

CHAPTER II

LITERARY REVIEW

A Previous study

The researcher found researches about implicature. The First is a research in Conversational Implicature that has been done by Fadhilah Rahmawati (2009), graduated student of University of Sebelas Maret Surakarta which discussed about "*Implikatur Komik Doraemon : pendekatan pragmatic*". The purposes of her study are finding the conversational implicatures contains in the comic and describing the background of how the Conversational Implicature occurred in the Doraemon's Comic. In her research, the research method is qualitative method. She also uses Grice theory on her research. The result of her research that she finds there are violation of maxims. The violation is able to as singular maxim and plural maxims or violation occurs in one or two maxim concurrently.

Then, the second research has been done by Harun Purnomo graduated student of Muhammadiyah University of Surakarta (2015) entitled "*Implikatur Percakapan Dalam Wacana Kartun Si Jujun Pada Media Masa Cetak Koran Solopos Edisi Januari Sampai Maret 2015*". The purpose of this study is to focus on existing discourse implicature in Cartoon of Si Jujun. This object take from Solopos Newspaper edition January till March 2015. In his research, the research method is descriptive-qualitative method. The result of his research are 1) Composite between allusion and critic, 2) Composite

between expression and allusion, 3) Composite between command and allusion, 4) Composite between expression and critic, 5) Composite between support and allusion, 6) Expression, 7) Composite between expression and humor, 8) Composite between allusion and humor, 9) Composite between allurements and allusion.

The similarity between the previous researchers with this research is discussing about Implicature, theory and object of the study, while differences are factor of Implicature used in utterance. In the first previous studies, the researcher is focusing on floating of maxims used in the Doraemon's Comic, while in this research, the researcher only focus to Implicature in the Popeye's Comic. Then in the second previous studies, the researcher is focusing on Implicature which have purpose for allusion, criticism and humor. Here, the researcher analyzes how implicature occurs between all characters in Popeye's Comic.

B Theoretical Review

1. Pragmatics

Pragmatics is related to human of the language with their social context (Mey, 2001:6). When people communicate in their society they know what is their language and it is mean. Society influences the language. Therefore, the social aspect of condition influences the language usage in communication.

When communication running, situational context also influences to listener to analyze the meaning intended by speaker. It shows that the

listener has to look from situational context that accompanies the utterances. The listener is going to confuse to interpret meaning of utterances are said by the speakers if the listener does not understand about the context. In this case, situational context is very influences to listener to analyze the meaning intended by speaker.

2. Cooperative Principle

According to Grice (1995) as quoted Yule (1996:37) about Cooperative Principle, speakers and listeners in communication must have same information and perceptions in order to communication understandable as well. In communication, speaker and listener have to cooperative each other. Speaker communicates something to listener in order that listener understands what speaker says. Related to conversational according to Grice say that speaker has to fulfill four Maxims they are Maxim of Quantity, Maxim of Quality, Maxim of Relevance, Maxim or Manner.

3. Context

Context has an important role in interpreting the meaning of utterance. Levinson (1983:24) defines that pragmatic is the study of the role of context which plays in speaker or utterance in meaning. Context is one of an important thing must be considered for analyzing the meaning of an utterance.

According to Jon Cutting (2008:3) Context is assumptions of knowledge by the speaker and hearer share. Jon Cutting divides the context into three kinds there are situational context, the context of

background knowledge, and contexts. Situational context relates to the situation where the interaction of speech, whether the speakers can find out about what they see around them. Context of background knowledge relates to what they know each other and co textual context relates to what they know about what they have been saying.

4. Implicature

According to Yule (1996:35) Conversational Implicature is something must be more than just what words mean and an additional conveyed meaning. In this case, Implicature is an analyzing activity of the hidden meaning of utterances is made by speaker. On his theory, Grice says that Implicature is divided into two types namely Conversational Implicature and Conventional Implicature.

According to Grice that Conversational Implicature is the theory about how people use language. In other words, it means how people communicate. Second, Conversational Implicature is intended in order to be able to understand what speaker says in a sentence meaning that the hearer is been intended to interpret, suggest or explain something.

And according to the Grice (1975:44) Conventional Implicature is implication or define as generally and conventional, in other words generally the people has known and understood of meaning of something certain. Understanding is to implication that is conventionally assumed to hearers or readers which has experience and natural sciences.

5. Language used in Popeye Comic

Trudgill (1999) as quoted Inderajati (2016:1) explains that standard and non-standard are not a language, but they are the variety of English language. The language used in Popeye Comic is non standard because the situation of conversation in Popeye Comic is mostly an informal. An informal situation causes Popeye and other characters use non standard language. It can be influenced by society, environment and education of all Popeye characters.

Popeye Comic also uses slang. Slang is an informal variety of speech rapidly changing words and phrases. According to Munro (2007:2) Slang is about direct verbal communication between speakers, both of whom are familiar with the vocabulary used. Vocabulary and pronunciation of language in Popeye Comic is very unique. Popeye usually pronounce “k” instead of “t” like “infant” as “infank” or “fist” as “fisk” and “your” as “yer”. Lexically the words Popeye usage can not be found but other characters in Popeye Comic know what those words mean. The problem is that other character may not understand because the style of language is not their own. Clearly, any risk of ambiguity cannot be allowed in a formal situation where it is imperative that what is said or written is clear to all and not open to misinterpretation.

6. Characters in Popeye Comic

A Character of Popeye comes from January 17th, 1929 created by Elzie Crisler Segar. The historical days since Popeye introduces to the

newspaper comic's public. Famous cartoon character Popeye is a sailor man who works independently. He is a one eyed sailor, this is his heredity. His funny looking, middle aged, he has anchors tattoo on his hand short , sailor always go for dangerous as well as humorous adventures around the different part of the world. He is able to become super human strength after eating spinach. After eating spinach, Popeye demonstrates the ability to punch someone to the Grand Canyon and even close the Moon.

Popeye Comic presents many other characters except Popeye as main character. The characters in Popeye Comic are follow:

a Olive Oyl

Olive Oyl is Popeye girlfriend who has very funny appearance. She is skinny and tall with rolled long black hair and unusually large foot.

b Brutus

Brutus is the main bad character of Popeye's comics. He often kidnaps Olive Oyl and after a funny fight Popeye win Olive. He is as a muscular, beard guy and laugh voice.

c Wimpy

Wimpy is Popeye friend. He is very intelligent, well educated and soft-spoken as well as very lazy and coward guy.

d Swee'Pea

Popeye and Olive adopt a son name Swee'Pea. Popeye find Swee'Pea in his doorstep with in a box. Popeye's love interest is

Olive Oyl and is the primary cause of tension between Popeye and his rival Bluto. Bluto is more than a match for Popeye until Popeye eats his spinach.

