

**CONVERSATIONAL IMPLICATURE BETWEEN BTS'  
RM AND PHARELL WILLIAMS CONVERSATION ON  
ROLLING STONE'S PROGRAM**

**THESIS**



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S U R A B A Y A

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WILLIAMS CONVERSATION ON ROLLING STONE'S PROGRAM**

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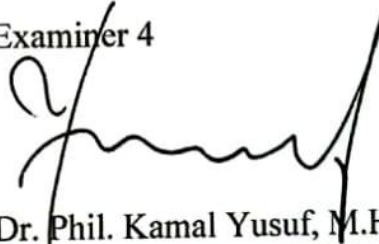
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## ABSTRACT

Victoria, A. (2023). *Conversational Implicature Between BTS'RM and Pharrell Williams Conversation on Rolling Stone's Program*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Endratno Pilih Swasono, M.Pd (II) Raudlotul Jannah, M.App. Ling

The study is aimed at investigating Conversational Implicature in conversation between BTS'RM and Pharrell Williams on Rolling Stone's program which shows the conversational implicature phenomena occurs in their talk show. There are two problems to be solved in this study, namely: (1) What are the types of conversational Implicature in BTS' RM and Pharrell Williams conversation on Rolling Stone's program of Musicians on Musicians? (2) Why do the speakers use those conversational implicature on Rolling Stone's program of Musicians on Musicians.

This study uses qualitative approach in relation to the use of clear and systematic description about the phenomena being studied. Descriptive study in textual analysis was applied in this study to analyze conversation between BTS'RM and Pharrell Williams. The data were collected by first transcribing the conversation between BTS'RM and Pharrell Williams. The transcription was then analyzed by identifying the types of conversational implicature. The analysis was continued by identifying why do the speakers use those kinds of conversational implicature.

The researcher found there are 34 data of conversational implicature with 16 of Generalized implicature and 18 of Particularized implicature. Researcher also investigated the reason why the speaker use those kinds of conversational implicature in the talk show of RM and Pharrell Williams, the researcher found 6 functions, they are (14) giving information, (13) express feelings, (2) express opinion, (3) giving advice, (1) giving compliments, (1) showing concern. In this study, "particularized implicature" is the most often use in the conversation because RM and Pharrell Williams talk about music and not of the people understand about the music, they just enjoyed the music. While, "giving information" is the function that most often appears in the conversation by BTS' RM and Pharrell Williams.

**Keywords:** Conversational Implicature, Talk show, Function of conversational implicature

## ABSTRAK

Victoria, A. (2023). *Implikatur Percakapan Antara Percakapan BTS'RM dan Pharrell Williams di Program Rolling Stone*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Endratno Pilih Swasono, M.Pd (II) Raudlotul Jannah, M.App. Ling

Penelitian ini bertujuan untuk menyelidiki Implikatur Percakapan dalam percakapan antara BTS'RM dan Pharrell Williams pada program acara Rolling Stone yang menunjukkan fenomena implikatur percakapan yang terjadi dalam talk show mereka. Ada dua masalah yang akan dipecahkan dalam penelitian ini, yaitu: (1) Apa jenis implikatur percakapan dalam percakapan RM BTS dan Pharrell Williams pada program Musicians on Musicians di Rolling Stone (2) Mengapa penutur menggunakan implikatur percakapan tersebut dalam program Musicians on Musicians di Rolling Stone.

Penelitian ini menggunakan pendekatan kualitatif dalam kaitannya dengan penggunaan deskripsi yang jelas dan sistematis tentang fenomena yang diteliti. Studi deskriptif dalam analisis tekstual diterapkan dalam penelitian ini untuk menganalisis percakapan antara BTS'RM dan Pharrell Williams. Data dikumpulkan dengan terlebih dahulu menyalin percakapan dari BTS'RM dan Pharrell Williams. Transkripsi tersebut kemudian dianalisis dengan mengidentifikasi jenis-jenis implikatur percakapan. Analisis dilanjutkan dengan mengidentifikasi mengapa penutur menggunakan implikatur percakapan semacam itu.

Peneliti menemukan ada 34 data implikatur percakapan dengan 16 implikatur umum dan 18 implikatur khusus. Peneliti juga menyelidiki alasan mengapa pembicara menggunakan jenis implikatur percakapan tersebut dalam talk show RM dan Pharrell Williams, peneliti menemukan 6 fungsi, yaitu (14) Memberi Informasi, (13) Mengungkapkan Perasaan, (2) Mengungkapkan Pendapat, (3) Memberi Nasehat, (1) Memberi Pujian, (1) Menunjukkan Kepedulian. Dalam penelitian ini, implikatur khusus adalah yang paling sering digunakan dalam percakapan karena RM dan Pharrell Williams berbicara tentang musik dan tidak semua orang mengerti tentang musik, mereka hanya sekedar penikmat musik. Sementara itu, "memberi informasi" adalah fungsi yang paling sering muncul dalam percakapan antara RM BTS dan Pharrell Williams.

Kata Kunci: Implikatur Percakapan, Talkshow, Fungsi implikatur percakapan

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## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the study

Implicature is a part of pragmatics which discusses implicit meaning. Implicature occurs because there is a violation of the principle of conversation. Grice (1975) states that implicature is a communication that implies something different of the speaker which is not stated explicitly from what is actually spoken. Therefore, understanding the ulterior meaning in the conversations needs a certain knowledge. According to Birner (2013), implicature is not part of the truth-conditional nor context-independent content of the sentence, but it would be a distinctly uncooperative way to report. While based on Yule (1996), implicature is something more than just what the words mean. It has an additional conveyed meaning. As well as Levinson (1983) defines the kind of inferences called implicature are always of this special intended kind, and the theory sketches one way in which such inferences of a non-conventional sort can be conveyed while meeting the criterion of the communicated message. Thus, implicature can be interpreted as a study of implied meaning.

Grice distinguishes what is **said** and what is **implicated**; the truth-conditional is what it **said**, while what is **implicated** is not. There are two types of implicature, and those are conventional implicature and conversational implicature. Both types have a similarity in implicated meaning. Based on Birner (2013), conventional implicature is context-independent, which means the expression of conventional utterances does not affect the meaning of the sentence. Based on Yule (1996) states that conventional implicature does not depend on special context for their interpretation. Hence,

conventional implicature is context-independent and does not depend on any special context for an interpretation of the meaning. At the same time, Conversational implicature contributes to the meaning of the utterance, not truth-conditional. Moreover, Conversational implicature has two types, namely particularized implicature and generalized implicature.

Particularized implicature is the inference needed to construct the conveyed meaning. Therefore, particularized implicature needs special knowledge to understand the meaning Yule (1996). This type contrasts with generalized implicature, which is the type that does not need to be calculated because old speech is relevant and generally attached to the form and does not need special knowledge of the context to understand the implied meaning. In conclusion, Conventional implicature is context-independent and not based on the cooperative principle and maxim, dissimilar to conversational implicature, non-truth conditional and has a formulation of cooperative principle and maxim. In this point, the researcher only focused on analyze about conversational implicature that is often used in daily conversation, either in spoken or general written.

General written conversation can be in the form of magazines, social media or newspapers. In contrast, spoken conversation can be discovered in live chat or talk shows. Meanwhile, in talk shows, surely many people have seen, unlike a live chat which can only be seen by the speaker and the hearer. Thus, the people who watch the talk show can imitate the language that the speaker uses in the talk show in daily life. Talk show discusses a certain topic that is on television with adjusted place settings. Through conversations that are broadcast on television by two people, three

or more people give the audience know information about the trending topics discussed in the talk show. Because in the talk show, the host and the resource person talk to each other and express their respective opinions. Generally, the resource person present in the talk show is a public figure related to the theme of the talk show. On the other hand, the development of social media technology is increasingly widespread, and YouTube is very developed at this time. So that you can find many talk shows on YouTube. YouTube is also like television, where people can see and have many channels.

Rolling Stone created a YouTube channel on 3rd March 2006, to make it easier for the reader to get updated information. Rolling Stone has been a culture carrier for over 50 years, providing definitive coverage across music, politics, culture and entertainment. This channel provided an exclusive interview, live performances and breaking news. Rolling Stone has 905 subscribers right now, and their channel provides information through their programs to make the reader interested in the upcoming news. The updated news comes from the biggest boy band, namely BTS, who will be collaborating with the legendary singer and producer, Pharrell Williams in the Musician on Musician program, where two artists meet for an open conversation about life and music. In their upcoming collaboration, not all the BTS members but only one member that is RM. Pharrell Williams and RM have the same music genre and also producers. In the rolling stone, RM and Pharrell Williams discussed and shared about music, but they often use implicit meaning that some readers may not understand in their conversations. Because the topic has been essential to the reader, the researcher chose a conversational implicature theory to

analyze the BTS' RM and Pharrell Williams's talk show. This research will help the readers to understand the implicit meaning that occurs in the conversation to get clear information.

