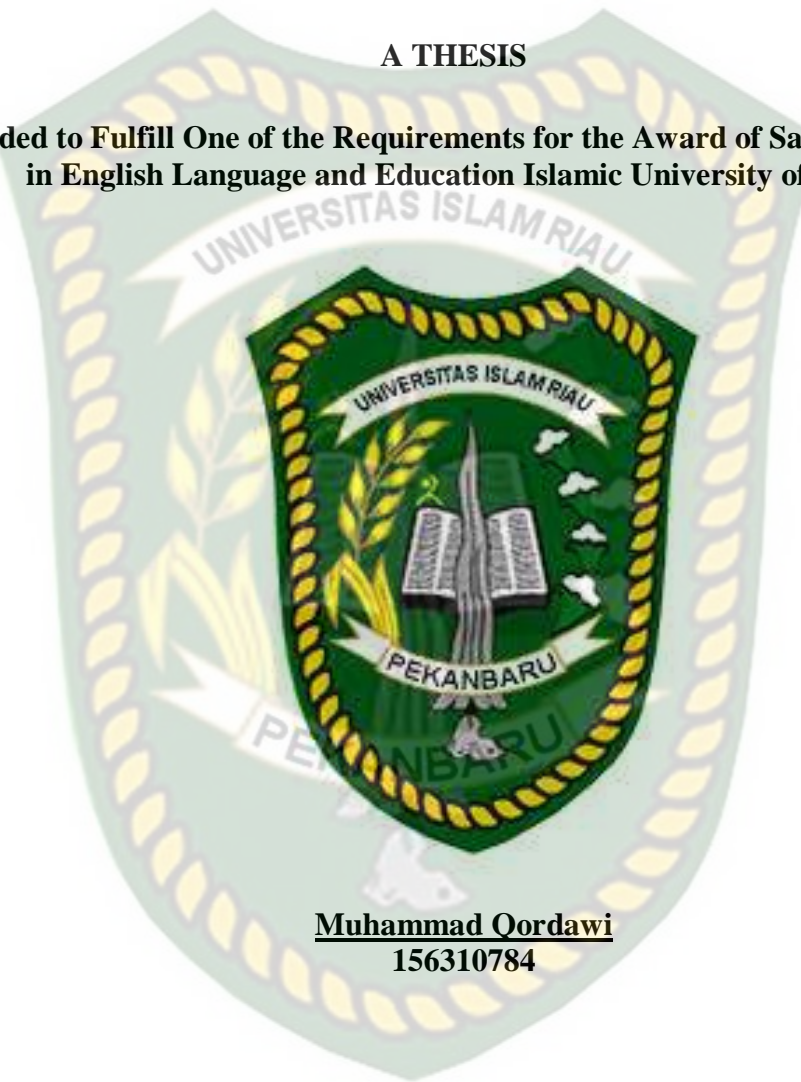**A STUDY OF CONVERSATIONAL IMPLICATURE IN THE OLD MAN AND THE SEA NOVEL WRITTEN BY ERNEST HEMINGWAY**

A THESIS

Intended to Fulfill One of the Requirements for the Award of Sarjana Degree in English Language and Education Islamic University of Riau

Muhammad Qordawi
156310784

ENGLISH STUDY PROGRAM
FACULTY OF TEACHER TRAINING AND EDUCATION
ISLAMIC UNIVERSITY OF RIAU
PEKANBARU
2021

THESIS APPROVAL

A STUDY OF CONVERSATIONAL IMPLICATURE IN THE OLD MAN AND THE SEA NOVEL WRITTEN BY ERNEST HEMINGWAY

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WEDNESDAY, 27th JANUARY 2021

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Judul Tugas Akhir : sebuah studi tentang implikatur percakapan pada novel lelaki tua dan laut yang ditulis oleh ernest hemingway

Judul Tugas Akhir (Bahasa Inggris) : a study of conversational implicature in the old man and the sea novel written by ernest hemingway

Lembar Ke : ....

NO	Hari/Tanggal Bimbingan	Materi Bimbingan	Hasil / Saran Bimbingan	Paraf Dosen Pembimbing
1.	14-01-2020	Pembuatan judul dan membangun komsep awal untuk proposal		
2.	23-01-2020	Acc judul	Judul untuk proposal disetujui	
3.	27-01-2020	Bimbingan Bab I dan II	Perbaikan penulisan dan pemilihan kata serta format formal	
4.	04-02-2020	Revisi Bab I dan II	Perbaikan Grammar dan penambahan teori	
5.	07-02-2020	Revisi Bab I, II dan referensi	Perbaikan vocabulary dan menggantikan teori lama	
6.	11-02-2020	Di setujui mengikuti Seminar Proposal		
7.	18-02-2020	Seminar Proposal		
8.	10-01-2021	Pengambilan data		

Pekanbaru,..............................
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Has been completely written a thesis which entitled:

A Study of Conversational Implicature In The Old Man and The Sea Novel Written by Ernest Hemingway

It is ready to be examined. This letter is made to be used, as it is needed.

Pekanbaru, Februari 2021

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DECLARATION LETTER

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I declare that this thesis is the result of my own work, to best of my knowledge; this thesis does not contain material written by other people except for certain section which I adopted as a reference by following the usual procedures and ethics of writing scientific paper.

Pekanbaru, February 2021

The researcher,

MUHAMMAD QORDAWI

156310784

ACKNOWLEDGEMENT

Alhamdulillahirobbil'alamin first of all I want to extend my thanks to Allah SWT, for blessing and giving me strength and health to complete this thesis entitled "A Study of Conversational Implicature in The Old Man and The Sea Novel Written by Ernest Hemingway". This thesis intended to fulfill one of the requirements of Sarjana Degree in English Language Education, Faculty Of Teacher Training and Education, Islamic University of Riau.

The Researcher would like to express his thanks deeply to all people who give many contributions in completing this thesis. The researcher addresses his appreciation and expressed deep gratitude to the following individuals namely:

1. Dr. Sri Amnah, S.Pd., M.Si ad Dean of FKIP UIR and all the administrative staff of FKIP UIR Pekanbaru

2. Muhammad Ilyas, S.Pd., M.Pd as the chief of english study program and Sri Wahyuni, S.Pd., M.Pd as the secretary of English Study Program of FKIP UIR Pekanbaru who has given suggestion and guidance during this thesis held.

3. Special thanks for my beloved advisor DR. Rugaiyah, S.Pd., M.Pd. who always contributes a lot of time giving motivation, suggestion, correction, encouragement and guidance for me in accomplishing this thesis.

4. All lecturers of English Language Education of FKIP UIR who gave knowledge and helped me during my study.

5. Deep gratitude to my beloved parents, my father Mr. Ronto and my Nuraida. Thanks a lot for the endless love, patient, support, advice, praying, advice, praying and financial or other things that the researcher can't mention one by one. I am proud to be your son.

6. Special thanks to Mesy Azmiza Azhar for always waiting and supporting me to finish my thesis.

7. Thanks to my beloved friends Amir Fahrizal and Bayu Baradika who always help me and always be there in any situations. Also, thanks to Arif Aminudin who let me live with him and lend me his computer to finish my thesis.

Finally, the researcher realize that this thesis may have several weaknesses. Therefore, supportive feedbacks, suggestions, and comments are really needed for improvements of this research.

Pekanbaru, 17 March 2021

The Researcher

Muhammad Qordawi

ABSTRACT

The purposes of this research are (1) to find the kinds of conversational implicature; (2) to find the purposes of the conversational implicature found in The Old Man and The Sea Novel Written by Ernest Hemingway.

