c. Conversational Implicatures to Reject Something

These implicatures appears when the speaker is trying to say rejection to the hearer. These implicatures are to prevent the hearer from being hurting by the rejection. Then that is why there is an implied meaning to make the conversation being polite.

d. Conversational Implicatures to Direct Something

The purpose of the statement is to give direction during the conversation.

e. Conversational Implicatures to Request Something

The implicatures are purposed to request something in the form of interrogative sentences or statements in general.

f. Conversational Implicatures to State Something

These implicatures used to state something in the conversation. These implicatures tend to be in the form of statements that straightly state something. It also can be seen from the use of the words to depict the principal stating.

g. Conversational Implicatures to Complain Something

This kind of implicatures is usually in the form of statements that are used to show that someone is complaining about something during the conversation.

h. Conversational Implicatures to Report Something

These implicatures are commonly found in the form of questions and directive sentences. It is used to report information to the hearer in the conversation.

Based on the two experts' theories, it can be concluded that the functions of implicatures are to prohibit, to agree, to reject, to direct, to request, to state, to complain, and to report something in a conversation.

2.6. Contexts

In a pragmatics analysis, a context is one of the most important things. To create a conversation context should be understood first as a bridge of communication. It is hard to build a good conversation without understandings the context of the conversation between the speaker and the hearer. A context connects the same level of knowledge between the speakers and the hearers in a communication.

Leech (1993) explained that contexts are the physical and social aspects of utterances. These aspects are needed to build the same interpretation of conditions and topics also backgrounds of the conversation. The same level of knowledge about the context will help the speaker and the hearer to understand the conversation well. While Brown and Yule (1996:25) added that context is related to condition and environment that use a language in it. Brown believes that to conduct good communication people need a tool. The tool is a language. A context cannot be separated from a language, which is why in every conversation a context is needed because the function is very important in communication.

According to Curting (Samarlam, 2014:3), There are some kinds of a context to analyze implicatures in the communication process. Those kinds are divided into three. They are; a situational context, a knowledge context, and a co-text context. Those will be explained further below.

2.6.1 A Situational Context

Since a context is important in implicatures analyses, there is a kind of context that supports the idea of why implicatures are being delivered. Situational contexts are the contexts that are focused on what is around the speaker dealing with the circumstances or conditions in which the speech happens.

2.6.2 A Knowledge Context

There is a knowledge context. It is divided into two types. The first one is a cultural general knowledge context. This context covers the general knowledge dealing with the cultural background and social common knowledge that the speakers should acquire. The second one is the context of interpersonal knowledge which covers the experiences that happened personally to the speakers that affect the background of the utterance he/she makes in the communication process.

2.6.3 A Co-text Context

The last one is the Co-text Context. It explains the lexical and grammatical parts that build cohesion in the text of implicatures. Based on Searle, Kiefer dan Bierwisch (1980:9), they stated that pragmatics focused on the syntactically defined expressions. This is when interpretation depends on the specific situation in the context of the occurrence.

2.7 A Movie

The movie is one of the audiovisual media. In the event, the film became one of the most popular media for language users. Both in its use in the field of education and in non-formal activities movie is one of the people's favorite media. The movie is commonly called a film that is shown in a cinema or on television and mostly presenting a story (Cambridge dictionary). Literal definition of film (cinema) is Cinematography originating

from Cinema + tho = phytos (light)+ graphie = graph (writing or image). From this understanding, it can be concluded that film means creating works of art with light media as the basis of its raw material. Once again films are media that have a tremendous impact on the audience. This current era, films are the most popular audio-visual media for various levels of society from all ages, sexes, social statuses and so on. Based on the way it works, audio and visual in the film work together so well that it produces a sound movement that has an element of the story so it's very interesting to witness.

Based on UU 8/1992,a film is a gem and culture which is a listening-see mass correspondence media made dependent on cinematographic standards by being recorded on celluloid groups, videotapes, video plates, and/or other innovative development materials in all shapes, types and sizes through compound procedures, electronic procedures, or different procedures, with or without sound, which can be shown and/or showed with a mechanical, electronic, and/or other Projection framework.