BTS is a boy group from South Korea consisting of seven boys: *Kim Namjoon, Kim Seokjin, Min Yoongi, Jung Hoseok, Park Jimin, Kim Taehyung, and Jeon Jungkook*. BTS became popular because they inspired many people worldwide with their songs, hard work, and attitude. South Korea has a culture that every man should take a military, so BTS has to take a break and focus on their solo career. One of them is Kim Namjoon, known as RM. He is the leader of BTS; also, he is a producer. Therefore RM will be collaborating with the American artist called Pharrell Williams.

Pharrell Williams is very famous because he won the Grammys 13 times. He also became the most influential figure in the music industry and was part of the renowned production duo The Neptunes. He also founded and became the main vocalist in the alt-rock/hip-hop band N.E.R.D. Pharrell Williams has done a lot as a solo artist. One of the most popular songs was awarded an Oscar for the animated film *Despicable Me 2* in 2013 entitled "Happy." Pharrell became a legend because he received many awards for his music industry work. Even before BTS became famous as it is now, Pharrell Williams had a career first. Kim Namjoon, or RM said in his interview on *Rolling Stones* that Pharrell Williams inspired him.

The emergence of conversational implicature in talk shows is possible. Fuziyah (cited in Ilie, 2001) Talk shows can provide a pragmatic framework for the description and interpretation analysis. Thus, talk show has become a favourite topic for studying conversational implicature. For example, Fauziyah (2016); Nairi (2016); Astrid,

Yusuf, and Djamereng (2021) they all use talk shows as an object of the research to find out the types of conversational implicature and the implied meaning. The same study has been done by Natsir, and Siahaan (2015); Pakpahan, and Sumarsih (2013) that find out the types of implicature and the dominant types. Another study used talk shows as an object of research, such as; Sinaga, Pasaribu, Sihombing, and Herman (2021); Larassati (2016). Most conversational implicature research discussed the types, functions, and dominant type of conversational implicature.

The study about conversational implicature has been growing interest in many types of research focus such as the movie by Rosmaidar (2013); Akmal, and Yana (2020); Khairunas, and Sidauruk (2020); Yasinta, Lelly, and Rohmana. (2020); Ansori (2021); Septiamaylofa (2020), Stand-up comedy such as Nurhaliza, and Sahri (2021); Siraj and Nabawi (2021); Rolesta (2016), Podcast Jasmir, and Sartika (2021), Comic: Zamitri, Tanjung, and Ardi (2014), Broadcast message: Widiana (2015). In the previous research that has been mentioned, the topic of conversational implicature has been used by many researchers with various objects. The researcher found that many of the studies used Grice's theory.

## **1.2 Problems of the study**

1. What are the types of conversational implicature in BTS' RM and Pharrell Williams conversation on Rolling Stone's program of Musician on Musician?
2. Why do the speakers use those conversational implicature on Rolling Stone's program of Musician on Musician?

### **1.3 Significances of the study**

This research is expected to provide theoretical and practical significance regarding the branch of linguistics. In theoretical, the research used talk show to better understanding the field of implicature. While practical, the research provided the reader perception of the types and why the speaker uses those kinds of conversational implicature based on Grice's theory. After knowing the types of conversational implicature, the researcher provided a briefly explains why the speakers use those kinds of conversational implicature in RM and Pharrell Williams's conversation on Rolling Stone YouTube Video. The researcher hopes can provide the result to the literature field, especially to the English Literature in Adab and Humanity of UINSA. Moreover, the researcher hopes this research could advise the readers to be interested in studying the linguistic field, especially in conversational implicature, because implicature has a connection with daily conversation.

### **1.4 Scope and Delimitation**

This research focused on conversational implicature, which analyzed the types and why the speaker uses those kinds of conversational implicature in BTS' RM and Pharrell Williams's conversation. So, the reader can get a brief explanation and information about conversational implicature.

### **1.5 Definition of Key Terms**

To avoid misinterpretations, some definitions of key terms are given as follow:

#### **Implicature**

Implicature is the implicit meaning in an utterance that is not said directly.

**Conversational Implicature**

Conversational implicature is a rule of communicating effectively and easily understood between speaker and hearer.

**Rolling Stone**

Rolling Stone is a magazine but also have an online version on YouTube.

**Musician on Musician**

One of the programs on Rolling Stone YouTube discussed about life and music.

**RM**

RM “Rap Monster” is a popular name of Kim Namjoon as a rapper and producer from South Korean idol of BTS (BangTan Sonyeondan) group.

**Pharrell Williams**

Pharrell Williams is an American record producer, rapper, singer, and songwriter that produced various songs for recording artists than for himself.

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## CHAPTER II

### REVIEW OF RELATED LITERATURE

#### 2.1 Implicature

Implicature provides some information communicated by the speaker either implicitly or directly. Implicature is a bunch of a word that has something more than just the word itself. According to Yule (1996) implicature is a prominent example of more being communicated than is spoken. Still, to interpret, some underlying cooperative principles must be considered to be in operation first. While Birner (2013) describes that Based on the Grice, Implicature is connected to the terms imply, suggest, and mean. Levinson (1983) emphasizes that implicature is the speaker's assumption in observing or flouting some principle of cooperation, and the kinds of implicature. There is an additional type of non-conventional inference produced by different maxims or principles of language use. A principle of informativeness produces implicatures sometimes in conflict with those due to the maxim, and there are principles of politeness to produce.

Whereas Birner (2013) states that the cooperative principle is essential for making conversational contributions necessary, at the stage in which it occurs, with the aim or direction received from a conversational exchange in which one person is involved between one or more people. Based on an explanation in Birner, there are some examples and explanations. Here is an example of a

conversation held by two people has a problem with communication when A ask about the pet to B, but there is a misinterpretation.

A: Does your cat bite you when you pet him?

B: **No, he doesn't**

A: \*Trying to pet his cat, and then got bite from the cat\* You say that the cat would not bite when you pet him

B: It's true, but not when other's touch him

The A person asks B person whether his cat bit him or not when he pet him. B person says that the cat does not bite him. However, he got bitten when A person tried to pet the cat. A had a misunderstanding about B's answer, which resulted in him being bitten by his cat. A only asked if the cat from B bit him and did not ask what if someone else petted him.

Grice (1975), in his famous paper "Logic and Conversation", has observed implicature that "what we mean when we use a word like and in conversation generally goes well beyond its truth-conditional meaning of logical conjunction." Based on his observation, this additional meaning is not necessarily constant; and, for example, can mean different things in different contexts, such as: Josh opened a magazine and began to read.

- a. Past few days I ate three meals and took two naps.
- b. Raya forgot to study for her algebra exam and got a E.

The first and third examples have a constant context because if someone holds a magazine and opens it, they usually want to read it. And if someone doesn't study before an exam, they can get a poor score. However, the second

example has a different context in it. After eating a lot of food, people usually say, “i’m stuffed or i’m full,” but in this example, after eating the food, the person told us how many times he sleeps after eating. Based on the example, it can be seen that implicature have some different kind in it, which are conventional implicature and conversational implicature. This research only focused on the conversational implicature, which discussed the types and why the speaker uses those kinds of conversational implicature.

## **2.2 Conversational Implicature**

Conversational implicature is a defining property of implicatures that does not affect a sentence's truth conditions Birner (2013). While Grice (1975), compares and contrasts what is written and what is unwritten. What is described is a proper condition, and what is not defined is not a proper condition. Conversational implicature is the study of the speaker's meaning or implication that different from what is said depends on the context. What is involved in the turn can be conversational or conventional implications, and what is involved in conversation may be caused by general or specific conversational implicatures.

The contribution of the implicit meaning of the utterance in the implicature is non-truth-conditional, which means that the implicature does not affect the truth of the utterance. Conversational implicature depends on the assumptions or inferences made by the listener about the implicit meaning intended by the speaker. For example, when his mother asks Alex to drive her

to the bank but Alex says that he can't drive his mother with the different utterances:

*Mother* : *Could you drive me to the bank tomorrow?*

*Alex* : *Tomorrow is Sunday*

The conversation between the mother and Alex shows an implicit meaning in Alex's utterances. Alex answers questions from his mother by saying, "*Tomorrow is Sunday*," which means that Alex will not take his mother to go to the bank because tomorrow is Sunday. All of the banks are closed on Saturday and Sunday. The conversation can be interpreted as a conversational implicature because Alex has another meaning behind his utterances. If Alex says that the bank is closed on Sunday, then there will be no conversational implicature because the sentence Alex said has another meaning. Hence, Alex's utterances are conversational implicature.

Grice distinction between two types of conversational implicature: particularized and generalized. According to Birner (2013), particularized implicatures are unique to the particular context in which they occur. It means that particularized conversational implicature happens when there is a specific context in conversation in which recognized inferences are assumed. In contrast, generalized conversational implicature is a conversation that can be meaningful without referring to a particular context. Therefore, this conversational implicature refers to non-explicit meanings that automatically generate all kinds of contexts. More definitions will be explained in the following point:

### 2.2.1 Particularized Implicature

Implicatures are usually calculated without special knowledge of a particular context. However, conversations between individuals often occur in specific contexts where special knowledge is needed to understand a particular context. Yule (1996) states that particularized conversational implicature is a conversation that occurs in a particular context. While, according to Grice (1975) particularized implicature is a conversation that occur with specific context in which locally recognized inference are assumed. Therefore, particularized conversational implicatures occur in particular contexts related to a particular type. For example, when Levi tries to reject Ben's birthday invitation:

*Ben: "Hey, coming to my birthday party tonight?"*

*Levi: "My brother is visiting."*

The implied meaning of Levi's utterance is to reject Ben's birthday invitation. But, Levi does not say directly but says "*My brother is visiting*" It's mean that Levi's should accompany his brother, so he can not go to the birthday party. From the explanation, it shows that the listener needs a special knowledge to interpret the meaning of the speaker's utterances. In the other hand, particularized implicature is the interpretation process carried out by the listener by describing the specific context of the utterance.