This research was a qualitative research. The data of this research were collected from the old man and the sea novel. The researcher obtained the data by reading it first, reading all the novel and understand the story. Second, categorizing the conversational implicature from the conversation in the novel. Third, analyzing the conversation and find the purposes of conversational implicature. In the data analysis, the researcher applied interactive qualitative method by (Sugiono, 2017:252) and pragmatic identity method by Hieronimus Canggung Darong (2020). Additionally, the researcher gave more explanation on the discussion part to give more dependability on the data.

The result of the research shows that there are two types of conversational implicature. They are generalized conversational implicature and particularized conversational impicature. Meanwhile, the function of the conversational implicature are giving information, self-protection, power and politeness, and entertaining. In conclusion, the generalized conversational implicature often occurs on the dialog between the main character.

Keywords: Pragmatics, Conversational Implicature, Novel.

TABLE OF CONTENT

CHAPTER I

INTRODUCTION

1.1.Background of the Problem

Human beings are social creatures who always interact and communicate with others. Language has become the primary means of communication and interaction. In addition, language can also be used as a means of expressing thoughts, feelings and information. Communication can work well when the partners can both understand the messages conveyed by the speakers. To understand the message, there should be good cooperation between speakers and partners. It is based on teamwork, knowledge, context and the same purpose.

In a pragmatic way, when someone's utterance suggests certain aspects of purpose, it is called implicature. People use it mostly in their daily lives. Implicature is a technical term in the pragmatic sub-field of linguistics, which refers to what is suggested in a statement, even though neither of them has strictly implied people's lives in their communication.

Conversation is a cooperative activity in the form of communicative interaction. People interact with other person to exchange information. When the communicative interaction happens, at least there are two participants involved in it. They are the speaker and interlocutor who exchange information to each other. According to

1

Rustono (1990:50) "conversation is a verbal interaction between two or more participants orderly to get a certain purpose as a shape of communicative activity".

The novels are devoted to the portrayal of the individual experiences of the characters, providing a similar, more nuanced picture of those characters and of the world in which they reside. Inner feelings and emotions, as well as complicated, often contradictory ideas or beliefs, are typically discussed in novels, more than in previous forms of literature. It's not just the stories themselves that are more intimate, but also the feeling of reading them. While epic poetry and similar forms of storytelling have been crafted to be widely read or consumed as audiences, novels are more targeted for individual readers.

Based on the definition of the novel above, the author has identified that studying a literary work, especially a novel, will help us to gain a better understanding of life, the environment and culture. It also allows us to learn more about human problems and social difficulties.

This research is based on the principles of a pragmatic approach, which will be explored in the context of the discussion on intercultural dialog in the book. The study would attempt to find a conversational implicature on The Old Man and The Sea Novel. In this study, the character of the novel will be discussed on the subject of conversational involvement. The reason for choosing The Old Man and The Sea Novel is that this novel is the last significant work of fiction written and published in his lifetime.

Based on the explanation above, finally the research would like to conduct the research tittle **"A Study of Conversational Implicature in The Old Man and The Sea Novel Written By Ernest Hemingway"**

1.2. Identification of the Problem

There are so many genre novels, there are romance, history, mystery, horror, etc. But the author chooses The Old Man and The Sea as a research object, this novel has a genre named realist, because this novel is one of the most popular novels in the world. Based on the context of the study mentioned above, the conversational implicature of the novel is the identification of the issue. The author would therefore like to find out what kind of implicature is involved in this novel's dialogue.

1.3. Limitation of the Problem

The limitation of this research is pragmatic analysis because it deals with conversation and its context. Implicature is one of the branches of pragmatics. It is described in a form of word and sentences. The limitation of this research is focused on conversational implicature, its types, and functions used by the main character in the novel.

1.4.Formulation of the Problem

1. What kinds of conversational implicatures found in The Old Man and The Sea Novel?

2. What is the Function of Conversational implicature used by the speakers found in?

1.5.Objective of the Research

Based on identification of the problem, objectives of the research is to find out types of conversational implicature and the function of using it in The Old Man And The Sea Novel.

1.6.Assumption

Based on the formulation of the problem, the writer assumes that there are some types of conversational implicature used in each conversation between the main character in The Old Man and The Sea Novel written by Ernest Hemingway.

1.7.Significance of the Research

This work will be a valuable contribution to anyone who reads this report. It is hoped that someone will pay attention to conversational implicature by reading this

study. Through paying attention and pursuing conversational implicature, they may make a successful conversation. This research may also provide a guide for further analysis. Apart from being useful as additional information, research will allow readers to understand more about the exact meaning of each speech of the character in the novel.

1.8.Definition of the Key Terms

- **Conversational Implicature:** It refers to the inference of a hearer makes about a speaker's intended meaning that arises from either interpretation on the literal meaning of what is said (Paltridge,2000:43). In this research, the researcher uses the conversation between the main character.

- **Generalized Conversational Implicature:** This is a type of conversational implicature which has understandable meaning because it does not use any specific knowledge when it is uttered. The researcher will find some utterances in the conversation of the main character in the novel which are containing implicit meaning using general perception.

- **Particularized Conversational Implicature:** is a type of conversational implicature which do not have understandable meaning because it used any specific knowledge when it was uttered. The researcher will find some utterances in the conversation of the main character in the novel which are containing implicit meaning using specific perception.

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- **Novel:** Is a fictional work that is built by building elements, namely the intrinsic elements and elements of an extrinsic element. The novel is also interpreted as a prose-shaped essay that contains a series of stories about someone's life with others around him, highlighting the character and nature of the performer (Nurgiyantoro, 2010:10)

- **The Old Man and The Sea:** Is a tittle of a novel written by Ernest Hemingway. This novel has a genre named realist, because this novel is one of the most popular novels in the world. This novel written in Kuba in 1951 and released in 1952, and has been translated to Bahasa by PT. Serambi Ilmu Semesta on Februari, 1st 2015.

1.9. Grand Theories

This work use of several expert theories. In the first theory, the researcher uses the theory of Jean Stilwell Peccei (1999: 2), saying that "Pragmatics focuses on those areas of meaning that cannot be predicted by linguistic knowledge alone and takes into account experience of physical and social expressions." Stalnaker (1972: 383) quoted by Laurence and Gregory notes that 'Pragmatics is the analysis of linguistic actions and the contexts in which they are performed. Yule (1996: 3) notes that "There are four fields where pragmatics is concerned, pragmatics is the study of speaker meaning: pragmatic is the study of conceptual meaning pragmatics is the

study of how be expressed than is said, and pragmatics is study of the expression of relative distance".

Carston (1998) describes that an autonomous linguistic device, parser or language perception module performs the decoding process. Having defined a specific acoustic stimulus as linguistic, the device performs a script of deterministic grammatical computations or mapping resulting in a representation of the output, which is the semantic representation, or logical type, of the sentence or phrase used in the utterance. Crysal (1997: 310) notes that "Pragmatics is the study of language from the user's point of view — especially the choices they make, the constraints they face when using language in social interaction, and the impact their use of language has on other participants in a communication act." Meanwhile, Peccei (1999: 1) said semantics and pragmatics are two key fields of linguistic research that look at the information that we use both to derive meaning when listening or reading, and to express meaning when speaking or writing.

The writer also cited Wiryontinoyo 's theory (2006: 153) which states that pragmatic analysis offers a more detailed definition of language than does grammatical analysis. Cook cited by Adisutrisno 2008: 64, pragmatics is a context of language usage consisting of several factors, or the elements of communication include: the addresser: the person ho originates the massages, the addresser: the person addressed by the message, the channel: the medium through which the message is sent, the message form: the specific grammatical and lexical choices of

the message, the subject. Then, a speech act is the basic unit of language used to express meaning, an utterance that expresses an intention (Searle 1969: 67).

