IMPLICATURE IN THE POWER OF THE DOG MOVIE (2021)

THESIS

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ABSTRACT

Permatadevi, T. G. (2022). Implicature in The Power of The Dog movie (2021). Department of English Literature, UIN Sunan Ampel Surabaya. Advisor: Endratno Pilih Swasno, M.Pd.

Keywords: implicature, types of implicature, the power of the dog movie (2021).

This study examines the implicatures found in the utterances of the four main characters in a film called The Power of The Dog (2021). This film films at has a slow plot and is a western drama genre that has thriller elements in it. In this case, many implicit meanings occur through the utterances between the characters. Therefore, the researcher tries to answer problems related to implicatures. The researcher in this study will answer two problems: (1) What are the types of implicature found in the utterances by the four main characters in the movie entitled The Power of the Dog (2021), and (2) What functions of implicatures are found in the utterances by the four main characters in the movie entitled The Power of the Dog (2021).

This study uses a qualitative descriptive approach. This research is related to data analysis which examines the types of implicatures and implicature functions. The data of this study are the forms of utterances uttered by the four main characters in the film. The data is investigated through identification, classification, and interpretation of the implicatures uttered by the four main characters in the film.

In this research, the researcher found three types of implicatures. It consists of 26 data, including general conversational implicatures, 40 data, including specific conversational implicatures, and twenty-three data, including conventional implicatures. All types of implicature were found in this study. Furthermore, the researcher found three of the five existing functions consisting of forty-seven data including assertive functions, thirty-five data including directives, and nineteen data including expressive. There are two implicature functions that the researcher did not find, namely, commissive and declarative functions. At the same time, the number of function frequencies is more than the type because some data in the type have more than one function. The results of this study indicate that the implicatures found by the four main characters can create more essential characteristics between characters and make the conversation between characters less extensive.

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ABSTRAK

Permatadevi, T. G. (2022). Implikatur di Dalam Film The Power of The Dog (2021). Sastra Inggris, Fakultas Adab dan Humaniora, UIN SunanAmpel Surabaya. Dosen Pembimbing: Endratno Pilih Swasno, M.Pd.

Kata Kunci: implikatur, tipeimplikatur, film the power of the dog (2021)

Penelitian ini bertujuan untuk mengkaji implikatur yang ditemukan di dalam utterances oleh empat main karakter pada film berjudul The Power of The Dog (2021). Film ini merupakan film yang memiliki plot yang lambat dan bergenre western drama yang memiliki unsur thriller di dalamnya. Dalam hal ini, banyak makna-makna implisit yang terjadi melalui ujaran antara karakter. Oleh karena itu, peneliti mencoba menjawab permasalahan yang berkaitan dengan implikatur.. Terdapat dua masalah yang akan dijawab oleh peneliti dalam penelitian kali ini: (1) Apa saja jenis implikatur yang ditemukan dalam ujaran empat tokoh utama dalam film berjudul The Power of The Dog (2021), dan (2) Apa saja fungsi implikatur yang ditemukan dalam ujaran empat tokoh utama dalam film berjudul The Power of The Dog (2021).

Penelitian ini menggunakan pendekatan deskriprif kualitatif. Penelitian ini berkaitan dengan data analisis yang mengkaji jenis-jenis implikatur dan fungsi implikatur. Data penelitian ini adalah bentuk ujaran yang diucapkan oleh empat tokoh utama dalam film. Data tersebut di selidiki melalui identifikasi, klasifikasi, dan interpretasi implikatur yang diucapkan oleh empat main karakter dalam film.

Dalam penelitian ini, peneliti menemukan tiga jenis implikatur. Ini terdiri dari dua puluh enam termasuk implikatur percakapan umum, empat puluh data termasuk implikatur percakapan khusus dan dua puluh tiga data termasuk implikatur konvensional. Semua tipe implikatur ditemukan dalam penelitian ini. Selanjutnya, peneliti menemukan tiga fungsi dari lima fungsi yang ada yang terdiri dari empat puluh tujuh data termasuk fungsi asertif, tiga puluh lima data termasuk direktif dan sembilas belas data termasuk expresif. Ada dua fungsi implikatur yang tidak ditemukan oleh peneliti yaitu fungsi komisif dan deklaratif. Sedangkan jumlah frekuensi fungsi lebih banyak dari tipe karena beberapa data dalam tipe memiliki lebih dari satu fungsi. Hasil penelitian ini menunjukan bahwa implikatur yang digunakan oleh empat karakter utama mampu menciptakan karakteristik yang lebih kuat anatar karakter dan membuat percakapan antar karakter tidak terlalu lebar.

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CHAPTER I
INTRODUCTION

This chapter presents the basis of the research, which consists of the background of the study, research questions, scope and limitations, significance of the study, and research method

1.1 Background of the Study

Communication is a fundamental thing that cannot be separated from human life. Communication is one of the actions taken by people to exchange information both verbally and non-verbally. Based on Tubbs and Moss (2008), people spend 75% of their lives communicating every day. Liu (2015, p.25) stated that communication is sharing who and what we know with others. In communicating, language is needed to convey or describe what is in people's minds. Nurgiyantoro (1995) argues that people will express their thoughts, ideas, and feelings to each other by using language either through face-to-face conversation, telephone, or written media. Language undeniably plays a significant role in communication (Hang, 2014, p. 1). Language can help people to understand each other communication between speakers and listeners because language is a medium that people use to convey what they produce in their minds (Tubbs & Moss, 2008). Therefore, every human needs to understand the intent and meaning of the speech obtained by the interlocutor so that the information provided can be appropriately received (Jumadi, 2014). Excellent and effective communication requires good understanding and connectivity between language and users.

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The expression of meaning and purpose in language events is different. Some are expressed in clear language so the reader or listener immediately understands what is meant. However, some are described in language for specific purposes with meanings that cannot be directly understood (Jumadi, 2014). Based on Yoshida and Geller (2012), culturally, instead of conveying messages through direct communication, sometimes we, as humans, say them indirectly. In conversation, every form of speech humans speak implies something (Mulyana, 2001). Parker (in Mulyana 2001, p.53) states the implication is the intention or proposition that is usually hidden behind spoken utterance and is not a direct part of the utterance. In these symptoms, what is said is different from what is implied. Wright (1975, p.379) affirms that what we mean is not what is displayed. Thus, successful communication depends on implicatures; what the speaker indicates is often quite different from what is told by his words or what the listener expects (Horn & Ward, 2006, p.4). Therefore, understanding the implied meaning in communication requires understanding the implicature.

Implicature is certain utterances the speaker says even though the speaker doesn't say activity. Mey (2004) stated, "The word 'implicature' is derived from the verb 'to imply' as is its cognate 'implication.' Originally, 'to imply means 'to fold something into something else." Geurts and Pouscoulous (2009, p. 1) argue implicature is around one primary thought that the speaker passed on data by what they say and don't say. Implicature is something that should be more than whatever the words mean, and it is an extra conveyed

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meaning (Yule, 1996, p.35). Implicature is the speaker's purpose in telling his interlocutor (Brown & Yule, 1983, p. 31).

Implicature occurs in speech between two or more people to exchange ideas or thoughts. According to Kridalaksana (1982, p.20), a pragmatic function is a relationship between language elements and other elements in a broad communication context. Speeches that contain implicatures have a pragmatic function because there is context in the utterances. The implicature is closely related to violating the principle of cooperation, so its pragmatic function is also related to the speech act function. Searle (1980) divides the function of speech acts based on illocutionary speech acts because it makes someone act on speech. The implicature function is divided into five, namely: (1) representative/assertive function, (2) directive function, (3) expressive function, (4) commissive function, and (5) declaration function.

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Therefore, some researchers have researched implicature with various methods, theories, and objects. The research on implicature in the novel uses Grice theory and descriptive qualitative practice; (e.g., Chania, 2016; Wulandari & Amalia, 2017; Nanda, 2015) found that implicatures are contained in the novel. In the conversations of the characters in the novel, it is necessary to have implicatures to make literary works more interesting to understand based on the existing context. Chania and Tryana (2018) and Nanda (2015) found that in the dialogues in the novel, there are two types of conversational implicature: generalized and particularized implicature. The most dominant type of conversational implicature is particularized implicature

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because many utterances require special knowledge to understand the meaning of the characters' utterances. However, Chania and Tryana (2018) do not use the cooperative principle.

On the other hand, Nanda (2015) uses the cooperative code to find four maxim patterns in particularized conversational implicature and five maxim patterns in generalized conversational implicature in the novel entitled *Green's the Fault of our star*. The most dominant maxims are manner and quality maxims. It shows how skilled the writer is in presenting his words, maintaining relevance, and providing views about the author's writing style.

Wulandari and Amalia (2017) found two types of implicature used in the novel Charlie and the Chocolate Factory: conventional and conversational. The data found are three on conversational implicatures and four on conventional implicatures. In this study, researchers focus on conversational implicatures and the type of implicature itself. The most dominant type of implicature is the conventional type of implicature, which indicates that in this novel, the meaning is obtained directly from the dialogues spoken.

The following study by Rahayu and Safinil (2016) found implicatures in students participating in the English Education Study program. This study only focuses on 25 students who use informal language. By applying the theory of Grice (1975), the researcher found three types of implicature used by the students: generalized conversational implicature, particularized implicature, and conventional implicature. Based on the result, students who

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use informal language in their conversations also have the potential to have implicatures that show implied meanings in their conversations.

In addition, implicature is also found in comedy, such as stand-up comedy (Wahyuningsih, 2017; Rahmi, 2020; Nurhaliza, 2021) found that the type of implicature is contained in stand-up comedy. The comedy brought by the comedians needs implicatures in it. In contrast, Wahyuningsih (2017) finds two types of implicatures in stand-up comedy. The most dominant type of implicatures were conversational implicatures which amounted to 41 data, while conventional implicatures amounted to 33. In addition, the features found in stand-up comedy contained 19 data, including canceling power, five separate implicature data, and 50 computational implicatures.

The maxims found are 13 data, including the maxim of quality; 40 data, including the maxim of quantity; 10 data, including the maxim of relevance; and 19 data, including the maxim of way. Thus, the maxim of cooperation and the maxim of quantity is more dominant. In contrast to the findings, Nurhaliza (2021) found 13 data, including conventional, and 4 data, including conversational implicature. These results show that Saikirin uses implicature when he wants the audience to understand his living conditions in a way that is fun and easily understood by the audience. However, Rahmi (2020) only found 11 types of conventional implicatures. The conventional implicatures found are mostly about satirizing and criticizing the government. Therefore, the researchers do not use conversational implicature so that the criticism and satire can be understood directly by the audience.

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The following study about implicature was found in advertisements (Sulfiana & Irma, 2019; Fadiah & Yulianto, 2020; Sulfiana & Irma, 2019) to study the forms of implicatures and functions in sprite television advertisements. The researchers use Grice's theory (1975) to find the form of implicature and Leech's theory (2011) to find the function. The results found that there are three forms of implicatures, namely declarative, interrogative and imperative. While the function there are three functions found, namely: assertive and expressive.

In contrast, Fadiah and Yulianto (2020) studied implicature used in hand sanitizer advertisements on television. The researchers want to find types and functions of implicatures based on the theory of Grice (1975) and Leech (2011). The results found two types of implicature types: conventional and conversational. Conventional implicatures are more dominant; there are 9 data, while conversational only one. The functions found are telling, recommending, inviting, and giving advice. One of the factors of community needs in product effectiveness is influenced by advertisements that have implicit meanings in hand sanitizer products on television during the pandemic.