### 2.2.2 Generalized Implicature

According to (Yule 1996. p, 40), generalized implicatures are conversational implicatures that appear in a conversation without any particular context and no special background knowledge, which means that conversational implicature generally applies the critical topic, particularly based on the logic conversation. Generalized implicature does not require a specific scenario to conclude the conversation. The context may differ, but the general process for identifying implicatures remains the same. So general conversational implicatures do not require special knowledge in context to calculate or know the additional meaning conveyed by the speaker.

Levinson (1983) defines that generalized implicature occurs without reference to particular context features. On the other hand, generalized implicature does not need special background knowledge or inferences and is not required in calculating the additional meaning or the speaker's utterances. The listener responds a part of the utterance. An example is taken from (Birner, 2013. p 63),

*"None of the Victorian mothers – and most of the mothers were Victorian – had any idea how casually their daughters were used to be kissed."*

Based on the examples above, no particular context exists about mothers or the Victorian era after these remarks. It is based entirely on the use of the word "most", which would imply "not all" (including

the meaning in the sentence). Therefore, the sentence says that most, "not all" are general conversational implicatures. One generalized word is "most," which means that not all mothers are Victorian.

From the explanation and the example above, generalized implicature does not require special knowledge to understand the additional meaning conveyed. The speaker does not need to analyze the speaker's utterance. In this type of implicature, more easily understood by the reader or the hearer.

### **2.3 Talk Show**

A talk show is an entertaining television program with three essential components: a studio, a host, and an interview. Talk shows are categorized into two types, formal and nonformal. Commonly, a talk show is a program that discusses a specific topic determined through ordinary conversations, discussions, or interviews so that the speakers in the talk show are related to the specified topic. Talk shows don't only exist on television. In the digital era, technology is increasingly advanced, and social media has become an essential part of people's getting information, including YouTube. On YouTube, there are many talks shows that talk about or discuss many topics.

The characteristic of the talk show is the use of a universal language or a basic conversation, the topic of the conversation should be known by people and interesting to the audience, and the interaction should be relaxed and fun. Talk shows provide entertainment for the public and knowledge and understanding of information for them about the truth of topics or issues that

are being circulated or hotly discussed. The talk show also can be presumed as a type of face-to-face conversation because in the talk show there are two or more people who communicate with each other discussing specific topics and have a large audience listening to their conversations.

## **2.4 Rolling Stone**

Rolling Stone is one of the YouTube channels that discusses politics, popular culture, and music founded in San Francisco, California, by Jahn Wenner in 1967. Rolling Stone focuses on teenagers' interest in television programs, an actor, and popular music with the teenager's orientations. Some artists were invited, such as Charlie Puth, Selena Gomez, Lil Wayne, Nicki Minaj, RM, Pharrell Williams, and many public figures. Rolling Stone was first recognized for its rock music coverage and political reporting by Hunter S. Thompson. In 1967, rolling stone shifted its focus by expanding to news that could attract younger generations to view.

Rolling Stone also makes their article website to provide information about currently booming shows, film actors and actresses, and popular music. Therefore, the audience can get the latest information in the way they like. If the audience is not interested in reading, they can visit Roll Stone's YouTube channel; if they prefer to read, they can see the article site from Roll Stone. Rolling Stone is famous for its provocative photographs and cover photos featuring politicians, athletes, actors and musicians who were booming at that time, and heir good covers make the audience even more interested in the information provided by Rolling Stone. Therefore, Rolling Stone has several



programs such as Rolling Stone daily show, RS Reports, Rolling Stone news, and Musicians on musician

## **2.5 Musicians on Musician**

Musicians on Musician is one of Rolling Stone's programs that has 21 videos. In this program, Rolling Stone invited some of music's biggest artists to discuss their life, music, and everything in between. This program is almost the same as a talk show, but what differentiates this program is that the artist conducts discussions without a host or moderator. Therefore, when viewing this program, the audience can feel like participating in their conversation.

## **2.6 BTS' RM**

RM stands for Rap Monster is popular name of Kim Namjoon. He is a Korean idol of BTS (Bangtan Sonyeondan), and he is the leader of the group member. The stage name appeared when he wrote a song while still a trainee, so the agency staff called him Rap Monster (RM). He is well-known as RM because of his rapping skills. During his trainee about three-year period in BTS around 2010-2011, RM also worked as a songwriter for girl group called "Glam" and helped their debut single. RM also became a main rapper in BTS. But, this year the contract with agency was done, and RM starts his solo album before he going to the military like another member.

The Korean Music Copyright Association (KOMCA) recognizes that RM is the youngest songwriter who has successfully written 200 songs, including songs RM wrote for his boy group, namely BTS, and songs RM composed for collaborations with other artists. RM debuted and took third place on the

Billboard Hot 100 Songwriters chart in December 2020, the song RM wrote for BTS entitled "BE" simultaneously also entered the Billboard Hot 100 chart. RM made his solo debut on December 2, 2022 by releasing his solo album titled "indigo". This album contains 10 songs that collaborate with several Korean artists.

## 2.7 Pharrell Williams

Pharrell Williams is American record producer, rapper, singer and songwriter. He also a hip hop and R&B production duo the Neptunes in the Early 1990, Williams also produced various song for recording artist and became lead vocalis of the band N.E.R.D. Pharrell Williams has been famous referred as one of the influential and successful music producers, and provide a significant impact of modern popular music.

In 2006, Pharrell Williams released his solo album entitled "*In My Mind*". Then, Williams produced a soundtrack of *Despicable Me 2* movie entitled "*Happy*". Williams's song reached the Billboard Hot 100 number one as another global charts. In one year, Williams won Record of the year and best pop duo/ group performance at 56<sup>th</sup> Annual Grammy awards, when he was featured on Draft Punk's single "*Get Lucky*". Then, Williams released his second album in 2014 entitled "*Girl*". Williams reached many awards such as he has won Grammy award 13 times, won as a producer of the year non-classical , won in Academy award in the same year for best original song "*Happy in Despicable me 2*" movie, and in 201 Williams won as producer of *Hidden Figures* for the best picture.

## **CHAPTER III**

### **RESEARCH METHOD**

#### **3.1 Research Design**

This research used descriptive qualitative method. Qualitative methods contain judgment, perceptions, insights, and qualitative approaches that focus more on description analysis than feature calculation (Wray and Bloomer, 2006). There are five features of qualitative research define by (Bogdan et al., 1998) such as qualitative research is an actual setting as the direct source of data and the researcher is the key instrument, qualitative is descriptive the data collected from of words or pictures, qualitative research concerned with process rather than simply with outcomes or products, qualitative data analyze the data inductively, and the essential concern of the qualitative is the meaning. Qualitive method is more accurate to this research, therefore the researcher used qualitative method to analyzed the data.

#### **3.2 Research Data**

The data of this study is the utterances by BTS' RM and Pharell Williams. The utterances taken from conversational implicature by Grice's (1975) theory to know the implied meaning and the function of conversational implicature. The data taken by Rolling Stone's YouTube channel <https://www.youtube.com/watch?v=1H1Mh5KT8LQ&t=789s>

### 3.3 Research Instrument

The research only used human as an instrument. The researcher is the main research instrument, because the researcher collected and analyzed the data by watching the talk show of BTS'RM and Pharrell Williams on Rolling Stone YouTube Video and write the utterances. Therefore, there is no questionnaire, interview, or observation to collect the data.

### 3.4 Data Collection

The data was collected by watching the video of BTS' RM and Pharrell Williams talk show on Rolling Stone YouTube Video with some several steps, as follows:

1. Watching the video

The researcher watched the video of talk show by BTS' RM and Pharrell Williams from YouTube channel:

<https://www.youtube.com/watch?v=1H1Mh5KT8LQ&t=789s>

2. Transcribing the video

After watching the video, the researcher transcribe used an online video transcript namely Desgrabador. From this transcription, the researcher will find the data related to the conversational implicature.

3. Selecting the data

After read the transcript of the video, the researcher selected the data using the speaker utterances related to conversational

implicature by Grice's (1975) theory that occur in the BTS' RM and Pharrell Williams conversation on Rolling Stone YouTube video.

#### 4. Classifying the data

The researcher classified the data based on the types of conversational implicature by Grice (1975) namely Particularized conversational implicature and Generalized conversational implicature, also describing the implied meaning. Then, the researcher explained why do the speaker use those kinds of conversational implicature in BTS' RM and Pharrell Williams utterances.