Grice (1989: 26) states that "Make your conversational contribution such as required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are involved". Grice explain that he proposed four maxims, they are maxim of quantity, maxim of quality, maxim of relevance and maxim of manner. Then, Joan Cutting (2008: 38-40) states that there are four violating maxims of cooperative principles: violating maxim of quantity, violating maxim of quality, violating maxim of manner and violating maxim of relevant. Joun Cutting (2008: 36- 38) states that there are four flout maxims of cooperative principles: flouting maxir of quantity, flouting maxim of quality, flouting maxim of manner and flouting maxim of relevant.

1.10.   Research Method
1.10.1. Research Design

This study used descriptive qualitative research. According to Bogdan and Taylor cited by Lexy J. Moloeng (2010), Qualitative method is "a research procedure that obtains descriptive data in written or spoken form from the people and their behavior which is being observed. According to them, this approach is purposed to seek the understanding of a phenomenon or other certain problem by focusing on the total picture rather than breaking it down into variables. The goal is a holistic picture and depth of understanding rather than a numerical data analysis.

In short, the researcher scrutinized the selected The Old Man and The Sea Novel through reading, understanding, interpreting, and describing the content to gain the data finding of the research.

1.10.2. Instrument of Research

The instrument of this research will be documentation. According Rugaiyah (2016:23) documentation is to help researchers in collecting data or information by reading the letter, announcements meeting, a written statement of specific policies and other writing.

Based on the explanation above, the data can be obtained through the novel. In this case, the documentation of this research is The Old Man and The Sea Novel which published by Pt. Serambi Ilmu Semesta.

1.10.3. Techniques of Collecting Data

Data collection techniques are a very important step in research, a researcher must be skilled in collecting data in order to get valid data. "Data collection is a systematic and standard procedure for obtaining the data needed" (Gustin, 2016: 23). In qualitative research, the main data collection techniques are observation, interview, and documentation.

Basrowi and Suwandi (2008: 158) suggested that "Documentation is a way of collecting data that produces important records relating to the problem under study so

that data will be obtained that are complete, valid, and not based on estimates". The documentation technique is used to collect data sourced from documents and records. "The document is a record of events that have passed". Meanwhile, in qualitative research, the results of research from observations and interviews will be more trusted and supported by photographs or papers (Sugiyono, 2017: 240).

In this research, documentation is used to collect data. Data collecting used by researcher to collect or get of data. The Old Man and The Sea Novel will be analyze by the writer. After that, the researcher will find out the conversational implicature on The Old Man and The Sea Novel then describes them based on the kinds of maxims such as maxim of quality, maxim of quantity, maxim of relevance and maxim of manner.

1.10.4. Techniques of Analyzing Data

According to Bungin's (2007:79) "All qualitative data analysis techniques are closely linked to data collection methods, namely observation and interviews". Similarly with the opinion of Sugiyono (2017:244) "Data analysis is a process of systematically searching and compiling data obtained from interviews, field notes and other materials so that it can be easily understood and the findings can be shared with others." Analysis of the data in this study using the analysis of Miles and Huberman, qualitative data analysis techniques involve three activities. There are:

1. Data Reduction

Data Reduction involves summarizing, choosing the main things, focusing on the important things. Therefore, the data that has been reduced will provide a better picture and make it easier for researchers to carry out further data collection and, if needed, to look for it (Sugiyono, 2017:247).

2. Data Display (Data Presentation)

The next step is to display the data after the data has been reduced. In this case, Miles and Huberman (in Sugiyono, 2012:95) state that "the most frequent form of data display for qualitative research data in the past has been narrative text." The most widely used were descriptive texts. This ensures that the data collected and summarized will be presented in text form.S

3. Conclusion Drawing / Verification

Miles and Huberman's third step in qualitative data analysis is drawing conclusions and verification. The initial conclusions put forward are still temporary and will change if there is no strong evidence to support the next stage of data collection. However, if the conclusions drawn at an early stage are supported by valid and consistent evidence when researchers return to the field to collect data, the conclusions put forward are credible conclusions (Sugiyono, 2017:252).

The data will be analyzed based on the following steps:

1) Reading and analyzing The Old Man and The Sea Novel Conversation.

2) Categorizing the kinds of conversational implicature.

3) Classifying the conversational implicature.

4) Interpreting the utterances, which kinds of conversational implicature.

   Building the conclusion and suggestions based on data analysis.
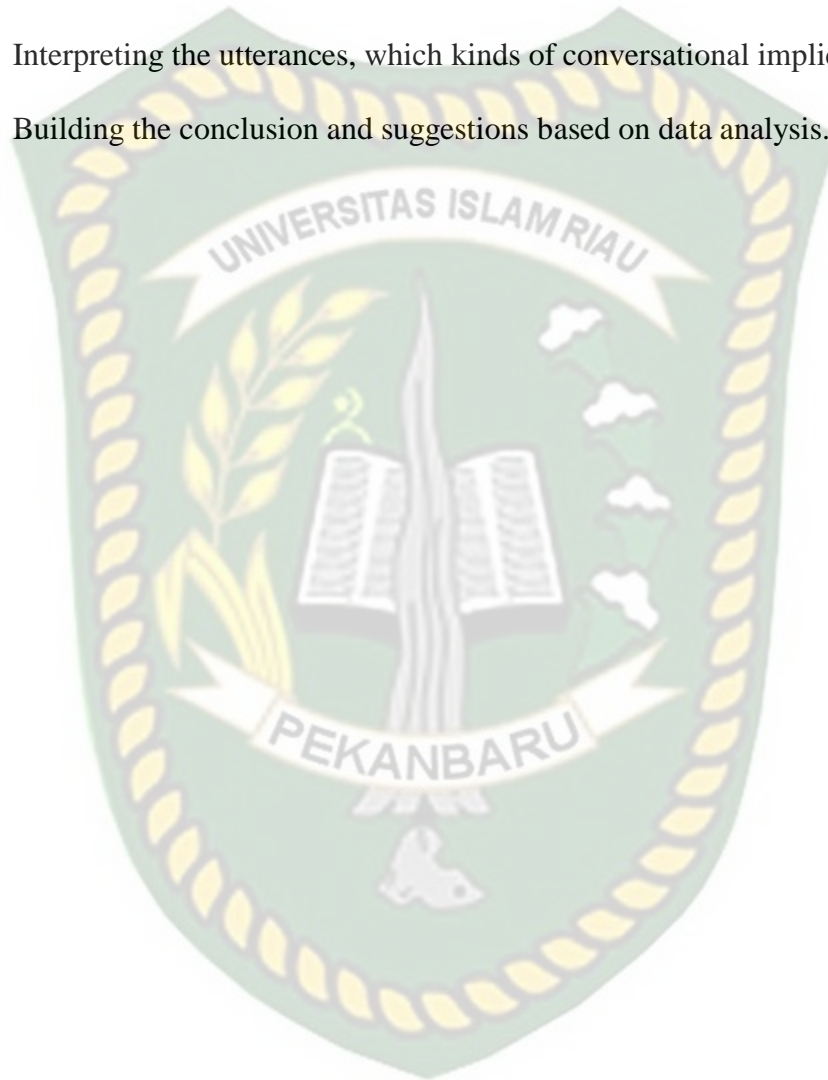
CHAPTER II

RELATED THEORIES

2.1.Pragmatic

Pragmatics is a way of investigating how sense can be made of certain texts even when, from a semantic viewpoint, the text seems to be either incomplete or to have a different meaning to what is really intended. Consider a sign seen in a children's wear shop window: "Baby Sale - lots of bargains". We know without asking that there are no babies are for sale - that what is for sale are items used for babies. Pragmatics allows us to investigate how this "meaning beyond the words" can be understood without ambiguity. The extra meaning is there, not because of the semantic aspects of the words themselves, but because we share certain contextual knowledge with the writer or speaker of the text.

