

**THE ANALYSIS OF CONVERSATIONAL IMPLICATURE IN
“MIDNIGHT SUN” MOVIE**

THESIS



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Maulina Nur Putri

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THE ANALYSIS OF IMPLICATURE IN “*MIDNIGHT SUN*” MOVIE

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(Maulina Nur Putri)

This relates to the study of pragmatics, where Yule (1996, p. 3) says that pragmatics is a study of the meaning spoken by the speaker that can be interpreted by the listener. This means, in pragmatics, it is explained how the speaker avoids ambiguous speech because the meaning stored in it depends on the way the speaker conveys it. For this reason, this can be understood by studying conversational implicature.

Conversational implicature is an essential study in pragmatics because it has a function as a means to express messages that have hidden meanings in them that have been formed. In this case, participants in the conversation, the speakers and the hearers expect each other to contribute from good, right, relevant, and informative. This means, the speaker speaks the meaning through implicature, and the listener interprets the meaning spoken through inference.

Besides, conversational implicature provides an explicit explanation of how an utterance has more meaning than what is said. In this case, conversational can also be found easily in everyday life, such as in newspapers, television shows, advertisements, movies, or even in everyday conversation. So it is not uncommon for the peoples to hide meaning when communicating with the addressee. Thus, the addressee must also interpret the meaning of speech to avoid the ambiguity that causes misunderstanding.

The implication of conversation is a conclusion that depends on of norms for language use, a broad agreement that communicators must aim to tell the truth (Griffiths, 2006, p. 134). Yule explains that the translucency of words is also

called immaterial (Yule, 1996, p. 35). From some of the definitions above, it can be concluded that the implicature is related to the speaker's intention or purpose and the listener's interpretation. The speaker's intention is conveyed indirectly as the meaning of his speech by ignoring the norms or morals in the conversation. Language norms and morals are fundamental. There are certain agreements about norms that must be obeyed to convey words to be understood. Everyone is always involved in communication norms, both speakers and listeners, from this side how meaning can be realized.

Many researchers studied implicature because every person must imply hidden meanings from their utterances. Instead of expressing it directly, some people choose to hide the intent of their utterances. This might be because the speaker feels uncomfortable saying it directly, or it might be possible to convey the meaning of the word directly to offend the listener.

There are several studies that focused on implicature. The first is written by Nairi (2016) entitled "Conversational Implicature in The Talk Show Program of "Talk Indonesia" Metro TV." This study describes the type of conversational implicature and the function of implicature that occurs in Talk Indonesia. It is found five utterances of generalized implicature and fifteen utterances of particularized implicature. The researcher also identified five types of function of speech act that are sixteen utterances that categorized as representative function, namely criticizing, reporting, clarifying, conjecturing, stating, describing, and testifying.

The second previous study is "Implicature Analysis In Maher Zain's Song Lyric on "Forgive Me" Album" by Pranoto (2013). This research analyzed types of conversational implicature and how the types of conversational implicature used in Maher Zain's song lyric. The result of this study, the researcher found two types of conversational implicature, that is generalized conversational implicature and particular conversational implicature in the song lyric.

The third previous study is "An Implicature Analysis in "Oh, Brother! Comic Strip Serial" by Husna (2013). This research aims to describe the implicature to occur in the "Oh Brother!" comic strip serials and also describes the maxims that are violated in the "Oh Brother!" comic strip serial. The researcher found three kinds of implicature, that is: conventional, conversational (particularized and generalized), and scalar implicature. The researcher also found four maxims that is, quality, quantity, manner, relevance.

The fourth previous study is written by Subur (2016) entitled "The Use of Implicature in "Something to Blog About" Novel." This research analyzed the use of conversational implicature on the novel script "Something to Blog About." The study, aims to explain the types and the context of the situation of the utterance that contains conversational implicature that used in the novel "Something to Blog About" conversation. The researcher used the documentation method in this research. The data collected are analyzed by using some books, websites, and documents using referential method or Padan method. As a result of this research, the researcher found cooperative principles, which are the maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manner in the novel.

Zamzami, as the fifth previous study (2014) written analysis entitled "Implicatures in Lurlene Mc Daniel's Novel Entitled *For Better, For Worse, Forever*." In this study, the researcher focused on the hidden meaning in the novel written by Lurlene Mc Daniel, entitled *For Better, For Worse, Forever*. This study aims to discover the implicature in the novel *For Better, For Worse, Forever*, and to find the meaning behind the utterances. The researcher used a descriptive qualitative method in this study, because the explanation is containing a word, not holding the number.