### 3.5 Data Analysis

After the researcher collecting the data, the next step is analyzed the data. The researcher analyzed the implied meaning and function of implied meaning on the BTS' RM and Pharrell Williams utterances. The data analyzed in several steps:

#### a. Identifying data

The researcher identified the data by BTS' RM and Pharrell Williams utterances focus on types and why the speaker use those types of conversational implicature based on Grice's (1975) theory.

#### b. Classifying data

The researcher classified the data by describing the types, and explained the function of conversational implicature in BTS'

RM and Pharrell Williams utterances. Then the researcher categorized the data based on the types of conversational implicature that has been described into the table.

**Table 1: Example of classifying the types of conversational implicature**

No	Utterances of Conversational Implicature	Types of Conversational Implicature		Implied Meaning
		PCI	GCI	
1.	<p><b>Pharrell Williams:</b> First of all, thank you for having me</p> <p><b>RM:</b> Thank you for having me as well</p> <p><b>Pharrell Williams:</b> Uh you know <i>I think that there's a huge benefit</i> in writing and producing for other people. I'm pretty sure you may feel that way as well</p>		V	Became a writer and producer give an some interested experience he never felt before, and become success as right know
2.	<p>Pharell : First of all, thank you for having me</p> <p>RM : Thank you for having me as well</p> <p>Pharell : Uh you know I think that there's a huge</p>	V		the effort he has put in is like solving a problem in a very complicated puzzle, because when we play a puzzle there are several

	<p>benefit in writing and producing for other people. I'm pretty sure you may feel that way as well, but it allows me to go to places that I wouldn't go for myself and as much as it feels like you know. I may know what I'm doing when i'm doing songs that I'm you know featured as a solo artist uh, some people know but most people don't know that all of my solo efforts have always been songs that I have written or produced for other people. In fact, when I try to write songs for myself or produce songs for myself, they always are too complex and seem much more like a puzzle than they do um you know a jam you know a bop</p>			<p>challenges that must be overcome, such as thinking which pictures are suitable to combine, then looking for the pictures to form a clear picture</p>
3.	<p>Pharrell Williams: In fact, when I try to write songs for myself or produce songs for myself, they always are too complex and seem much more like a puzzle than they</p>	V		<p>sometimes he felt that write and produce music for himself is better than do it for other people because it has his own challenge that more</p>

<p>do um you know a jam you know a bop</p> <p>RM : Alright</p> <p>Pharrell Williams: But I do those for other people. So, <b>for me oftentimes my best stuff is the stuff that I poached back for myself</b> I don't know how it is for you</p>			<p>complicated. Therefore, Pharrell Williams used the utterance “<i>I poached back for myself</i>” to imply the effort, and the challenge that has been done for himself to upgrade his musical skill</p>
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**Table 2: Example of classifying the Function of Implied**

**Meaning**

No	Utterances of Conversational Implicature	Function
1.	<p><b>Pharrell Williams:</b> First of all, thank you for having me</p> <p><b>RM:</b> Thank you for having me as well</p> <p><b>Pharrell Williams:</b> Uh you know <i>I think that there's a huge benefit</i> in writing and producing for other people. I'm pretty sure you may feel that way as well</p>	Giving information
2.	<p>Pharell : First of all, thank you for having me</p> <p>RM : Thank you for having me as well</p> <p>Pharell : Uh you know I think that there's a huge benefit in writing and producing for</p>	Giving Information



	<p>other people. I'm pretty sure you may feel that way as well, but it allows me to go to places that I wouldn't go for myself and as much as it feels like you know. I may know what I'm doing when i'm doing songs that I'm you know featured as a solo artist uh, some people know but most people don't know that all of my solo efforts have always been songs that I have written or produced for other people. In fact, when I try to write songs for myself or produce songs for myself, <i>they always are too complex and seem much more like a puzzle than they do um you know a jam you know a bop</i></p>	
3.	<p>Pharrell Williams: In fact, when I try to write songs for myself or produce songs for myself, they always are too complex and seem much more like a puzzle than they do um you know a jam you know a bop</p> <p>RM : Alright</p> <p>Pharrell Williams: But I do those for other people. So, <b>for me oftentimes my best stuff is the stuff that I poached back for myself</b> I don't know how it is for you</p>	Express his opinion

c. Drawing Conclusion

After classifying the data, the researcher made a conclusion from the data that has been found and give some opinion about types and why the speaker use those types of conversational implicature



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## CHAPTER IV

### FINDINGS AND DISCUSSION

This chapter provided the results and discussion of conversational implicature in BTS'RM and Pharrell Williams's talk show on rolling stone YouTube video using theory from Grice (1975)

#### 4.1 Findings

The research results are discussed based on the research problem. In this chapter, the research problems are divided into two sections. The first section discusses the implied meaning are used by BTS'RM and Pharrell Williams's talk show on Rolling Stone YouTube Video. The second section finds the function of conversational implicature by BTS'RM and Pharrell Williams's talk show on Rolling Stone YouTube Video. According to the data analysis, there are 34 data are containing conversational implicature with 16 of Generalized implicature and 18 of Particularized implicature. Furthermore, the data were analyzed the function based on the Grice (1975) theory as follows:

##### 4.1.1 Types of conversational implicature between BTS' RM and Pharrell William conversation

Based on the data, the researcher found the use of conversational implicature in the conversation between BTS'RM and Pharrell Williams. The data shows that particularized conversational implicature is more common than

generalized conversational implicature. Because the main topic in the talk show of BTS' RM and Pharrell Williams about music. So, many sentences that the readers must know to understand the meaning to get the information. The data show there are 18 utterances of particularized implicature. While, in generalized implicature there are 16 utterances. This is caused because in the talk show Pharrell Williams dominantly uses a particularized implicature in his conversation. For a more precise explanation of particularized and generalized conversational implicatures, see the analysis below:

### I. Particularized Implicature

When the speaker makes a statement dependent on certain context elements, this is known as a particularized conversational implicature. To understand what is being said, the listeners should know the context to understand the conversation. Therefore, the use of particularized conversational implicature requires special knowledge. In the conversation between BTS'RM and Pharrell Williams, were found several utterances containing particularized implicature, as in the following data:

Datum 01

Pharrell Williams: In fact, when I try to write songs for myself or produce songs for myself, they always are too complex and **seem much more like a puzzle than they do um you know a jam you know a bop**

RM : Alright

Pharrell Williams: But I do those for other people. So, for me oftentimes my best stuff is the stuff that I poached back for myself I don't know how it is for you

Pharrell Williams start the conversation by telling RM about William's experienced being a song writer, solo artist and producer are too complex and give him a huge benefit. In that utterance above Pharrell Williams said "*Seem much more like a puzzle*" it means that the effort of written or produce is difficult but he said *like a puzzle*. In this context Pharrell Williams presupposes that the effort he has put in is like solving a problem in a very complicated puzzle, because when we play a puzzle there are several challenges that must be overcome, such as thinking which pictures are suitable to combine, then looking for the pictures to form a clear picture. Because the context *like puzzle* here has a certain meaning. So, we have to understand what the context of the previous conversation was like, it can be said that this conversation is included in a **particularized implicature** which requires special knowledge in understanding the implied meaning.

Pharrell Williams also clarifies his utterances by saying "*A jam*" and "*A bop*" which means that he enjoys with every effort and processes he is going through, and he also likes the music he writes. In English *a bop* is a slang used to someone that really likes a song and they describe it using the word a bop, those word also implies that it's great to dance to. To understand the Pharrell Williams utterances, we should know the

context first. Therefore, we know the implied meaning of Pharrell Williams's utterance.

The conversation above shows that Pharrell Williams **give an information** to RM that being a song writer, solo artist, and producer are too complex.

Datum 02

Pharrell Williams: In fact, when I try to write songs for myself or produce songs for myself, they always are too complex and seem much more like a puzzle than they do um you know a jam you know a bop

RM : Alright

Pharrell Williams: But I do those for other people. So, **for me oftentimes my best stuff is the stuff that I poached back for myself** I don't know how it is for you

Pharrell Williams told RM about his experiences in music and what he felt while being a musician. The conversation above Pharrell Williams said "*For me oftentimes my best stuff is the stuff that I pouched back for myself*" which means sometimes he fell that write and produce music for himself is better than do it for other people because it has his own challenge that more complicated. Therefore, Pharrell Williams used the utterance "*I pouched back for myself*" to imply the effort, and the challenge that has been done for himself to upgrade his musical skill. To understanding those utterance, we have to know the context of the conversation, because when we don't know the context, we may misunderstand with the meaning. Therefore, Pharrell Williams's utterances included in **Particularized implicature**

Pharrell William's utterance shows that he **gives an opinion** to RM that the best stuff is the stuff he pouched for himself not for the other people because it's more challenging.

Datum 03

RM : I really felt attractive for this whole genre to send the messages to the world actually it's really um you know embarrassing to answer about all this in front of my Idol. But for me, it's for me it's really more comfy to you know mostly for me, I write somebody's lyrics or the melodies for other artists yeah as many as you but **it feels like you know it gives me another avatars and characters**

Pharrell Williams: Yes

RM : Yes, so **when it comes to me it's a complex and it's it always comes with the pain** you know to confess but it's still the most important part for me

RM answered questions from RM about his point of view as a producer and song writer RM said *"It feels like you know it gives me another avatars and characters"* implied that when RM write somebody lyrics or the melodies for other artist give him a new point of view he never saw before. With the new perspective, RM got inspired in writing and producing a music. The utterance of *"When it comes to me it's a complex and it's always comes with the pain"* which means, when he gets another point of view he also has to deal with new problems that he hasn't faced yet, but with these problems RM tries harder so that RM feels that there is a problem in a process is very important because with that RM can understand music more deeply.