Pragmatics itself is a branch of linguistics covering meaning in use. Meaning is formally studied in semantics. However, Pragmatics is the study of speaker meaning is a study that focus to the meaning analysis that communicated by speaker. It means that as listeners, they have to understand what is communicated through the words or phrase that used (Asridayani, Soekarno 2019). According to (Eman Hijazi 2020) There are different definitions of pragmatics in which each linguist defines it from his own concept. Therefore, pragmatics focus is on studying the relation between language and context.

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Similarly, Kreidler (2002:18) explains the differences between semantics and pragmatics. According to him, both semantics and pragmatics are related to the human ability to use language in meaningful way. The difference is that semantics deals with the speaker's competence in producing meaningful utterance, while pragmatics the person's ability to interpret meanings from particular kind of speech situations (context). However, Kreidler adds that nowadays the boundary between semantics and pragmatic is very often overlapped.

Also, Hieronimus Canggung Darong, (2020). The pragmatic strategy of employing the types and functions of the utterances should be in a reliable manner and be identified in context-based.

Similarly, Darong. Debie Angraini, Indra Permana (2019), The pragmatic approach is an approach that sees literature as a tool for conveying such aims to readers. These goals may be goals that have something to do with education, morality, politics, faith, or other goals.

Other definition of pragmatics is proposed by Yule (1996: 4). In his explanation of the differences among syntax, semantics, and pragmatics, he defines pragmatics as the study of relationship between linguistic form and the user of those forms. The user of the linguistic forms, that is human being, is the characteristic which makes pragmatics different from syntax and semantics. The role of the

language user leads the scope of pragmatics to the context of the language itself (Cutting, 2002: 1).

The study of pragmatics covers several subfields or domains, such as deixis, reference, presupposition, implicature, and speech acts. Deixis is concerned with the referring expressions which indicate the location of the referents along certain dimensions. Reference deals with the linguistic forms used 9 by the speaker to enable the listener to identify something. Presupposition is related to the things that the speaker assumes as the case of an utterance. Implicature is associated with the existence of norms for the use language in context. Speech acts are concerned with the use of utterance to perform an act (Griffiths, 2006).

According to T. A. Suhair Adil Abdulameer (2019) Pragmatics is a subfield of linguistics that deals with language in use and how the context contributes to meaning. It includes such matters as deixis, conversational implicature, text organization, speech act theory and presupposition.

2.2. Conversation

Conversation is a cooperative activity in the form of communicative interaction. People interact with other person to exchange information. When the communicative interaction happens, at least there are two participants involved in it. They are the speaker and interlocutor who exchange information to each other. According to Rustono (1990:50) "conversation is a verbal interaction between two or

more participants orderly to get a certain purpose as a shape of communicative activity"

The participants of this conversation usually make their moves and often seem to follow certain rule as the dialogue proceeds. Richards, et al (1992:860) give an explanation about conversational rule:

"Conversational rules (also rules of speaking) are rules shared by a group of people, which govern their spoken conversational behavior. Conversational rule may, for instance, regulate when to speak or not to speak in conversation. What to say in a paticular situation, and how to start and end a conversation."

In conversation, participants have a turn to speak and no-one is monopolizing the conversation, it is called turn-taking. The participants need to have a sense of when to speak or keep silent (and to develop a mutual tolerance). When the speakers speak to the interlocutors, they must speak clear in order to make an interlocutor understand what it is said. Speakers should know how to start and end the conversation. Conversational opening is the strategies, which are used by a person to begin a conversation. These include clearing the throat, body movement, eye movement, and repeating a previous part of the conversation.

The conversation will succeed, if the participant follows the conversational rules. In regards to this, crystal (1994:11) say that:

"For a conversation to be successful, in most social contexts, the participant needs to feel they are contributing something to it and are

getting something out of it...everyone must have an oppurtunity to speak; no one should be more monopolizing or constantly intterupting. The participants need to manage their rules clear".

There is a conversational principle, which arranges the mechanism of conversation between the participants of conversation. The conversational principle consists of: the maxim of quality, the maxim of quantity, the maxim of relevance, the maxim of manner. "politeness principle consist of: tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim: (Leech in Rustono, 1990:70).

Similarly, in Isnaini Jalu Rakhmat Prakoso, Fauzia (2018) The cooperative principle is a cooperative activity which is done by the speaker and the hearer. As a cooperative activity which is done by the both speaker and hearer.

2.3. Implicature

Implicature denotes the act of interpretation, implies or indicates one thing by saying another. Therefore, the situation in which the meaning of a speaker varies from the interpretation of the sentences used by the speaker can be interpreted as "implicature symptomps". See example 1.

Miya: Are you going to join us to hangout tonight?

Johnson: I have to do my homework.

Johnson's reaction above said he wouldn't. Johnson's response here is an implicature, the discrepancies between saying and suggesting influence whether it is a lie to suggest something you don't think is. If Johnson knew he didn't have to function, then she lied in dialogue, if he thought she would go to hangout, he may be guilty of misleading Miya, but not of lying. This study is considered to be conversational. Implicature is not part of the spoken sentence 's standard meaning but is based on the characteristics of the conversational sense. A key feature of that was Miya's question. Had she asked what you will do today? Johnson may have included something entirely different — I'm going to work-by doing the same thing. De of a conversational implicature is a conventional implicature by which the inferred one which is part of the meaning of the expression used in example 2.

(2a) He is an Englishman; he is, therefore, brave.

(2b) His being an Englishman implies that he is brave.

Here, speakers using (2a) suggest (2b), they infer, but they don't claim, that being an Englishman implies being brave. The use of (2a) although disbelieving (2b) would therefore be deceptive but not a lie. With its conventional meaning, Johnson's sentence in (1) can be used without suggesting what hhe did. But (2a) cannot be used in the conventional context without involving (2b). Therefore the sense of that bears this implicature. Cleur mentioned as above examples. Speakers can not be completely

understood without understanding what they included us in the discussion, and what they said.

According to Isnaini Jalu Rakhmat Prakoso, Fauzia (2018) People use implicature for some reasons. For example, implicature applied to sarcastic, implying humor, or delivering the different intention from the speech act usage.

Conversational implicature is divided into two categories those are conventional and conversational implicature. But this study will only focus on the conversational implicature which talk about implied meaning which out of the context of utterance.

2.4. Conversational Implicature

The notion of conversational implicature is one of the single most important ideas in pragmatics (people shall often refer to the notion simply as implicature as a shorthand). Implicature is generated intentionally by the speaker and may (or may not) be understood by hearer (Jenny Thomas, 1995: 58) Conversational implicature deals with utterance meaning which is the study of extra linguistic. Implicature meaning also called pragmatics meaning that means the meaning of a sentence when it is used by speaker and hearer. Then, sentence meaning is the study of intra linguistic. Sentence is what a sentence (or word) means, – i.e., what it counts as the equivalent of in the language in question (1983:3). Furthermore, implicature as it relates to the process by which speakers carry out the indirect utterance iloocutions

(James R. Hurford, 1983: 278). If listeners hear the word in a given conversation, they must first presume that the speaker is friendly and wants to express something. It has to be more than just what the words say. It is an extra sense expressed that is considered an implicature.

