

IMPLICATURE IN FACEBOOK CONVERSATION: PRAGMATIC ANALYSIS

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ABSTRACT

Facebook is one of famous social network around people in Indonesia. Here, they can connect to a lot of person around the world. This paper focused in discussing the implicature meaning on speaker utterance and the aim of producing those utterance. Implicature from Yule were used to convey this problem. This paper used qualitative as the method to elaborate the analysis and discussion of the problem. The result of analysis show that speaker imply some point in their communication, such as unknown, agreement or disagreement, and yes/no. Furthermore, this paper conclude there are three aim of people in using implicature meaning while they are speaking; for saving act, making a joke, and mocking.

Keyword : *implicature, flouting maxim, maxim of quantity, maxim of manner, maxim of relevance.*

INTRODUCTION

Social media is a modern tool in communication. We communicate by using internet as the basic media in operating it. There are some kinds of social media that famous for people in around the world; such as twitter, facebook, kakao talk, whats up and so on. Among several kinds of social media, facebook has the biggest user in the world. Someone who discovers facebook for the first time named Mark Zuckerberg. He is an American and the student of Harvard University. The basic objective of constructing facebook is to make people can communicate easily. Facebook also introduced as a flexible rule in operating it. By using internet based as the basic of operating, people can enjoy to communicate with every one in every part of the world.

Facebook entered Indonesia in 2004. Based on the reporting of compass news, Indonesian stayed on the second place for the biggest user of facebook, it is about 41,777,240 users in 2014. As the objective as the communicative tool, facebook can be used to share our feeling, idea, or debating about some problems, discussing something, or gossiping. As the result, the aim of facebook is as the communication tool. Although, the communication happened under internet based, but while speaker and hearer communicate they also produce an utterance. To understand speaker's meaning, hearer must interpret what the speaker' meaning or message by producing their utterance. Utterance is produced while people are communicating via facebook. It is called utterance because it is included in spoken language. Spoken language which is in the written form. Then some utterances that were produced contain implicature, in other word they imply something more than they said.

Implicature had been analyzed by some researchers. The first is Mustafa. On his research, Mustafa concerns in analyzing a comparation between implicature that was applied in linguistic and journalism. The second research comes from trisandi. It consist 9 slogans in imperative form, then the rest of them in declarative form. Moreover, all slogan contained implicature, it conveyed more than it is said. My research concern in analyze implicature in facebook conversation. Both previous research that mention above and my research have similarity in the using of

theory. All of us used implicature. The diversity of my research with them is my research will use facebook conversation as the data. My data is different than both previous researches. Furthermore, the researcher will conduct the reason of producing an implicate while they are communicate via facebook.

THEORETICAL FRAMEWORK

Pragmatic is the study of speaker meaning, contextual of meaning, how more gets communicated than is said, and the expression of relative pronoun. (Yule, 2003:5). Commonly pragmatic study concerns on deixis, implicature, speech act, and pre supposition. Implicature is about the conveying message more than he said. (Yule, 2003:41) another definition come from Jenny Thomas (1996:57), he said that "Implicature is conveying an additional level of meaning, beyond the semantic meaning of the word uttered." A preposition that commonly hide behind the speech produced, and is not direct part of speech is definition of implicature based on parker (1962:21) and Wijana (1996:37). Moreover Wright (1975) proposed what is meant is not what is said. Then, Grice (1967) suggest two kind of implicature – conversational and conventional implicature. First, conversational implicature occurs when speaker flouts one of maxim of communication (Grundy, 2000: 76). There are 4 maxims in communication called cooperative principle. These four maxims are the quantity of maxim (do not give more or less information than is needed for the current objective of exchange); quality maxim (speak the truth, do not say that for which you lack adequate evidence); the relation maxim (be relevant); and manner maxim (be clear, avoid ambiguity, be brief) (Grice in Yule, 2003). The second type is conventional implicature. It occurs from the conventional meaning of the words and the discourse they occur in. Grice give the example "She was poor but she was honest," which implicates some contrast between poverty and honesty. He has idea that the word "but" has the same truth-conditional content as the word "and" with an additional conventional implicature as the consequence that there is some contrast between the conjuncts.