Another research conducted by Hadi (2018) focused on researching the implicatures in the Jakarta Post sports column by applying Grice's theory (1975) to it. As a result, there are three types of implicature. The most dominant type of implicature is conventional implicature because it is used to

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tell non-truths in the Jakarta Post newspaper sports column where news conclusions are not drawn from lexical items or certain expressions.

Implicature was also found in direct interactions such as talk shows. This study only focused on one type, conversational implicature (e.g., Diningrum & Musyada, 2016; Usman, 2017; Rafhela, 2020). Based on three studies on conversational implicature in talk shows, two studies only focused on types of conversational implicature and only maxim violation. Diningrum and Musyada (2016) found two types of generalized and particularized conversational implicatures with the same amount in Sarah Sechan Talk show. In addition, the researchers also found four maxims that were violated, and the most dominant maxim was the relation maxim.

In contrast, Usman (2017) researched conversational implicatures in the Najwa Shihab talk show. The researcher found two types of conversational implicature and generalized conversational implicature as the most dominant types. Only three maxims are violated, namely, the maxim of manner, the maxim of quantity, and the maxim of relation. There is no maxim quality in Najwa Shihab's talk show.

Meanwhile, a study was conducted by Rafhela (2020) analyzing the types and functions of implicatures found in Dr. Phil's talk show. The researcher found 30 data consisting of types and functions of implicatures. The most dominant type in Dr. Phil's talk show is a particularized conversational implicature type because the speech title is very context-bound. Meanwhile, the researcher found four functions: positive politeness, negative

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politeness, off-record, and bald-on record. The most frequently used functions are positive and off-record politeness strategies to listeners.

In addition to direct interaction, it turns out that implicatures are also found in podcasts (Rini et al., 2021; Dwiwulandari & Dewanti, 2020). Rini et al. (2021) identify implicatures' types, meanings, and functions. The theory that researchers use is Yule (1996). The researchers used qualitative descriptive and collected data through observational methods with downloading and note-taking techniques. The results showed three types of implicatures: particularized conversational implicatures, generalized conversational implicatures, and scalar implicatures. The most dominant type of implicature is particularized conversational implicature. The researchers found four functions based on Searle's theory. Those are assertive, directive, declarative, and expressive functions. The assertive function is dominant in podcasts because it explains more to the speaker.

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In contrast, Dwiwulandari and Dewanti (2020) used qualitative content analysis, where the method is used to investigate the occurrence of conversational implicatures in listening to BBC Learning English Podcasts. The researchers look for conversational implicatures employed by the speaker, including the types and functions of implicature. The results found two types: particularized conversational implicatures and generalized conversational implicatures. The most dominant type is the particularized conversational implicature. The researchers also used Leech's theory to find five implicature functions. However, researchers only found four functions: assertive,

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commissive, declarative, and expressive. The researchers didn't find the directive in utterance on their podcast.

The use of implicature is not only found in written text but also in entertainment media, especially films. As mass media, the film is used to reflect reality. Stories shown through films can be in the form of fiction or non-fiction. Information can be communicated more deeply because the film is an audio-visual medium. Many people like this media because it can be used as entertainment for hobbyists. In the scene, film actors often bring up implicitly implied conversations called implicature.

Studies on implicatures were also found in movies with a different focus on types of implicatures (e.g., Akmal & Yana, 2020; Khairunnas et al., 2020). The study focused on the types of implicatures that appear in the movie (e.g., Atmawijaya, 2019) and compared the use of implicature between romantic and action movies (e.g., Pujiyati, 2016).

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The study by Akmal and Yana (2020) and Khairunnas et al. (2020) found that the most frequent violation of maxims is the maxim of quantity. Meanwhile, the types of conversational implicatures Akmal and Yana (2020) found in the film The Kingdom of Heaven amounted to 20. The most dominant type is particularized conversational implicature, with a total of 14, followed by six generalized conversational implicatures. In contrast, in the movie Beauty and The Beast conducted by Khairunas et al. (2020), the most dominant type of conversational appears is generalized conversational

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implicature with a total of 13, followed by three types of data, including particularized conversational implicature.

The following study has been studied by Atmawijaya (2019) about the implicature that appears in a film called Goosebumps in the comedy genre. The researcher only focused on the implicature that appeared in the movie and the purpose of the characters using implicature. While reading and applying Grice's implicature theory, the researcher found 20 data implicatures: 15 conversational implicatures and five conventional implicatures. The researcher also found several aims for the characters in the Goosebumps movie using implicatures; firstly, implicatures can help regulate their relationship to avoid unnecessary problems. Secondly, by using implicatures that can show the characteristics of the characters. Thirdly, implicatures can add an interesting impression to the dialogue. Finally, the implicatures can convey humor or be addressed to the audience.

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Pujiyati (2016) conducted another study. The writer compares an action movie entitled G.I Joe and a romantic movie entitled Promise. This study is concerned with finding conversational implicature in both movies and the differences between conversational implicatures in the action film script entitled G.I Joe and the romantic film script entitled Promise. The result of the two films contains implicatures and differences between G.I Joe and Promise from the dominant maxims and their contexts. The chief maxim violation in G.I Joe is the relevance maxim of 64.70%. At the same time, the emerging contexts are access, time, and moving. The dominant maxim violation in the

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Promise is the maxim of the quantity of 52.94%. In contrast, the context that appears is the recipient, conditions, moments, motives, moves, and events.

The power of The Dog (2021) is a western drama genre film from the 19th century. This film has a slow plot, so many dialogues between characters require the audience's attention in every scene and dialogue between characters. Because it requires an understanding of what happened in the storyline, this film is interesting to study using an implicature approach. Therefore, the researcher used the film entitled The Power of The Dog (2021) to examine the types of implicatures found by the four main characters in the film.

The power of the Dog movie (2021) has never been used as an object of previous research. Therefore, the researcher is interested in studying this film in terms of language, primarily in pragmatic aspects. The pragmatic part that the researcher focuses on in this research is the implicature of utterances and context.

The power of Dog (2021) is a movie that tells the story of the life of a rancher in Montana in 1925 named Phil and George. One day Phil and George went to the Red Mill restaurant and met the widow of one child named Rose. George fell in love and married Rose. Phil disapproves of the marriage between George and Rose, and he insults her by being intimidating and toxic to his wife and stepson. One day George took his wife to a big dinner with his family. Rose plays the piano in front of George's parents. However, he could only play a few notes, which embarrassed Phil in front of his family. When the

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guests had left, Rose did something she had previously disliked so much: drink alcohol. Peter, the son of Rose, meets his mother, who has become an alcoholic. As time passed, the feminine boy Peter became closer to Phil, making Rose even more depressed and more addicted to drinking alcohol. She even dared to sell the cowhide that Phil was drying to Indian traders, making Phil dislike her even more. Therefore, because of Phil's intimidation and toxic treatment, Rose became an alcoholic. Knowing this, Peter becomes very angry with his uncle Phil and plans something using his medical knowledge to take revenge on Phil.

The movie The Power of The Dog (2021) is adapted from the novel by Thomas Savage. Novels and films are literary works that have important things to each other. People can imagine freely based on the context of the novel. Meanwhile, people cannot freely imagine the conditions in the movie. The movie shows utterance, context, and concept clearly. Therefore, people can get a clear representation through the film's context and utterances because the movie context's imagination is specific.

Based on the explanation above, the researcher was interested in analyzing the use of implicature in The Power of The Dog movie (2021). Focusing on the four main characters' utterances in the film are studied types of implicatures that appeared in the movie by applying (Grice 1975) theory. While analyzing the function of the implicature found by the four main characters, the researcher also uses the (Searle 1980) theory.

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1.2 Research Questions

1. What types of implicature are found in the utterances by the four main characters in the movie entitled The Power of The Dog (2021)?
2. What functions of implicatures are found in the utterances by the four main characters in the movie entitled The Power of The Dog (2021)?

1.3 Significance of the Study

The researcher provided benefits both theoretically and practically. Theoretically, this study provides many lessons for following researchers about the types of implicature and the function of each utterance. This research can be used as an informative and valuable for future researchers as a reference and increase the reader's knowledge about the implicature that the researcher has studied. In addition, the researcher also believes that this knowledge will be helpful for readers. In addition, the researcher also believes that this knowledge will be helpful for readers.

1.4 Scope and Limitation of the Study

This study focuses on utterances and context found in the four main characters in The Power of The Dog movie (2021). This study examines the types of implicature found by the four main characters in The Power of The Dog (2021). Besides, the researcher wants to know the function of implicature found by the four main characters in The Power of The Dog movie (2021).

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1.5 Definition of the Key terms

Implicature is understood jointly between the speaker and the speech partner in a particular context so that the purpose of the speech can be carried out.

Conversational implicature is hidden in a conversation, that is, an implicit way of being in the actual use of language.

Conventional implicature is obtained directly from the word's meaning, not from the principles of conversation or maxims.

The power of Dog is a 2021 international collaboration western film written and directed by Jane Campion, based on the novel of the same name by Thomas Savage.

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CHAPTER II
REVIEW OF RELATED LITERATURE

In this chapter, several theories are relevant to this research. The researcher uses theories related to the cooperative principle, types and functions of implicature, and The Power of The Dog movie (2021).

2.1 Grice's Cooperative Principle

Understanding a conversation or discussion between the speaker and the listener involves a rule called the cooperative principle (Grice, 1975). This cooperative principle aims to provide relevant understanding to the listener on the condition that the speaker obeys a rule called a maxim. Four maxims have been divided according to Grice's theory, namely, the maxim of quality, the maxim of quantity, the maxim of relation, and the maxim of manner. It can run smoothly of the four maxims that support the principle of cooperation. The principle of cooperation is a principle of conversation that states that participants expect to contribute to the conversation as required by the accepted purpose or direction in which the exchange takes place. Violations of the principle of cooperation occurred mainly in everyday communication. Violation of this maxim is called implicature.

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2.2 Implicature

Based on Mey (2001 p, 45), implicature comes from the word imply, meaning implying or being something else. Implicature is the implied meaning of the speaker about what is contained in the speaker's utterance

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without being part of what is said (Horn & Ward, 2006 p, 3). Grice (in Cummings 2007, p.13) argues that implicature emphasizes the meaning of the communication, which is reflected in the unnatural meaning. The speaker expresses this unnatural meaning through an utterance that produces a particular effect. The effect caused by an utterance can be conveyed by deviating from the speaker's communication intent. The utterance is not part of the communication intent, and the utterance is part of the speaker's communication. Hence, to achieve this effect, the speech partner must be able to know the meaning of an utterance.

Implicature is one of the primary studies in pragmatics. Based on Leech (1983, p.91) examines behavior that is motivated by conversational goals. Implicature is communication caused by specific conversational goals based on context. Grice (1975) advised implicature, a set of messages conveyed or intended without being part of what is said in a strict sense but can appear or be understood by observing by violating maxims (Huang 2014, p.27). Implicature is interpreting or understanding the information said by the speaker, which violates the maxim of the cooperative principle.