Similarly, Conversational implicature is generated by flouting a maxim. However, flouting a maxim is just one kind of non-observance of the maxims, Dwi Iswahyuni (2019). While Grice used "conventional" to denote an implication that is part of the sentence's linguistic meaning, even conversational implications may be conventional in the non-technical sense, Grice's term of conversational implication that gives some explicit account of how it can be meant (in some general meaning). Rather than it is simply 'said' (i.e. more than what the standard sense of linguistic language communicates directly in literature (Levinson, 1983: 97). Depending upon the sense of utterance, conversational consequences are inferred varries. Jacoh L. Futhermore, Mey in "An Overview of Pragmatics" said that conversational implications rely on the context of a specific use of language (1983: 103) Unlike conversational implications, convensional implicature exist The conversational implicature discussed here, the conventional implicature, are not based on the concept of collaboration or the maxims. They don't have to occur in speech, and for their understanding they don't rely on a specific context. Similar to the lexical presuppositions, conventional implications are associated with specific words and result in additional conveyed meanings when those words are used (George Yule,

1996: 45) In conclusion, it is quite different from conventional implications; conversational implications are primary examples of being more communicated than is said, but in order to be interpreted from them to be interpreted, some basic cooperative principle must first be assumed to be in operation.

As Dedie Rusmadie (2018) say conversational implicature has more various meaning and definition. Understanding towards "intended meaning" depends heavily on context of conversation (speech act). Therefore, the conversational implicature is temporary and (taking place in an on-going conversation) and non conventional (implied meaning is not directly related to utterances/conversation).

Also, Rizky Yolanda (2019) Conversational implicature is a great subject for pragmatics study. Because, it involves our real life conversations to be studied and analyzed. Conversational implicatures means "a secret" behind our conversation. Grice has offered simple principle in implicatures that can we use to solve that "secret". Through this study we will understand what the conversational implicatures is, and learn how to use and see implicatures in conversations.

2.4.1 Generalized Conversational Implicature

Generalized Conversational Implicature are types in which the interlocutors do not require special knowledge to know the meaning of a conversation, since the context used in this type is a general conversation that makes the interlocutor directly understand the meaning of the conversation (Grice, 1975 cited in Saragi, 2011). As an

example of widespread conversational consequences, Grice proposes the use of a / an X, which carries the meaning that X is only loosely connected to some context-specified individual in some way. When someone says "John is meeting a woman this evening". he certainly means is, conversationally implicates "The woman John is meeting this evening is not his mother, his sister or bis wife". Another linguist, Peccei (1999, p. 38) in his book entitled Pragmatics Language Workbooks distinct generalized implicature to be drawn with very little "inside" knowledge. As the example, the writer presents a conversation adapled from Carston:

A Did the children's summer camp go well?

B: Some of them got stomach flu.

The conversation above can be interpreted or implicated +> "not all the children got stomach flu" it is usually called as scalar implicature. Thus, it can be inferred that the parameters of generalized conversational implicature are two signs such as the use of the word "some" (in the first case) to include not all of the so-called scalar implicature, and the second is the use of articles a / an X that include not X as seen in Example 2.

Another example of the generalized consequences of conversation adopted by Grice (1975) can be seen below:

"Fred thinks there is a meeting tonight."

+> Fred doesn't know for sure that there is a meeting tonight.

"Mary has 3 children."

+> Mary has no more than 3 children.

From the above example , the researcher sums up that generalized conversational implicature are one that does not rely on particular features characteristics but is usually associated with the expected preposition.

Also, Asridayani, Soekarno (2019) generalized conversational implicatures means that how to make assumption, we do not have to know another aspect of the utterance.

2.4.2 Particularized Conversational Implicature

Particularized conversational implicature are styles in which the interlocutors implicitly need more assistance in interpreting the nature of a conversation since the context used in this case is not universal in any implied information that is needed during conversation in very specific situations is called particularized conversational implicature. Consider as an instance an example where Lara 's answer to adherence to relevance does not appear on the surface. The response would be "yes" or "no" clearly appropriate.

Carol: Are you coming to the party tonight?

Lara: I've got an exam tomorrow.

(Taken from Yule, 2006, p. 131) In order to make Lara's response relevant, Carol has to draw on some assumed knowledge that Lara will be spending that evening with his parents, consequently, he is not at the party.

Another example,

A: Will Hanzo be at the meeting this morning?

B. His car broke down.

+> Hanzo won't be at the meeting.

B. A 'flouting (speaker is flagrantly violating a rule).

As in the example above, the suggestion Hanzo's car broke down 'Does not necessarily express anything about Hanzo going to a meeting, so the inference, in this case, depends on both the meaning and the argument itself.

Based on the above definition, the researcher is able to sum up that the stated particular conversational implicature criterion is the conversational implicature that its context is out of the utterance so that the listener needs more information to understand what the speaker means. In another word, the particular conversational meaning is hearers' inferences that can only be worked out or interpreted by drawing on the particular context of the utterance itself. Implicature and its forms may be used

by speakers to establish secret meaning in certain pronouncements in some kind of circumstances and conditions.

In Saniatang, Surya Sili, Ririn Setyowati (2020 in analyzing the implied meaning, speech act theory can be used to find out the intent of the speaker. Similiarly, Levinson (1992: 126), this implicature focuses on violation of maxims. If the speaker violates these maxims intentionally, the speaker must observe the cooperative principle on a deeper level or the hearer cannot understand the speaker's intentions.

The interpretation of both generalized conversational implicature and particularized conversational implicature is that if a speaker pronounces a phrase with implied meaning and the hearers can understand it well it means that the phrase is a generalized conversational implicature. Conversely, if a speaker pronounces a word with an implied meaning and the hearers are unable to understand it correctly, it implies that the expression is a clear particularized conversational interpretation. Levinson (1995: 92) has clarified clearly that some conversational implicatures seem context-bound, while others have a very general currency, a single utterance-form might suggest fundamentally different propositions (PCIs) in two different contexts, while at the same time implicating something else (a GCI) in both these contexts. People have their own purpose in uttering a sentence. Moreover, a sentence with intended meaning but do not show by the speakers. In this case, the purpose of some

intended meaning of speaker utterances will be explain as functions of implicature in the following point.

2.5.Functions of Implicature

The function of implicature, as listed by Brown and Levinson (1978) are to create a sense of humor and politeness and Micheal (1967: 51) uses language to convey some information. While Channel (1994: 194) explored below in English Communication Used listed such as lack of knowledge and / or vocabulary and self-protection

2.5.1   Self-Protection

Often speakers practice caution and use the implied term, even in cases where they know the exact facts. For example, teacher stated in a meeting that there are about 200 students taking part in the final test. Although the teacher may have to count the students, he uses an estimate to include the total number of students. So, if he is mistakenly counting then he is safe.

2.5.2   Power and Politeness

In all experience 'arm' is found according to Brown and Levinson (1978; 61). They claimed that all participants in spoken interactions invest emotionally in the face, and that it must be regarded constantly. They further clarify that a speaker can

escape liability by using conversational implicature when performing a Face Threatening Act (FTA). In their description of politeness theory, Brown and Levinson (1987) concentrate on engagement in informal settings, neglecting hierarchical settings including meetings. The researcher argues that the topic of conversational implicature to this research is relevant because this research used the subject in then on-formal situation. It is The novel.

2.5.3 To give information

Micheal (1967: 51) uses language to communicate knowledge, he said that language can also act as a literary or implied delivery of message to the hearers of their own accord. Clinton, for example, uttered a word, "Wow! Someone just has a brand ford on TV, what was that?" when he met his friend, Mario, while they were on television, he just mentioned a glass brand. Whereas during the show they could not discuss any kind of brand except that at that time the brand supports the show. This sort of utterance is expressly mentioned that Clinton tells Mario that he is prohibited from naming some kind of brand that 33/73 sponsored the show. In any kind of TV shows with an audience, a product 's brand can gain some advantages when it's listed by people on the show. Since the people in the show will influence the audience to purchase the listed product.

