

**A STUDY ON IMPLICATURES  
ON KABAR BANG ONE ANIMATED CARTOON  
BASED ON RELEVANCE THEORY**

**THESIS**

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**STUDY PROGRAM OF ENGLISH  
DEPARTMENT OF LANGUAGE AND LITERATURE  
FACULTY OF CULTURE STUDIES  
UNIVERSITY OF BRAWIJAYA**

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**THESIS**

**Presented to  
University of Brawijaya  
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## ABSTRACT

Wijaya, M. Aziz. 2011. **A Study on Implicatures on *Kabar Bang One* Animated Cartoon Based on Relevance Theory**. Study Program of English, University of Brawijaya. Supervisor: (I) Lalu Merdi ; Co.Supervisor: Istiqomah Wulandari

Keywords: Implicature, Relevance Theory, *Kabar Bang One* Animated Cartoon.

Implicature or implicit meaning can be found in *Kabar Bang One* animated cartoon. This study uses relevance theory as the theoretical framework. This study aims at describing how implicatures are uncovered on *Kabar Bang One* animated cartoon. Furthermore, this study investigates the implicatures on *Kabar Bang One* animated Cartoon.

The data of this study are in the form of video which contains images and written utterances or texts. Therefore, the researcher used qualitative approach with document analysis design to analyze the implicatures on *Kabar Bang One* animated cartoon.

This study reveals that implicatures appear when the hearer/viewer has particular relevant assumptions on speaker's utterances/sentences. Besides, it is found that the gestures or images on *Kabar Bang One* animated cartoon contained implicatures. Explicature is used to give detailed explanation on ambiguous or unclear utterances and too short utterances. Implicated premises are constructed based on the context. Implicated conclusion is obtained by drawing conclusion from the whole previous process that includes explicature and implicated premises. Implicated premises and implicated conclusion must be limited to the topic discussed in order not to make the implicatures become unintended inferences.

This study concludes that implicatures are interpreted by drawing inferences retrieved from the context, background knowledge or memory, and assumptions. The researcher suggests further researchers conduct similar research about relevance theory with different object of study by giving detailed analysis on higher level explicature which has not been explored in this research yet.

## ABSTRAK

Wijaya, M. Aziz. 2011. **Penelitian tentang Implikatur dalam Kartun Animasi Kabar Bang One berdasarkan Teori Relevansi**. Program Studi Sastra Inggris, Universitas Brawijaya. Pembimbing: (I) Lalu Merdi. (II) Istiqomah Wulandari.

**Kata Kunci:** Implikatur, Teori Relevansi, Kartun Animasi Kabar Bang One.

Implikatur atau makna tersirat dapat ditemukan dalam kartun animasi Kabar Bang One. Penelitian ini menggunakan teori relevansi sebagai landasan teori. Penelitian ini bertujuan untuk memaparkan bagaimana implikatur diungkap dalam kartun animasi Kabar Bang One. Disamping itu penelitian ini juga bertujuan untuk mencari tahu implikatur yang terdapat dalam kartun animasi Kabar Bang One.

Data pada penelitian ini berupa video yang memuat gambar-gambar dan ucapan tertulis atau tulisan-tulisan. Oleh karena itu, penulis menggunakan pendekatan kualitatif dengan model analisa dokumen untuk menganalisa implikatur yang terdapat dalam kartun animasi Kabar Bang One.

Penelitian ini menemukan bahwa implikatur muncul ketika pendengar/penonton mempunyai asumsi tertentu yang relevan pada ucapan/kalimat pembicara. Selain itu, ditemukan juga bahwa gerak isyarat atau gambar-gambar pada kartun animasi Kabar Bang One terdapat implikatur. Eksplikatur digunakan untuk memberikan penjelasan yang rinci pada ucapan-ucapan yang rancu atau tidak jelas dan ucapan-ucapan yang terlalu pendek. Implikatur premis digagas berdasarkan konteks. Implikatur kesimpulan diperoleh dengan membuat kesimpulan dari seluruh proses sebelumnya yang meliputi ekspikatur dan implikatur premis. Implikatur premis dan implikatur kesimpulan harus dibatasi pada pokok bahasan agar supaya tidak memperoleh implikatur yang menyimpang.

Penelitian ini menyimpulkan bahwa implikatur dipahami dengan membuat kesimpulan-kesimpulan yang diperoleh dari konteks, pengetahuan dasar atau memori serta asumsi-asumsi. Penulis menyarankan para peneliti lain melakukan penelitian yang serupa tentang teori relevansi dengan bahan penelitian yang lain dengan memberikan analisis yang rinci pada eksplikatur tingkat lebih tinggi yang mana belum dijabarkan pada penelitian ini.

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Malang, 16 August 2011

The writer



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## CHAPTER 1

### INTRODUCTION

This chapter presents background of the study, research problems, objectives of the study, and definition of key terms.

#### 1.1 Background of the Study

As human beings, people cannot live alone without interaction with others. In interacting with each other, they use a tool to communicate, that is a language. Language as a means of communication plays an important role in human life. According to Longman Dictionary of Contemporary English (2005), communication is the process by which people exchange information or express their thoughts and feelings. Therefore, in communicating with each other, people share information such as asking and answering about something, expressing their opinion, emotion, feeling, idea, etc.

Communication can be done directly or indirectly. Direct communication happens when people make conversation or exchange information from one to another directly. It does not require supporting media of communication. So people talk to each other directly face to face. On the contrary, indirect communication requires media of communication in exchanging information.