In his article entitled Logic and conversation, Grice (2005) suggests that an utterance can involve prepositions that are not part of the speech in question. These prepositions are called implicatures. The relationship between the two prepositions is not an absolute consequence (necessary consequence). Grice said a speaker has a specific purpose when he says something in a conversation. The meaning contained in the utterance is called implicature. It

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can be said that implicatures are the goals in the conversation that are not part of the speech because they do not have an absolute relationship.

Wijana (1996, p.38) states that implicature is the relationship between speech and what is prescribed and is not semantic, but the relationship between the two is only based on the background underlying the proposition. In the absence of a semantic relationship between an utterance and the implied, one can be expected that an utterance will cause an unlimited number of implicatures. Therefore, there may be more than one implicature in a speech.

Based on Mulyana (2005, p.11), a dialogue that contains implicatures constantly invests indirect interpretation. In verbal communication, the implicature can usually be understood by the speaker, so it does not need to be expressed explicitly. Implicatures are often hidden so that what is implied does not appear conspicuous. Implicature explains the difference between what is said and what is implied.

The existence of implicatures is the effect of a mutual agreement. That is, something that is being discussed is interconnected, even though the relationship is not literal. Mutual agreement among speech participants is often referred to as the principle of cooperation (Purwo, 1990 p, 20). Hence, it can be said that the common background possessed by the speaker and the interlocutor will help facilitate the process of implicature in communication.

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Based on the experts' opinions above, it can be concluded that implicature is the meaning implied in a speech, both oral and written. Something that is implied is the intention of the conversation that is not expressed through words that are as clear as it is. So, implicature is an idea created by the speaker to convey the meaning to the hearer. The implied meaning conveyed by the speaker to the listener aims to convey their ideas and ideas so as not to explain too long. It can also be said that implicature is a bridge that connects what is "spoken" with what is "implied."

2.3 Types of Implicature

Implicature, which discusses something implied from an utterance, is divided into two kinds. Based on Grice (in Kroeger, 2018), there are two kinds of implicatures: conversational and conventional. Yule (1996) divided implicature into generalized conversational implicature, particularized conversational implicature, scalar implicature, and conventional implicature. Meanwhile, Grice (1975) only divided implicature into 3, namely generalized conversational implicature, particularized conversational implicature, and conventional implicature. Therefore, the researcher chose the theory of Grice (1975) to be used in this study because it is more effective in finding the types of implicatures in The Power of The Dog movie (2021).

2.3.1 Conversational Implicature

According to Potts (2013, p. 13), conversational implicature is the core principle of Gricean pragmatics and its subsequent development. Based on Grice's (1975) conception of communication, speakers must reason not

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only in terms of the meanings of their words but also in terms of their understanding of the context and the other speaker's goals and intentions. Yule (2006, p. 78) argues that conversational implicature is a conversation that appears in a particular context without forming part of the characteristic strength or condition of the speech. The term 'conversation' is explained by Grice's example, mainly taken from the imagery or imagination conversation.

Conversational implicature is the occurrence of cooperation between speakers. Huang (2014, p.32-33) states conversational implicature is determinable as meaning, proposition communicated or implied by a speaker within the articulations of a sentence which is implied without being a portion of what is said within the strict sense. It is determined from the saying of what is said through the cooperative principle by Grice and its component saying of discussion called maxim. It gives contentions and, now and then, in mock cases, changes the meaning of what is said. Conversational implicature is the relationship between the speaker and the recommendation that the speaker wants to convey on-premise to the listener. It aims to make the listener induce what the speaker has said in the conversation, remembering that both the speaker and the listener are speaking with a level-headed and cooperative specialist. A conversational implicature is communicated or implied short of what is said. It is past and over, sometimes divergent from what is said. A speaker suggests or is involved, and the address gathers.

Conversational implicature is very touching about an incident of a conversation. Conversational implicatures only appear in a conversational act.

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Therefore, these implicatures are temporary (occur during a conversation) and are non-conventional. Something implied does not directly relate to the spoken utterance (Mulyana. 2005, p. 13). Conversational implicature is how we understand an utterance in a conversation according to what we hear. When we want to ask a question with an answer that becomes fleeting and unreasonable, it can provide an adequate answer. For example, when someone asks me.

A: What time is it now?

B: The bus just left.

In a particular conversation, this kind of context needs to include some of the facts that the bus passes by our house every day at 1:45 a.m. every morning. The narration and the speech partner know this. Thus, my interlocutor knows this and accepts the answer that I give.

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2.3.1.1 Generalized Conversational Implicature (GCI)

Grice (1975) states that generalized conversational implicature is a type inference that does not depend on the context's specificity but is typically associated with the proposed types expressed. Yule (1991, p.41) states that no special knowledge is required in the context to calculate the additional meaning. Implicature is an utterance that can be understood, among others, by analyzing the context of the use of the utterance. Knowledge and ability to analyze context when using language will determine the accuracy of understanding implicatures. Context determines the meaning of an utterance.

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Implicatures depend on understanding the context's background and the two speakers' situation. The example below presents the generalized conversational implicature, and the sign (+>) below means it could be.

Rio: Where is Peter?

Mary: The light in his room is on.

+> Peter is in his room.

Based on Mary's answer, it can be implied that Peter is still in his room because the lights are still on. There's a good chance that Peter is still in the room and hasn't hung out yet. The hearer will immediately understand Mary's answer because special knowledge is not required to figure out the implicit meaning. Therefore, generalized conversational implicature is not related to a particular context but is associated with prepositions by the speech partner. Another example of generalized conversational implicature.

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Context: Doobie asks Marry about inviting her friend Bella (=b) and Cathay (=c) to a party.

Doobie: Did you invite Bella and Cathy? (b & c?)

Marry: I invited Bella (b=> Not C)

No special knowledge is required within the setting to calculate the extra passed-on meaning. From the case over, Merry precisely replied when he as it was welcomed, Bella. He did not invite Cathy to her party. We can scan without any uncommon information.

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2.3.1.2 Particularized Conversational Implicature (PCI)

Utterances that require special knowledge to know their meaning. Grice (1975) states that the intended inference depends on specific features of the particular context. According to Yule (1991, p.42), specific conversational implicatures are the inferences needed to construct the resulting meaning conveyed.

Examples of specific conversational implicatures are below.

Rick: Hey, coming to the wild party tonight?

Tom: My parents are visiting.

Based on the answer from Tom, it's relevant, and Rick must draw on some of the tacit knowledge that a student in this seat expects the other to have. Tom would spend the evening with his parents, and the time spent with the parents was quiet. Particularized conversational implicatures are usually called implicatures themselves.

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2.3.2 Conventional Implicature

Conventional implicature is obtained from the meaning of a word that is not based on cooperative principles or maxims. They don't need to be used in conversation or require a specific setting to be understood. The use of certain words is related to conventional implicature, which results in additional meaning being given when such words are used (Yule, 1996, p.45).

Conventional implicature is what we might otherwise call the standard or distinctive meaning of a linguistic expression. The opposite of conversational implicature. Conventional implicatures do not have to occur in

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conversation and do not rely on specific contexts to interpret them. According to Grice (1975), conventional implicature is part of the usual meaning of a word or structure. It means that they are context-independent or practically explainable and must be learned word for word. Conventional implicatures are associated with specific words like a lexical presupposition and produce additional meanings conveyed when used (Yule, 1996, p, 78). Based on Huang (2014, p. 73-74), conventional implicature, also known as non-truth conditional meaning, is derived from any general consideration of cooperation and rationality from the saying of what is said. Still, it only appears due to the conventional features attached to particularized lexical items and linguistic constructions. Below is an illustration of traditional implicature, and the symbol (+>) stands for the conventional implicature.

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1a. He is china; <u>therefore,</u> he/she knows how to use chopsticks.

1b. Nadia: <u>Even</u> John came to the party

Starla: He <u>even</u> helped tidy up afterward.

1c. Lady: Robert is not here yet.

Angel: NOT p is true.

1d. Rocky: he is poor, <u>but</u> he is honest.

1e. Park Ji Soo can read Chinese. <u>Moreover,</u> she can write poems in the language.

1f. Jennie is taking Korean cookery lessons. <u>So</u>, her brother bought her a pan.

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In (1a.), the statement above, triggered by the use of ‘therefore,’ is that being Chinese provides some good reason for knowing how to use a chopstick. (1b.), the word 'even' in English can also be included in the conventional implicature. If entered into a sentence, the word' even' will describe an event contrary to expectations. In (1c.), the word 'yet' shows the current situation that is not unexpected and will be different or vice versa. Example [Lady], the speaker produces implicature with the expected statement 'Rangga is here' (=p) and to be confirmed later, as indicated in [Ayara.], Therefore, the speaker expects Rangga will be here later. In (1d.), there is a conventional implicature of contrast between the information in p and q. In (1e.), the use of ‘moreover' explains the usual implication or expression for the additional information given because of a statement. In (1f.), the word 'so' describes Jennie's way of cooking Korean dishes and explains why her brother bought her a pan.

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Based on the words above, there are several words or conjunction that indicate that it is included in the conventional implicature, namely "Actually, also, anyway, besides, barely, manage to, however, on the other hand, though, only, too, still" (Huang, 2014, p, 75).

2.4 Functions of Implicature

Implicature is a part of the pragmatic study, specifically about discussing the implied meaning of an utterance that is different from the actual meaning. The use of language style is also one that affects implicature. The implicature function can be reflected in the intent expressed by the

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speaker to the speech partner. The implicature function can be reflected in the intent expressed by the speaker to the hearer. Speeches that contain implicatures have a pragmatic function because there is context in the utterances. The implicature is closely related to violating the principle of cooperation, so its pragmatic function is also related to the speech act function.

2.4.1 Assertive

Assertive acts can be interpreted as speech acts that function to express feelings and attitudes of someone to a situation or thing based on facts such as stating, concluding, describing, reporting, and deducing (Searle. 1980).

Donald Trump is the forty-five president of the United States.

The data above shows that the sentence represents the statement where statements are made based on facts. The fact that Donald Trump is the fourth president of the United States. It aims to tell the reader that the number four president is Donald Trump.

2.4.2 Directives

Directives are speech acts that aim to produce an effect through actions taken by the speaker to do something. This function includes ordering, asking, requesting, begging, praying, pleading, challenging, commanding, and defying (Searle, 1980).

Get out!

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Based on the above data, the phrase uttered by the speaker is a directive because it asks the hearer to do what the speaker expects.

2.4.3 Commissive

The commissive act is speech that binds the speaker to do something in the future, such as promising, pledging, threatening, and offering (Searle 1980).

I will have an internal in the holding company next week.

In the statement above, the speaker is talking to the hearer about his plans next week. Therefore, the sentence above is commissive.

2.4.4 Expressive

The expressive act is a speech act that expresses a person's feelings and attitudes towards a situation or something. These speech acts include congratulating, condoling, welcoming, apologizing, thanking, insinuating, and lamenting.

Thank you for being a nice friend for four years.

The sentence above is an utterance that includes an expressive function because the speaker expresses gratitude to the hearer, and the expression of thanks includes acknowledgment of appreciation to the speech partner (Searle 1980).

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2.4.5 Declarative

A declaration act is an act of speech that is carried out clearly and concisely to bring about immediate changes in several countries, and this speech can change a person's views or even social status. The speech includes nominating, appointing, christening, declaring, resigning, christening, firing, excommunicating, and war (Searle, 1980).

Will Smith is nominated as the best actor in OSCAR 2021.

The sentence above is the result announced by the speaker, which aims to inform that Will Smith has won the award as best actor in the 2021 Oscar.