2.5.4 To Entertain the Audiences (Joking)

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As Brown and Levinson point out, "joking is a tactic of essentially constructive politeness" (1987: 124). Joking is sometimes used for relationship building purposes, especially in western countries. Indirect utterances rarely shared to amuse others by laughing. Often people use some jokes to create kinds of relaxing atmosphere when doing communication particularly in informal communication. In addition, a joke is used to prevent hearers from feeling uncomfortable if the speaker is still able to speak politely and participate effectively in the discussion.

2.6. Novel

According to Nurgiyantoro (2010:10), the novel is a fictional work that is built by building elements, namely the intrinsic elements and elements of an extrinsic element. The novel is also interpreted as a prose-shaped essay that contains a series of stories about someone's life with others around him, highlighting the character and nature of the performer.

According to Sukada (2013:56), the intrinsic element is the building aspect of the literary work itself, without seeing its connection to non-literary copyright information. An intrinsic element is present as the basic framework on which the text of the literature can be constructed. With that package, the literary work will stand firm as a full narration.

Extrinsic elements are elements that construct literary works from outside. Although the elements are outside the literary text, they have an indirect effect on the structure or process of the textual organism. More precisely, it can be said that they

are elements that affect the creation of a literary work, but that is not part of it (Nurgiyantoro, 2015:30).

2.7. Relevance Studies

As for the difference between this research and the research mentioned above, this research not only investigates the violation of the principal-pragmatic principle but also investigates the tacit discussion found in it. Moreover, the individually painted object used in the study are often distinct. It can be seen from a study of the literature mentioned above that the focus of research is in the form of comics, movies, and novels, while this research uses a most common novel.

In 2009, Anita S Moha conducted a research entitled Conversational Implicature In "From Paris With Love" the result of this research shows that there are twenty-two (22) utterances that contain conversational implicature. It consists of nine (9) utterances are apply Generalized Conversational Implicature (GCI) and thirteen (13) utterances are applied Particular Conversational Implicature (PCI). Moreover, by considering the context, this research reveals the meaning of conversational implicature into the directive, assure, expectative, expressive, request, order/command, prohibition, opposite meaning and satirical. Therefore, it can be concluded that PCI is mostly uttered by the main characters of FPWL movie.

In 2012, Monita Indayarti conducted a research entitled the flouting of Implicature in "The King's Speech" (Pragmatic Approach, Supervised by Simon Sitoto and Sukmawati). This study aimed at describing the flouting of implicature that implied in each utterance that became the main data and explaining the reason why the speakers violate it. In analyzing data, the writer used the descriptive method. The data were collected by library and field research used purposive sampling method. The data were analyzed using a pragmatic approach. The data related to the flouting of implicatures were elaborated clearly by using cooperative principle and politeness principle. The results of the analysis show that in the English movie entitled "The King's Speech" the speakers tend to flout the implicature in their utterances. Using Gricean analysis, the implicatures of the utterances of the speakers flout the conversational maxinm: 10 utterances flout the maxim of relevance, 4 utterances flout the maxim of quality, 4 utterances flout the maxim of quantity, and 4 utterances flout the maxim manner. Using Lakoff's analysis, the utterances of the speakers flout maxim of politeness principle: 7 utterances flout do not impose, 1 utterance flouts give the hearer option and 11 utterances flout make the addressee feel good.

Moreover, the results also show that the speakers violate the maxims of cooperative principle because they assume the hearer already understand what they mean, they want to hide what their actual mean and make their utterance looks more polite; and the speakers violate the maxims of politeness principle because they want

to express their feelings to the hearers of the situation they face, to ensure their wishes and intention to the hearer because they think their wishes are very important.

In 2013, Aqiana Eka Yonatri conducted a research entitled the types of conversational implicature in the American TV Series Supernatural: Season 6. The writer selected Supernatural: Season 6as the data source because the characters often produced implicature utterances. This research discovered that two types of conversational implicature based on the theory of Grice were used by the characters while having conversations with each other. They produced the conversational implicature by either obeying or flouting the conversational maxims. From the occurrence of all types of conversational implicature, the characters mostly used the particularized conversational implicature because most of the utterances they produced required context to interpret the implied meanings. The context could be the physical context, situational context, the cultural knowledge, the private knowledge of a person's history, and contextual context.

In 2013, Listiani conducted a research entitled the conversational implicature and the violation of the co-operative principle which appears in the "Pariah episode of Smallville serial movie. The subject of this study was the utterances which contained the conversational implicature in scene one and scene. Two of act one in written script of the movie written by Holly Harold directed by Paul Shapiro available in TwizTV.com and originally air dated on February second, 2005, The result showed that there were fourteen conversational implicatures. They violated the Grice's

maxims, Mostly , they violated in Quality maxim which reached 35.7 percentages. The lowest percentage violating the maxim was on quantity maxim. It reached 14.3 percentages.

Essentially, this research is different from the previous study. Because the researcher tries to reveal the conversational implicature from a novel. Meanwhile, the previous study were reveal other media such as film and tv series. Also, they talk about maxims violating which includes to other branch of implicature.
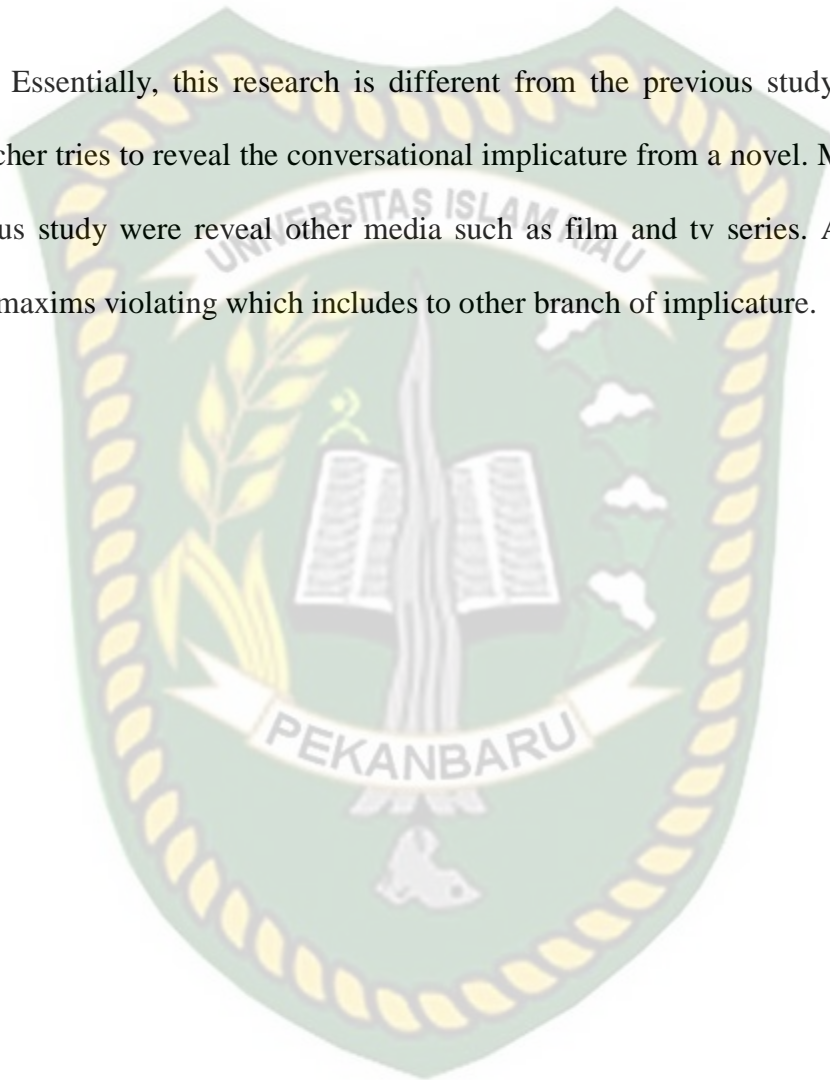
CHAPTER III

FINDING AND DISCUSSION

This chapter present finding and discussion. In the finding section the researcher presents detailed information about the types of conversational implicature and its function. While in the discussion section, the researcher will give a general explanation of the finding.

