CHAPTER I

INTRODUCTION

1.1 Background of the study

Implicature is the study of implied meaning to interpret through the word and context itself to get the message. According to *Grice (1975: 45)* "Implicature may help to assume and clarify a considerable extent an intuitive understanding of the meaning of saying in such contexts, and an ability to recognize these assumptions, namely, that connected with the meaning of the word say particular verbs as members of the family with which implicate is associated". It means that Implicatures is a study that is used to convey the implied meaning based on the particular context. Implicature is something that means, but not said, implied, and should be more than just the word mean. *Grice (In Gazdar, 1979:38)* stated that "Implicature is a proposition that is implied by the utterance of a sentence by the context, but it's not the part or entailment of the fact that want to say". It means that implicature is something that used to extend the meaning, implied meaning based on what is spoken to get the meaning based on the context. According to *Grice (1989: 24)* "Implicature is something related to the terms imply, suggest, and mean". Implied meaning or implicature is the meaning or the message that implicit in the speech or written discourse. It means that implicature context is the presupposition that must be understood by speaker and hearer in conducting a conversation.

When speakers and listeners involved in the conversation are generally co-operating each other, it's actually trying to confuse, trick, or withhold the

relevant meaning. According to *Yule (1996:35)* "Implicature is something it must be more than just what the word means to convey meaning. Implicature refers to the intended implication of the utterance. Based on the theory of implicature that proposed by *Grice (1975) and Yule (1996)* there are three kinds of conversational implicature such as generalized conversational implicature, particularized conversational implicature, and cooperative principles of maxims.

The writer use of the conversation from the movie because the writer finds some problems about the implicit meaning in utterances that are used by the characters. The writer chooses new version is a live action movie. This movie tells about a prince cursed by a witch being a scary Beast and then he meets a beautiful woman named Belle who initially hates Beast for having imprisoned her father in a castle. One day Beast die in a fight against Gaston just as the last petals of the flower given by a wizard fall and Belle immediately reveals her love to the Beast and change the situation in an instant. The wizard also canceled his curse and returned the Beast and the circumstances around and changed the Beast back into a gallant prince and they celebrated the party and were happy. Beauty and the Beast movie are supported by many unique characters. The characters use many implicit utterances which can be analyzed by using Conversational Implicature. Here is an example of conversational implicature from the movie:

Gaston: Belle is the most beautiful girl in the village. That makes her the best.
Lefou: But she's so well-read. And you're so. Athletically inclined.
Gaston: **I know. Belle can be as argumentative as she is beautiful.**
Lefou: Exactly! Who needs her when you've got us?
(This utterance takes from the "Beauty and the Beast movie" 2017).

The conversation above takes place in the hills in the village. The participants in this conversation are Lefou and Gaston. They are a best friend and often hanging out together everywhere. On the hillside of the corner, Gaston sees Belle with her activities through his binoculars on his favorite horse. Gaston tells to Lefou about Belle and he wants Belle to be his wife because she is very beautiful and also a genius. After seeing Belle from his binoculars, Lefou suddenly says *"But she's so well-read. And you're so. Athletically inclined"*.He says that statement because he thinks that Gaston is different with Belle in hobbies. And then, Gaston responds with this utterance ***"I know. Belle can be as argumentative as she is beautiful"***.Naturally, Gaston realizes that what Lefou talk is true.

After hearing Gaston's response to Lefou's statement, Lefou assumes that Gaston violates the Quantity maxim. The utterance of Gaston means more than what is he said. From his utterance, it can be assumed that Lefou wants to show how Gaston is different with Belle in their hobbies. He is a man of temperament and quite different from Belle who has a good heart as her beauty. He makes sure to Gaston if he cannot have Belle because they are so much different in every way. He believes that Gaston can't be Belle's husband. From Lefou's expression, it can be seen that he looks underestimate to Gaston by playing his hand about Gaston's ability to have Belle. This utterance also can be meant that Gaston's in a problem and does not anyone to share, so without a good effort, he will not be able to be Belle's husband.

When the implicature of Gaston's utterance that is ***"I know. Belle can be as argumentative as she is beautiful"*** is analyzed with Grice's theory of

conversational implicature; the implicature is organized as **particularized conversational implicature**. The implicature of Gaston's utterance is, he believed that he can have Belle in every way and Belle will choose him to be her husband. The additional meaning is calculated with special knowledge of any particular context and not said in a literal way to get the message of the utterance.

Another example of Conversational Implicature:

Monsieur Jean: Good morning, Belle!

Belle: Good morning, Monsieur Jean!

(This utterance takes from the "Beauty and the Beast movie" 2017).

The conversation above takes place in the bakery. The participants in this conversation are Jean and Belle. Jean is a librarian; he is one of the best friends of Belle. Jean is an old man than Belle. He always supports Belle in everything and always gives Belle every new book that he found. Jean greets Belle when they meet each other. Then Jean gives a greeting to Belle *"Good Morning, Belle"* and Belle responses his greeting by saying ***"Good morning, Monsieur Jean".*** This utterance can be categorized into **Generalized Conversational Implicature**. In Belle's utterance, there is no specific context needed to understand the purpose of the utterance. Jean can immediately understand what she means. The hearer will understand directly about the meaning of the utterance because it's used in a certain form of words in an utterance would normally. People should use a good way in their utterance to show their feelings to others, sometimes use direct utterances or implicature strategies.