In some cases, indirect communication is more effective and efficient in exchanging information than direct communication. It is because indirect communication uses media of communication in exchanging information such

as telephone, sms, email, etc, so that information can be transferred or spread wider. For example, when someone wants to inform something to many people, he does not need to meet the person first but he can save his time by sending texts through email or sms. Other examples of media of communication are newspaper, magazine, radio, and television. Those media of communications are commonly called mass media since it functions as sources for all people in finding out the situation that is happening at the moment.

As we know, besides informing the news to the public, one of the roles of mass media is keeping a watch on political, economic, social, and cultural issues of a country. They write, publish or broadcast a criticism such as political criticism, social criticism, economic criticism, etc. This is the way how to control the government policy and give concern to other public issues.

There are various ways how to express their criticism to the government and public such as by publishing an essay, article, caricature, comic strip, parody, animated cartoon, etc.

Each of the media above has strengths and weaknesses. For essay and article, it presents a criticism in a detail so that the readers can understand completely about something that it is being criticized. But the weakness is, perhaps people do not have time or they do not want to take effort to read all the essays or articles because the critique is too long. It is different from caricature and comic strip. It presents more on picture rather than the words or sentences. By looking at caricature and comic strip picture which are

presented in a funny way, people are more attracted to see because it is more eye-catching than articles and news. But sometimes, people do not understand what messages the author wants to deliver as completely as the essays and articles. Similar to caricatures and comic strips, animated cartoon presents picture and few conversations. It is different from caricatures and comic strips, animated cartoon does not only present pictures and few conversations but also moving pictures. It is more alive and eye-catching than caricatures and comic strips.

Animated cartoon can be represented as communication which is used by mass media in expressing their views, thoughts, opinion, and idea especially on television. One of the examples of animated cartoon and perhaps the only one that is shown on television in Indonesia is *Kabar Bang One*. It presents animated cartoon which includes pictures/images, gestures, words, and sentence. They create a cartoon animation to give criticism about government policy and public issues.

Since it presents few sentences or even a single word, sometimes people take time to understand the intended meaning, so those few words and sentences are frequently confusing and unclear. Additionally, viewers who do not know the hot issues at the moment, they get difficulty to understand the intended meaning that the author wants to convey to the viewer. However, by looking at the cartoon characters and the people that are being criticized who are closely resembled, at least the viewers know who are being criticized in that animated cartoon.

Starting from the animated cartoon of *Kabar Bang One*, we can see language phenomena that exist in our surrounding. Fasold (1990, p.119) defines pragmatics as the study of the use of context to make inferences about meaning. So in understanding the intended meaning in *Kabar Bang One* animated cartoon, we use the context to make some conclusions. Pragmatics as the branch of linguistics field which studies how to carry out the messages and how to interpret the intended meaning can be used to describe the language phenomena found in *Kabar Bang One* animated cartoon.

Since *Kabar Bang One* animated cartoon mostly expresses their ideas and criticize problems indirectly and presents humorously, this leads to create implicit meanings in the conversation among the people who are being criticized and *Bang One* himself. Instead of just watching the animated cartoon which is more entertaining, people do not realize that actually there are intended messages that the author wants to convey through the implicit meanings (implicatures) behind the conversation. According to Grice's theory (1975) of conversational implicature, in order to have a good conversation, both the speaker and the listener have to be cooperative and have to give contributions that are needed in conversation. It is related to the cooperative principle which has four maxims. The cooperative principle is suggested principle that should be followed by each participant in a conversation to achieve successful communication.

Whereas according to relevance theory proposed by Sperber and Wilson (1995), it is not because speakers are expected to obey Cooperative

Principle and maxims, but because the search for relevance is a basic feature of human cognition, which communicators may exploit. In order to have successful communication, communicators have to be able to uncover other's relevance. To interpret an utterance involves more than identifying the assumption explicitly expressed but it also involves working out the consequences of adding assumption to a set of assumptions that have themselves already been processed. It involves looking at the contextual effect of this assumption in a context determined by earlier acts of comprehension (Sperber and Wilson, 1995, p.118). Thus, no matter how short the sentences or utterances are, they can uncover the relevance since the viewers have a good cognitive ability and know the context. The communication will run smoothly.

Based on the explanation above, the writer will reveal the language phenomena on *Kabar Bang One* animated cartoon by using relevance theoretic approach. The writer chooses relevance theory to uncover the relevance of *Kabar Bang One* animated cartoon because it can explain widely how we interpret an utterance or sentence. By knowing the relevance, the viewers are expected to know the intended meaning including the implicit meaning of that animated cartoon conversation.

By giving analysis on that phenomenon, theoretically, it is expected to give worth contribution to Pragmatics field, especially in analyzing the process how the hearer understands the intended meaning and what the implicit meaning (implicature) is behind the conversation by applying



relevance theoretic approach. Practically, this research is expected to enrich the knowledge of the readers concerning how to interpret intended meaning so that the reader simultaneously can uncover the implicit meaning behind the conversation. Generally, this research can give worth contribution to all readers to take notice of what actually the implicit message is about that the author wants to convey behind the conversation.