Those utterances can be said as **Particularized implicature**, because we have to know the context to understand the meaning of RM's utterance. The function of RM's utterances is **Express his feelings**

Datum 04

RM : Yes, so when it comes to me it's a complex and it's it always comes with the pain you know to confess but it's still the most important part for me

Pharrell Williams: **I can relate to that. I think the Pain part for me is probably the fun part. Because that's like some of the most Vivid paint** that we can use as artists when we're like filling in what we want to be a power powerful versus like okay does it hurt enough you know or does it feel good enough you know. So I understand you that when you say you inject the pain in your verses to make sure that it's like

RM and Pharrell Williams discussed what challenges they have gone through while making music. As a writer and producer Pharrell Williams understands "*Pain*" which is meant by RM. Because Williams agrees with RM's words by adding the statement "*I can relate to that. I think the pain part for me is probably the fun part. Because that's like some of the most vivid pain.*" The word "*Vivid pain*" implies something powerful feelings, which means that the pain they feel gives them a powerful effect in the process of their musical career. Because with the struggle that has been done we will know whether it has a good effect or a negative effect. Williams also adds that with this pain relief, we can understand ourselves more deeply and find the newest and best version of ourselves.

In this utterance, we must know the intent of the sentence uttered by Pharrell Williams, so that Pharrell Williams's utterance can be said to be a **Particularized Implicature** and the function of the utterance is **Express his feelings**



## Datum 05

RM : So, when an artist walks in, they ask for something

RM : Like a track or anything

Pharrell Williams: Yeah, I know they'll say you know I just want something hard or I want something darker or I want you know the you know something that's like for the club like you know

RM : **Banger**

Pharrell Williams: **You know I'm saying a banger** like and so I'm considering what they're looking for but I'm also thinking about like the texture of their voice and and the and the patterns and The Melodies that they do usually

Pharrell Williams and RM talk about the creative process in making song for others artist. The conversation above RM and Pharrell Williams said the word "*Banger*" which means a song with a loud and energetic beat. Because they use the word "*Banger*" it can be categorized in **Particularized implicature**. In understanding the conversation between RM and Pharrell Williams, you must first know the meaning of banger in the sentence. Because RM and Pharrell Williams are musicians, so they are understanding to this word. The function of the utterances is **Express his feelings**

## Datum 06

RM : Wow that's the fun part

Pharrell Williams: **Yeah, that's the fun part but then there are people who jump out the window and they go ahead and try it** because my whole thing is just try it we don't have to put it out

RM and Pharrell Williams discuss about the fun part in music when they dare to try things he hasn't done before. Pharrell Williams is telling about the fun part of experience in music, such as thinking about the melodies, the texture of the music, and the patterns, then Williams's try to mix all of that together. Williams said *"Yeah, that's the fun part but then there are people who jump out the window and the go ahead and try it."* The utterance of *"Jump out the window"* implied to someone who is willing to try to get out of their comfort zone and try things they have not tried. Williams's utterance is included in **Particularized implicature** because we have to understand the previous context. Otherwise, it has another meaning and thinks that someone is going to jump out of the window. The function of Williams's utterance is **Giving information**

Datum 07

RM : But I don't know you started your career as a producer or so you're like very natural for that but I always wanted to have the frequency like you like you know it sometimes **it's just singing it could be falsetto um sometimes you rap um sometimes you just sang the hook for the audio artist**

Pharrell Williams: Yeah

RM ask to Williams about how to start his career as a producer because RM want to be like have frequency like Williams. In that conversation RM said *"It's just singing it could be falsetto um sometimes you rap um sometimes you just sang the hook for the audio artist"* which means Pharrell Williams can do all kinds of music genres not just hip-hop. But in understanding RM's utterance we need a special knowledge, falsetto here means a man who can reach high notes of women, falsetto is a vocal technique in singing outside the range of ordinary tones. Because in that context special knowledge is required. So, this

conversation can be classified in **Particularized implicature**. The function of RM's utterances is **Express his feelings**

Datum 08

RM : how do you position yourself when you participate in the song as a player?

Pharrell Williams: Wow first of all these are great questions

RM : Thank you

Pharrell Williams: Um and no one's ever asked me that

RM : Oh really

Pharrell Williams: Like no I've never had a journalist ever ask

RM : That really matters me to me so

Pharrell Williams: **And that's no that's like No Cap** like you believe it or not no one's and it sounds like I they could have and it because it's such an obvious question but no one's ever asked me that so

RM ask to Williams how he position his self to participate in the song as a player not a job, and Williams's really appreciate the RM's question because there is no one ask to Williams about that. RM asked Pharrell Williams how he did it all so easily and Williams was impressed with the question because no one had asked this before to convince RM he wasn't lying about it, Williams said "*And that's no that's like no cap*" which means he is not lying. The word is often used to emphasize someone is not exaggerating about something hard to believe. The conversation is a **Particularized implicature** because we must understand the context first to understand the meaning conveyed by the speaker. The function of William's utterance is **Giving information** to RM that Williams no one ask about those question.

Datum 09

RM : That really matters me to me so

Pharrell Williams: **I'm Blown Away** by it I um everything I make decisions based off feeling

RM said that the question he asked about how to position a song as a player really matters to RM. In the conversation RM said that the question he asked was very important to him and Williams was really impressed by it by saying "*I'm blown away*". To understand these utterance we must know the context of their speech so that it can be said that the conversation is included in Particularized Implicature. The function of Williams utterance is **Express his feelings**

Datum 10

Pharrell Williams: I'm Blown Away by it I um everything I make decisions based off feeling

RM : Uh

Pharrell Williams: **I don't make them com based off of um convention**

Pharrell Williams answer the RM's question about how to position his self as a player in a song. Pharrell Williams said that he made all decisions based on feelings, not based on the interest of a few people by saying "*I don't make them com based off of um convention*". In this conversation, we must know the context first to get the interpretation intended by the speaker. Therefore, this conversation is included in a **particularized implicature**. The function of William's utterance is **Giving information**.

Datum 11

Pharrell Williams: I don't make them com based off of um convention

RM : I gotta rap I gotta sing

Pharrell Williams: Yeah nice it's just whatever it feels like it needs and I'm gonna Channel it as best as I can because I'm trying to tell somebody else who's going to be better than me to do it, and oftentimes what will happen was people artists would be like “Nah we want you to stay on there” and I'll be like “No, but it's for this person.” but I Channel what I feel like is missing and I and I forget that it's going to be me. Because if I think that it's going to be me, then it won't be as good and I won't be as confident. I'm only confident knowing that **I am giving the instruction and the directives to someone else like for example there's a record that I did with um mystical a long time ago called mystical**

Pharrell Williams shared his experience when he was a channel other artist based on a convention. Pharrell Williams said that he is more confident when giving instructions or directions to others such as mystical “*I am giving the instructions and the directives to someone else like for example there's a record that I did with um mystical a long time ago called mystical*”. Mystical here is the stage name of the American rapper named Michael Lawrence Tyler, not the mystic music genre. Because in this conversation we have to understand the context, it can be classified as **Particularized Implicature**. The function of Williams's utterance is **Giving information**

Datum 12

Pharrell Williams: Using this kind of language um but man I was like man I wanted to be like listen let's leave here right now and go make some great music because I just loved everything that you guys were doing I just I love your energy and you know I love what it is that you represent you know at such a time when you know our asian brothers and sisters and you know um fellow Asian human beings and maybe not **I maybe don't identify necessarily binarily uh in a binary way you know the Asian um Community just been going through so much these days**

RM : Yeah

Pharrell Williams said that he wants to make a great music and he loves everything that RM and his members do because they can make it through all the obstacles that very hard. In the conversation above, William said *“I maybe don't identify necessarily binarily uh in a binary way you know the Asian Um Community just been going through so much these days”*. The point of William's statement is that in these days the Asian community experiences discrimination, they face various kinds of swearing for no reason because of their physique. There are some people who ask Asian people why they speak English. To understand William's utterance, special knowledge is required so that the conversation above is included in **Particularized implicature**. The function of Williams's utterance is **Showing concern**.

Datum 13

Pharrell Williams: I don't know I don't know how you do that because I've had a couple songs do that and then when I get out there and Go sing it that that would make me cry because it was too much of a responsibility **every time I get that close to that size and and what I do as a musician I always step back**

RM : Oh why it's like

Pharrell Williams: This

RM : Why? Is it too heavy?