2.4 Context of Situation

Context is all background knowledge possessed by speakers and speech partners that embodies the speech. Context relates to a speaker's physical and social environment (Leech, 1983, p.19). Context focus is on the speaker (utterer) and the interpreter (interpreter) because the use of language is formed from them (Verschueren, 1999). Context is formed from the physical, social, and mental spheres that become one and can affect the meaning intended by speakers and interpreters. The speaker has the choice of producing utterances, and the interpreter has the choice of interpreting to form a linguistic context. Speech events are linguistic interactions in one or more utterances in which speakers and speech partners, with various points of the speech, at certain times, places, and situations (Chaer, 2010, p.47).

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Hymes himself categorizes speech events into eight components. Hymes stated that the eight components of speech events become the acronym SPEAKING when the first letters are strung together. Then Hymes saw that human memory is only as good as directing the range of seven plus two or minus two so that the sixteen points are explained by an abbreviation known as SPEAKING. Hymes in (Paulstom, 2003) suggests that SPEAKING consists of the following:

S: Settings and scenes. Setting refers to the overall conversation's time, place, and physical form, and Scene refers to the psychological position of the conversation/discussion, for example, from a formal to an informal situation.

P: Participants: speakers, interlocutors, senders, and recipients. In the discussion are all participants in the discussion.

E: End: includes the intent or purpose and results.

A: Act Sequence: an event where a speaker uses a speech opportunity that includes the content of the message.

K: Key: refers to the tone, manner, or spirit of conveying the message.

I: Instruments: tools for conveying opinions on the language pathways used in conversations such as spoken, written, via telegraph, or telephone.

N: Norms: refers to the rules or norms of interaction and interpretation.

G: Genre: Types of discussion activities that include delivery forms, such as poems, rhymes, etc.

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2.5 The Power of The Dog Movie (2021)

The Power of the Dog is a film released on November 11, 2021, on Netflix and directed by Jane Campion. This film lasted 2 hours and 6 minutes and was adapted from the novel by Thomas Savage. The Power of the Dog movie (2021) won the best film award at the North Dakota Film Society. The achievement of the film The Power of The Dog (2021) has surpassed Roma, which recorded 20 best film trophies. The film also received awards for best film and director at BAFTA (British Academy Awards).

This Western drama and thriller film tells the story of an arrogant man named Phil Burbank, played by Benedict Cumberbatch, who runs a large Montana ranch owned by his family with his family. With his brother George. Phil has played cowboy all his life because he rarely showers, likes to play the banjo, and casts cows with a knife between his teeth to get his job done without wearing gloves. It is masculinity that was applied in the western era in 1925, where the dignity of a masculine man was highly respected.

Phil loves his brother very much, and he is very protective of his brother George. Phil's life changes when George falls in love with Rose, a widow with a teenage son named Peter. Phil dislikes Rose very much because he sees her as an opportunist and writes a letter of complaint to his parents, who are out of town. Before Rose moved into Phil's house, the house was filled with only one woman, a cook. Because Phil didn't like Rose, Phil was often sarcastic, looked down on, and said harshly to Rose's son named, Peter. Since Peter finds out that Phil is gay, he approaches Phil, and they become

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closer. Peter used the opportunity to take revenge for what Phil had done to his mother. He took the dead and poisoned buffalo skin and gave it to Phil to make rope. Then Phil washed the skin with water without gloves, even though he had an open wound. Thus, Phil died of anthrax, a disease caused by animal contact. Finally, after Phil's death, Peter began to see his mother's smile return.

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CHAPTER III
RESEARCH METHODS

This chapter contains procedures for conducting research. The researcher also provides sub-chapters covering research design, data collection, and analysis.

3.1 Research Design

In this research, the researcher used the descriptive qualitative method. The researcher wanted to analyze the dialogue used by the four main characters in The Power of The Dog (2021). Based on Taylor, Bodgan & DeVault (2016, p.7), qualitative research is developing concepts, insights, and in-depth understanding that refers to a broad meaning for research to produce descriptive data in written or spoken words based on observable data. Based on Woods (2006, p. 2), qualitative research is interested in analyzing the meanings, perspectives, and understanding. The researcher used the descriptive analysis method, namely research that tries to systematically and accurately provide facts and produces information that only describes the characteristics of symptoms and does not try to explain cause and effect.

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3.2 Data Collections

This sub-chapter has several parts: research data, data source and subject of this study, research instrument, and data collection techniques.

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3.2.1 Research Data

This study analyzed the types and functions of implicature. The data used for this study is the utterances of the four main characters (Phil, George, Rose, and Peter) in The Power of The Dog movie (2021). The duration of this film is 2 hours and 6 minutes. The researcher collected data in the verbal language in the four main characters' utterances about implicature. The data of this research were in the form of utterances by four main characters. The researcher collected the data by watching and reading the movie transcribed entitled The Power of the Dog (2021) and selecting utterances that were the only focus of this research. The researcher would analyze all the dialogues spoken by the four main characters. Then the researcher analyzed the data and concluded.

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3.2.2 Data Source

In this study, the data source was taken from The Power of The Dog movie (2021) by Jane Campion. Based on Berg (2001, p.240), data is collected reflexively, which is considered suitable for making actions and becoming information to understand the situation, achieve some experiment in the field or solve problems.

Furthermore, the primary data of this research are all the utterances that contain implicatures, especially those uttered by the four main characters (Phil, George, Rose, and Peter).

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3.2.3 Instrument

The instrument for this research is human instruments. The researcher was the main instrument that undertook the whole research. The researcher had roles in collecting data, identifying, classifying, and analyzing data, and also had a role in concluding the result.

3.2.4 Data Collection Techniques

Data collection was done by the researcher using documentation in the following steps:

a. First, the researcher searched the English subtitles of The Power of The Dog movie (2021) and downloaded the subtitles to get the transcript movie from Subscene.
b. Second, the researcher converted the subtitle files from the srt format to word to obtain the transcript of the movie.
c. Third, the researcher searched for The Power of The Dog (2021) from the Netflix application and watched the series thoroughly. The researcher focused on the four main characters' conversations while checking or verifying the compatibility of the subtitle scripts.
d. Last, the researcher watched the movie again to confirm the similarity between the utterances and the transcribe was appropriate and also to understand the context of the movie.

3.3 Data Analysis

In analyzing the data, the researcher performed the following steps.

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a. Identifying the Data

The researcher identified the collected data in utterances that show implicature. After collecting the data about the conversation that can be labeled as implicature, the researcher identified the types of implicature found in the utterances by the four main characters (Phil, George, Rose, and Peter) in The Power of The Dog movie (2021) based on Grice's (1975) theory and the function of implicature researcher used Searle (1980) theory. To ease the researcher identified the data, the researcher bolded the words and used some codes for each type of implicature and the function of implicature. The codes are as follows:

Table 3.1Codes of Types of Implicatures

Types of Implicature	Code
Generalized Conversational Implicature	GCI
Particularized Conversational Implicature	PCI
Conventional Implicature	CI

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After bolding the utterances and giving codes that include types of implicature, the researcher used different codes for the function of implicature. The code of the implicature function is as below:

Table 3.2Codes of Functions of Implicatures

Types of Implicature	Code
Assertive	ASR
Directive	DR
Commissive	CM
Expressive	EP
Declarative	DCL

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The following is an example of the types and functions of implicature shown in figures 3.1 dan 3.2.

00:30:32,625

Cowhand: What do you do with these?
Phil: **Goddamn.**
Cowhand: Do you cut 'em up or something?
Phil: **George has… He's gone again today.**
(PCI)

Figure 3.1 The example of identifying types of implicatures

00:30:32,625

Cowhand: What do you do with these?
Phil: Goddamn.
Cowhand: Do you cut 'em up or something?
Phil: **George has… He's gone again today.**
(PCI)/(ASR)

Figure 3.2 The Example of Identifying Function of Implicatures

b. Classifying the Data

The code above is made to identify the data. After the data was identified based on the code containing the type and the implicature function found in the transcribe file, the researcher collected and classified the data. Then, the researcher added the data based on the table classification given. The table is as follows.

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Table 3.2 Classifying Data for Types and Functions of Implicatures Found by Four Main Characters in The Power of the Dog movie (2021).

No	Utterances	Types of Implicature			Function of Implicatures				
		GCI	PCI	CI	ASR	DR	CM	EXP	DCL
1.	Phil: *It's a piece of ass you're after,* Fatso, **I'm damn sure you can get it without a license (Phil/00:29:36,208)**		√		√			√	

Notes: Phil (Name of the Character) / 00:03:46,583 (Time Stop)

c. Discussing the data

After the researcher classified the data based on the types and functions of implicature, the researcher analyzed and explained the selected data as a type using Grice's theory (1975) and Searle's (1980) theory to analyze the function. After the research problems were answered, the researcher compared the result of this study and the previous study to find the similarity and novelty.

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d. Drawing conclusion

After conducting the three steps above, the last step that the researcher did was concluding the result and findings of this research by providing brief explanations regarding the types and the functions of implicatures in The power of The Dog movie (2021).

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CHAPTER IV
FINDING AND DISCUSSION

This chapter is an essential part of the study. The researcher reported the result of the study, which consists of two sub-chapter: findings and discussion. The finding is provided to answer research questions number one and two.

4.1 Findings

In this section, the researcher makes sub-chapters to explain the research results that the researcher has found. The first findings are the types of implicature used by the four main characters in The Power of The Dog movie (2021). The second finding concerns the function of implicatures used by the four main characters in The Power of The Dog movie (2021).

4.1.1 Types of Implicatures

The first research question from this research deals with types of implicatures. In analyzing the types of implicatures, the researcher uses Grice (1975), which categorizes implicatures into three, namely conversational implicatures, which have two types, namely generalized conversational implicatures, particularized conversational implicatures, and conventional implicatures.

The researcher collected the utterances spoken by four main characters, including Phil, George, Rose, and Peter, in The Power of The Dog Movie (2021). Of the four primary character utterances, four types of implicatures are found in the movie. The researcher found 89 utterances that contain the types of implicature uttered by four main characters (Phil, George, Rose, and Peter). Data

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analysis shows that 89 utterances belong to the implicature type. The following classifications are shown in the table below.

Table 4.3 Code of Types of Implicatures

Types of Implicature	Code	Frequency
Generalized Conversational Implicature	**GCI**	26
Particularized Conversational Implicature	**PCI**	40
Conventional Implicature	**CI**	23
Total		89

Table 4.1 above shows that the particularized conversational implicature type is the most frequently used by the four main characters in The Power of The Dog movie (2021). The generalized conversational implicature is the second type often used by the four main characters. Furthermore, the types that were the least found were conventional implicatures.

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4.1.1.1 Particularized Conversational Implicature

The implicature that appears requires a particular context (Grice, 1975). To understand it, we need to know the information and context conveyed by the speaker so that the conversation can continue properly. The example of the types are the following:

Datum 1

The conversation below happened in the morning between Phil and the cowhand being on the road on horseback, escorting the cows back to their ranch in Montana. Phil was in the front row guarding the cows and the other herders. They met a cow infected with anthrax in the middle of a road full of grass and

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rocks. Phil told the cowhand while pointing at the cow lying on the street. In this context, cowhands need special knowledge to understand Phil's words.