Then, the last previous study is written by Yuwana (2014) entitled "The Implicature In Romantic Scenes of Yes Man Movie As Seen In Carl's And Allison's Dialogues." Yes Man movie is a movie that has two genres that are romance and comedy. The researcher wants to analyze the type of implicature used in the romantic scene and the relationship between an implicature and a romantic situation in genre comedy movies. As a result, the researcher concluded, implicature which could make a romantic situation formulated by following all maxims. In this study, the researcher doesn't find an implicature breaching the quality maxim.

Based on the previous studies above, the researcher found a lack of studies. Nairi (2016) and Subur (2016) analyzed the type of implicature and function of implicature. Nairi (2016) examined conversational implicature and only examined the flouting of maxim; this makes the amount of data limited, which makes the implicature incidence limited. While, Subur (2016) only discussed the cooperative principles in his research. On the other hand, Pranoto

(2013) analyzes about implicature in a song lyric by Maher Zain more specific than the analysis by Nairi that analyze about the generalized conversational implicature and particularized conversational implicature. But, at the point of how conversational implicature is used, Pranoto's explanation is less of detailed.

Besides, Husna (2013) she took a comic strip as her data source in her study. She found three kinds of implicature; conventional, conversational (particularized and generalized), and scalar implicature. Also, the researcher found four maxim, that is, quality, quantity, manner, relevance. This shows that in this study, Husna found the most data from other studies. Zamzami (2014) only wanted to find implicatures and then explain their meaning. In his research, he took a less specific question about implicature. Then, he analyzed the types of implicature interpreted using several premises. But in the data, it is found the author does not categorize the data into conventional implicature or conversational implicature types, only emphasizing hidden meanings. Then, Yuwana (2014) analyzed types of implicature from romantic scenes in a comedy genre.

Despite the previous studies mentioned above dealing with conversational implicature and non-observance of the maxim, my best knowledge, none has been done by putting the violating and flouting maxim as the research topic. The study focused on the type and the function of the use of conversational implicature, and only touched on flouting maxim. Therefore, the researcher is interested in investigating more fully about non-observance of the maxim, they are violating maxim and flouting maxim.

There are many cases of implicature in daily life. Everything around us can be the topic of study. To fulfill the gap, the researcher takes the subject from the movie. The movie is a recording of moving images that tells a story watched by people on a screen or television. To gain knowledge about conversational implicature will be more accessible by analyzing a movie. There are many examples of utterances that contain conversational implicature in a movie. Implicature often appears in movies because the movie is a reflection of everyday life. Therefore, it's easier to understand the messages behind the words in the movie.

The researcher chooses *Midnight Sun* movie as the data for the analysis. This movie is about a teenage girl with a disease of *xerodermapigmentosum*. This movie is a 2018 American romantic drama film directed by Scott Speer and written by Eric Kirsten with the duration of 91 minutes, based on the 2006 Japanese film of the same name. The film stars Bella Thorne, as Katie Price, is the main character who has illness *xerodermapigmentosum*, Patrick Schwarzenegger as Charlie, is a young man who is loved by Katie, and Rob Riggle as Jack or Mr. Price. Since childhood, Katie has *xerodermapigmentosum*, a genetic disease or congenital abnormality in the skin, where the skin is susceptible to sunlight, especially ultraviolet rays. *Xerodermapigmentosum* sufferers, if exposed to sunlight, will cause burns, blemishes, blisters, and damage to DNA.

A variety of genres in the world of film are presented to entertain the audience; those are comedy, horror, thriller, action, fiction, adventure and romance. Likewise, romance is also divided into several parts, they are;

contemporary romance, fantasy romance, historical romance, comedy romance and suspense romance. However, the *Midnight Sun* movie has a pure romance genre that presents a seductive love story and is super melancholy. The *Midnight Sun* movie tells the struggle of a love story between Katie and Charlie, who must pass various obstacles. Starting from a one-sided love by Katie, until Katie and Charlie's struggling to stay together and fight Katie's disease. Because the *Midnight Sun* movie genre is pure romance with concepts and settings such as everyday life, the implicature often occurs as in real life.

In this paper, the researcher focused on conversational implicature and using Grice's theory. The researcher chooses a movie as the object of this research because there are many cases of implicature in everyday life. One of them is a movie, because the movie is a reflection of life. The researcher can find the implicature strategies used by people by analyzing the movie.

This film also was chosen because of Charlie's feelings for Katie, who were very sincere, and the implied meaning used by Charlie in his expressions. This film is fascinating to analyze because romantic emotions are not easy to understand when the listener does not enter the context what the speaker means. So the researchers focus on Katie and Charlie's utterances.