Pharrell Williams: It's too heavy, man. It's too much of a responsibility. That's why I really revere people like yourself and you know your your band members and other artists like Bey and Jay and like, man, what y'all go out there and go face every night on that stage? It is it is humbling and it's overwhelming and sometimes your nervous system has got to be built for that

Pharrell Williams told RM that he had a lot of responsibility to bear when many fans came to see his concert. Pharrell William shared his feelings when on stage with quite a lot of spectators but not as many as RM and his group so William *said "Every time I get that close to that size and and what I do as a musician I always step back"*. The word "size" in that sentence refers to the number of viewers and the responsibilities he carries out. To understand the meaning of the utterance, you must first understand the context so that it can be categorized as **Particularized Implicature**. The function of Williams utterance is **Giving Information**.

Datum 14

RM : Why? Is it too heavy?

Pharrell Williams: It's too heavy, man. It's too much of a responsibility. That's why **I really revere people like yourself** and you know your your band members and other artists like Bey and Jay and like, man, what y'all go out there and go face every night on that stage? It is it is humbling and it's overwhelming and sometimes your nervous system has got to be built for that

RM : Of course

Pharrell Williams talk about how he respect his fans and tell to RM that Williams's really like RM and his members. William's statement of "*I really revere people like yourself*" means that William really respects RM and his group members because RM bring a very big responsibility, because controlling so many fans is not an easy thing. So, William said "Revere" than "Respect" because the word "revere" is respected or given reference. The conversation is included in a **particularized implicature** because Pharrell William uses a word that not everyone understands the meaning of the word, so special knowledge is required. The function of Williams's utterance is **Express Feelings**

Datum 15

Pharrell Williams: It's too heavy, man. It's too much of a responsibility. That's why I really revere people like yourself and you know your your



band members and other artists like Bey and Jay and like, man, what y'all go out there and go face every night on that stage? It is it is humbling and it's overwhelming and sometimes your nervous system has got to be built for that

RM : Of course

Pharrell Williams: Let me ask you this, how do you deal after you come off the stage, **feeling electrified** and shocked every night how do you how do you how do you decompress? or do you decompress or do you purge like how do you do that

RM : It's you know it I I um my first performing was um in front of like 10 people in some small clubs when I was, like, 15.

Pharrell Williams ask to RM about how he feel after come off the stage. Pharrell asked to RM about what he feel after they come off to the stage. But to understand the William's utterance of "*Feeling Electrified*" we have to know the context. The meaning "*Feeling electrified*" in this context is feel very excited and surprised. Because we should know the context it can be categorized as **Particularized Implicature**. The function of Williams's utterance is **Express Feelings**

Datum 16

Pharrell Williams: Um when like uh right around 2006, when I put out In my mind

RM : In my mind

Pharrell Williams: I just felt like right

RM : After that

Pharrell Williams: Uh I as soon as it didn't do what I wanted it to do. I mean, culturally it made an impression. But it didn't do it um egotistically it didn't perform the way I wanted it to. Charles eyes like it just didn't do what I was used to at that time, and that really hit me hard. So that made me start to think about like purpose and things **having real true DNA** and not just aesthetic purpose, but like real true like meaning uh and something that could be meaningful to people, but at the same time, still fun. And you know I've always loved the girls so

Pharrell Williams explain to RM about how to make his fans enjoyed his music. In the conversation above William said "*Having real true DNA*" means that in showing his best performance he must be able to blend in, make his fans enjoy his performance. Not only thinking about the aesthetic aspect, but thinking about how the audience can enjoy the performance and be able to give the best impression. To understand the context above requires an understanding of the context being discussed so that the utterance is categorized as **Particularized Implicature**. The function of William's utterance is **Express Feelings**

Datum 17

RM : So, um that that's that was a tricky part actually, because you know um the K-pop is like it's like a mix

Pharrell Williams: Yeah

RM : It's like a mix of American pop music, other visuals, and Korea, and social media and stuff. Tt's

really intense and really hectic. So it has some pros and cons of his own. So you know after 10 years I think um it was not our intention, but we we took it but we actually became a sort of a social figure, so you know a K-pop band going to have us have a speech at the U.N. or you know meeting the president's it's like I'm I really, I think I was really confused that I'm like, "**What what am I, like a diplomat or what?**"

Pharrell Williams: (*Laugh*)

RM : So yeah I was just like a you know a small rapper and Lyricist um when I was young. Like from the scratch so um so it was 10 years, really intense as a team. And um I actually was in charge like of almost all all of the interviews and um you know representing the team like in front of the other members. That was my that was my role, I guess

RM explained his complaints during. RM said that he is not like an idol but like a diplomat who often makes speeches in front of people.

In this conversation, RM actually questioned himself "*What am I, like a diplomat or what?*". This utterance has a meaning where RM is a

rapper and lyricist, not a speaker who has a speech at U.N. or meeting the president, RM thinks that it is not his role as a musician and the leader of a group member. RM said that his role is representing the team

not have a speech in U.N. or meeting a president because RM is not a diplomat. In understanding this context, it is necessary to understand

the topic discussed in advance so that it can be classified as

**Particularized Implicature.** The function of RM's utterance is

**Express feelings**

Datum 18

Pharrell Williams: Yeah and and **it allows me to like put on different hats and put on different masks.**

Um so I understand that, uh and I I know like having that departure is going to make it really fresh for you um I think it's good for you to do that because then when you come back to do it, you know to group

RM : To the team

Pharrell Williams explained to RM. that being a solo artist then returning to the group would allow him to understand the group more.

William's statement of *"It allows me to like put on different hats and put on different masks"* means that trying new things that we haven't

done before provides new experiences and knowledge. Pharrell

William was once a member of a group called N.E.R.D, and he also had a solo record. Doing these two things at the same time gave William a

new perspective because when he focused on his solo and then returned

to the team, William got to know the team more deeply. The utterance

above is a **Particularized implicature** because in understanding the meaning must know the context being discussed. The function of

William's utterance is **Giving Advice**.

## II. Generalized Implicature

Generalized conversational implicature happens when the speaker makes an utterance does not dependent of a specific context. The hearer can easily interpret the message using their general knowledge because the utterances are plain. Therefore, because generalized conversational

implicature does not require specialized expertise to be construed, everyone frequently uses it. In the conversation between BTS' RM and Pharrell Williams, found several data of generalized conversational implicature, such as the following data:

Datum 01

Pharrell Williams: First of all, thank you for having me

RM : Thank you for having me as well

Pharrell Williams: Uh you know I think that **there's a huge benefit** in writing and producing for other people. **I'm pretty sure you may feel that way as well**

RM start the conversation with the greetings and Pharrell Williams shared his experience being a producer. This utterance shows that Pharrell Williams want to say what he felt being a writer and producer by saying "*I'm pretty sure you may feel that way as well*" to RM, because RM and Pharrell Williams are in the same job that is a writer and producer. Therefore, RM know how that feel without explaining the detail of it. Because Pharrell Williams said "*a huge benefit*" it means that became a writer and producer give an some interested experience he never felt before, and become success as right know. This conversation belongs to **Generalized implicature** because RM as the hearer can understand what the speaker meaning. The function of Williams's utterance is **Giving Information**

Datum 02

RM : Alright

Pharrell Williams: But I do those for other people. So, for me oftentimes my best stuff is uh the stuff that I poached back for myself I don't know how it is for you

RM : In 2005, I was just an elementary school kid and I just wanted to be a rapper as I um get to got to know what's rap is you know. Basically, it's Rhythm and poetry **I really felt attractive for this whole genre to send the messages to the world actually it's really um you know embarrassing to answer about all this in front of my Idol.** But for me, it's for me it's really more comfy to you know mostly for me, I write somebody's lyrics or the melodies for other artists yeah as many as you but it feels like you know it gives me another avatars and characters

Pharrell Williams: Yes

RM recounted how he originally wanted to become a rapper and what he was doing at that time. The utterance of *“I really felt attractive for this whole genre to send the messages to the world”* has a meaning that RM more attractive with rap than another genre to send the messages to the world. The whole genre refers to the rap song. RM also said *“Actually you know embarrassing to answer all this in front of my idol.”* Which means, Pharrell Williams is RM’s idol that inspired him to become a rapper. RM choose the utterance *“My Idol”* than called with his idol's name because Pharrell Williams first entered the world of music and inspired RM, so RM really respects him, so he prefers to use the utterance of my idol. RM's utterances are included in the

**generalized implicature** because no special knowledge is needed to understand these utterances. The function of RM's utterance is **Giving Information**

Datum 03

Pharrell Williams: I can relate to that. I think the Pain part for me is probably the fun part. Because that like that's like some of the most Vivid paint that we can use as artists when we're like filling in what we want to be a power powerful versus like okay does it hurt enough you know or does it feel good enough you know. So I understand you that when you say you inject the pain in your verses to make sure that it's like

RM : Right

Pharrell Williams: **You know they're strong, I agree**

Pharrell Williams and RM are talking about the pain part in their career. The bold utterance means that the pain we have been through has a big impact even though we have to try harder than before. So, Williams said "*They're strong*" to mean how influential a pain is in our struggle process. This utterance can be said to be a **Generalized Implicature** because no special knowledge is needed to understand the utterance. The function of RM's utterance is **Giving Information**

Datum 04

Pharrell Williams: Yeah, that's the fun part but then there are people who jump out the window and they go ahead and try it because my whole thing is just try it we don't have to put it out