> Phil**:** There's a dead cow. Keep our cattle away.
> Cowhand**:** What happened?
> Phil: **Anthrax.**
> **(Phil/ 00:03:46,583)**

In the conversation between Phil and Cowhand above, Phil told cowhand to lead the cow's net past the anthrax-infected cow. Phil here violates the maxim of relevance. Cowhand must have exceptional knowledge of the anthrax disease that Phil has already mentioned. Phil's answer is **"Anthrax,"** which implies that cattle should not pass through a road where a dead cow is infected with anthrax bacteria. The bacteria can quickly spread to other animals by touching, or the animal inhales the spores present in infected cows. As Phil's interlocutor, Cowhand needs special knowledge to understand what anthrax is, so that good communication and understanding can occur between speakers and listeners.

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Datum 2

A conversation below took place between Phil and George in the living room. George sat down, and Phil was at the top of the stairs. Phil provides advice and suggestion to George about his love story. Phil finds out that George is in love with Rose. Knowing this, Phil advises George not to have a relationship with Rose. Phil here thinks that Rose wants George's treasure. Therefore, Phil suggested he give Rose money to pay for his son Peter's college. George did not hear this and chose to go to his room. Seeing this, Phil was slightly annoyed that George didn't listen to Phil's advice.

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Phil: Give her half a chance, and she'll be after some dollar for Miss Nancy's college fee. Remember how the old lady brought those girls out to the ranch as soon as we could get hard-ons? [chuckling] Oh my God. Remember the tomato soup queen? Wasn't it her that wrote you, "I always will remember the western moon"? [chuckles] Well, guess you could a taken her out without first putting a sack over her head. [chuckling]. Unlike some others.
George: Well, good night Phil.
Phil: It's a piece of ass you're after Fatso, **I'm damn sure you can get it without a license.**
(Phil/00:29:36,208)

The data above shows that Phil is annoyed with George because he doesn't listen to his advice. Seeing this, Phil said, **"I'm damn sure you can get it without a license"** Phil's utterance means that George can get any woman with his wealth. George is the owner of a ranch that he and his brother, Phil, manage. George is smart, kind, handsome, fragrant, and tidy. With everything he had, he could get all the women he wanted without having to be tied down or married to her. To understand Phil's utterance, a particular context is needed. Therefore, the utterance is included in the special implicature.

Datum 3

A conversation below occurs between Cowhand and Phil, who is at the ranch. They are taking the skin of the cow, which is separated from the meat. The cowhide is then dried on wood to be allowed to dry. While drying the cowhide, Phil saw George pull the car out of the garage and drive past Phil. Because Phil was too focused on seeing Phil, he didn't listen to what the cowhand was asking. Based on Phil's utterance, he made a cowhand to interpret Phil's implicit utterance.

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Cowhand: What do you do with these?
Phil: **Goddamn.**
Cowhand: Do you cut'em up or something?
Phil: **George has… he's gone again today.**
(Phil/30:32,625)

The data above shows that he was annoyed to see George leaving with the car and didn't greet or say goodbye to him. Because of his annoyance, he didn't focus on the question given by the cowhand. Phil answered, **"Goddamn,"** which meant that he was upset. Based on that, cowhands are confused and need context or special knowledge of what Phil means. Seeing this made the cowhands look at George's departure from the ranch. After seeing this, the cowhand continued asking questions about the skin of the cow they had castrated. But Phil was confused and a little annoyed. It can be seen when he says, **"George has... he's gone again today,"** with his hands on his waist, and his eyes see George has gone by using a car. Phil's utterance means that he doesn't listen to what the cowhand is asking. Seeing this, cowhands need to know the background of Phil's and George's problems that distract Phil and not focus on their questions. Therefore, the utterance above is a particularized conversational implicature.

Datum 4

A conversation below ensues between Peter and Rose on their way to the tennis ball court. Rose walked ahead of Peter while asking why he killed the rabbit at home. Even though Peter was very fond of rabbits, seeing this, Rose disagrees with Peter's treatment. Rose's form of disapproval is by making Peter out of the room. Therefore, Rose invites Peter to play tennis, and Lola is the referee.

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Rose: I thought you liked rabbits.
Peter: Yes, I do. But, if I want to be surgeon, I have to practice.
Rose: Well, you are not to kill them in the house, Peter. No, I', putting my foot down.
Peter: **Oh, where'd a man be if he always did what his mother told him? (Peter/01:08:05,375)**

Peter's words shows that he is a little annoyed with his mother. It can be seen when he walks towards the tennis ball court a bit lazy and has a sour expression while saying to his mother, **"Oh, where'd a man be if he always did what his mother told him"** which implies what he will become if you always do and obey what his mother says. He implies that he disagrees with the advice given by his mother. To understand this, Rose needs to understand the context that Peter is talking about, where he doesn't like it if Rose gives too much advice that is not following what Phil wants. Therefore, the utterance spoken by Peter belongs to the type of particularized conversational implicature.

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Datum 5

The short conversation below happened when Peter and Rose walked toward the house. However, as they walked, Rose saw Phil was about to enter the house too. When she saw this, Rose turned around in a queasy state while holding her waist and gasping for air. Peter also saw Phil and asked his mother about his condition and if Phil had caused it. Peter thought Phil was arrogant because his face was always serious, and he never smiled.

Peter: It's Phil. He is cold.
Rose: **He's just a man, Peter, only another man.**
(Rose/01:09:19,541)

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Based on the short conversation above, Rose needs to calm herself and Peter, so he doesn't hate Phil too much. It happens when Rose answers Peter's question, **"He's just a man, Peter, only another man,"** which implies that Peter needs to know what Rose means. To find out the meaning of Rose's words, Peter needs to know the background of the problems between Rose and Phil that caused this kind of panic. When Rose answered Peter's question, she closed her eyes to answer Peter's question and calmed herself so as not to panic too much. Several times when answering, Rose also often took a deep breath. Because Rose's utterance requires special knowledge, the utterance belongs to the particularized conversational implicature.

Datum 6

The conversation below occurred in datum seven when Phil and Peter were in the barn. Holding his ear to find a topic of conversation and seeing the saddle beside him, he asked about Bronco Henry, which Phil was always excited to talk about Bronco Henry. Phil answered Peter's questions while continuing to make ropes out of cowhide. There Peter asked if Bronco Henry had taught him to ride. Remembering that Phil loves and always makes Bronco Henry proud. Bronco Henry himself is the greatest rancher and also mentor and Phil's lover. However, Bronco Henry is dead. Therefore, Peter asks if Bronco Henry taught Phil to ride a horse.

> Peter: Did Bronco Henry teach you to ride, Phil?
> Phil: Yep. **He taught me to use my eyes in ways that other people can't.** Take that hill over there. Most people look at it and just see a hill where Bronco looked it, what do you suppose he saw?
> Peter: A barking dog.
> **(Phil/01:24:14,166)**

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Through Phil's utterance above, **"He taught me to use my eyes in ways that other people can't,"** he implies that Bronco Henry taught him to ride a horse and be sensitive to his senses to be more careful when looking at things. To understand Phil's answer, what Peter needed was an exceptional knowledge of Bronco Henry and Phil's sense of sight. Therefore, these utterances are included in the particularized conversational implicature.

4.1.1.2 Generalized Conversational Implicature

General conversational implicatures do not require special knowledge or background to understand or conclude a conversation.

Datum 7

A conversation occurs between Phil and Peter while in the middle of the field. They wanted to help the rabbit trapped in the wood. Therefore, Phil lifted the wood so the rabbit could get out. After Phil lifted the wood, the rabbit did not come out until Peter went into the wood to take the rabbit out. After taking the rabbit out, Peter saw a lot of blood dripping on the dry grass from Phil's hand. Seeing that, Peter asked about Phil's condition, and Phil answered using implicit.

> Peter: That's deep. You okay, Phil?
> Phil: **Yeah, what the hell**. **Must be a splinter.**
> **(Rose/00:06:26,958)**

Based on the data above, Phil's answer, **"Yeah, what the hell. Must be a splinter",** implies that the wound on his hand is not too severe and that he is okay. He wrapped his hand in a cloth to stop the bleeding, smiled at Peter, and then looked away. Seeing Phil's answer, Peter immediately understood without

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knowing the background of the problem or the background story of Phil's answer. Because Phil's utterance does not require special knowledge, Phil's utterance includes generalized conversational implicatures.

Datum 8

A conversation below ensues between George and Rose in the car going to Montana. On the way, they passed by a lot of beautiful scenery. Seeing this made Rose smile all the way, and she noticed one of the views was so good that she told George through an utterance with an implicit meaning.

> Rose: **This looks like a good spot. (pointing to the spot).**
> George: Good spot.
> Rose: [Chuckles softly]
> **(Rose/00:34:49,541)**

Based on Rose's utterance above, she implied that she wanted to enjoy the scenery. Especially when she said, **"This looks like a good spot,"** which implied that she wanted George to step aside and stop at the spot Rose was pointing at. To understand this, George does not need special knowledge to understand what Rose means. Therefore, Rose's utterance is included in the generalized conversational implicature.

Datum 9

The conversation below occurred while Phil was rolling his cigarette and saw George sitting in the living room. Seeing this, Phil started walking downstairs while advising George. When Phil brought up the subject of Ms. Nancy or Peter's tuition, George had a bad look. He just looked down and didn't listen to what Phil

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had to say. Gradually Phil reached George, and he sat down on the steps next to George. When Phil had finished his conversation, George answered by implying something to Phil.

> Phil: oh, yeah. Well, I wonder what little lady made these.
> Peter: Actually, I did sir. My mother was a florist
> Phil: Oh, well do pardon me. **They're just as real as possible**
> **(Phil/00:11:54,333)**

In the data above, Phil answered Peter's statement implicitly. She answered, **"They're just as real as possible, "** meaning that the flowers Peter made on the table were not like real flowers. Because Phil is a toxic masculine person, he doesn't tolerate men who act like women. Therefore, to understand Phil's speech, Peter does not need special knowledge or background knowledge of the problems between Phil and Peter.

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Datum 10

A conversation below took place between Phil and George in the living room. Phil heard the door open, and he was sure it was George. Then he left the room. When he saw George sitting on a chair near the stairs playing with his hat with a smile, Phil was curious and asked George.

> Phil: How far did you get?
> George: Beech. That's what I am for.
> Phil: **Beech? Watcha doin' down there, little tomcatting?**
> George: [Chuckles]
> **(Phil/00:27:57,250)**

The data above, it shows that Phil implies George's answer. Phil said, **"Beech? Watcha doin' down there, little tomcatting?"** where the beach is

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synonymous with many women wearing bikinis, so the utterance spoken by Phil does not require special knowledge to be understood.

Datum 11

A conversation below occurred between George and Rose on the house's terrace. Before the conversation, Rose heard a crowd carrying large items outside. Seeing this, Rose was curious and ran to the terrace to ask George about the things he had brought. George carried the item with the help of the other cowherds to their living room.

Rose: Is that grand?
George: You got it. What do you think?
Rose: **It's too good for me.**
(Rose/00:45:39,00)

Based on the conversation above, Rose implied feeling awkward with the things George would give her. It was proven when Rose said, **"It's too good for me,"** which means Rose received the item with a slightly awkward face and dislike. Seeing this, George did not need special knowledge to understand Rose's answer. Therefore, Rose's utterance is a generalized conversational implicature.