Based on the explanation above, the writer conducted a research in analyzing how to infer the intended meaning on *Kabar Bang One* animated cartoon so that finally it will be found the implicit meaning (implicature) behind the conversation presented. In analyzing the process and the implicit meaning, the writer relies on the Relevance Theory as the branch of Pragmatics study. Therefore the writer writes a thesis entitled “**A Study on Implicatures on *Kabar Bang One* Animated Cartoon Based on Relevance Theory**”.

**1.2 Research Problems**

1. How are implicit meanings (implicatures) depicted on *Kabar Bang One* animated cartoon?
2. What are the implicatures behind the conversation of *Kabar Bang One* animated cartoon?

### 1.3 Objective of the Study

1. To know how implicit meaning (implicatures) depicted on *Kabar Bang One* animated cartoon.
2. To uncover the implicit meanings (implicatures) of *Kabar Bang One* animated cartoon.

### 1.4 Definition of Key Terms

#### 1. Implicature

Any assumption communicated, but not explicitly so, is an implicitly communicated (Sperber and Wilson, 1995, p.182).

#### 2. *Kabar Bang One* Animated Cartoon

An animated cartoon which main character is *Bang One* inserted in every news program of TVone to give response or criticism referring to the current issues.

([http://id.wikipedia.org/wiki/Bang\\_One](http://id.wikipedia.org/wiki/Bang_One)).

#### 3. Relevance Theory

Relevance Theory is an inferential approach to pragmatics which is based on a definition of relevance and two principle of relevance; a Cognitive

Principle (that human cognition is geared to the maximisation of relevance), and a Communicative Principle (that utterances create expectations of optimal relevance). (Sperber and Wilson, 2002, p.1)

## CHAPTER II

### REVIEW OF RELATED LITERATURE

This chapter presents a brief description and explanation about the theories that support this study. There are several theories that are important to discuss.

This chapter begins with general description about pragmatics as the foundation of relevance theory. Then the researcher will mainly discuss the notion of Relevance Theory.

#### 2.1 Theoretical Framework

##### 2.1.1 Pragmatics

Grundy (2000, p.3) defines pragmatics as, “the study about explaining how we produce and understand such everyday but apparently rather peculiar uses of language.” Speaker’s utterances are not necessarily the same as what speaker means. Therefore, there is more meaning behind the utterances. By studying pragmatics, we are expected to understand the real message or meaning behind utterances.

According to Cutting (2002, p.2) pragmatics is “the study of context, text and function.” So in pragmatics, context, text and function play an important role in communication. As utterances are not necessarily the same as the literal meaning, we need context, text and function to understand someone’s utterances. It is similar to Fasold (1990, p.119), who says, “pragmatics is the study of the use of context to make inferences about

meaning.” Peccei as quoted by Cutting (2002, p.2) explains context as “the aspects that influence communication such as knowledge, time and place in which the words are uttered or written. The text refers to pieces of spoken or written discourse.”

Another view of pragmatics is defined by Levinson (1983, p.9), by saying that pragmatics is “the study of those relations between language and context that are grammaticalized or encoded in the structure of language.”

This indicates that through context we can understand someone intention. From those explanations, we may say that pragmatics is the study of human language use as it is determined by the context to make inferences about meaning. In conclusion, pragmatics can describe how human communication is produced and interpreted as it is explained more on the subfield of pragmatics which is relevance theory.

**2.1.2 Relevance Theory**

According to Grice (1975), in order to have a successful communication, the speaker and the listener have to be cooperative and have to give contributions that are needed in the conversation. Cooperative Principle suggests principle that should be followed by each participant. So that in order to have a successful communication the participant should obey the four maxims: quantity, quality, relation, and manner. Frequently, speakers produce utterances which disobey one or more of the maxims, but the hearers still understand the intention that is delivered by the speakers. According to

Cutting (2002), communication is understood by hearers simply by selecting the relevant features of context, and recognizing whatever speakers say as relevant to the conversation. "When hearer or reader makes sense of a text, they interpret the connections between utterances as meaningful, making inferences by drawing on their own background knowledge of the world" (Cutting 2002, p.43). It can be seen that the purpose of communication is as a matter of enlarging mutual cognitive environments, not of duplicating thoughts (Sperber and Wilson 1995, p.193). So, successful communication is not based on obeying the cooperative principle.

Francisco Yus (1999, p.2) explains "Relevance theory is a cognitive approach to human communication based upon the central claim that human cognition is geared to the addressees' search for relevance in the in-coming (non)-verbal stimuli that they process in the course of a conversational interaction". Sperber and Wilson (as cited in Horn & Ward, 2007, p.607) says "Relevance theory may be seen as an attempt to work out in details one of Grice's central claims: that an essential feature of most human communication is the expression and recognition of intentions". Recognizing intention is a normal characteristic of human cognition (Sperber and Wilson 1995). Sperber and Wilson propose this theory because they are not satisfied with the probabilistic nature of Gricean implicature. They argue that a single principle of relevance is adequate to explain the process of utterance understanding.

"They want a theory which goes beyond the probabilistic and enables addressees to be sure that they have recovered the most relevant of a

potentially infinite set of inferences”, (Grundy 2000, p.101). In conclusion, communication is not about obeying the cooperative principle but it is because of human cognition.