To fulfill the gap, the researcher has taken the movie as data sources with a romantic genre. This study is interested in analyzing the implicature used by the two main characters in the 2018 American "*Midnight Sun*" romantic movie. There was no research on the "*Midnight Sun*" movie with any theory in the previous study. Yuwana, the previous researcher, used comedy genre films as data sources

the pragmatics field of study, specifically, identifying the implicature used in the *Midnight Sun* movie. The researcher wants this research to be useful for readers and academic forums (students and faculties), so that this research can be a reference for the development of subjects in the linguistic field. Practically, the researcher expected, this research can help the readers more easily to understand the conversational implicature and the hidden meaning behind the sentence. Therefore, the researcher hopes this research will help the readers realize how important knowledge about implicature in social life interacting with people around them.

1.4 Scope and Limitation of The Study

In this study, the researcher focused on analyzing conversational implicature in the *Midnight Sun* movie. The conversation used in the analysis was taken from a dialogue transcript from the *Midnight Sun* movie. Then, the researcher examined all of the utterances by Katie and Charlie in the *Midnight Sun* movie.

The present study's discussion was based on Grice's theory of conversational implicature (1975), which are classified into two types. In addition, the discussion also described the maxim that violated and flouted.

1.5 Definition of Key Terms

Implicature is an utterance that can express propositions (statements) that are not part of the utterance and do not follow the necessary speech consequences.

Conversational implicature is words that have the implied meaning in a conversation, which means, the words that delivered have more meaning than what is conveyed.

Cooperative principle is principles that explain how to make a conversation useful, ethical, and right.

Violating the maxim is a situation that occurs when the speaker say something right to hide a lie or something the speaker wants to hide.

Flouting the maxim is the situation that occurs when the speaker deliberately fails to carry out the principle of cooperation.

A movie is a sequence of pictures projected on a screen from a developed and prepared film, especially with an accompanying soundtrack.

happens when a speaker wants to communicate more than what is meant by the word. Implicature is the result of the listener making conclusions because a speech most likely possesses the meaning in a particular context. Implicature actually happens when the conversational maxims are violated. Implicature is a prime example of many things communicated rather than said, but to be interpreted, some basic principles of cooperatives must first be assumed in operations.

When discussing implicature, Grice (1989, quoted in Mey, 1998, p. 365) proposes two types of implicature: (i) conversational implicature and (ii) conventional implicature. The author discussed the conversational implicature in the next section.

2.2.1 Conversational Implicature

In a conversation, someone exchanges intentions, meanings and express their ideas, and feelings in the conversation. This shows that a person communicates to interact with other people to build their social life to get information from people around them. In the conversations they do, they include meaning in them, both explicitly and implicitly. Saying the meaning explicitly is giving an actual stated statement. While saying the meaning implicitly is giving a speech that has a hidden meaning or deeper meaning in the utterances. As explained by Saragi (2011) that utterances contain hidden meanings or utterances that have more meaning than what is spoken by the speaker is called implicature.

The conversation implicature is something that is implied in the conversation, which is something that is left implicit in the actual use of language. The implicature illustrates the implied meaning. Grice coined the term

In the example above, Albina's sick child's proposition did not convey any information about Albina's absence at the meeting. So, in this case, the implicature depends on the context and the utterances itself.

Based on the explanation above, the researcher concludes that the particularized conversational implicature type is the addressee indirectly needs more knowledge to interpret the hidden meaning in a speech because it contains meaning that is not part of the speech itself. Also, the speaker's meaning can be understood when the addressee pays attention to the specific context in a speech. In this case, the speaker can use the implicature to create hidden meanings in various conditions and situations in communication.

Lenvinson (1992, p.126) says that this type of implicature focuses on violating the principles of cooperation. When the speaker deliberately does not follow the principles, the speaker should obey the principles of cooperation at a deeper level; otherwise, the addressee cannot know the speaker's intention. This means that particularized implicature is an implicature that assumes that knowledge is needed in a very specific context during the conversation.

2.3 Cooperative Principle

Grice's was created the cooperative principle, where the cooperative principle is a principle that must be obeyed by conversation participants, while the conversation is in progress to control the course of a communication. The principle was introduced as a cooperative principle. In addition, Grice also defines the cooperative principles consist of four pragmatic sub-principles or maxim as follows:

3.3 Data and Data Sources

The data of this study was word, phrase, and sentence that transcribe from the “Midnight Sun” movie. The researcher analyzed the types of conversational implicature, each utterance that has hidden meaning, and the maxim that is violating or flouting from the two main characters. "Midnight Sun" is a film taken on March 23, 2018, about 91 minutes from the show's time. The film was downloaded from <https://dunia21.me/midnight-sun-2018/> and the film script was taken from https://www.scripts.com/script/midnight_sun_13750.