Films are inspired by people's lives with all the phenomena and events that occur in them. It can also be said that the film portrays life in society. As a reflection of film life has a strong element of communication, and a language is the main thing in the communication process. Film is a real portrait of community life. In reality, the community has an influence from one another about the way they use a language. It can also be said that society is a group of people who are united for a particular purpose (Wardhaugh, 1992: 1). Based on

Bordwell and Thomson (1997: 3) films have similarities with a building, a book, and artifacts that are man-made with a specific purpose. Thus, films can be used as a medium to understand and understand the phenomena that occur in society.

In this era, it cannot be denied that the combination of audio and visual is a media that is very popular with the public. Therefore the film is a good identification for an observer to participate in observing language phenomena in this era.

2.8 History and Development of International Films

Thomas Alva Edison (1847-1931) an American scientist Union of inventors of electric lights and phonographs (LPs), in 1887 was inspired to make a tool for recording and taking pictures. Edison is not alone. He was assisted by George Eastman, who later in 1884 discovered a film tape (celluloid) made of transparent plastic. In 1891 Eastman assisted by Hannibal Goodwin introduced a roll of film that could be inserted into the camera during the day.

From there a tool is created which is used to peek or watch a show. the shape resembles a box and there is a hole in the middle. The name is kinetoscope. In the next period, a man named Lumiere invented a design that combined the camera, film processing equipment, and a projector into one which was later called a cinematograph patented in 1985. At the beginning of its founding period, the tool was able to present combined images into unity

in time the moment. In essence, the working principle of this tool is to illuminate the pieces of the image which will then be highlighted by the projector lights into a short scene of an image movement. For example, clips of people walking.

Basically, filmmaking has happened a lot before 1895. However, the world acknowledges the creation of the first film on 28 November 1895. This is related to the screening of the film at the Grand Cafe Boulevard De Capucines in Paris at that time with administrative fees charged to those who wished to witness the screening of the film.

There were many developments that were created as supports of the progress of the world of film at that time. It began with the end of silent film in the 1920s. Then, there was created the world's first black and white sound film in 1927. This film was screened in the New York United States which was then followed by the development of various films in 1930.

Technology has finally brought the development of films from time to time to the present. It is starting from the emergence of silent films. Then it is followed by voicing black and white film innovations. Next, the film is colored with sound and then with a longer duration. Even today there are 3D to 4D animated films that we can enjoy with all kinds of film effects that are more realistic with technological developments such as the CGI.

Of course when it is viewed in terms of packaging film also experienced extraordinary developments. It is starting with the use of large

tools. Until now, films can even be enjoyed at home by using an internet connection on personal devices such as cellphones, laptops, and computers.

In terms of commerciality, the film then has a rapid development in various parts of the world. Even there is a special commodity film in various parts of the world. Bollywood, Hollywood, and Celestial are some examples of film commodities that become a benchmark for the industry's rapid development.

Even in scaffolding and English films are seen as one of the cultural relics that is appreciated more by the local government and funded for its development. Films are also seen as political media. This is seen from the many movements of political propaganda movements that appear in such a way as to use the film as the media to convey it. The community even today is very fond of films as a medium of entertainment. This will indirectly affect the psychological condition of the community. Language users will be injected more or less by information and doctrines conveyed through the film. This makes the film a media that is very influential in society.

2.9 Genre of a Movie

The theme or genre in the film is an important aspect. This can be seen from the public interest that will later determine whether the film is in accordance with the tastes of the people or not. From the genre, there are several film genres (Askurifai 2003).

It is started from drama. In drama, which is focused deeply on the human side, it raises problems in living in a society. In the drama, the film seeks to get people and viewers to enter and feel what the roles in the film feel. From the emotions of the soul that are channeled through dialogues represented by the players in the film. From feeling happy, sad, angry and hateful, all are expected to be channeled well to the viewer so that the audience can also feel these emotions.