In the first chapter of their book entitled *Relevance: Communication and Cognition*, Sperber and Wilson argue that code model of communication is inadequate to comprehension process. “Comprehension involves more than decoding of linguistics signal”, (Sperber and Wilson 1995, p.6). Therefore, Sperber and Wilson support inferential communication which an inferential process simultaneously functioning as a decoding process (Sperber and Wilson 1995, p.14). As a result, the foundation of relevance theory is based on the inferential communication. Verbal communication also employs a code such as the grammar of particular language. However, verbal communication cannot be explained solely in terms of a code theory of communication. Natural language consists of indexical expression such as pronouns which do not encode their referents. Moreover, there are ambiguous expressions in language which need to be disambiguated; it is clear how this process cannot be explained in code theory terms.

Inferential communication aims to explain how the audience infers the communicator’s intended meaning based on evidence provided (Horn & Ward 2007). Such inferences conform to certain expectations that are created by communication. Unlike Grice, Relevance Theory doesn’t postulate conversational (maxim) as the standard that a successful communication relies on obeying Cooperative Principles. Instead, Relevance Theory claims that

interpretation is primarily a cognitive phenomenon which depends on how humans process information. In other words, Relevance Theory is rooted in an account of cognition.

Sperber and Wilson (as cited in Horn & Ward, 2007) state that “Relevance is a potential property not only of utterances and other observable phenomena, but of thoughts, memories and conclusions of inferences”. Of course, in searching the relevance, an input is needed to be processed in human mind. Sperber and Wilson (as cited in Horn & Ward, 2007) state that

“an input (a sight, a sound, an utterance, a memory) is relevant to an individual when it connects with background information he has available to yield conclusions that matter to him, for example, by answering a question he had in mind, improving his knowledge on a certain topic, settling a doubt, confirming a suspicion, or correcting a mistaken impression.”

An input also provides a stimulus which enables the addressee to identify information by recognizing the speaker’s intention to convey it.

In Relevance Theory, the inferential communication is also called ostensive inferential communication. The main point about ostensive inferential communication is that communicator intentionally provides evidence that he intends the audience to arrive at certain conclusion (Sperber and Wilson 1995). As Sperber and Wilson say (1995, p.50), “an ostensive stimulus is a behavior”, so that it can only be explained on the assumption that the communicators wanted to give evidence of their intention to convey some information.

An example of ostensive inferential communication process can be described as follows: Yanto is in South Africa watching world cup match. Unfortunately, he has got toothache. He wants to buy a drug to heal his toothache. Another bad luck, he doesn't know Afrikaans, and the seller indicates that he doesn't speak English. So he mimics the act of someone who has got toothache. He holds his jaw and feels the pain in it. The pharmacist understands perfectly and brought some pills for toothache, and so the purchase runs smoothly. In mimicking the act of holding the jaw and feeling the pain, he produces evidence which, together with appropriate contextual assumption, leads the pharmacist to draw conclusion in (e).

- a. Someone who walks into a drugstore wants to buy something which he believes is sold there.
- b. The customer is acting in a way similar to the act of someone who has got a toothache.
- c. For healing the toothache one needs a drug for toothache.
- d. Toothache drugs are sold at the pharmacist's drugstore.
- e. The customer wants to buy a toothache drugs.

Here, ostensive inferential communication involves two methods of communication, code model and inferential communication. A code model holds that speaker encodes some information A, which the addressee has then to decode. The signal itself does not provide evidence for the conclusion that the speaker intended to convey this information; it encodes the information A itself. It is clear that every single piece of evidence gained from a stimulus can



be interpreted against some of contextual assumption, draws the inference of what the speaker wanted to convey.

### 2.1.2.1 Principle of Relevance

Relevance theory is based on a definition of relevance and two principles of relevance: a Cognitive Principle of relevance is human cognition tends to be geared to the maximization of relevance, and a Communicative Principle of relevance that every act of ostensive communication communicates a presumption of its own optimal relevance (Sperber & Wilson 1995, p.260). In other words, human cognition tends to pick out information which connects to existing assumptions in such a way as to improve the individual's overall representation of the word by making it richer, providing better-evidenced, and more likely to be true.

According to the cognitive principle of relevance, the human cognition attends only to information which seems relevant. If the communicator wants to be understood, then she must produce her ostensive stimulus in such a way that it will seem relevant to the audience under the intended interpretation. Thus it can be said that every act of ostensive communication creates in the audience a presumption that it will be relevant enough to be worth the audience's attention.

Grundy (2000) has summarized the key principles of Relevance Theory proposed by Sperber and Wilson. Here are the key principles of relevance theory:

a. every utterance comes with a guarantee of its own particular relevance, so that to understand an utterance is to prove its relevance. The goal of human cognition is to maximize the relevance of the information processed.

b. because the addressee cannot prove the relevance of the utterance without relating it to the context, the speaker has to have very accurate assumptions of the hearers' cognitive ability and contextual resources, which will necessarily be reflected in the way s/he communicates, and in particular in what she chooses to make explicit or what s/he chooses to leave implicit.

c. "however apparently grammaticalized linguistic structure may be, utterances are, as we have seen, radically under-determined. So a single syntactic relation may represent a very wide range of logical and semantics relations. Even the determination of sense requires an inferential process." (Grundy 2000, p.106).

d. once the propositional form of an utterance has been fully elaborated, the utterance may be regarded as a premise, which, taken together with other, no-linguistic premises available to the hearer as contextual resources, enable him to deduce the relevant understanding.

e. "the most accessible interpretation is the most relevant. This is an important notion because it enables us to discriminate in a principled way." (Grundy 2000, p.106). Hence there are two

assumption related to the relevance and the processing effort.