Datum 12

The conversation below took place in the courtyard of the house when between Phil and George. George was riding the horse with the other cowhand behind him. Phil and Peter were also on horseback. They want to go to the field to make a border. As they were about to leave, George asked about the state of the ranch while he was out of town. Phil answered using implicit.

George: Any happenings while I was away?

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Phil: **Water's flowing well.**
(Phil/01:30:57,916)

Based on the data above shows that George does not need special knowledge to understand the answers given by Phil. It is evident when Phil says, **"Water's flowing good,"** which means that the water is not going well and is still being repaired. After hearing Phil's answer, George smiled and let them go to provide a barrier on the field quite far away. Utterance spoken by Phil includes generalized conversational implicatures because George can see the conditions directly, so he doesn't need to know the background of the problem that is specifically happening.

4.1.1.3 Conventional Implicature

Conventional implicatures can be obtained from the meaning or understanding of direct speech without complying with existing cooperative principles. Conventional implicatures are obtained not from conversational principles or maxims. Conventional implicature also does not have to occur in conversation and does not belong to a particular context to interpret its meaning (Grice, 1975). The conventional type of implicature is the least common in The Power of The Dog movie (2021).

Datum 13

The utterance below happens when Rose says something to Peter when they are about to play tennis on the court. Rose looks for a racket and throws a tennis ball at Peter. Peter then caught the ball. While giving Peter the racket, Rose said she was happy to have Peter in the room daily. Rose was full of smiles when

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she said that to Peter because Rose doesn't have to worry about Peter if Peter later has miscommunication and other things. Therefore, based on the utterance below, the meaning can be obtained directly from the word even.

> Rose: Now**, even** if you are happy being in your room all day, it's good for me.
> **(Rose/01:07:35.00)**

Based on the data, the utterances were addressed to Peter, who was happy to be in his room. There is the word **"even"** in the utterance where the word enters the conventional implicature. Even though Peter was always in the room, it made Rose happy because if Peter was always outside, Rose was afraid that her child would be affected by the destructive influence of the environment outside. So, even though Peter was in the room, he still accompanied his mother to play tennis on the court.

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Datum 14

A short conversation below occurred in George and Phil's house dining room. At that time, Phil was late for dinner because Phil was still offended by George's words in the Warehouse. When Phil arrived, Georgina, the governor's wife, greeted him jokingly with a cigarette in his hand. Georgina jokes because she knows that Phil loves herding. Therefore, a direct answer to the word "yet" can be obtained from Phil's answer.

> Georgina: Oh, you are Phil. So, you weren't eaten by a cougar.
> Phil: No. Not **yet.**
> **(Phil/00:58:47,041)**

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The meaning of Phil's answer does not require any special knowledge or context to figure it out because the answer is clear. The word **"yet"** is a word that is included in the characteristics of conventional implicature, which means to show an unexpected situation, whether it will happen now or later. Unforeseen circumstances later. Therefore, Phil's answer is, **"No, not yet,"** where he doesn't know when he will be eaten by a cougar while herding or hunting in the forest, as Georgina talked about in their conversation.

Datum 15

The utterance below happened at the bar where Phil told the other cowhands to drink first. Before Phil asked the cowhands to drink up, Phil always looked at the door, expecting George to come. Seeing that George didn't come, Phil told the cowhands not to worry about their cattle because they were already gathered in the field. If they don't drink immediately, pity the cows if they wait too long in the yards. Therefore, Phil's words can be understood by many people without having special knowledge or a particular context.

> Phil: He's there?
> Cowhand: Nope.
> Phil: well, we can't wait forever. The cattle are in the yards**, So** drink up.
> **(Phil/00:08:44,208)**

The word **"so"** above shows that cowhands are welcome to drink their drinks without worrying about their livestock. The cattle in the yard can explain why they don't need to worry and are allowed to drink.

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Datum 16

The utterance below happens when Rose takes shelter under a tree holding her head and stomach because she is sick. Rose's eyes were dim, and she couldn't see. Seeing this, Rose couldn't continue playing tennis with Peter and left the game to Lola to continue.

> Rose: **Lola, can you please take over? I have a migraine. (Rose/01:08:48,708)**

The data above shows that the utterance spoken by Rose can be obtained directly without knowing the particular context. It is evident from the words, **"Lola, can you please take over? I have a migraine",** which means she can't play anymore because of a headache. Therefore, Rose's utterance includes conventional implicature.

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4.1.2 Functions of Implicatures

The following finding from the data analysis is a function of implicatures used by the four main characters in the movie entitled The Power of The Dog (2021). Searle (1980) divided the function of implicatures into five. Based on the four main characters in The Power of the Dog movie (2021), the researcher only found three functions of five functions. The table and figure below show the function of implicatures in the four main characters in The Power of The Dog movie (2021).

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Table 4.2 Functions of implicatures in The Power of the Dog movie (2021)

Types of Implicature	Code	Frequency
Assertive	ASR	47
Directive	DR	35
Expressive	EP	19
Total		101

From the table above, the functions used by the four main characters in The Power of The Dog movie (2021) are assertive and the most widely found. Assertive is used to conclude, give statements and provide information to hearers to keep the communication going well. The findings are described in the following section.

4.1.2.1 Assertive

The first function is assertive to indicate truth and functions that cause speakers to be bound by the truth of the propositions they say, such as asserting, reporting, stating, concluding, and describing (Searle, 1980). Some examples of implicature usage for this function are shown below.

Datum 17

The situation below occurs when Phil and the cowherd are about to go to Montana to return to the ranch. On the way, Phil saw a cow lying in the middle of the road with an open skin condition and lots of flies swarming around it. Seeing this, Phil gives instructions to the cowherd, who rides a horse where it aims to herd the cows. So they don't get out of line and don't pass through areas where animals are infected by a disease called anthrax.

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Phil**:** There's a dead cow. Keep our cattle away.
Cowhand**:** What happened?
Phil: **Anthrax.**
(Phil/ 00:03:46,583)

The data above has an assertive implicature function. Based on Phil's answer, **"Anthrax"** provides a statement or information to other cow herders that the cow lying in the middle of the road has a contagious disease. This information is given to other cattle herders straightforwardly and concisely so that the cattle herders do not herd the cows through the route.

Datum 18

The conversation below happened between Phil and George in the living room. Phil saw George smiling while playing with the hat in his hand. Seeing this, Phil felt his sister was happy because she had a date with her lover. Phil knows the girlfriend George is currently dating. Therefore, Phil advised George to give his girlfriend money to pay for her child's schooling. Apart from that, Phil also talked about his past with George and George's girlfriend. As time passes, the night gets later, and Phil still broods and talks about the old days. This disinterested George, and he went upstairs to sleep. Seeing this, Phil was annoyed and started to conclude something.

Phil: Give her half a chance, and she'll be after some dollar for Miss Nancy's college fee. Remember how the old lady brought those girls out to the ranch as soon as we could get hard-ons? [chuckling] Oh my God. Remember the tomato soup queen? Wasn't it her that wrote you, "I always will remember the western moon"? [chuckles] Well, guess you could a taken her out without first putting a sack over her head. [chuckling]. Unlike some others.
George: Well, good night Phil.

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Phil: It's a piece of ass you're after Fatso, **I'm damn sure you can get it without a license.**
(Phil/00:29:36,208)

The data above shows that Phil's utterance, **"I'm damn sure you can get it without a license,"** is an assertive function because Phil concludes something based on what he sees. Phil said that because he thought his younger brother George could choose any woman he wanted. Because he was rich and owned a lot of lands. Therefore, Phil concluded, based on the facts at that time, that women could be chosen if the person had a lot of wealth.

Datum 19

The conversation below takes place on the ranch. Phil was castrating a cowhide under a big, shady tree. After Phil had finished castrating the cowhide, he couldn't take his eyes off George's departure. George left in the car and didn't say a word or say hello to Phil. Seeing this, Phil didn't focus on the cowhands' questions.

Cowhand: What do you do with these?
Phil: Goddamn.
Cowhand: Do you cut'em up or something?
Phil: **George has… he's gone again today.**
(Phil/30:32,625)

Based on the data above, the utterance of Phil's **"George has… he's gone again today"** is an assertive function because Phil informed or gave information to the cowherd that George had left again. It can be interpreted that George did not only go once, but several times he left without saying goodbye to Phil.

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Therefore, Phil told the cowherds that they would know Phil's situation and condition and that he was disappointed to see George.

Datum 20

A conversation below occurs between Phil and Rose in the house's side yard. Peter was accompanying his mother, who had a headache and nausea. Rose walked towards the house together with Peter. While walking, Rose saw Phil also enter the house. Seeing this, Rose turned her head away and covered her mouth while holding back her nausea. Peter felt that his mother was scared and nervous when she saw Phil. Therefore, he asked to make sure that what he saw was Phil where the person who scared his mother.

Peter: It's Phil. He is cold.
Rose: **He's just a man, Peter, only another man.**
(Rose/01:09:19,541)

The data above shows that Rose's utterance, **"He's just a man, Peter, only another man,"** is an assertive function because Rose informs Peter that Phil is an ordinary man. He is neither cold nor evil. It was done by Rose so that Peter would not worry about her.

Datum 21

A short conversation below happened between Peter and Phil. They are in the warehouse. Phil was busy making rope out of cowhide while Peter sat and looked around. Peter saw a horse saddle in the barn, so he asked Phil about Bronco Henry. Because Bronco Henry is a breeder that Phil dramatically admires

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and respects, seeing this opportunity, Peter finally takes advantage of it and starts chatting with Phil.

> Peter: Did Bronco Henry teach you to ride, Phil?
> Phil: Yep. **He taught me to use my eyes in ways that other people can't.** Take that hill over there. Most people look at it and just see a hill where Bronco looked it, what do you suppose he saw?
> Peter: A barking dog.
> **(Phil/01:24:14,166)**

Based on the data above, Phil's answer, **"He taught me to use my eyes in a way that other people can't,"** is assertive. Because Phil here is giving information to Peter that Bronco Henry not only taught him to ride a horse but also taught Phil to be sensitive. With his sight. Because when someone rides a horse, concentration and sharp eyes are also needed besides training strength and balance. So Phil tells Peter that Bronco taught him to see, concentrate, imagine and teach him to ride.

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Datum 22

The short conversation below happened between Peter and Phil and took place in a field on the border of the land owned by Phil and George. They are there to provide boundaries. So that other people can't claim the land. Phil was lifting logs to retrieve a rabbit trapped under a wood pile. Seeing this, he lifted a log, and Peter entered between the logs to get the rabbit caught in it. After Peter managed to take the rabbit, Peter returned the wood; unknowingly, wood chips and grass scratched his hands. He didn't realize that his hand was injured. Blood dripped in the weeds and was carried by the wind. Seeing this, Peter was worried and asked about Phil's condition.

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Peter: That’s deep. You okay, Phil?
Phil: **Yeah, what the hell**. **Must be a splinter.**
(Rose/00:06:26,958)

Based on Phil's answer, **“Yeah, what the hell. Must be a splinter,”** it includes an assertive implicature function because Phil is telling Peter that the wound in his hand is not severe, so Peter doesn't need to worry. This was supported by Phil wrapping a cloth around his wrist to stop the bleeding. Phil didn't want to worry Peter, so he informed him that his hand was delicate and only a tiny scratch.