The next genre is action. In the action film that is characteristic of the scene is a dangerous scene acted by the actor in the film. The action genre of the film presents scenes fights between good figures and bad characters in a movie, so that the audience feels the tension, anxiety, fear, and feel sympathy for the character's victory. Action films there are many explicit scenes such as fighting, blood, pain, use of weapons and fighting scenes. This leads the fans to also be able to feel the dangerous conditions experienced by the actors in the film.

Then, there is a comedy. As seen from its name, this genre puts forward humor and comfort with the jokes presented in this film. The audience is expected to be entertained by the jokes of both the situation and the expressions made by the actors in the film. The theme of the comedy film is exploring the spectacle that makes the audience smile or even laughs out loud. What distinguishes comedy films from comedy shows is that comedy films do not require the owner to be a comedian but can still present a good joke and be packed with a story that has a plot.

Next, there is a tragedy. In this genre, the film puts forward the disclosure of the fate of the characters in the film. This genre will expose the life and path of the fate of the characters told in this film. It can be said that this genre will focus on just one character. From here the audience will focus on one character that is the center of the series of stories in the film. The audience is invited to be able to feel the events experienced by the character like a reality.

The last one is a horror movie. This genre is presented with scary plots and characters. It means that these aspects aim to convey fear to the audience. As well as spooky figures, thrilling music effects and stories and grooves that bring viewers to feel deep fear in the film, this movie presents entertainment for the people.

2.10 An Action Comedy Movie

In this new era, the development of the theme of the film increased. Many new genres are created, starting from the incorporation of existing genres to the emergence of new genres that are truly fresh. One of them is an action comedy.

The action comedy combines elements that are contained in the genre of comedy films and also actions that are arranged in such a way as to create a combined format that is truly refreshing. On the other hand, we can enjoy the thrill of dangerous actions. At the same time, the fresh jokes that are raised will give their own color when watching this genre film.

In the action film that is characteristic of the scene is a dangerous scene acted by the actor in the film. The action theme presents scenes fights between good figures with bad characters. In watching this kind of movie, the audience feels the tension, anxiety, fear, and feels sympathy for the character's victory. Action films there are many explicit scenes such as fighting, blood, pain, use of weapons and fighting scenes. This leads the fans to also be able to feel the dangerous conditions experienced by the actors in the film. This genre also puts forward humor and comfort with the jokes presented in this film at the same time. The audience is expected to be entertained by the jokes of both the situation and the expressions made by the actors in the film. The theme of the comedy film is exploring the spectacle that makes the audience smile or even laughs out loud. What distinguishes comedy films from comedy shows is that comedy films do not require the owner to be a comedian but can still present a good joke and be packed with a story that has a plot.

2.11 A “Johnny English-Strikes Again” Movie

The movie which is chosen by the writer is entitled “Johnny English-Strikes Again”. “Johnny English-Strikes Again” is a motion picture that is released in 2018. The story covers the life of Johnny English who is a retired secret agent who works as a geography teacher. In the movie, there is a huge cyber-attack to England by a hacker. Every secret agent's identity has been exposed to the public due to the cyber-attack. The English Prime

Minister has no choice except reassigning the old agent to solve the problem. Johnny is the one left. There are so many interesting plots that are twisting and surprisingly funny. The reason why the researcher chooses this movie is that the dialogues in this movie are rich in humor and jokes. Humor and jokes are closely related to implicit messages. Jokes violate maxims frequently. Violation of at least one maxim of the cooperative principle is commonplace in humor research. It is obvious that jokes may contain and convey information without noticeable noises.

The audiences are triggered to digest not only what literally is said but also what is implied in the dialogues. The characters in this movie do not just merely convey what they want to say by literal utterances, but their utterances also contain implicit messages that have certain functions. As expected from the characters in the movie that come from many different ages, occupations, races, and education levels, this movie is expected to have enough data of implicatures from those variations mentioned. That is why the researcher decided to use this movie as the data with pragmatics review analysis, especially conversational implicatures analysis.