3.1 Research Findings

To answer the research questions, the researcher attempts to present the results by explaining the types of conversational implicature used by the main character on The Old Man and The Sea Novel. However, the researcher analyzed the utterance of the main character from the beginning to the end to get various data. Resulting from the researcher subject, basically, there are 12 data containing conversation and utterance with implicature. The utterances containing are signed with the bold text which completed with the context description and analysis after listing the conversation. Those data are used in different setting and context. The data will be analyzed based on the types of conversational implicature and its function as follow:

Data #1

The Boy   : Santiago, I could go with you again. We've made some money.

The Old Man : No, You're with a lucky boat. Stay with them.

The Boy : But remember how you went eighty-seven days without fish and then we caught big ones every day for three weeks."

The Old Man : I remember. I know you did not leave me because you doubted.

The Boy : It was papa made me leave. I am a boy and I must obey him.

The Old Man : I know. It is quite normal.

The Boy : He hasn't much faith.

The Old Man : No, but we have. Haven't we?

The Boy : **Yes. Can i offer you a beer on the Terrace and then we'll take the stuff home.**

The Old Man : **Why not? Between fishermen.**

This Conversation occurs in the beginning of the novel. In this section, the conversation happens when the old man was preparing the things to get sail to the sea. The boy asked the old man if he can go to sail with the old man again but the old man refuse him because he already in the lucky boat.

After the boy is asking for the permissions to the old man, he offers a beer to him and the old man responses only "Why not? Between Fisherman". The old man utterance above is classified as a **generalized conversational implicature**, because the audience can understand without any context.

The function of the generalized conversational implicature from the utterances above is to entertain the audience. The utterance of the old man is pretty funny, he can say "yes of course" instead of "Why not? Between Fisherman".

Data #2

The Boy   : I would like to go. If I cannot fish with you. I would like to serve in some   way.

The Old Man   : You bought me a beer. You are already a man.

The Boy   : **How old was I when you first took me in a boat?**

The Old Man   : **Five and you nearly were killed when I brought the fish in too green and he nearly tore the boat to pieces. Can you remember?**

The Boy   : **I can remember the tail slapping and banging and the thwart breaking and the noise of the clubbing. I can remember you throwing me into the bow where the wet coiled lines were and feeling the whole boat shiver and the noise of you clubbing him like chopping a tree down and the sweet blood smell all over me.**

The Old Man   : **Can you really remember that or did I just tell it to you?**

The Boy   : I remember everything from when we first went together.

The Old Man   : **(He looked at him with his sun-burned, confident loving eyes) If you were my boy I'd take you out and gamble. But you are your father's and your mother's and you are in a lucky boat.**

In this conversation, it takes place when all the fisherman gather and all of them was making fun to the old man. The boy asked the old man if he can remember when the old man takes him on a boat for the first time. The old man answers it directly and ask back to make sure if that boy still remember. The boy answers is that he remembers that moment very detail. So, this conversation classified as a generalized conversational implicature.

The Function of the **generalized of the conversational Implicature** in this conversation is to give information. The boy and the old man are giving detailed information each other. Meanwhile, in the last part of the conversation categorized as a particularized conversational implicature.

the reason why it is categorized as a **particularized conversational implicature** is the old man shows some aspect that can be explain, it is when the old man looked at the boy with his sun-burned, confident loving eye. It can understand by the audience if the audience know the context of the conversation that they have. It means the audience have to read the story before this conversation.

The function of this conversational implicature is power and politeness. The man has no power so he only can show it only with eyes. Also, he says his opinion if the boy was his kid.

Data #3

The Boy   : May I get the sardines? I know where I can get four baits too.

The Old Man : **I have mine left from today. I put them in salt in the box.**

The Boy   : **Let me get four fresh ones.**

The Old Man : **One.**

The Boy   : **Two.**

The Old Man : **Two. You didn't steal them?**

The Boy   : **I would. But I bought these.**

In this conversation contained **particularized conversational implicature**. The boy tries his best to join on the old man boat, so he offers to give the old man to get the bait. But, the old man tries to refuse him by saying he already have a bait from today after he go to fishing.

The function of this conversational implicature is to give a sense of humor. The old man tries to refuse the boy offer by saying he already have one. It is possible to the old man to give a reasonable reason to the boy so the boy does not join on her boat. But, the old man give a simple reason to the boy.

Data #4

The Boy   : What do you have to eat?

The Old Man : A pot of yellow rice with fish. Do you want some?

The Boy   : No. I will eat at home. Do you want me to make the fire?

The Old Man : No. I will make it later on. Or I may eat the rice cold.

The Boy   : **May I take the cast net?**

The Old Man : Of course.

This conversation happens when the boy comes to the old man shack. The boy is looking around to the old man shack which is very small shack and full of stuff. On the conversation above the boy is asking what the old man wants to eat because of the shack that the old man live. The boy feels curious. The old man answers that he only eats a pot of yellow rice with fish and he asking the boy to join in, the boy refuse.

Then, the boy offers to make the fire to cook he rice but the old man refuses and choose to eat the cold ice. Suddenly, the boy asked to take the cast net.

This conversation categorized to **particularized conversational implicature**. Because of the boy is changing the subject suddenly. The first he asks the old man about what he going to eat and the he asks to cast the net. It means that the boy does not want to talk about what the old man going to eat anymore because he feels so sorry to him and try to change the subject of conversation between them.

The function of this conversational implicature is politeness. Because the boy knows that the partner that he talked to is older than him, so the boy try to not asking much about the old man lives.

Data #5

The Old Man : **Eighty-five is a lucky number, how would you like to see me bring one in that dressed out over a thousand pounds?**

The Boy : **I'll get the cast net and go for sardines. Will you sit in the sun in the doorway?**

The Old Man : Yes. I have yesterday's paper and I will read the baseball.

In this conversation occurred in page 10 in the novel. This conversation happens when both of them talking about the net. But they do not have it, it is only their imagination that they have talk for a long time as a joke.

This kind of conversation is classified as **particularized conversational implicature**. When the old boy asks the old man will he sit in the sun when he gets the cast net and go for sardines. The old man replies that he has a yesterday's paper and he will read the baseball. It is possible if he says yes of course directly.

The function of this implicature is giving a sense of humor in the conversation to entertain the audience who read the novel. The writer of this novel made such this conversation to make this novel more colorful and not to bored.

Data #6

The Old Man : Do you think we should buy a terminal of the lottery with an eighty-five? Tomorrow is the eighty-fifth day.

The Boy : **We can do that. But, what about the eighty-seven of your great record?**

The Old Man : **It could not happen twice. Do you think you can find an eighty-five?**

The Boy : I can order one

This conversation happens when both of them talk about the baseball match. They have different favorite teams. Then, the old man thinks that the number of 85 is his lucky number. Number 85 is the amount of the day that the old man last time to get a fish. So, the old man suggests and ask if that number is his lucky number for sure in the lottery. The boy agrees.

This conversation is categorized as **generalized conversational implicature.** When the boy agrees with the old man, he says I can order one, which means he is

able to do what the old man wants and the way he says his utterance is directly without any context needed.