In communicating, we always meet with the concept of politeness. The definition of politeness come from Yule (2003), "politeness, in an interaction, can the then be define as the means employed to show awareness of another person's face". Every time, while we are producing an utterance, we are threatening other person's face. Then how to reduce it? people will show awareness for another person's face by giving respect or deference and friendliness, camaraderie and solidarity. Politeness introduces three important matter, face want, threatening act and face saving act. Furthermore, we will analyze how the concept of saving act

involved in producing implicature. The focus of this research is to find the implicature meaning in speaker utterance then finding the aim of producing implicature during the conversation.

METHODOLOGY

Quantitative is the design of this research. The data was taken from facebook conversation. Writer chose the data randomly. The data was classified based on the phenomena. Then analyzing and noting is the method for analyzing the data. The writer analyzed the implicature meaning on each utterance that was produced by the speaker. Furthermore, the writer analyzed the reason behind the producing of the implicature on those dialogs.

RESULT AND DISCUSSION

After analyzing the data, I found some conversations in facebook that consist of some implicature. In analyzing the implicature, I used the theory of cooperative principle by Grice that consist of quantity, quality, manner and relevant maxim. Implicature arose when there is flouting of maxim while conversation is happening. The following analysis will discuss more about it:

1. Utterance's Analysis

1.1. *Imply "unknown"*

Data 1

Ika kyu	: <i>"Kapan bali terealisasi?"</i> <i>"when can we go to bali?"</i>
Dini sinto	: <i>"<u>Budal ya tinggal budal.</u> Uang dari dikti udah cair toh? Untuk 8 orang cukup toh?"</i> <i>"we just go, you have got money from dikti, right? It is Enough for 8 people, isn't it?"</i>

In the conversation above, by asking that question actually ika wanted to get a clear information about the exact date when ika and dini would go to Bali, but Dini did not answer ika's question. Here dini failed to

observe maxim of quantity and manner. It goes to that conclusion because the concept of manner maxim is giving clear information in your utterance, don't make it ambiguous. Then dini's utterance gave unclear information to ika's question. She did not answer ika's question in the right way. Later, the concept of quantity maxim is, you must try to give information as informative as you can, don't give information more than the need of the listener. Here dini did not give informative information, because her answer is not clear enough.

The flouting of conversation maxim can cause the utterance has a hidden meaning, the utterance will have not only explicit meaning but also implicit meaning. This concept is called as implicature. The implicature is about hidden meaning utterance where there is an utterance that has more than one meaning. Dini's utterance contain an implicature meaning. The context of situation in this conversation is both ika and Dini have shared knowledge about dini's promise in planning the date they can go to bali together. And the topic is about touring to bali. Based on the description of the context on the conversation I can conclude that Dini's utterance imply unknown about the dates when they will go to Bali, she had not planned it, so she can not directly answer ika' question

Data 2

Rio	: " <i>Ada 7 ide tulisan gak tau mulai dari mana?</i> " "there are 7 writing ideas, but I don't know where to start It"
Ikakyu	: " <i>Nulisnya mulai dari tadi aja, biar segera bisa dinikmati pembaca.</i> " "you have to write since a few hours ago, so your reader Can read it soon"

In the conversation between Rio and Ika, there is some flouting of maxim. It consists of flouting quantity and relevant maxim. It goes to that conclusion because Rio's utterance actually asked about his friends opinion related to seven ideas that actually he had had but he was confused which one he had to choose, he did not know where to start it from. Then by asking that question he wanted to get his friends response for example "you choose the

idea that you like most or you can write from the first idea”, but here ika gave a response that there is not connection with Rio’s question. Ika replied by saying “*Nulisnya mulai dari tadi aja, biar segera bisa dinikmati pembaca.*”, ika’s utterance is not relevant that’s why this utterance also flout relevant maxim. Furthermore, this utterance also flouted maxim of quantity because ika’s utterance is less informative. It can not answer Rio’ question.

Implicature appear on that ika’s utterance because the maxim violation that have explained above. Then in analyzing the implicature meaning we have to consider to the context of this conversation. It is included the topic, and shared knowledge both speakers. The topic of this conversation is choosing idea for writing. Then both Rio and Ika have same knowledge that rio is a good writer. So by connecting the information in analyzing implicature meaning of ika’s utterance, it can conclude that ika’s utterance imply unknown about the answer of rio’s question. In this case she suggest rio to directly write their idea as fast as possible, not being confused a lot in choosing among ideas that they want to start.