RM : Right

Pharrell Williams: But you know people are so good at what they do sometimes they're afraid to explore different parts of their voice different parts of their personality in different parts of their career so you know **they're a little like hesitant but for the ones that do try it they get to experience something new and look if we decide at the end of the day it's just not right for them**

Pharrell Williams tells RM how to not be afraid to explore the different parts of our personality. In this bold statement, Pharrell Williams tries to tell us that exploring the voice, the personality in their music career is important because with that we know our self-branding because of the fact that many people are still hesitant to explore. The conversation is included in the **Generalized Implicature**. Because to understand these utterances, no special knowledge is required. The function of William's utterance is **Giving Advice**

Datum 05

RM : But you know as I get to know you when I when I first listened to your song. Especially, I just want to point out "Take it off"

Pharrell Williams: Yeah

RM : Because that was on one of my playlists

Pharrell Williams: Wow

RM : So

Pharrell Williams: **That's crazy**



RM told Williams that the song was on one of his favourite playlist and really love William's song. Pharrell Williams expressed his admiration by saying "That's crazy" because RM listened to Pharrell Williams' song and made the song one of RM's playlists. In understanding this context, special knowledge is not needed to understand the implicature so that it can be classified as **Generalized implicature**. The function of William's utterance is **Express Feelings**

Datum 06

Pharrell Williams: That's crazy

RM : When I listen to it I just I even wrote I even translated into Korean and I just recorded once when I was in I'm amateur so so you know when I listened to it I just always been wanting to have the you know frequency like you know because **you always cross over this these days genre doesn't mean anything**. But I think at that time, I think it was like you know some rappers really criticize the rappers who sing or use the Auto-tunes

RM is praising Pharrell Williams about his work and RM wants to have a frequency like Williams. RM said that when he was an amateur, he used to watch Pharrell Williams' work which always made RM feel like he wanted to be like Williams who could do anything in any genres very easily. RM implies this in the sentence "*You always cross over these days genre doesn't mean anything*". Because in that context it is easy to understand. So that the conversation can be categorized in

**Generalized Implicature.** The function of RM's utterance is **Give Compliments**

Datum 07

RM : A mystical wow

Pharrell Williams: Yeah. "Shake Ya Ass." Right? so when I did that record I was thinking like you know writing wise you know Chad and I produced together but when I was um when I was writing that hook I was pretending that like Eddie Kendricks from The Temptations uh could do it, and I remember saying to them "Oh, man, you know we're going to get like you know we're gonna get um you know the guy from the you know the Temptations to do it" and they were like "**Nah, no. we the record company wants you to stay on there**"

Pharrell Williams shared his experience to RM when he wrote for a company. Williams said that Eddie Kendricks from Temptations could do it better than Williams but the company wanted to Pharrell Williams write for them not Eddie Kendricks by saying "*Well, no. we the record company wants you to stay on there*" The context of *stay on there* here is the company doesn't want anyone else to produce and write for their company besides Pharrell Williams. Because the context is easy to understand and no special knowledge is needed to interpret, it can be categorized as a **Generalized Implicature**. The function of William's utterance is **Giving Information**

Datum 08

Pharrell Williams: I was like wait what so “It was like this weird thing where like I started to realize that my sweet spot is when I Channel other people and I surrender to what the music needs and not let my ego or my feelings get involved” and then I actually make better decisions where there's going to be me on the song at the end of the day

RM : Or another artist

Pharrell Williams: Or another artist and **I've given I filled in the blank and given them a different feeling and oftentimes sometimes I would be sharp**

Pharrell Williams explained to RM how he was when channeling other people. William's utterance of *“I've given I filled in the blank and given them a different feeling and often times sometimes I would be sharp sometimes”*. The word sharp means when he channels other artists he has to be firm to make a better decision. The conversation does not require special knowledge so it can be classified as **Generalized implicature**. The function of William's utterance is **Giving Information**.

Datum 09

Pharrell Williams: You know I didn't want to like I didn't want to like you know be aggressive so I was like a photo

RM : Okay

Pharrell Williams: **But I really wanted I was like yo let's sleep I think we took a photo backstage**

Pharrell Williams and RM met at an event of the Billboard Music Awards where they took a group photo backstage. At that time Pharrell Williams had thought of collaborating but he held himself back from saying it and stayed calm by saying “*But I really wanted I was like yo let's sleep I think we took a photo backstage*” the word of *let's sleep* here means *keep calm*. The conversation can be easily understood without the need for special knowledge so that it can be categorized as **generalized implicature**. The function of William’s utterance is **Express Feelings**

Datum 10

Pharrell Williams: But I really wanted I was like yo let's sleep I think we took a photo backstage

RM : Yeah, backstage in your room actually

Pharrell Williams: **Yeah, and then like I was working in a studio not too far off and I really wanted to be like yo fuck all of this** no you know what let me not let me correct this because I don't want your fan base to be mad at me

RM : Yeah

Pharrell William was very excited about the topic of conversation where he wanted to immediately collaborate with RM. Williams really excited, he said “*Yeah, and then like I was working in a studio not too far off and I really wanted to be like yo fuck all of this*”. For some people

this word might be impolite but in America it is customary to say, the purpose of the utterance is not intending to say something impolite but William is expressing his desire to collaborate with RM. Williams realized that for some people the word was rude, so he made it clear because he didn't want RM's fans to be angry with him. In this context, special knowledge is not required. Therefore, it can be categorized in Generalized implicature.

Datum 11

RM : You can't notice a single face now it's just a just a mass

Pharrell Williams: It it yeah it's

RM : M a s s

Pharrell Williams: Yeah, it's it's a mass it's a mass and it is a massive voice and it is a massive using that word mass. It is a massive energy coming at you and you say "Jump."

RM : And then they jump

Pharrell Williams: And they jump. And you sing, and they sing every word

RM : Right

Pharrell Williams: And you know that you can feel through their voices that so many of their lives have been affected and changed because of something that you've done

RM : **That's way why I believe**

In this conversation, Pharrell William expressed his admiration for RM because he and the other members could make all of their fans, who reached thousands, follow all the directions given. When RM sings, his fans also sing along in certain parts so it doesn't disturb the song, and when RM asks for his fans jump then they do it. The utterance of "*That's the way why I believe*" means that the song that RM wrote can help relieve and accompany the sadness of his fans, not only that the songs also provide motivation. Therefore, Pharrell William said "*so many of their lives have been affected and changed because of something that you've done*". The conversation is categorized as **Generalized implicature** because special knowledge is not required to understand this utterance. The function of RM's utterance is **Express Feelings**

Datum 12

RM : It's you know it I I um my first performing was um in front of like 10 people in some small clubs when I was, like, 15.

Pharrell Williams: Okay, and um I like forgot like most of the lyrics. So at that time I just realized that "Oh, I'm not a you know **I'm not a star type** I'm not a you know like a like these like a frontman and you know could enjoy all this shit and just you know like like Kurt Cobain or Mick Jagger."

RM dan Pharrell Williams share about the story of their first performing. William's statement of "*I'm not a star type*" means someone who is admired by many people, can make the audience enjoy the show

given, and can dominate the stage. This utterance can be classified as a **generalized implicature** because in understanding this context, special knowledge is not required. The function of William's utterance is **Giving Information**

Datum 13

RM : And they're like we're just like we're ff

Pharrell Williams: Yeah

RM : We're fucking back like that's like everybody's shouting out at that moment you know that's when I really um gets all all the nervous um and like you know it's a there there's a different persona, a different me for the for the next two hours and a half. But but before that, from the rehearsal and even in the plane, I got really, like really nervous and you know like so responsible because I like I really am aware of the stories that you know fans by the tickets and they come from Brazil you know from Japan Korea like from everywhere they just come there for their for just that one night. **So it fills me, like I have to pay back.**

RM told some of the responsibilities that he gave to their fans while on stage. RM said "*It fills me, like I have to pay back*" in this statement it doesn't mean RM will pay his fans with money but he has to give the best performance for his fans, because the fans are willing to spend time, energy and money to see RM and other members. So, RM feels he is responsible for this by giving their best performance. To understand RM's utterances, special knowledge is not required so that it can be

categorized as a **Generalized Implicature**. The function of RM's utterance is **Giving Information**

Datum 14

RM : How do you define how do you position yourself like you know your producer yeah you may be a rapper you're maybe a singer

Pharrell Williams: Yeah

RM : Maybe a CEO

Pharrell Williams: Yeah

RM : Um father

Pharrell Williams: Yeah, you know?

RM : A husband

Pharrell Williams: Yeah

RM : Like what's What's um like you know of course the the name Pharrell explains everything but like you know like except then how do you how how will you define yourself like um

Pharrell Williams: I don't know I mean you know I'm a I'm a **I'm a public servant first**

**RM : Public servant**

Pharrell Williams: Yeah

RM : I like that I like that word

RM asked Pharrell William how he divided himself as a rapper, producer, writer, husband, and singer at the same time and William answered that he considers himself a "*Public Servant*" in the sense that he serves people by giving his work to be enjoyed and entertain those



who listen to his songs. To understand the RM utterance does not require special knowledge so it can be classified as **Generalized Implicature**.