First, the greater the effect of an utterance, the more relevant it is. Second, the harder we have to try to understand something, the less relevant it is.

f. “context is not treated as given common ground, but rather as a set of more or less accessible items of information which are stored in short term and encyclopedic memories or manifest in the physical environment.” (Grundy 2000, p.107).

#### 2.1.2.2 Relevance-theoretic comprehension strategy

Sperber and Wilson (as cited in Horn & Ward, 2007) and Robin Carston (2002, p. 143) explain how the comprehension works on the relevance-theoretic conception. Here is the following comprehension procedure.

- a. Consider interpretations (disambiguation, reference assignments, enrichments, contextual assumption, implication, etc) in order of accessibility (i.e. follow a path of least effort in computing cognitive effects)
- b. Stop when the expected level of relevance is reached.

According to relevance theory, there is a procedure to interpret utterances. The hearer should take the decoded linguistic meaning; following a path of least effort, he should enrich it at the explicit level and complement it at the implicit level until the resulting interpretation meets his expectations of

relevance. In other words, the audience should follow a path of least effort in computing cognitive effects, considering interpretation in order of accessibility, and accepting the first interpretation which satisfies their expectations of relevance.

Korta and Perry (2006) say that communication will be successful when the hearers or addressees recognize speaker's intention. Recognizing speaker intention means recover the relevance. So in order to come to the relevance, hearers or audiences should infer the speaker's intention since inferential communication is the foundation of relevance theory. Sperber and Wilson (as cited in Horn & Ward, 2007) explain that in order to infer speaker's intention, hearers and audiences is constructing a hypothesis about the speaker's meaning that satisfies the presumption of relevance conveyed by the utterance. Here are the sub-tasks in the overall comprehension process to recover the relevance according to Sperber and Wilson as cited in the Handbook of pragmatics by L. Horn & G. Ward (2007):

- a. Constructing an appropriate hypothesis about explicit content (EXPLICATURES) via decoding, disambiguation, reference resolution, and other pragmatic enrichment processes.
- b. Constructing an appropriate hypothesis about the intended contextual assumptions (IMPLICATED PREMISES).
- c. Constructing an appropriate hypothesis about the intended contextual implications (IMPLICATED CONCLUSIONS).

From the explanation above, in order to recover the relevance, we need explicature and implicature. In addition, Grundy (2000) also puts higher level explicature as ways to prove the relevance of utterance. According to Grundy (2000), higher level explicature is a way to reveal the propositional attitude of the speaker to his/her utterance. Higher level explicature relates to the characteristics of the speaker. It means that in order to know someone's intention, addressee have to know the characteristics of the speaker. This makes higher level explicature is the most difficult level. Actually this way is very subjective one, since the hearers should be able to predict the intention which may have different meaning for different person based on the characteristics.

After recovering those explicatures, we can recover the implicature. Grundy (2000) states that implicature is obtained by entirely inferentially deriving from explicature, so that the hearers has a logical form different from that of the original utterances. Those three ways: explicature, higher level explicature, and implicature; should be recovered to make inferences about someone's meaning. Those inferred meanings are the most relevant ways of understanding what the speaker intends to convey.

Sperber and Wilson (1995, p. 182) define explicature as "an explicitly communicated assumption". While Carston (2000, p.9) explains more about explicature as "a propositional form communicated by utterance which is pragmatically constructed on the basis of the propositional schema or template (logical form) that the utterance encodes; its content is an amalgam

of linguistically decoded material and pragmatically inferred material.” It seems that explicature is pragmatic process that are involved in developing what is encoded by an utterance into the propositions that are actually communicated (Haugh, 2002).

Another similar view, Grundy (2000, p.103) defines explicature as “the inference or series of inferences that enrich the under-determined form produced by the speaker to a full propositional form are motivated by the indeterminacy of language”. Grundy (2000) sees explicature as an intermediate level of understanding between what is said and the implicature that are entirely inferred. So in explicating the original statements, it requires an inferential process which provides an enriched interpretation consistent with the context of the utterance and the speaker’s encyclopaedic knowledge. As explained above, explicating the original statement is needed to make contextual assumption to derive an implicature.

Sperber and Wilson (1995, p.182) define implicature as “any assumption communicated, but not explicitly so, is implicitly communicated”.

Horn (2007, p.3) defines implicature as a component of speaker meaning that constitutes an aspect of what is meant in a speaker’s utterances without being part of what is said.” another definition of implicature defined by Carston (2000, p.9) as “any other propositional form communicated by an utterance; its content consists of wholly pragmatically inferred matter.

From those definitions, it is assumed implicature has characteristic that what is said is not necessarily what is meant. So there is a hidden

message in someone's utterances. In conclusion, implicature is any assumption communicated that contains implicit meaning behind the utterances.

Sperber and Wilson (1995) distinguish implicature into two kinds: implicated premises and implicated conclusion. Grundy (2000, p.112) states that "deriving implicature from an explicature is sometimes a two-step process which requires a first implicature, or implicated premise, before the consequent implicature, or implicated conclusion, can be inferred." Sperber and Wilson (1995, p.195) explain that "implicated premises must be supplied by the hearer, who must either retrieve them from memory or construct them by developing assumption schema retrieved from memory". Meanwhile, implicated conclusion is deduced from the explicatures of the utterance and the context (Sperber & Wilson 1995).