Therefore, the utterance of the characters in Beauty and the Beast movie is analyzed by using conversational implicature. The writer analyzes the implicit meaning in the scene of the characters utterances in Beauty and the Beast movie. The writer hopes that it can help show the hearer to understand the reason why the implicit meaning is used in a protective manner. To understand the speaker meaning the hearers used it to make a good response to the speaker. The writers choose the movie as the data because it tells about some words that implied by the speaker in the daily conversation between closed people. It is necessary to study how the implicature is working, in order to understand what implied meaning that is found by the utterance in the movie.

1.2 Identification of Problem

Generally, there are some functions for the purposes of the speech, such as to give information, ideas, influence the auditor and so on. This writing, study about categories of Conversational Implicature found in "Beauty and the Beast movie" which Generalized Conversational Implicature (GCI) and Particularized Conversational Implicature (PCI). So, the writer studied the implied meaning of that speech to focus on one main problem of this research, which is "What types of Conversational Implicature that are found in the characters in "Beauty and the Beast movie" based on the context?

1.3 Objectives of the study

Generally, the research is conducted to achieve the main problem of this research. Furthermore, the writer finds out how the characters utterance in the context of the story Beauty and the Beast movie by using Conversational Implicature Theory. It is commonly used by the speaker who aims to convey

something in the context that has a different meaning from the literal meaning when the utterance was spoken.

1.4 Scope of study

In a pragmatic study, there are so many kinds of an interesting cause that can be analyzed and discussed. However, in this research, the writer just focuses into the main problem that found by analyzing the conversation that is supported by the implicature that occurs in "Beauty and the Beast" movie by using a theory which is proposed by Grice (1975). However, this research just focuses on two types of conversational implicature that are proposed by Grice, they are generalized conversational implicature and particularized conversational implicature. The data were taken from the English movie with entitled "Beauty and the Beast".
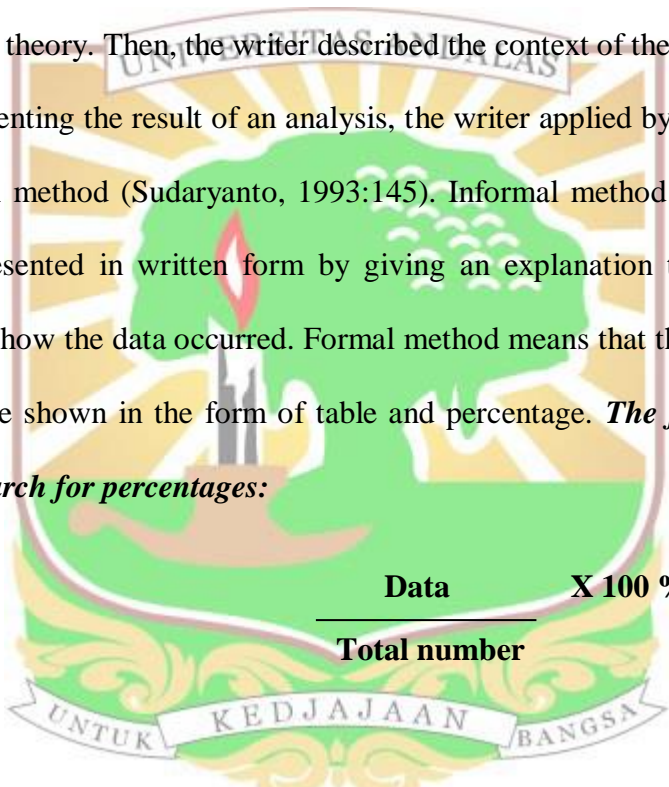
1.5 Method of the Study

Generally, there are three steps in conducting the research. The writer uses steps which are proposed by Sudaryanto (1985:57); Collecting data, Analyzing data, and presenting the result of an analysis. The data included by the characters of the movie in their conversation. The data are taken from the movie with entitled "Beauty and the Beast movie 2017".

In collecting the data, the writer has chosen the data from an English movie with entitled "Beauty and the Beast". There are some techniques that are writer used in collecting data, First, the writer listens to the utterance based on the subtitles from a movie with the title of "Beauty and the Beast" for several times. Then, the writer identified and classified all about conversation belongs to implicature strategies. Belong to the data of this research the

writers using non-participants observational and note-taking technique by (Sudaryanto, 1993:133).

In analyzing the data, the writer analyzed the data by using a conversational implicature method as proposed by Grice (1975:45) and supported by Levinson theory (1983:131). First, the writer collected the data from the utterance and its context in Beauty and the Beast movie. Second, identified the types of conversational implicature are used based on the underlying theory. Then, the writer described the context of the utterance.

In presenting the result of an analysis, the writer applied by using informal and formal method (Sudaryanto, 1993:145). Informal method means that the data is presented in written form by giving an explanation to the situation where and how the data occurred. Formal method means that the results of the analysis are shown in the form of table and percentage. ***The formula that is used to search for percentages:***

$$\frac{\textbf{Data}}{\textbf{Total number}} \quad \textbf{X 100 \%}$$