The function of William's utterance is **Giving Information**

Datum 15

Pharrell Williams: Yeah and that's that's God's will I'm unbelievable yeah I believe you know the universe is real um for me God is the universe. We're in the universe um and then you know again you know being a public servant you know being you know a father a husband um and then music is like everything for me because music's the the skeleton key that's opened up every door music

RM : Still music

Pharrell Williams: Yeah it's like the center of everything **because without that I wasn't able to do all the stuff that I'm able to do** and then I definitely had my struggles with having a lack of a sense of purpose I think

William told RM that music was everything for him because without music William would not be as successful as he is now, William also said "*Because without that I wasn't able to do all the stuff that I'm able to do*" which means that without music he would not be a rapper, producer, writer or CEO. Because the utterance is easy to understand, it can be classified as a **generalized implicature**. The function of William's utterance is **Giving Information**

## Datum 16

Pharrell Williams: Yeah, I think it's going to be yeah to the team I think it's going to be Super Fresh. you're gonna have a whole lot of ideas I would just say continue to move forward. Continue to be curious. Um and don't put any kind of necessary pressure on what it is that you do by saying, you know no absolutes like "Oh, I will never do music again," or "I will never..." I wouldn't do any of that. I would just

RM : No nevers.

Pharrell Williams: **No never. Just stay along for the ride. Just keep going.**

RM : Like cruising

Pharrell Williams: Yeah. And just see where you end up. Because it's really interesting.

RM : Thank you it was a bless

Pharrell Williams: Pleasure is mine

Pharrell William gave advice to RM that he must keep trying not to give up on music. William said "*No, never. Just stay along for the ride. Just keep going*". Which means that RM must continue and move forward, continue to be curious and never say *I will never do music again*. So, RM should keep on trying and always want to gain new knowledge and let's just say that he is on an adventure so enjoy every career process that RM is currently living. The utterance is categorized as **Generalized Implicature** because it is clear what context the speaker intended. The function of William's utterance is **Giving Advice**.

#### 4.1.2 Function of Implied Meaning

From the data, the researcher shows that there are 6 functions such as giving information with 14 utterances, express feelings with 13 utterances, express opinions with 2 utterances, giving advice with 3 utterances, and only 1 utterance in the function of giving compliments, and showing concern. The most data found is Giving information. Because the main topic in the conversation between RM and Pharrell Information shared an honest conversation about music, responsibility, and fans. Therefore, giving information is the function that RM and Pharrell Williams dominant used.

#### 4.2 Discussion

This part clarifies a complete discussion of the results obtained from the study. The researcher focused on the types and the why the speaker use those kinds of conversational implicature through the talk show between RM and Pharrell Williams in rolling stone YouTube video that discussed about music, responsibility, and fans. Therefore, giving information is the function that RM and Pharrell Williams dominant used.. The researcher used Grice's theory to analyze the types and why the speaker use those kinds of conversational implicature.

The data found in this study were obtained from the utterances, the researcher used RM and Pharrell Williams as the subject of this research. The researcher focus on two things, types and why the speaker use those

kinds of conversational implicature that are complete enough in BTS' RM and Pharrell William talk show to answer all the research problem. This data has a related element to be a source in analyzing conversational implicature because in RM and Pharrell William's conversation mostly use an implied meaning. Researcher has answered the first question in this study: types of conversational implicature of BTS' RM and Pharrell Williams conversation. According to the result of the research above, Pharrell Williams commonly used particularized implicature than RM and the most dominant types that occur in the conversation is particularized conversational implicature with the total 18 utterances. While, generalized conversational implicature only 16 utterances.

The researcher has also answered the second question: why the speaker use those kinds of conversational implicature on the Rolling Stone YouTube Video. For this question, There are 6 functions such as (14) giving information, (13) express feelings, (2) express opinion, (3) giving advice, (1) giving compliments, (1) showing concern. The dominant function that occurs in this study is giving information

To find the differences with previous study, the researcher compared several previous study such as the research by Fauziyah (2016); Nairi (2016); Astrid, Yusuf, and Djamereng (2021) they all use talk show as an object of the research to find out the types of conversational implicature and the implied meaning. In the research by Fauziyah (2016) with the title "*Conversational Implicature on The Chew Talk Show*" found the types of

conversational implicature, there are particularized and generalized conversational implicature with the dominant types of generalized implicature, and there are found 5 function such as informing, self-protection, power and politeness, entertaining, and lack of specific information.

The researcher by Nairi (2016) with the title "*Conversational Implicature Found in Talk Show Program of "Talk Indonesia" Metro TV*". The researchers found the types of conversational implicature namely particularized and generalized, also the researchers found 4 flouted maxims, there are maxim of quality, maxim of quantity, maxim of manner, maxim of relevance. There are 16 utterances categorized as representative functions which are criticize, report, clarified, conjecturing, state, describe, and testified. Three utterances are identified as directive function involving advising, respons, and asking. One utterance functions as expressive which indicates the function of commisive and declarative function

While, in the research by Astrid, Yusuf, and Djamareng (2021) with the title "*Conversational Implicature: Talk Show in Oprah Winfrey Network*". The researcher found there are 3 generalized conversational implicature and 11 particularized conversational implicature, also there are 4 functions found in this research such as representational, directive, expressive, and declarative function.

The same research has been done by Natsir, and Siahaan (2015); with the title "*Conversational Implicature in Mata Najwa Talk Show*" that

find out the types of implicature such as generalized conversational implicature and particularized conversational implicature with the dominant type of generalized conversational implicature. While, the study by Pakpahan, and Sumarsih (2013) with the title "*An Analysis of Conversational Implicature in Smart FM's Radio Talk Shows*". The study found two types of conversational implicature, there are generalized conversational implicature and particularized conversational implicature, the dominant types in this study is generalized conversational implicature.

Another study that used talk show as an object such as; Sinaga, Pasaribu, Sihombing, and Herman (2021) with the title "*Conversational Implicature Found in Ellen Dageneres Talkshow with Guest Bill Gates*". The data found there are three types conversational implicature, there are 22 Generalized conversational implicature, 7 particularized conversational implicature, and 14 scalar conversational implicature. While, the study by Larassati (2016) with the title "*But We're Talking About Half-Beast Human: Conversational Implicature in a Television Talk show With Anwar Ibrahim*". The study found there are several strategies of flouting maxims such as giving overstatements, understatements, hints, and figure of speech were used.

Although this study use Grice's theory to analyze the types of conversational implicature, they use Searle's theory to analyze the function of conversational implicature. As the difference, this study analyze the types

of conversational implicature, and the why the speaker use those kinds of conversational implicature use Grice's theory.

The conclusion in this discussion, the researcher found that particularized conversational implicature and giving information is commonly used in the talk show of RM and Pharrell Williams to discussed the topic about music, responsibility, and fans. Therefore, giving information is the function that RM and Pharrell Williams dominant used.. By this study, the reader can understand the implied meaning of conversational implicature between RM and Pharrell Williams talk show, also the reader get the information that they needed. For this reason, it is important and necessary to examine more deeply the conversational implicature performed by a person to understand the meaning. Therefore, there is no misinterpretation in the conversation.

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S U R A B A Y A

## CHAPTER V

### CONCLUSION AND SUGGESTION

This chapter contains conclusion and suggestion for the study. The researcher summarize the results of the study and delivers some advice to the next researcher.

#### 5.1 Conclusions

This study investigated conversational implicature by BTS' RM and Pharrell William talk show on rolling stone YouTube video. The data is taken through utterances of RM and Pharrell William. This study aims to indicate the types and why the speaker use those kinds of conversational implicature. As the result, the researcher found there are 34 datum of conversational implicature with 16 of Generalized implicature and 18 of Particularized implicature.

Researcher also investigated the reason why the speaker use those kinds of conversational implicature in the talk show of RM and Pharrell Williams, the researcher found 6 functions, they are (14) giving information, (13) express feelings, (2) express opinion, (3) giving advice, (1) giving compliments, (1) showing concern. In this study, "particularized implicature" is the most often use in the conversation because RM and Pharrell Williams talk about music and not of the people understand about the music, they just enjoyed the music. While, "giving information" is the function that most often appears in the conversation by BTS'



RM and Pharrell Williams because they talk about music, responsibility, and fans. So, RM and Pharrell Williams provided many information.

Therefore, it is important to study more deeply about conversational implicature to understand the conversation to avoid misinterpretation. Because, as a human we are always communicate each other. So, conversational implicature is the basic of communication that we should know.

## **5.2. Suggestions**

This study uncovered the conversational implicature, which centered on types and why the speaker use those kinds of conversational implicature, and data obtained through a talk show. Therefore, this study can help the student especially English literature students to understand about the conversational implicature, also by this research the reader will get information about conversational implicature and the reader will understand the implied meaning in the conversation by RM and Pharrell Williams conversation that discussed about music, responsibility, and fans. This research is more focus to the topic than another research because the discussion only focus on conversational implicature. But there is a weakness in this research, the data in this study is very limited, so writer suggests the next researcher study conversational implicature through other data sources such as the content of media social, magazines, or advertisement to obtain more varied data. Besides, the next researcher can find a different problem of the theory to gain more knowledge of conversational implicature.

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