

CHAPTER I

INTRODUCTION

1.1 Background of the Research

The goal of communication process is to convey the information and the understanding of that information smoothly. In order to achieve that, both of the speaker and listener are expected to use language effectively. It will enable common meaning to be produced and the understanding to be occurred. Yet, the communication process does not always run smoothly without any obstacle, especially the communication in daily conversation.

Grice (1975) names an issue which called implicature phenomenon when the unexpected feedback cause misunderstanding between speaker and hearer in conversation. In identifying and classifying this phenomenon, Grice (1975:45) proposed the cooperative principle as a rule of conversation. This principle consists of four maxims: *maxim of quality*, *maxim of quantity*, *maxim of relation*, and *maxim of manner*. The maxim of quality, where one tries to be truthful, and does not give information that is false or that is not supported by evidence. The maxim of quantity, where one tries to be as informative as one possibly can, and gives as much information as is needed, and no more. The maxim of relation, where one tries to be relevant, and says things that are pertinent to the discussion. The maxim of manner, when one tries to be as clear, as brief, and as orderly as one can in what one says, and where one avoids obscurity and ambiguity.

“Implicature refers to a proposition implied by an utterance in a context even though it is not part, nor the entailment of what actually said” (Gadzar, 1979:38). The term “implicature” used by Grice (1975) to account for what a speaker can imply, suggest, or mean, as distinct from what the speaker literally says (Brown and Yule: 1983) for instance “I looked at my watch after two hours and realized that only twenty minutes had passed” (Grundy, 2000:71) from this example the reader automatically understand that the statement shows how boring she is even she does not say it explicitly.

There are many cases of implicature in daily life. Reality show as one of the life reflections is the example of implicature mostly happens. In this research, the translated conversation among BTS member in BTS Run reality show will be analyzed as the object of the research. In one of the episode, the BTS member Suga said *is it cold in here?* to the rest of the member. In this situation Suga is cold and indirectly asking the member to close the window.

BTS is a popular worldwide group from South Korea. Recently, BTS recorded a milestone in the Hallyu wave, when they won the Billboard Music Award for Top Social Artist last May 2017. Being the first Korean band to be awarded at an American ceremony, they have overtaken pop superstar like Justin Bieber, Selena Gomez, Ariana Grande, and Shawn Mendes. Despite not singing in English, BTS have already toured the US and sold out venues in Los Angeles, Chicago, and New York. One of the reason of their successful is they producing and creating their own music by addressing youth-

related and social issues publicly, which is not seen very often in other musician. And now they are known as one of the best worldwide recognized K-pop acts.

As one of the biggest group in the world, people will look up to BTS as group which influence most of the young generation. This phenomenon makes the writer interested to analyze BTS utterances in BTS Run reality show. Furthermore, the writer hopes can show the reason why the implicit meaning is used by BTS in impartial manner. So that the reader can understand the speaker's want and make them wiser in order to make good response to the speaker.

1.2 Research Questions

As mention before, this research deals with the Pragmatics Implicature behavior. By understanding the significances of the issue, the main problem that will be analyzed in this research can be seen as follows:

1. What are the dominant types of Conversational Implicature used by BTS on BTS Run reality show?
2. How is the Conversational Implicature implemented in relation to Cooperative Principle?

1.3 Objective of the Research

This research primarily analyzes about the BTSS' utterances on BTS Run reality show by using Grice's Cooperative Principle theory. Based on the research question above, the purpose of this study can be concluded as follows:

1. To find out the dominant types of Conversational Implicature used by BTS on BTS Run reality show.
2. To analyze the utterance of BTS related to Cooperative Principle theory.

1.4 Scope of the Research

This study is limited to the pragmatic analysis related to the types of conversational implicature and how the implicature used in relation with the Cooperative Principle theory. The object of research that will be examined is BTS translated utterances among the member on BTS Run reality show that has implied meaning. BTS is actively shown in many reality show until today. They have about more than ten reality shows, however the writer will focus on one show which called BTS Run with total 78 episodes which is available to watch in V-app, a South Korean live video streaming service that allows Korean celebrities to broadcast live videos on the internet and live chat with fans from around the globe.

