

# CHAPTER I

## INTRODUCTION

### A. Background of the problem

Language is a tool to interact or tool to communicate, in the sense of a tool to convey thoughts, ideas, concepts or feelings. As sociality, people cannot life alone without the presence of another people. People need the presence of other people to make our life meant. Therefore an interaction of other people is needed. In an interaction of each people need language. With language people can express what they want, what they inform, or what they order to other people both in the direct and indirect communication.

In communication, the use of a language needs cooperation to make the conversation run well between the speaker and the listener. While, in the communication the use of a language also has to give information truthfully to able to call cooperation. In pragmatics, that cooperation is called as cooperative principles theory by Paul Grice. Cooperative Principle is conversation verbal interaction between two participants or more. Conversation is in this thing more than share of information. In communication, Speaker communicates something to listener in order that listener understands what speaker says.

In daily conversation, there are violations of Cooperative Principle caused by social interaction between one to others. Moreover, the violation of cooperative principle causes the appearance of implicature. Implicature is a

sentence or conversation what speaker says is more than what is said or in a simple, it has other meaning. If in the conversation includes Implicature, it must be helped the researcher to find conversation which has implicit meaning and it is called Conversational Implicature.

As stated by Chaer (2010) quoted by Purnomo (2015:5), it is explained that Conversational Implicature is a relationship between the speaker and listener. However, the relationship does not appear to be literal but can be understood implicitly. Thus, Implicature as a pragmatics assessment that has a concept explains what is spoken that different from what intended by a speaker. In other words, there is another meaning behind an utterance.

The meaning of utterances is based on speakers will or intend. Sentence in a speech is able to extend the meaning if the listener knows the intent of the speaker, for an example:

Olive : Gosh!! A letter from Uncle Ben!

Popeye : what's yer uncle Ben got to say, olive?

Olive : I'll read it to you! Bla,bla,bla,,so so I am sending you a little gift for your birthday. I hope you will enjoy it!

Popeye : I won'er what he's sendin' ya?

Olive : Oh! I hope it's emeralds or pearls!

Popeye : You want me to go down to express office an'see if yer package has comed?

Olive : I wish you would!

Popeye : Ahoy, mister pete, has ya got a package for olive oyl?

Mrs Pete : *Have I got package fer her!!oh boy!! I've had thousands of packages-big, little, squere, round, oval and octagon shaped-but...*

The context of this conversation begins when Olive Oyl get a letter from Uncle Ben. The letter from Uncle Ben says that Uncle Ben want to say "happy birthday" to Olive Oyl and sends a package of gift for Olive Oyl. After that Olive Oyl asks Popeye to go to express office for asking about package for Olive Oyl to Mister Pete.

Based on conversation above which appears implicatures. When Mister Pete answer Popeye's question "*Have I got package fer her!!oh boy!! I've had thousands of packages-big, little, squere, round, oval and octagon shaped-but...*". The implicature of Mister Pete utterance is he has not already found the package and he says emotionally because many thousands of package.

Based on the description of the implicature, the researcher is interested in doing research on existing utterance implicature of Popeye's Comic by Bud Sagendorf. The researcher is interested in analyzing implicature because the researcher wants to learn more about the intent of a speech in a sentence and to take the object text of Popeye's Comic by Bud Sagendorf. The researcher is not only interested in analyzing Conversational Implicature but also the selection of Popeye's Comic that is become the data of this research because Popeye Comic is one of the most popular comedian comics.

Generally, the conversation in comedian's comic is using a non standard language. Popeye's Comic uses non standard language which is used by each character. It is made unique thing and interesting in Popeye's Comic and it appears of Conversational Implicature. It caused the researcher interested to research Popeye's Comic.

### **B. Statement of Problem**

1. What are the implicatures which appear in conversations among the characters in Popeye's Comic by Bud Sagendorf?
2. What is the meaning of implicature which appear in conversations among characters in Popeye's Comic by Bud Sagendorf?