2.12 Relevant Studies

Analyzing a conversational implicature in the movie has been done by some researchers in the past. The researcher has reviewed many related studies that cover the research in a similar field.

The first one is a study conducted by Maria Evi Mariani (2015) from Sanata Dharma University entitled “*Implikatur Percakapan Orang Tua dengan Anak pada Peristiwa Makan Malam Bersama dalam Keluarga Pendidik di Yogyakarta*”. The result of the study is interesting. It shows that there are kinds of implicatures used in the conversations. It is also found that there are maxim violations during the communication process.

The second one is by Sheila Nanda (2012) from Indonesia Education University. The title of the study is “Conversational Implicature of the Presenter Take Me out Indonesia”. This is a pragmatics study that goals at examining the presenters of Take Me out Indonesia to operate conversational implicatures within their exclamations as it is potential implications consist in the sight of implicatures. The result of the study showed 59.8% generalized implicatures and 40.2%.particularized implicature appeared during the analysis.

The Third is a study conducted by Louisa Dessila (2011). A research entitled “Implicatures in the film: Construal and Functions in Bridget Jones Romantic Comedies” was done successfully. The result showed that there are kinds of implicatures used in conversations. It is also found that there are maxim violations during the communication process. Desilla found that implicatures contributed a lot to the creations of humor in the movie she selected.

The fourth study is a study conducted by Nicholas Asher (2011). The study entitled “Implicatures and Discourse Structure” covers the study of

implicature dealing with the formations and the shaping of implicatures in the communication process. It is found that scalar implicatures are the basic application of the production of the interpretation of the discourse in communication. The fifth study is entitled "Actuality Effects as Conversational Implicatures". The study was conducted by David Rubio Vallejo (2016). The researcher of this study encouraged the view of implicatures by evolving the fluctuated functions of conversational implicatures in the communication. The results implicate that implicatures have factuality effects in the communication process of an exact a language he was reviewing.

The next was the study conducted by Afsa (2013) with the title "Study of Flouting Maxim Found in Some Cosmopolitan Advertisement Slogans". It is found that implicatures used in the ads making are quite prominent. There were found every single slogan flouted several maxims.

The next the study was conducted by Vikri (2014). He analyzed conversational implicatures in the movie entitled "Iron Man 3". In his study there are only 15 data that are categorized as implicatures. The 13 data are categorized as particularized conversational implicatures and 2 data that are categorized as generalized conversational implicatures.

Another study in the same field of implicatures analysis was conducted by Khoiroh (2017). After watching the movie that is entitled "Bridge to Terabithia", she analyzed the data. The result shows that there are only 25 data which are categorized as conversational implicatures.

The last study was conducted by Xiasu (2009) entitled “Conversational Implicatures Analysis of Humor in American Situation Comedy "Friends". It supported the ideas that implicatures contributed majorly in the humor making in the TV series. The result shows that every single humor has its conveyed meaning which is making it funnier by perceptions.

Those researches studied the same field that is pragmatics specifically about implicatures. The similarities are found on the method and the theories they used to analyze the objects of the study. The way they differ to each other is at selecting the object of the study they analyzed. The researcher decided to select a movie entitled “Johnny English- Strikes Again” to be the data source of the study because in this movie there are many implicatures found as the data and this movie has not been analyzed in the same way before.

2.13 A Conceptual Framework

Based on the literature review, the researcher builds the objectives of the study. There are three objectives of the study. The first one is to describe the forms of conversational implicatures in the movie entitled “Johnny English-Strikes Again, the second one is to describe the types of conversational implicatures in the movie entitled “Johnny English-Strikes Again”, and the last one is to describe the functions and purposes of conversational implicatures in the movie entitled “Johnny English-Strikes Again”. Below is the conceptual framework of the study.

Figure 2.1. The Conceptual Framework

