





expressing meaning, explicitly or implicitly. Expressing meaning explicitly means that the actual conversation is stated. While expressing meaning implicitly means that there are more hidden meaning in that conversation. In this case, the conversation which carries meaning more than what is stated in the speaker's utterance. It is what is called by implicature (Horn, Laurence R , 2004).

Conversational implicature is related to the knowledge of what the speaker and the listener in understanding the utterances said that the speaker and the listener must also comply with all rules. It can be said that the speaker has conveyed more than he said via conversational implicature , while hearer recognizes the meaning via inference. This is in line with Grice (1975) who defines implicature for the case in which what speaker means or implies is different from what is said.

There are two types of conversational implicature those are generalized conversational implicature and particularized conversational implicature which will be explained in the following point.

#### **2.1.2.1 Generalized Conversational Implicature**

Generalized Conversational Implicature is type in which the interlocutors do not require special knowledge to know the meaning of a conversation because the context used in this type is a general conversation that makes an interlocutor directly understand the meaning of the conversation (Grice, 1975). As an example of generalized conversational implicature, Grice suggest the







The conclusion of both generalized conversational implicature and particularized conversational implicature is that, if a speaker utters a sentence with implicit meaning and the hearers can interpret it well it means that the utterance is generalized conversational implicature. Conversely, if a speaker utters a sentence with implicit meaning and the hearers cannot interpret it well it means that the utterance is particularized conversational implicature. Levinson (1995) has clarified clearly that some conversational implicature seem context-bound, while others have a very general currency, a single utterance-form might suggest fundamentally different propositions (PCIs) in two different contexts, while at the same time implicating something else (a GCI) in both these contexts. People have their own purpose in uttering a sentence. Moreover, a sentence with intended meaning but do not show by the speakers.

### **2.1.3 Grice's Cooperative Principle and Maxims**

Brown and Yule (1983) clarified that conversational implicature is derived from a general principle of conversation plus a number of maxims which speakers will normally obey. Yule (2010) added an underlying assumption in most conversational exchange seems to be that the participants are cooperating each other. The general principle is called cooperative principle which Grice in Brown and Yule (1983) mentioned in the following terms:















conversation between two main character; Sentilan Sentilum and the guest star. This research find the utterances that flouting the maxim. From this research, the researcher continue the theory, but the researcher want to identifying the implied meaning of the utterances that flouted the maxim. This research used qualitative descriptive method, she was find the utterances occur in conversational implicature. After that she find the utterances that being flouted. The result of this study in one sentences or utterances it can have more than one flouted a maxim.

Third is *An Analysis of Conversational Implicature in Smart Fm's Radio* by Irma B. Pakpahan (2012). Her study focuses on the wording of Smart Fm talk show. The writer interested to discuss her study, because conversational implicature make us to infer what people talk especially in radio talk show. This study is intended to discover the types of conversational implicature used by the interviewees. The similarity between Irma and the researcher in theory, both of them used Implicature and Conversational Implicature based on Grice's Theory. Subject of them also used talk show. Both of them also focuses in utterances that consist of conversational implicature. And the differences from Irma's thesis the researcher want to find flouting of maxim and what kind of maxim that being flouted. Meanwhile in Irma's thesis, the study only focuses on find out the utterance that has conversational implicature and divided the utterance into two kind "generalized and particularized conversational implicature".

The result of this research shows that the two types of conversational implicature were occurred in the four editions of *Smart Fm's Talk Shows*. They were Generalized Conversational Implicature (25) and Particularized Conversational Implicature (15). The total number of conversational implicature was 40. The most dominant types of conversational implicature were Generalized Conversational Implicature (62.5%). It means that when the interviewees answer the question, they usually used the clear answer to make their partner and listeners understand what he/she talked about.

The last previous studied is *Conversational Implicature of the Presenters in Take me out Indonesia* by Sheila Nanda University of Indonesia (2012). This research is a pragmatic study that aims at investigating conversational implicature that the presenters of Take Me Out Indonesia operate within their utterances along with the possible implications that lie behind the implicature. The researcher divided into two categories, generalized conversational implicature and particularized conversational implicature. This research used qualitative and descriptive with the presence of a simple statistical data for describing the occurrences of the intended features. The finding show that in one episode taken as simple of this study, implicature occurs in the show 204 times. The occurrences are divided into two categories, generalized conversational implicature and particularized conversational implicature. This categorization is based on the inferences to figure out the conveyed meaning which is then matched with the Gricean Maxims.