1.2. *Imply “agreement / disagreement”*

Data 3

Ika kyu	: “ <i>May I treat you tomorrow? Buryam together?</i> ”
Dini sinto	: “ <i>What time? Aku besok mo ngurusin sesuatu ampek siang insyaAllah.</i> ” “what time? Tomorrow I have business up to afternoon.

This data show the continuing conversation between Ika and Dini. Ika asked to Dini whether dini can eat chicken porridge with her, but dini did not reply as informative as required Dini’utterance flout the maxim of quantity. Actually Dini can response by answering “Yes or no”, but Dini replied it by saying “*What time? Aku besok mo ngurusin sesuatu ampek siang insyaAllah.*”, Dini did not give a direct answer but she gave a question again to Ika. In this utterance Dini also failed to observe maxim of manner, because Dini’s answer is unclear, twist in and out, and longer. The flouting maxim built implicature. The context of this conversation give information about the topic of their conversation. That is invitation. Dini’s utterance

implies disagreement to Ika's request. she can not attend Ika's invitation to have lunch together.

Data 4

Saputri	: " <i>Gak usah ngisi pulsa?</i> " "you don't input a credit in your mobile phone"
Aqil	: " <i>Gratis 1 tahun</i> " "I get free for one year"

Aqil's utterance consist of implicature because there are some maxim flouting on that conversation. Aqil should response "yes or no" on Saputri suggestion but in this case Aqil gave another answer. Flouting of quantity maxim happens on this conversation because Aqil did not give answer as informative as possible. Then the situation of this conversation is Aqil made a status about asking some suggestions to reduce their habit in playing facebook and twitter over time. Saputri gives response to Aqil's request by suggesting aqil to not input a credit for his mobile phone. But Aqil utterance imply that he did not agree to Saputri suggestion. To support his answer he explored a reason that he has a free credit to play twitter and facebook overtime.

Data 5

Ajiz	: " <i>prêt, koyok wani kawin ae je?</i> " "Preet, are you brave for married?"
Uje Dova	: " <i>Jek proses</i> " "it is still in progress"

Implicature was found in Uje Dova's utterance. The implicature appear because Uje flouted some maxims. First, Maxim of quantity is flouted. It goes to that conclusion because Uje give less information to Ajiz's question. Uje's answer is not informative as required. By giving that question Ajiz hoped to get a response "yes/no". But in this case, Uje response the opposite. In this conversation, both Ajiz and Uje discussed about long distance or short distance relationship. On his utterance, Uje imply that he disagree with Aziz's statement. Actually he want to say that he

is brave to get married but it is in progress. Instead of saying, i am brave he prefer to say "it is in progress"

Data 6

Dini sinto	: " <u>Budal ya tinggal budal. Uang dari dikti udah cair toh? Untuk 8 orang cukup toh?</u> " "we just go, you have got money from dikti, right? It is enough for 8 people, isn't it?" "
Ikakyu	: " <u>Asem, pemalakan secara terhormat</u> " "Asem, it is very polite robbery"
Dini sinto	: " <u>hahaha... d'coplak siap koq ka.. siap nampani luwihan ndek rekeningmu</u> " "Hahhaa... D'coplak are ready for receiving the Flooding money from your bank account"

In the conversation above, there is a flouting on the quantity maxim. Ika's utterance did not give informative answer to Dini's question. The Utterance "Uang dari dikti udah cair toh? Untuk 8 orang cukup toh?" actually Dini asked ika to treat her and all her friends- 8 friends in their group. Then Ika should response by saying "ok I will treat you" or "I will not treat you". But ika's answer is the opposite of it. Ika also failed to observe manner of maxim because Ika did not give a clear answer. This conversation between ika and dini is about touring to Bali. Both ika and Dini have shared knowledge that Ika got a lot money from her scholarship. Then by saying "Asem pemalakan secara liar", Ika implies that she disagree to Dini's request.