As stated above, the researcher concludes that the hearers start the interpretation of an utterance with identification of its logical form. This logical form is then enriched with contextual information to generate explicature. After explicature process which involves decoding, disambiguation, reference resolution, and other pragmatic enrichment processes are done, then implicated premises are derived by supplying and constructing contextual effect or contextual assumption. Together with explicature and the context that are combined, it derives implicated conclusion.

From those notions of relevance theory, the researcher will analyze the data based on relevance-theoretic comprehension strategy that is proposed by Sperber and Wilson. So in uncovering the implicatures, the researcher uses sub-tasks of overall comprehension process which consists of explication, implicated premises, and implicated conclusion. Further, the researcher also identifies the context and constructs the contextual effect in order to derive implicated premises which are needed to derive implicated conclusion. The following figure illustrates the process of uncovering implicatures.

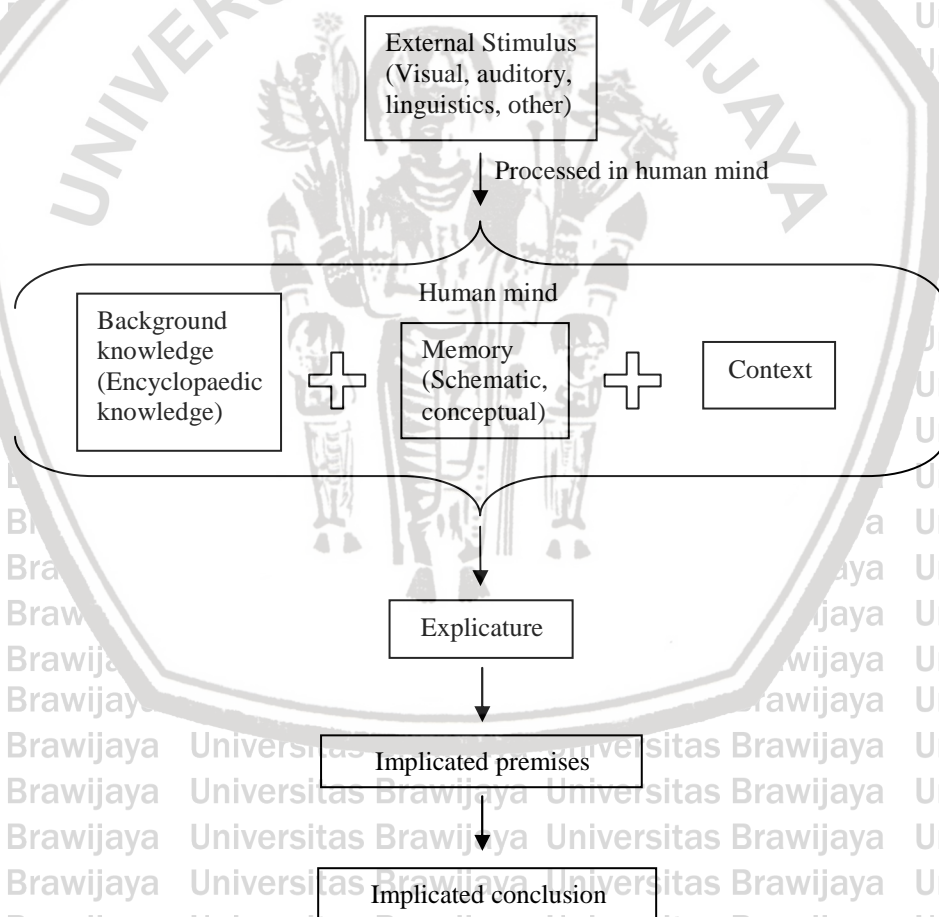


Figure 2.1. Process of uncovering implicatures (Adapted from Sperber and Wilson, 2002, p.261, and Luchjenbroers, 1990, p.2)



### 2.1.3 Kabar Bang One Animated Cartoon

*Bang One* is a cartoon character who becomes the icon or mascot of TV One. Meriam-Webster Dictionary defines a cartoon as “a preparatory design, drawing, or painting (as for a fresco)”, as we can see here *Bang One* is drawing character. *Bang One* is not only presented in the form static cartoon character, but moving cartoon. Oxford Advance Learner’s Dictionary defines animated cartoon as “a film/movie made by photographing a series of gradually changing drawing or models, so they look as if they are moving”.

Based on that definition *Bang One* is categorized as animated cartoon.

Wwnorton.com in its essay entitled Evolution of Animation Techniques (2010, para.1) categorizes animated cartoons into three basic types: hand-drawn, stop motion and digital. Hand-drawn animation is created by drawing or painting images that are then photographed one frame at a time in a film camera. It is different from stop-motion animation which records the movement of object (toys, puppets, clay figures, or cutouts) with a film camera. While, digital animation is the same as hand-drawn animation at first creating the character which is by drawing or painting two dimensional pictures, but it is totally different in the final steps, digital animation is presented in three dimensional forms. Based on the category, *Bang One* is hand-drawn animation since it presents in two dimensional pictures.

As we know cartoon is not necessarily presented in the form of comic book, but also presented in printed mass media. It is presented in humor way as Longman Dictionary of Contemporary English defines cartoon

as “a funny drawing in a newspaper or magazine, especially about politicians or events in the news”. They use cartoon as political and social satire, so that people will be attracted to know the issues that are being criticized by the media.