The function of this implicature is to give information. The boy tries to give information to the old man that he able to get what he wants, in this story is to get the lottery for the old man.

Data #7

The Old Man : What have you got?

The Boy : **Supper. We're going to have supper.**

The Old Man : **I'm not very hungry.**

This conversation happens when the boy comes back. When he gets to the old man shack, he wakes him up. Then, the old man asks what he get, the boy answer that he gets supper. But the old man refuses by saying that he is not very hungry.

This conversation can be classified as a **generalized conversational implicature**. The old man is enough only said that he is very hungry, his utterance is easily to understand by the readers of this novel that he is rejecting the supper that the boy brings to him.

The function of this utterance is to protect himself because he is afraid that the food only enough for one person only. In fact, the boy brings foods that is enough for two people.

Data #8

The Boy : Come on and eat. You can't fish and not eat

The Old Man : I have (the old man said getting up and taking the newspaper and folding it. Then he started to fold the blanket).

The Boy : Keep the blanket around you. You'll not fish without eating while I'm alive.

The Old Man : **Then live a long time and take care of yourself. What are we eating**?

The Boy : Black beans and rice, fried bananas, and some stew.

This conversation occurs after the boy offering supper to the old man but the old man refuses it. The boy keeps offering it and finally they have argument. The old man says a utterance that can be classified as a **particularized conversational implicature.**

The reason is when the boy asks the old man to keep his blanket and asking him to eat is because the boy cares to the old man. And the old man answers the utterance "then live a long time and take care of yourself". This utterance has other meaning if it is out of the context of their conversation. So, this utterance has a meaning which the old man is respect with the boy cares to him.

Data #9

The Old Man : (he went out the door and the boy came after him. He was sleepy and the old man put his arm across his shoulders). I am sorry.

The Boy : **Qua Va. It is what a man must do.**

This conversation happens when they are going to sleep. The old man has a dream and he wake up early in the morning and then go to the boy's house. He silently come closer to the boy and hold one of the boy feet until the boy wakes up and then say sorry. The boy answers qua va. This conversation classified as a **particularized conversational implicature.**

Because, this conversation use word qua va that only they can understand and it is need context. Without context, the utterance does not have meaning. The function of this utterance is politeness. The boy does not have any objection to the old man, but the old man says sorry to him. So, the boy answer that in order to make the old man better.

Data #10

The Boy　　　: Do you want coffee?

The Old Man　: **We'll put the gear in the boat and then get some.**

This conversation occurs in page 22 in the novel. The boys offered a coffee to the old man. The old man agrees but he is giving answer more than it is need. This conversation categorized as a **generalized conversational implicature.**

The readers can easily understand what the old man says. But in the conversation, the old man gives another information to the boy. That is become the function of the generalized conversational implicature in this utterance.

Data #11

The Boy : Now we fish together again.

The Old Man : No. I am not lucky. I am not lucky anymore.

The Boy : **The hell with luck, I'll bring the luck with me.**

This conversation happens when the old man was waking up from his sleep. They are talking about what happens when the old man goes to fishing for days. The boy asked him to join him fishing, but the old man said that he has no luck left, the boy disagreed that.

This conversation categorized as a **generalized conversational implicature**, because we can directly understand what the boy means. He does not need luck, he only needs a chance to join fishing with the old man.

Data #12

The Boy : How much did you suffer?

The Old Man : **Plenty.**

This conversation occurs when the boy asked the old man about him. The old man gets some accident when he goes to fishing. The boy take care of him. This conversation categorized as a **generalized conversational implicature**, because the old man answer is correct for what the boy asked.

3.2   Discussion

After collecting the data, the writer needs to discuss the findings in order to clarify the answer of research problems. The first problem which is proposed in this research is what kinds of the conversational implicature occur in the dialogue between the main character (The Old Man and The Boy) of The Old Man and The Sea Novel. Based on the implicature point of view, there are two kinds of implicature those are conventional implicature and conversational implicature. In this research, the writer only focuses on conversational implicature because the utterances in dialogue of this novel are calculated by maxims of conversation which means they depend on the recognizing the cooperative principle. The writer found that there are 13 conversational implicature in the dialogue of this novel.

The second problem which is proposed in this research is what type of conversational implicature that occur in the dialogue of Euro Trip movie. Based on theory of implicature which proposed by Grice (1975). There are two types of conversational implicature. They are generalized implicature and particularized implicature. The implicature is called generalized implicature when the participants hear the information from the speaker, they do not need to draw background knowledge to infer what the speaker's intended meaning or the participants do not depend on special feature or context to understand the intended message. Particularized implicature is context bound means that if the participants want to understand the implied message of speaker that being conveyed. They need special

feature of context. Take one example when the boy says "Qua Va" when answering the old man question. The word Qua Va only can understand with special context.

The third problem in this research is what the function of implicature in the dialogue of Euro Trip movie. To determine the function, the writer applied the theory of speech acts since this research concerns with the utterances. When people give an utterance there must be function within it. It can be promise, order, ask, complain and many other. There are four particular functions of utterance which are discussed in this research, first is Representative function which commits speaker about the truth of something. It involves stating, claiming and criticizing. Second is Directive function which commits hearer to do something, it involves asking and commending. Third is Expressive function, which commits speaker to express his inner state toward something in the world. It involves praise and complain and protest. Fourth is Commissive function, which commits speaker to do some future action. It involves refusing and give warning.

There are some differences between this research and the past studies that the researcher put in this research. The differences are, the relevance studies talking about the other one of implicature. They talked about maxims violating, in this research we only focused on the conversational implicature. Also, the previous study take different media, they are talking about film, but this study is talking about the novel.

CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter present the result of the analysis of the research. It includes both conclusion and suggestion.

4.1   Conclusion

After discussing the result of analysis, the occurrence of conversational implicature is caused by the result of total of the utterance which flout the maxim are 12 which means they generate 13 conversational implicatures in the dialogue between the main character of the novel. The type conversational implicature is divided into two types. First is generalized implicature, which the inference can be drawn from linguistic feature and general fact without considering the context. Then the particularized implicature, which inference can be drawn by understanding the context. There are 7 generalized implicatures are found and 6 particularized implicatures. Based on the function, there are 5 types of function of implicature, they are Assertive/ Representative, Directive, Commissive, Expressive and Declarative. There are 11 implicatures which has Representative/Assertive function involving Criticizing, Stating, Confessing and Predicting. Then 5 implicatures which have giving information, then 3 implicatures which have entertaining function, then there is 2 implicature which has self-protect function. The last one is 3 function of power and politeness.

The writer concluded that in informal communication the speaker and listener often flout conversational maxim. The main aspect of informal communication is not in located in the form or conventional rule that being applied, but it is more tend to the efficiency of communication such how speakers utterance and intended meaning can be conveyed successfully to the addressee or the participant convey intended meaning the addressee in effective way such like implicature. Implicature is just like a bridge that connects what utterance that being said and what is in speaker mind.

Implicature is the one of effective way to conveying message because the speaker does not need to give long statement to express the speaker idea or thought. The speaker needs to give little statement which contains the hints which correlate with certain aspect of situation and hearer knowledge. So, the hearer can extract the implied meaning which reflects the idea of the speaker.

4.2 Suggestion

The writer expects this research can enrich the readers knowledge about the concept of conversational implicature. The writer intends to explain that everything around us can become the subject of research. Entertainment is one thing around us which not only has a function of entertaining but it also become the subject of research. The writer expects that the reader who will become the next researcher will be able to apply the theory of conversational implicature in different object like newspaper, TV show, advertisement, debate and many others. The writer also expects

the next reserchers to improve in term of implicature study by using different theory

such like theory of relevance.

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