Datum 23

The conversation below takes place while Phil is in the dining room. He was late for a dinner attended by his parents, the governor, and wife. With his dirty hands, Phil took an apple and a bite while approaching the governor and his parents. He is coming late because he is from the farm and hasn't bathed yet. Seeing Phil's arrival, Georgina or the governor's wife, was surprised and guessed that the person was Phil. It can be seen in Phil's favorite cowboy style.

Georgina: Oh, you are Phil. So, you weren't eaten by a cougar.
Phil: **No. Not yet.**
(Phil/00:58:47,041

Based on Phil's answer, **“No. Not yet”** is an assertive implicature function. It is because Phil gave a report or information to Georgina that a cougar in the forest had not eaten him. Because Phil likes hunting in the forest and riding, Georgina thought a cougar had eaten him.

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4.1.2.2 Directive

According to Searle (1980)) the directive function is a speech used for the speech partner to do something according to the speaker's expectations. For example, asking, asking, ordering, commanding, begging, praying, opposing, and challenging. The directive function is found in the following data:

Datum 24

A conversation below ensues between Rose and George while in the car. George was driving the car. Rose's body is wrapped in a brown furry jacket. Rose looked at the scenery while smiling the whole way. Up over the mountains and able to see the view from above, he gave instructions to George to stop

Rose: **This looks like a good spot. (pointing to the spot).**
George: Good spot.
Rose: [Chuckles softly]
(Rose/00:34:49,541)

Based on the data above, Rose said, **"This looks like a good spot,"** is an utterance included in the directive implicature function because it asks the listener to do what Rose expects. In the conversation above, Rose asks George to pull over his car by pointing to the side and praising the scenery there while smiling at George. Seeing this, George pulled over his car and stopped according to Rose's directions. This story happened because Rose needed time to rest and enjoy the scenery with George

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Datum 25

A conversation below ensues between Peter and Rose on the tennis court. While getting ready, Rose talks to Peter about yesterday's incident. Peter killed his rabbit in the house. Peter's expression changed because Rose interfered too much with Peter's decisions. Peter's face looked lethargic, and he didn't want to listen to Rose's chatter. However, because Rose was talking continuously, Peter finally answered Rose with a question.

> Rose: I thought you liked rabbits.
> Peter: Yes, I do. But, if I want to be surgeon, I have to practice.
> Rose: Well, you are not to kill them in the house, Peter. No, I', putting my foot down.
> Peter: **Oh, where'd a man be if he always did what his mother told him? (Peter/01:08:05,375)**

The data above has a directive implicature function. It was proven when Peter said, **"Oh, where'd a man be if he always did what his mother told him?".** Peter answered his mother by asking Rose a question. The question meant that if Peter had always obeyed his mother, he would not have become the surgeon he dreamed of becoming. The question expected Rose to answer it with a logical answer.

Datum 26

A conversation below occurs in a bar where the cowherds, Phil and George, break for a drink. Phil is seen waiting for George in front of the waiter's table. He asked the cowhand who was at the door. Phil asks where George is. But

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Phil didn't find George. Because Phil didn't want to wait too long, he finally asked the cowherds to drink first.

Phil: He's there?
Cowhand: Nope.
Phil: **Well**, **we can't wait forever. The cattle are in the yards, so drink up.**
(Phil/00:08:44,208)

Based on the data above, the utterance speech by Phil is **"well, we can't wait forever. The cattle are in the yards, so drink up"** is included in the directive because Phil orders the other cow herders to drink their drinks first without waiting for George to come. Because if you waited for George, the cattle in the yard would overheat and starve. Therefore, Phil gave orders to the other shepherds to drink immediately.

Datum 27

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Based on the data below, this happened when Rose was under a tree in an unhealthy condition. He was under a tree while the others searched for a tennis ball that had been thrown far into the bushes. She felt she was no longer able to continue playing tennis with Peter. He permanently lowered his head and his hands holding his stomach and head alternately.

Rose: **Lola, can you please take over?** I have a migraine.
(Rose/01:08:48,708)

Based on the data above, it contains a directive implicature function. Based on Rose's utterance, **"Lola, can you please take over?"** indicate that Rose ordered Lola to take over the game. Rose realized she couldn't continue playing

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tennis, so she ordered Lola to continue. Hearing orders from Rose as madam, Lola couldn't refuse and could only do what Rose ordered. Rose told Lola she couldn't take it anymore to continue the game.

Datum 28

A conversation below ensued between George and Phil in the living room. Phil heard the sound of the door and footsteps coming from the living room. He rushed out of the room and saw that George had come. Phil was at the top of the stairs smoking a cigarette. He asked George about his one-day absence without telling him first.

Phil: How far did you get?
George: Beech. That's what I am for.
Phil: **Beech? Watcha doin' down there, little tomcatting?**
George: [Chuckles]
(Phil/00:27:57,250

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The data above includes the directive implicature function because Phil asked a question to George. Phil's question, **"Beech? Watcha doin' down there, little tomcatting?"** is a question that requires an answer from George. But instead of answering the question, George smiled, thinking that the question was just a joke that Phil had said for him. Phil asked George because Phil knew George had gone to the beach with his girlfriend.

4.1.2.3 Expressive

Speakers use the expressive implicature function to be able to express what they feel about specific conditions that are happening around them. For

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example, thanking, apologizing, congratulating, praising, condolences and regrets. The expressive function is found in the data below.

Datum 29

The utterance below occurred when Rose was about to play tennis with Peter on the court. Peter was tying his shoelaces, and Rose threw a ball at him. When Peter was standing, he threw a racket toward Peter. Limply Peter caught the racket and followed in his mother's footsteps. Seeing this, Rose said that she would be happy if Peter had been in the room all day.

> Rose: **Now, even if you are happy being in your room all day, it's good for me.**
> **(Rose/01:07:35.00)**

The data above shows that the utterance uttered by Rose, **"Now, even if you are happy being in your room all day, it's good for me,"** is an allusion to Peter that he doesn't like it when Peter is always in the room and studies. Rose wants Peter to accompany her to play ball and chat in the room. Therefore, Rose said that while inviting Peter to play tennis on the court with her and her maid Lola.

Datum 30

A conversation below occurred between Phil and George in the living room. George was sitting on a chair by the stairs while Phil was walking down the stairs. Phil saw that his sister was in a happy mood. He didn't want his sister to get too carried away with the feelings she had right now. Therefore, he gives advice and quips sarcastically.

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Phil: Give her half a chance, and she'll be after some dollar for Miss Nancy's college fee. Remember how the old lady brought those girls out to the ranch as soon as we could get hard-ons? [chuckling] Oh my God. Remember the tomato soup queen? Wasn't it her that wrote you, "I always will remember the western moon"? [chuckles] Well, guess you could a taken her out without first putting a sack over her head. [chuckling]. Unlike some others.
George: Well, good night Phil.
Phil: It's a piece of ass you're after Fatso, **I'm damn sure you can get it without a license.**
(Phil/00:29:36,208)

From the data above, the satire uttered by Phil, "**I'm damn sure you can get it without a license,"** is an expressive implicature function because the utterance includes the satire given by Phil to George. Phil knows that George is rich. He owns a car, owns a farm that he manages with him. Thus, he can date any woman from any caste without marrying her. Phil was annoyed with George's behavior and did not want to listen to his advice. Therefore, he sarcastically satirizes George to make Rose aware and not continue her relationship with her lover.

Datum 31

The conversation from the data below is that Phil and Peter are in the dining room at Red Mill. Rose owns the restaurant. When he first entered the dining room, Phil's eyes were fixed on toy flowers made from newspapers. The flowers are placed on the table and given a vase like real flowers. Seeing this, Phil was curious about the flower maker. He thought that it was a little girl who made the flower. However, that prediction was wrong, and Phil's expression

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immediately turned into a mockery, with one lip raised and a hand playing with flowers to spoil.

> Phil: oh, yeah. Well, I wonder what little lady made these.
> Peter: Actually, I did sir. My mother was a florist
> Phil: Oh, well do pardon me. **They're just as real as possible (Phil/00:11:54,333)**

From the above data, Phil's utterance **"They're just as real as possible"** includes an expressive implicature function because Phil satirizes Peter. He satirizes Peter by hiding that he is a person with toxic masculinity and does not accept differences. Doesn't accept differences if the man she meets is a feminine one. She only accepts men who are masculine and dress like cowboys wearing boots. The innuendo is a subtle satire given by Phil to Peter to say the opposite of the fact that the flowers on the table are not real and not good either. The flower looks like plain paper, ready to be burned anytime.

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Datum 32

A conversation below ensues between the cowherd and Phil at the ranch. The cow herders still clean the skin of the cows. Then his attention was diverted when George approached Rose, who had just come to pick up Peter from his hostel. Apart from that, the cowherds also saw Phil, who was displeased. It can be seen from the eyes of hatred and condescending expressions. Peter, who had just stepped out of the car, realized he was the center of attention, and he walked up to them at the farm. Seeing this, Phil started to insinuate loudly, hoping that Peter would hear the insinuation.

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Cowhand: Who's that?
Phil: Miss Nancy.
Cowhand: Our Waiter?
Phil: That's him. You're gonna see him creeping all over the place now.
Big googling eyes as a tennis ball.
(Phil/01:02:36,000)

From the above data, Phil's statement, **"Big googling eyes as a tennis ball,"** is an expressive function because Phil made fun of Peter walking towards Phil. Phil made fun of Peter's physique, where Peter's eyes were bigger than anyone else's. Besides that, the always neatly arranged hairstyle makes it look geeky and makes the eyes look bigger. He often stares at people without blinking and implies his frustration through his expressions. The satire is meant to keep Peter from crossing the line when he's on vacation at the ranch. Because now she's George's stepson, but she shouldn't cross the line. If he wants to hang out, he has to be a cowboy-style guy like Phil and the other cowherds.

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Datum 33

A conversation below occurs between Phil and George downstairs. George smiled while looking at the hat he had. Phil was curious about George's mood. So he asked George.

Phil: How far did you get?
George: Beech. That's what I am for.
Phil: **Beech? Watcha doin' down there, little tomcatting?**
George: [Chuckles]
(Phil/00:27:57,250)

From the data above, the question asked by Phil is satire. It happened when he said, **"Beech? Watcha doin' down there, little tomcatting?"** Based on

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Phil's statement, he was being sarcastic but subtly joking. Since there were lots of women in bikinis on the beach, Phil assumed that George had gone to the beach to play with the women and wasted his money. Phil's goal is to tease George apart from strengthening the brotherhood. He also doesn't want George to fall too much in love with his current girlfriend, who is a widow. Therefore, Phil jokes about playing women on the beach, hoping that George won't be close to Rose anymore. Phil also hopes that George will only play women without having to marry him.

Datum 34

Based on the conversation below happened between Rose and George. Rose is in the house. She heard her husband George's voice at the front of the house. Out of curiosity, he went into the yard and saw George carrying a grand piano with the other cowhands. Seeing this, Rose looked nervous and regretted George's actions.

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Rose: Is that grand?
George: You got it. What do you think?
Rose: **It's too good for me.**
(Rose/00:45:39,00)

Based on the data above, it shows that Rose's utterance is an expressive implicature function. Because Rose said, **"It's too good for me,"** which meant that Rose regretted George's actions, the grand that George bought was too big, and the price was also high. He could not accept the gift George gave because the item was too good and did not match his abilities. Therefore, Rose regrets George's actions.