### **C. Purposes of the Research**

1. To identify the implicature which appear in conversations among the characters in Popeye's Comic by Bud Sagendorf.
2. To describe the meaning of implicatures which appear in conversations among characters in Popeye's Comic by Bud Sagendorf

### **D. Significance of the problem**

The result of this research is expected that is able to give significant point, both theoretically and practically.

1. Theoretically

Additional insight which is expected as one of the reference in pragmatics subject especially it is related to Implicature.

2. Practically

And added practically what the researcher is expected as one of material to understand kinds of meaning in pragmatic and as one of the reference for other researcher.

#### **E. Scope of the Research**

In the pragmatic study, there are many kinds of interesting cases that can be analyzed by researcher. This research is only focused on linguistic data by analyzing the Conversational Implicature and violation of Grice's maxims in utterances or conversation among characters of Popeye's Comic by Bud Sagendorf.

#### **F. Underlying Theories**

According to Grice (1995) as quoted Yule (1996:37), Cooperative Principle Speakers and listeners in communication must have same information and perceptions in order to communication understandable as well. In conversation, Cooperative Principle is needed in order to be understood by the listener of what the speaker said.

From Principle above, Grice suggests four maxims they are Maxim of Quantity, Maxim of Quality, Maxim of Relation, Maxim of Manner. Quantity's Maxim deals with giving of definite information by the speaker, Quality's Maxim give with real or correctly information, Manner's Maxim is the way how participants give information clearly, Relation's Maxim with relation of compare notes or information according to the context.

According to Yule (1996:35) Conversational Implicature is something must be more than just what words mean and an additional conveyed



meaning. Conversational Implicature deals with Gricean's maxims. It follows Grice's Cooperative Principle. The theory is used to explain and describe about Conversational Implicature since the utterance in Popeye Comic by Bud Sagendorf contains implicature because existing of implicature must be violated of maxim.

### **G. Method of Research**

In this research, the researcher uses Pragmatics, especially on Conversational Implicature, one of the particularly on the cooperative principle of Grice theory. The researcher also uses descriptive qualitative for this research. Descriptive qualitative of method is used to get descriptive data such as words about characteristics individual, condition, indication from certain group.

The researcher describes the conversational implicatures appears in the all characters in Popeye's Comic and the violations of Gricean's maxims in the all characters in a story of Popeye's Comic by Bud Sagendorf. Therefore, Pragmatics and descriptive qualitative approach were used in this research.

The data was collected in several steps:

- a) Downloading Popeye's Comic from internet (www.comicread.com)
- b) Reading the Popeye's Comic by Bud Sagendorf carefully
- c) Identifying for utterance that violating the Cooperative Principle
- d) Making notes of utterance which contains Implicature on characters utterance.

- e) Grouping utterance contains Implicature meaning

## H. Organization of the Writing

To easily the reader read this paper, the researcher organizes this paper into 5 chapters as follow:

- CHAPTER I : Introduction. This chapter consists of the background of the research, statement of the problem, purpose of the research, significance of the research, scope of the research, underlying theory, method of research, and organization of the writing.
- CHAPTER II : Literary Review. This chapter consists of explanation about previous study. Theoretical review consists of Pragmatics, Cooperative Principle, Context, Implicature, standard and Nonstandard Language, Slang Language, and Character of Popeye.
- CHAPTER III : Research Method. This chapter consists of Population and Sample. Research method consists of Method of Data Collection, Methods of Data Analysis and Techniques of Data Presentation.
- CHAPTER IV : Data Analysis. Then, the fourth chapter is data analysis. The data analysis describes violatioan of Gricean's maxim in utterances of characters in a story of Popeye Comic by Bud Sagendorf. And Conversational

Implicature appears in the characters in Popeye's Comic by Bud Sagendorf.

CHAPTER V : Conclusion and Suggestion. And the fifth chapter is conclusion and suggestion. This chapter consists of summary of the research result and suggestion for the next research