Nowadays, a cartoon is also presented in electronic mass media especially on TV. The goal is quite similar to printed media, which is to criticize about political and social issues. Those cartoons are also known as editorial cartoon. Wikipedia (2010, para.1) defines editorial cartoon as “an editorial cartoon, also known as political cartoon, is an illustration or comic strip containing a political or social message that usually relates to current events or personalities.” It can be said that *Bang One* is a kind of animated political or editorial cartoon. As noted above, *Bang One* is animated editorial cartoon which presents criticism of current political and social issues.

*Bang One* animated cartoon is presented on TV One news programs.

Sometimes it is inserted in Kabar Pagi, Kabar Siang, and Kabar Malam. *Bang One* animated cartoon presents a silent cartoon together with music. So when the characters are speaking, it appears balloon text or callouts which contains words or sentence instead of producing a direct utterance.

## 2.2 Previous studies

Pragmatics research has been conducted in many ways. In relation with this research, there are previous studies that have been conducted. Previously, Yadi Purwohusodo (2009) conducted a research about *Bang One* entitled *A Study*

*of Conversational Implicature on Bang One's Comic Book Based on Grice's*

*Cooperative Principle and Its Maxims.* He attempts to analyze pragmatically the

conversational implicature on *Bang One* comic book based on Grice's Cooperative

Principle and its maxims. Grice's work on the Cooperative principle initiated the

current interest in pragmatics, and led to its development as a separate discipline

within linguistics. The main object of the study is to discover how utterance can

go beyond its literal meaning by disobeying or flouting of some principles by the

speaker in cooperative dialogue. He found that none of the Maxim of Quality is

flouted. Maxim of Quantity is the most frequently flouted maxim. The second

frequently flouted is Maxim of Relation, and followed by Maxim of Manner.

As Relevance Theory deals with explicature and implicature, another

previous study about implicature was also conducted by Yiyik Ajeng Retnani

Putri (2005). She conducted a thesis entitled *Pragmatic Study on the Implicature*

*on "The Born Loser" Comic Strip Sentences.* She investigated about the

implicature that can be inferred from the sentences in "The Born Loser" comic

strip. In analyzing the implicature which she had found, she analyzed the maxims

to derive the implicature. She also uncovered that there are two kinds of

implicatures used in the sentences of "The Born Loser" comic strip. Those are

generalized and particularized implicature.

Although the first research which is conducted by Purwohusodo has

similarities with this research, there are things which make it different from one

another. First, Purwohusodo investigates implicature on *Bang One* comic book

based on Grice's cooperative principle and its Maxims. Meanwhile, this research

is trying to investigate the process how audiences infer character's utterances in

*Bang One* animated cartoon show based on Relevance Theory proposed by Sperber and Wilson.

Second, Purwohusodo uses *Bang One* comic book as his object of the data, meanwhile, this research use *Bang One* animated cartoon which is presented in

TV One. Here, *Bang One* Comic Book only presents static pictures which were obtained from earliest edition of *Bang One*. Meanwhile, the data of this research

are in the form of video animated cartoon which presents the latest edition of *Bang One*. Therefore, the data that are taken in both researches will be different from each other.

In relation with second previous study which was conducted by Putri, this research is different in investigating the implicature. Putri uses maxims to derive an implicature based on Grice's theory, while this research use explicature to explicate the original statement and build some contextual assumption to derive implicature. Putri uncovered generalized and particularized implicature, while this research attempts to uncovered implicated premises and implicated conclusion.

This research uses Relevance Theory which is more applicable than the four maxims in Cooperative Principle. People can still understand someone's intention even though they do not obey the maxims of Cooperative Principle.

People use their cognitive ability to recognize speaker's intention by recovering the relevance, so that Relevance Theory is more applicable. In addition, Relevance

Theory can be used in analyzing non-verbal language as it uses contextual assumption based on the cognition, while Cooperative Principle cannot.

## **CHAPTER III**

### **RESEARCH METHODS**

In this chapter, the researcher discusses some details of the research methods applied in this research. It presents research design, data sources, data collection and data analysis.

#### **3.1 Type of Research**

Research type plays an important thing in conducting a research. This is because research type is a guideline for the researcher in conducting the research.

This research applies qualitative approach. There are some considerations why this research belongs to the qualitative research. First in this research, all of the data collected are in the form of words rather than numbers. As Ary et al (2002, p.425) state that the “qualitative inquirer deals with the data that are in the form of words rather than numbers or statistics.”

Furthermore, Miles and Huberman (1994, p.1) state that qualitative data are usually in the form of words rather than numbers which are related to the social sciences like anthropology, history, and political science. Secondly, this research analyzes the language phenomena which belong to social phenomena. As Ary et al (2002, p.422) state that qualitative research utilizes words to answer the questions or problems and tries to understand human and social behavior. It is also supported by Creswell (1998, p.15) that “Qualitative research is an inquiry

process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem.”

Concerning the research type, this research applies document or content analysis since it attempts to analyze the implicature in the conversation among characters in *Kabar Bang One* animated cartoon. This is also supported by Ary *et al* (2002, p.442), who say that textual (document) analysis is a research method which is applied to written or visual material such as textbook, newspapers, speeches, television programs, advertisements, or any of other kinds documents.

In short, this research applies document or content analysis technique because the researcher analyzes document or materials of data in the form of animated cartoon that can be categorized as films.

