

2.3 Conventional Implicature

Conventional implicature is implicature that is part of a lexical item's or expression's agreed meaning, rather than derived from principles of language use, and not part of the condition for the truth of the item or expression (Levinson, 1983). The difference between conversational implicature and conventional implicature lies in the fact that what a speaker conventionally implicates by uttering a sentence is tied in some way to the timeless meaning of part of the sentence, whereas what a speaker conversationally implicates is not directly connected with timeless meaning.

Grice quoted by Murphy (1975:44) "in some cases the conventional meaning of the words used will determine what is implicated, besides helping to determine what is said. If I say (smugly), *He is an Englishman; he is, therefore, brave*, I have certainly committed myself, by virtue of the meaning of my words, to its being the case that his being brave is a consequence of (follow from) his being an Englishman". This implies a consequence link between the two sentences. Grice makes it clear that what a speaker conventionally implicates by uttering a sentence is part of what the speaker means in uttering it, and that it is also closely connected to what the sentence means.

2.4 Conversational Implicature

Conversational implicature are pragmatic inferences: unlike entailments and presuppositions, they are not tied to the particular words and phrases in an utterance but arise instead from contextual factors and the understanding that

conventions are observed in conversation. The theory of conversational implicatures is attributed to Paul Herbert Grice, who observed that in conversations what is meant often goes beyond what is said and that this additional meaning is inferred and predictable. According to Paltridge (2006:70) conversational implicature refers to the inference a hearer makes about a speaker's intended meaning that arises from their use of the literal meaning of what the speaker said, the conversational principle and its maxim.

Of much greater interest to the discourse analyst is the notion of conversational implicature which is derived from a general principle of conversation plus a number of maxim which speaker will normally obey (Brown and Yule, 1983:31). To working out a conversational implicature, the hearer will rely on the following data: (1) The conventional meaning of the words used, together with the identity of a reference that may be involved. (2) The cooperative principle and its maxims. (3) The context, linguistic or otherwise, of the utterance. (4) Other items of background knowledge. (5) The fact (or supposed fact) that all relevant items falling under the previous headings are available to both participants and both participants know or assume this to be the case (Grice, 1975:50).

Grice introduce a distinction between two types of conversational implicature, those are Particularized implicatures and Generalized implicatures. Paltridge (2007:71) states that most implicatures in fact, are particularized conversational implicature. Particularized conversational implicatures, however, are derived from a particular context, rather than from the use of the words alone.

whereas extrinsic motivation is governed by reinforcement contingencies. Motivation involves a constellation of closely related beliefs, perceptions, values, interests, and actions. Meanwhile, Lahey (2007:365) stated the term motivation refers to an internal state that activates and gives direction to our thoughts.

In other hand, Dirguanarsa in Sobur (2003:270-271) states motive in psychology means stimulating, urge (motivate) or something that cause an action and it is called "motivation act". That act happen because of needs and aim to a goal, so the need is fulfilled and the desire is satisfied. Motive is not only a physic urge but also orientation cognitive elementary those purpose to satisfaction of needs, which is why there is a central concept in psychology called "Needs".

We have touched on only a few of the human motives, but it's already obvious that we are creatures of many and variety needs. Abraham Maslow (1970) put forward an interesting theory about our many motive. According to Maslow, we are not a crazy-quilt confusion of motives; rather, our motives are organized in a hierarchy arranged from the most basic to the most personal and advanced (Lahey, 2007:379). In motivation there is hierarchy of motive (needs), Mashlow hierarchy of motives in which the needs at the bottom are the most urgent and need to be satisfied before attention can be paid to the others. According to Maslow's theory, there are five levels of need that must be satisfied before a person can act unselfishly. The needs are arranged in a hierarchical order. The upward climb is made by satisfying one set of needs at a time. The most basic drives are physiological. After that come the need for safety, then the desire for love, and then the quest for esteem. Note the softening of terminology used to

1. Research by Rudy Haryanto (2008) entitled “A Pragmatic Analysis of Praise Expression Used in English Love Songs”.

The study focuses on analyzing song using the theory of implicature. The problems of this study are what are the forms of praise expression used in English Love Songs and what are the implicature.

The different between Haryanto’s research and the writer’s are located in the object that is being analyzed. The researcher only focus on English loves song without focusing on certain singer. However, the writer chooses the object with two certain singers who have similarity and theme in their songs.

2. Research by Adhi Hangga Nurzani (2015) entitled “A Pragmatic Analysis of Conversational Implicature in English Zone Coursebook for Senior High School Students Year XI”.

The study focus on analyzing English coursbook using the theory of implicature. The problems of this study are identifying the types of conversational implicature that is used in English Zone Coursebook for senior high school year XI and describing the implied meanings of the conversational implicature that is used in English Zone Coursebook for senior high school year XI.

The different between Nurzani’s research and the writer’s are located in the theory that is being applied. The researcher used conversational implicature proposed by Yule and Levinson and the theory of cooperative principle proposed by Grice. However, the writer only focuses on implicature that shows in songs.