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Datum 35

A short conversation below occurred between George and Phil, who were in the middle of the field. Phil was about to go to the border with Peter. They were already on horseback. George was also riding a horse. When he met Phil, he asked how the ranch was doing during his stay. George had just returned from out of town, so he asked about the conditions of the ranch while he was away.

George: Any happenings while I was away?
Phil: **Water's flowing good.**
(Phil/01:30:57,916

Based on the data above, Phil's utterances include expressive functions. The greeting is **"Water's flowing good,"** which means that Phil satirizes George. Phil hides the fact that what happened was that the water was clogged, and the other cow herders were still fixing it by digging the ditch to make the drains run smoother. Phil did this to make George more sensitive and aware of livestock and domestic affairs. Therefore, Phil satirized George subtly.

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4.2 Discussion

Based on the results of the research that the researcher has found. The researcher chose the movie The Power of The Dog (2021) as the object of the study. There are two subjects that the researcher is looking for and have found. The first question is about the type of implicature used by the four main characters in The Power of The Dog (2021). The researcher found three types used by the four main characters in the movie. The type consists of particularized conversational implicature, generalized conversational implicature, and conventional implicature. The total number of utterances found the amount of 89

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utterances. The most dominant type found is the particularized conversational implicature, which needs special knowledge and particular context to understand what the speaker says or implies (Yule, 1996, p.42).

The four main characters (Phil, George, Rose, and Peter) often use particularized implicatures in their conversations because they want to show that their speech is particular and needs specific purposes and contexts to understand their utterances which have the same profession, namely cattle herders. Another study was conducted by Khairunas et al. (2020), who found the type of implicature often used in movies, namely the generalized conversational implicature. The film used by Khairunas et al. (2020) is Beauty and the Beast film, where the genre of the film is romance and fantasy. The romance genre is a film that involves the emotions between the characters and tends to express their feelings through implicit meaning so as not to seem frontal. But the implicit meaning used is an implicit meaning that does not need special knowledge to understand the utterance being spoken. In the conversations carried out by all the characters in Beauty and the Beast, most characters use generalized conversational implicatures because the conversations they use do not require a particular bound context. It aims for all characters to enter and understand what the speakers are talking about.

In contrast to this study, that type of particularized conversational implicature is the most frequently used by researchers. It is because the film genre of the researcher is a western drama where this genre describes human character and movement in real terms. Drama has a communication quality that requires a

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deep understanding of the topics discussed by the characters in the film. Therefore, in this study, the type of particularized conversational implicature was the most frequently used by the four characters. The type of particularized conversational implicature requires a social context or special knowledge to understand a conversation. The relationship between speakers and their shared knowledge influences the type of implicature used most. Likewise, this study shows that the four main characters often use particular implications to make the conversation not too wide, and only the people involved know about it. So that other people cannot interfere with their conversations.

The second dominant type is the generalized conversational implicature. Four main characters use this type to reveal something to the interlocutor implicitly. Still, it does not require a particular context to understand what is being discussed. They do not need to understand the background knowledge to talk to their interlocutor (Grice, 1975). Generalized conversational implicature does not need a specific context to understand the meaning of the interlocutor. The four main characters often use this type when the interlocutor asks and do not obey the principle of cooperation. The four main characters often use this type when they want to answer without having to offend the interlocutor. The aesthetic answer to the question asked is also one of the reasons why the main characters use a common type of implicature in their conversations. In addition, they also use this type to answer questions honestly answers without hiding the reality.

The type rarely used is the conventional implicature. Conventional implicature is a conditional non-truthful meaning that cannot be derived or

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considered based on a cooperative principle (Huang, 2014, p.73). The conventional implicature type is a non-temporary type where meaning can be straightforward. This type is used rarely because the characters don't like to say utterances to the interlocutor directly. In addition, with at least this type of conversation, one can convey ideas that contrast with the word "but" or "even" in an utterance spoken by the four main characters. Although this type is not a solution, the idea in the characters' minds does not affect the propositions revealed in the utterances. This conventional type of implicature is rarely used because it is only limited and motivated in one context. Meanwhile, the four main characters need a conversation not limited to one event. Therefore, this type is used rarely used by the four main characters.

Furthermore, the researcher also answered the second research question, which relates to the function of the implicature in The power of The Dog movie (2021). The researcher uses the theory of Searle (1980) regarding the function of speech in implicature, which is divided into five: assertive, directive, commissive, expressive, and declarative. Based on the five functions above, the researcher only found three functions: assertive, directive, and expressive. Data analysis shows that the most widely used function is assertive. The researcher finds 47 utterances. The assertive function is a speech function used to state, conclude, describe and report something. It follows Searle's theory (1980) which states that this function aims to tie the truth to the propositions speakers speak through their speech. Therefore, the four main characters (Phil, George, Rose, and Peter) often use this function to bind the truth in conveying information through reporting, concluding,

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and giving statements. It is in line with Dwiwulandari and Dewanti (2020), who also found this function at the highest frequency. They found 94 data that include an assertive function in the BBC learning English podcast. On podcasts, they tend to generate a lot of implicatures when conveying or stating their ideas. Thoughts or ideas that are often conveyed in podcasts make the assertive function found the most.

In contrast, Dwiwulandari and Dewanti (2020) found four functions on BBC learning English podcast: assertive, directive, commissive and expressive, hence the function of declarative absence. It happens because, in podcasts, the topics discussed tend to be knowledge, which often provides information, provides descriptions of the material being discussed, and concludes the material or topics that have been explained. This finding differs from the researcher's findings because only three of the five implicature functions are found here. Regardless of this, different objects that used by the researcher. The four main characters often use assertiveness in their conversations to implicitly express their wishes, aiming to make the listener do something based on what is said. The four main characters often use this assertive function to reinforce their characteristics, where each has authority and individual rights without violating the rights of others. In addition, assertiveness can provide dialogue between characters so they are not monotonous and can avoid unnecessary problems.

In the film The Power of the Dog (2021), the four main characters use the assertive function to reduce the pressure, anxiety, and stress they get. Rose and Peter are characters who are often anxious and stressed when talking to Phil. Phil

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is a strong character and toxic masculinity. Because of that, Peter and Rose often get worried when they meet or talk to Phil. Besides that, not only do Peter and Rose get anxious and stressed, but also George often uses assertiveness when speaking to Phil. It was intended to make Phil not be offended by the information provided by George to Phil. In this film, the four main characters, especially Phil, like to use their point of view to convey something that has a message to the interlocutor in sarcasm. It aims to satirize the listener so that the insinuation given by the speaker makes the listener change.

The following function is often found in the directive function. The researcher finds 35 utterances. Being the second most dominant function after assertive. It is in line with Fadiah and Yulianto (2020), who found that the directive function is often used in hand sanitizer advertisements on television. It is because many implicit utterances aim to persuade and ask people to buy and use hand sanitizers wherever and whenever according to the directions from the advertisements on television. They also asked the audience to bring hand sanitizer wherever they go to avoid Covid-19.

The function that is rarely found in The Power of the Dog (2021) movie is the expressive function. The researcher only found 19 utterances. Most of the characters like to satirize their interlocutors subtly. They can't reprimand them directly because they also care for their feelings apart from respecting them. Besides being used to satirize, the characters also use this function to thank and apologize. It follows the expressive function theory by Searle (1980), which states that this function aims to show one's feelings towards the other person under

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certain conditions. For example, when Phil is at a restaurant and says, "They're just as real as possible," which is a satire for Peter that the flowers on the table weren't like natural flowers but just plain paper that could be burned at any time and had no value. Phil teases Peter with the hope that Peter will realize and become a man who is masculine, not feminine.

Based on the results of the functions that the researcher has found, two functions are not used by the four main characters. The first function is commissive. The four main characters do not use this function because no one likes to make promises with their interlocutors in their conversations. In addition, the characters also don't like to offer something to their interlocutors. The second function is declarative. The four main characters do not use this function because, in their conversations, no one nominates, appoints, baptizes, or declares war. There is no conversational context that refers to the declarative function. It happens because the four main characters only focus on minor problems where they only show dislike and don't take actions such as isolating that person. Apart from that, in this film, no element of God made the four main characters perform the baptism. Hence, this film does not use declarative and commissive functions.

Based on the statement above, using implicatures by the four main characters helps them refine and facilitate communication. The characters can refine their speech and exchange information according to the context they are talking about. In addition, implicatures can also minimize the possibility of hurt feelings when speaking too frontally about a sensitive topic. Implicatures can also be used to choose the right words to convey their intentions and goals without

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having to say them directly. The characters can be avoided by using implication because the language used has been chosen.

By exploring the use of implicatures in The power of The Dog movie (2021), this research contributes to existing research and theory. The advantage possessed by this researcher is that the researcher found the types of implicatures used by the four main characters in The Power of The Dog movie (2021) based on Grice's theory (1975). The researcher also found the implicature function based on Searle's (1980) theory. By using this theory, the researcher found that when speaking, it is necessary to use this function to state the truth, express feelings, and reprimand gently so the listeners are not angry and communication is going well. Knowing the proper use of implicatures in different situations and contexts of appropriate communication is very important to make communication work well. Using implicatures can make the conversation more polite, essential, not monotonous, and engaging.

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CHAPTER V
CONCLUSION AND SUGGESTION

This chapter is divided into two sub-chapters, namely the conclusion, where the researcher provides conclusions from her research, and the second sub-chapter provides suggestions to readers or following researchers to be able to develop this research so that it will be better in the future.

5.1 Conclusion

This study aims to identify the types of implicatures used by the four main characters in The Power of The Dog movie (2021. The researcher uses the theory of Grice (1975). The results found three types of implicatures in that film. The first generalized conversational implicatures had about 26 utterances, 40 particularized conversational implicatures, and 23 conventional implicatures. Therefore, the most dominant type found in this study is the particularized conversational implicature. The speaker uses implicit utterances in the conversation, and the hearer needs special knowledge or context to understand it.

In addition, the researcher also found an implicature function based on Searle's (1980) theory. There are five functions based on Searle's (1980) theory those are assertive, directive, commissive, expressive, and declaration. However, the researcher only found three functions: assertive, directive, and expressive. The most dominant function is assertive, which is 47 utterances. The four main characters often conclude, state, and provide information to the listeners. Using implicatures in their conversations expedites the conversation so that it can develop and not be too stiff. Therefore, this implicature is very influential in

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making the conversation smoother and keeping the other person from being offended by their words.

5.2 Suggestions

This study aims at the types and functions found in the utterances used by the four main characters in The Power of The Dog movie (2021). As a result of this research, the researcher found the movie's types and functions. After reading this research, the researcher hopes that readers can add information and knowledge about implicature into their daily conversations. Implicature is not only applied in literary works such as novels, movies, or advertisements but also can apply in everyday life, such as when you talk with parents, friends, or teachers at school. Readers can apply implicatures to anyone based on the proper context.

The research conducted by the researcher is a research field of linguistics pragmatics. Learning about implicature is essential because it is still related to our daily lives. Meanwhile, other students who expand or are interested in linguistics regarding pragmatics, especially the use of implicature in their daily life, can take the opportunity to keep communication going with one another to minimize offense from speakers and hearers. Furthermore, the researcher would like to suggest that further researchers interested in researching implicature can use another theory, such as Yule (1996) or Huang (2014), to identify the types of implicature. More theories and methods use different objects, such as the implicit used by teachers against students, debate, speech, or others. Therefore, researchers can fill the gaps that exist in the study.

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