1.5 Significance of the Research

This research is expected to make the readers understand the use of the conversational implicature with the cooperative principle. In addition, it is also expected to be beneficial for the students who will use Grice's theory as well for the research. They can use this as one of the useful references to perform a further study related to pragmatics particularly in the use of conversational implicature.

1.6 Research Method

1. Research Design

This research uses the theory of implicature and cooperative principle which is proposed by Grice (1975) to determine the type of conversational implicature and identify the cooperative principle as the rule of conversation. The study used qualitative approach and content analysis as the research design. “One can undertake qualitative in a natural phenomenon where the writer works as the primary instrument of data collection that compiles words, analyzes then inductively, concerns with the meaning of participants, and describes an expressive language processes” (Creswell, 1998). In this case, the writer collected the whole data related to utterances in dialogue of BTS Run reality show. The research design was content analysis dealt with someone’s utterances. According to Ary et al (2002) content analysis deals with analyzing and interpreting recorded material within its own context such as public records and textbooks

2. Data and Source of Data

Data are the collection of facts from which conclusions may be drawn and also known as plural of datum. The data in this research are the translated conversations among BTS member in the BTS Run show which are indicated violate the maxim of conversation. Source of data is the one in which the data are collected firsthand by the researcher for a specific research purpose. Source of data in this research is BTS Run reality show which available to watch in V Live, a South Korean live video streaming service that allows Korean celebrities to broadcast live videos on the internet and live

chat with fans from around the globe. The data were limited with the number of the show which has 68 episodes and consists of 2 season. This show is still on going until today and it uploaded every once in week. The writer preferred selecting the English subtitle transcription in order to get accurate data. The writer was in line with Ary et al (2002) who explain that the data in the qualitative approach deals with data that are in the form of words rather than numbers and statistics.

3. Data Collection

The primary instrument of collecting the data was the writer herself and the data was collected using content analysis. Thus, there were some ways of collecting the data in order to complete this study:

1. Downloading the show from the website www.vlive.tv. The writer chose to download from the website rather phone application since it provides good quality picture and sound which can support the accurateness of data.
2. Turning on the English subtitle of the BTS Run show from the website to synchronize the accuracy of word and the time of appearing subtitle with the utterances that being uttered by members in show.
3. Watching the episode of BTS Run show to check the accurateness of English subtitle with the motion picture.
4. Sorting utterances which flout the conversational maxim.
5. Enlisting these utterances based on the type conversational maxim that being flouted.

6. Arranging the obtainable data systematically.

4. Data Analysis

There were also some stages on how to analyze the data, Miles and Huberman (1994) reveal three current flows of data analysis, namely data reduction, data display, and conclusion drawing/verification. Data reduction is the process of selecting, focusing, simplifying, abstracting, and transforming data that exists in the real transcriptions. Data display is organized information including the final conclusion. Conclusion drawing is meant to state a temporal result of the study.

1. Data Identification

In this step, the writer chose some relevant utterances in the dialogue of BTS Run show. The writer only focused on the utterance which violate the maxim of conversation. Therefore, the writer reduced the data or utterances which do not violate the conversational maxims since the data would give no contribution and result to implicature analysis.

2. Data Classification

The writer then classified these utterances based on the type of conversational maxim that being violated, the type of conversational implicature and the meaning of implicature.

3. Data Analysis

After performing the utterances based on violated maxim of communication the writer then described the context of situation and determined the type of implicature based on the theory of conversational implicature which

proposed by Grice (1975). Then the writer analyzed the conversational implicature based on the theory of cooperative principle which is proposed by Grice (1975).

4. Conclusion Drawing

Finally, in presenting the result of the data, the writer drew a conclusion in relation to the cooperative principle and the types of conversational implicature.

1.7 Definition of Key Terms

Implicature : is a primary example of more being communicated than is said but in order for them to be interpreted, some basic cooperative principle must first be assumed to be in operation. (Yule, 1996, p.36).

Conversational Implicature : is one of the foundations of current linguistics pragmatics which deals with indirectness and then allows cooperative principle and maxims being applied in exploring implicature (Grice, 1975, p.26).

Cooperative Principle : is a basic underlying assumption we make when we speak to one another is that we are trying to cooperate with one another to



construct meaningful conversations (Grice, 1975).

V-live app

: is a South Korean live video streaming service that allows Korean-based celebrities to broadcast live videos on the internet and live chat with fans from around the globe

(Wikipedia).