Data 7

Endank	: " <u>Cakil mmakin dewasa ya</u> " "cakil you are getting adult soon"
Aqil	: " <u>Yang bener makin tua</u> " "the right one is I am getting older"

In this question by asking “*cakil makin dewasa ya?*”, Endank hopes that Aqil will response by saying “I agree or disagree with your opinion”, but in this case Aqil did not give an information as required. Aqil’s answer is less information. Here Aqil has flouted quantity maxim. The flouting of the quantity maxim produced the implicature meaning on his utterance. The context of situation, Endank gave some comment after seeing photo profile of aqil. In this conversation, Aqil imply disagreement to Endank’s statement- aqil has been adult.

Data 8

Aziz	: <i>Kepingin ini kepingin itu tapi saying di dompet hanya terdapat secarik kertas bergambar pangeran antasari</i> “wants to by this and that thing but the bad news is in Wallet I just able to find money with picture of Prince Antasari on it”
Desi	: <i>“Ngepet pak!”</i> “ngepet sir!”
Aziz	: <i>“Mulai ngurangi yang bener iki”</i> You try to give a good lesson for me

Aziz response to Desy suggestion have been flouted quantity of maxim. He said less informative as required. Desy suggest to Aziz for doing a bad activity then Aziz response should agree or disagree to Desy suggestion. But here Aziz response is unclear. It can be concluded that he also flouted maxim of manner. The flouting of the maxim produce implicature meaning on Aziz’s utterance. Here aziz implies that he doesn’t agree with Desi’s suggestion.

Data 9

Uje dova	: <i>“Kawin ae!”</i> “just married!”
Ajiz	: <i>“prêt, koyok wani ae je?”</i> “Pret, do you brave?”

Implicature is found in this conversation because of the flouting of maxim. First, the flouting of quantity maxim. Aziz can not give an answer as required. Uje suggested Aziz to get marry. Instead of saying “ok I will- it means agree” or “no I will not do that- it means disagree”, Ajiz said “are you brave?”. Ajiz response is a question. it is less information. The answer is also unclear so this utterance also flouted manner maxim. The failure of Ajiz to observe the quantity and quality maxim produce implicature meaning. Then in this utterance, Aziz implied that he disagreed to Uje suggestion.

Data 10

Ami	: “ganteng’e rek.” “you look handsome”
Ika kyu	: “ <u>Cuma efek pencahayaan.</u> ” “It’s just light effect”

In this situation, amy gave a comment to hamzah’s picture. She said that Hamzah is handsome. By saying this, ami want that ika will response as same as they want. In this case, ika’s answer is less informative than required. Ika has failed to observe quantity maxim because ika can simply response to Ami’s statement by saying “I agree with you or I don’t think so”. Futhermore, ika also failed to observed manner maxim because her utterance is clear enough. The flouting of the maxim produce an implicature meaning then on that utterance ika implies that they did not agree to amy statement. She thinks why Hamzah looked handsome in his photo because it is just light effect. It is not a real looking of him.

1.3. *Imply “yes/no”*

Data 11

Joe	: “Can you read my mind? Just try, if your know the way I think may be you’ll know who am i”
Ika	: “ <u>I am not dedy cobuzerr..</u> So just tell me 2 clues”

Implicature is also founded in Ika utterance. It goes to that conclusion because in this utterance Ika has failed to observe quantiy maxim. She deliver less information as required. Actually ika can directly answer “yes- if

she agrees” and “no- if she disagree”. But in this case, Ika just say I am not dedy cobuzer. By uttering it, actually ika has convey a message more than she said. Ika’ utterance imply that she can not do what Joe asked to her because she is not dady cobuzer. Both ika and Joe has understood that Dedi cobuzer has ability in reading people’s mind. That shared knowledge supported the analyzing of the intended meaning of the utterance.

Data 12

Yuli	: “ <i>Pengalalman sering disakiti ya?</i> ” Have you been hurt by someone?
Aziz	: “ <i>Hanya orang-orang yang pernah mengalami yang bilang begini</i> ” “Some people who has experience in this situation That can say like this

The data above contain some flouting of maxim. It is put on Aziz’s utterance. In this conversation, Yuli asked whether Aziz has ever had an experience being hurt by someone. Instead of saying “yes or no”, Aziz say less informative as required. Here, Aziz has flouted quantity maxim furthermore it produce implicature meaning in Aziz’s utterance. In this dialog, actually Aziz imply that he has ever felt the feeling – being hurt by someone.