3.4 Techniques of Data Collection

In the matter of collecting the data, the researcher had done some following steps, they are:

1. First, the researcher collected the data by download "*Midnight Sun*" movie from <https://dunia21.me/midnight-sun-2018/> and script of the movie from https://www.scripts.com/script/midnight_sun_13750.
2. Second, the researcher watched the movie to understand the whole of "*Midnight Sun*" movie, so every dialogue between the two main characters can be understood and not missed the necessary information.
3. The last, while watching, researcher marked the selected conversational implicature, by analyzing the utterances of the two main characters, Katie and Charlie. After that, the researcher classified the utterances into types of implicature, violating, and flouting maxim related to the theory.

In this research, the finding shows that particularized conversational implicature is mostly used in the *Midnight Sun* movie. Because the main character tries to keep a secret that she has, so that she doesn't get caught until the right time to reveal the secret. This is following the understanding of particularized conversational implicature, which is the addressee indirectly needs more explanation to understand the meaning or context spoken by the speaker in a conversation because the context used is not general and also very specific. When the audience does not pay attention to the main characters's sentence, the audience will not understand the hidden meaning and requires more explanation of the sentence. While, generalized conversational implicature is a type of implicature where the addressee does not need specific knowledge to be able to understand the meaning or context of a conversation. In other words, the addressee can directly follow the meaning hidden by the speaker in a conversation.

Based on the findings, the researcher found four realizations of maxim based on Grice's (1975) theory in the *Midnight Sun* movie, that are violating maxim of quantity, quality, relation, and manner, then flouting maxim of quantity, quality and manner, but the researcher did not find flouting maxim of relation in this research. Violating maxim of quality is more often used by Katie and Charlie, because many utterances are not based on what they really think. So that it can lead to false statements. Violating maxim of quality means the maxim that required the speaker to make the right contribution, which means the speaker must be saying something based on the truth and not a false statement, and also must be accompanied by evidence. The researchers found that violating maxim of quality

is dominant rather than flouting maxim. There are 13 utterances that include in violating maxim of quality from all the data. In this case, violating or flouting maxim occurs to hide meaning in a utterances.

These research findings seem similar to some previous related studies about implicature with different data sources. The study from Zamzami (2014) shows the types of implicature that interpreted using several premises. In the data, it is found the author does not categorize the data into conventional implicature or conversational implicature types, he only emphasizing hidden meanings. While, this research classified the types of conversational implicature using tables and accompanied by the interpretation of hidden meanings in an utterance. A study from Nairi (2016) analyzes the types of conversational implicature along with its functions. In her study analyzed the conversational implicature by using talk shows as its object, specifically the "*Talk Indonesia*" program. She also included non-compliant cooperative principles found in Talk Indonesia, but only focused on flouting maxim. Whereas in this research, focused not only on flouting maxim but also on violating maxim.

Then, to make this research clear, the writer includes research contributions on implicature in a movie. The movie is a reflection of real life, as in the case of conversations between individuals. Not infrequently also between individuals hiding the meaning behind their words. By studying the implicature, researchers can express how important it is to speak well and correctly. With the implicature and the impact of implicature through a movie, it is easier to see and more comfortable to understand for the peoples. So, they speak by following the

each other. To understand the generalized conversational implicature, the listener does not have to understand any context because speech is not related to a particular situation so the listener can understand the implicature itself. But vice versa, particularized conversational implicature is more difficult to understand because it uses a certain context and is present in certain situations, so the listener needs more explanation.

Finally, the researcher concludes that in the *Midnight Sun* movie, 35 utterances contain implicature, of which 14 utterances are classified as generalized conversational implicature, and 21 utterances are classified as a particularized conversational implicature. Also, in the *Midnight Sun* movie, it was found that Katie and Charlie were violating or flouting maxim in utterances. Charlie violates the most frequently maxim of quantity 4 times, while Katie was violating maxim of quantity 2 times. Also followed by other violating or flouting maxim conducted by Katie such as, violating maxim of quality 8 times, violating maxim of relation 2 times, and violating maxim of manner 4 times, and also flouting maxim of quantity 1 time, flouting maxim of quality 1 time, flouting maxim of manner 3 times, but no flouting maxim of relation was found. Likewise with Charlie violating or flouting maxim like, violating maxim of quality 5 times and violating maxim of manner 1 time, but no violating maxim of relation was found, also flouting maxim of quantity 2 times, flouting maxim of manner 2 times, but also not found flouting maxim of quality and flouting maxim of relation. This shows that Katie and Charlie tend to convey messages that do not embody what they think, which means they deliberately do not confirm the meaning of their words to

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