Data 13

Aziz	: “ <i>Loh wes nduwe HP ta zun?</i> ” “have you had a handphone zun”
Dixon	: “ <i>Sekarang udah lancar pak</i> ” “it has been easy sir”

Implicature is found in the dialog above. The flouting of maxim become the reason of appearing the hidden meaning or impicature. In their conversation they were talking about mobile phone. In his case, Dixon has failed to analyses quantity maxim because he replied less information to Aziz’s question. it is not informative as wants. Manner maxim is also failed to analyzed by Dixon. It goes to that conclusion because Dixon can not give a clear response to Aziz’s question. Simply, if Dixon want to be success in

observing maxim, he directly can reply by saying yes or no. The failure in observing the maxim bring a implicature meaning in Dixon's utterance. In this dialog, Dixon imply that he has had a new mobile phone furthermore they can communicate easily.

Data 14

Ajis	: " <i>Wes nyebar brosur ta</i> " "Have you distributed a brochure?"
Uje Dova	: " <i>Aku gak seneng rame-rame</i> " I don't like to make a noise

In the conversation between ajiz and Uje dove contains some flouting of maxim that is able too produce implicature meaning on that conversation especially in Uje Dova's utterance. Uje has failed to analyse manner maxim because he is just able to give unclear answer to Ajiz's question. By producing the utterance, actually Uje just simply can say "no, I haven't" instead of saying "I don't like a crowded situation". In this point, quantity maxim is failed being analyzed by Uje. The information is less than required. The flouting of quantity and manner maxim produced implicature meaning on Uje's implicature. Actually, Uje imply that he will not distribute the brochure because he dislike with the crowded situation.

2. The aim of producing implicature

Implicature were produced by some reasons. Based on the analyzing of the dialog above, I classified the aim of speakers in producing implicature:

2.1. *Implicature for saving act*

Some implicature on the data 1 and 2 imply unknown about the information that have to deliver to their speaking partner. Then data 3 to 5 is showing disagreement about request or statement given by their speaking partner, and data 11 until 14 show the information about "yes / no" in giving response to their speaking partner's request, question and statement. All speakers prefer to say "unknown", "disagreement", "yes or no" indirectly, because in this case they want to save act. The speakers try to hide the real information

2.2. *Implicature for making a joke*

Data 6 and 7 contains of implicature meaning. Data 6 give information that by saying “*pemalakan secara terhormat*” Ika is not truly want to say that Dini’s will do some crime to Ika but it implies that she disagree with Dini’s request to treat all member of her group to go to Bali freely. The implicature produce a laugh between the speaker. Because the aim of this implicature is for producing a joke, because it is imposible there a polite criminal. The data 7 also contain of some implicature related the implicit meaning of the utterance. Aqil’s answer imply that he disagree with endank’s statement - Aqil has been adult. In this utterance Aqil is so honest to say that he has been old. The aim of his utterance is to produce a joke.

2.3. *Implicature for mocking others*

The last purpose of implicature that was produced by the speaker is for mocking others. The data 8 until 10 show this phenomena. Data 8 give information that Aziz imply disagreement with desy’s suggestion because here desy suggests a bad attitude to Aziz. Then Aziz responds “you try to give a good lesson for me”. Actually, Aziz don’t really want to say that Desy’s suggestion is good but the meaning is the opposite of it. Because the fact, “ngepet” is a very bad activity. Here Aziz want to mock Desy’s suggestion. Then data 9, said that Ajis also mock Uje suggestion. Here Uje suggest Aziz to get married, in showing his disagreement Ajiz mock Uje by saying “you are also not brave to get married”. The last, data 10 show that Ika also used implicature for mocking Hamzah. In this case, Ika disagree to ami opinion about Hamzah – hamzah is handsome. By saying it just light effect, she want to mock Hamzah that he is not handsome.

CONCLUSION

This research showed that implicature are used during online conversation, for example during conversation in Facebook application. Some speaker used implicature in their utterance to express implicit meaning. The other words, the utterance has more than one meaning. The using implicature in facebook implied some point; unknown, agree or disagreement, and response “yes or no” to our speaking partner’s request, suggestion or question. Then the aim of speaker in producing implicature while they are speaking is to saving act, making a joke, and mocking. Speaker suggests the next researcher will analyze about this phenomenon deeply, by adding some aspect or theories in analyzing the data.

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