### 3.2. Data Sources

As the research is concerned with *Kabar Bang One* animated cartoon, the data sources of this research are the videos of *Kabar Bang One* animated cartoon.

So the data are in the form of animated cartoon and words. The data of this research are limited to the latest editions during this thesis writing process. The researcher chooses the latest edition because the data will be more relevant to the current issues as they are up to date to the research that is conducted.

The researcher also limits the data to 7 videos of *Kabar Bang One* animated cartoons that are going to be analyzed. Qualitative research does not necessarily need large data as samples. Since the data are representative, then they are adequate to be analyzed as samples.

As Ary et al (2002) explain that qualitative researcher tries to obtain a sample of observation which they believed to be representative. Furthermore, Ary et al (2002, p. 428) state that “qualitative researchers select purposive samples believed to be sufficient to provide maximum insight and understanding of what they are studying”. So in order to have representative data, the researcher tries to select purposive sample.

Ary et al (2010) mention several variations on purposive sampling which are based on Miles and Huberman (1994) and Marshall and Rossman (2006). The variations of purposive sampling are comprehensive sampling, critical case sampling, maximum variation sampling, extreme case sampling, typical case sampling, negative case sampling, homogenous sampling, snowball or chain sampling, intensity sampling, stratified purposeful sampling, random purposeful sampling, theoretical sampling, criterion sampling, opportunistic sampling, and convenience sampling.

Here, the researcher chose maximum variation sampling in selecting the data that were going to be analyzed. Ary et al (2010, p. 429) explain that “in maximum variation sampling, units are included that maximize differences on specified characteristics.” Based on the consideration, the researcher selects the data by looking at the differences such as the topics discussed.

### **3.3 Data Collection**

Based on the research design, the researcher collected the data by using document analysis. The researcher chose document analysis since the materials or

documents are in the form of videos which contain written utterances or texts. As

Ary *et al* (2002, p.430) state that there are three common methods in collecting data: observation, interviewing, and document analysis.

According to Ary *et al.* (2002, p. 424), in qualitative studies, “the human investigator is the primary instrument for gathering and analyzing the data.” So the main instrument of this study is the researcher himself. Here are the steps in collecting the data:

1. Opening the website of TV One at <http://www.tvone.co.id/>. The researcher opened the website and went to *Kabar Bang One* section.
2. Watching the latest videos of *Kabar Bang One* animated cartoon. Here the researcher selected different topics of *Kabar Bang One* animated video.
3. Downloading the videos of *Kabar Bang One* animated cartoon. Because the data cannot be downloaded from the website directly, the researcher used Internet Download Manager to download the data that were going to be analyzed.
4. Saving the data then marking them with its titles and the date they are published on TV. The researcher saves the data on a laptop. After that, the researcher marks the data by writing its titles provided and the date they were published on TV.
5. Writing all written utterances produced by all characters which appear in the conversation.



6. Arranging the data collected from the earlier edition to the latest edition systematically.

Before analyzing the data, the researcher had to make the data good to be analyzed. In order to make the data good, the researcher took peer review or peer debriefing so that the researcher can get feedbacks from other reviewers. Here the “reviewers identify problems in the interpretation and stress the need for additional data” (Ary et al, 2002, p. 452). Besides, the researcher can compare the understanding between the researcher and the reviewers. The researcher chose students who also conduct a study about relevance theory. This is because the researcher needs feedbacks which are reasonable based on the theoretical framework. As a result, the researcher obtained accurate, valid, and credible data.

#### **3.4. Data Analysis**

After all the credible and dependable data are collected, the researcher began analyzing the data. In data analysis, the researcher analyzed and interpreted the data collected and then presented the result or drew the conclusion. “Data analysis is a process whereby researchers systematically search and arrange the data in order to increase their understanding over a particular phenomenon being researched and to enable the researcher to present what they learned to others” (Ary et al, 2002, p. 465).

According to Ary et al (2002) data analysis involves three main steps.

They are organizing the data, summarizing, and then interpreting the data. In

analyzing the data, the researcher organised the data by giving number or highlighting the data so that they can be easily described and interpreted.

Here are the steps of data analysis:

1. Organizing the data

The researcher organised the data by giving number and highlighting the data which contain implicatures.

2. Summarizing the data

The researcher summarized the context by giving brief explanation on the issues that are being criticized on *Kabar Bang One* animated cartoon. This step must be done in order to gain the contextual effects which are needed to interpret the data.

3. Interpreting the data

The last step, the researcher interpreted the written utterances that convey implicature based on relevance theory comprehension process as explained in chapter II. Finally, the writer draws conclusion based on the results which are found.

## CHAPTER IV

### FINDINGS AND DISCUSSION

This chapter presents research findings based on the problems proposed in Chapter I. Further, the researcher discusses the findings based on the theoretical framework which has presented in Chapter II.

#### 4.1 Findings

In this chapter, the researcher presents written conversations on *Kabar Bang One* animated cartoon and answers research problems. The first problem of this research concerns about the processes of uncovering implicatures on *Kabar Bang One* animated cartoon. Here, the researcher explicates the original statement if it is unclear or stated shortly via decoding, disambiguation, reference resolution, and other pragmatic enrichment processes. Then, the researcher constructs several premises or assumptions based on sentence and context provided. The second research problem of this research is to uncover what the implicatures or implicit meaning behind *Kabar Bang One* animated cartoon. Here, the researcher concludes the implicatures or identifies the implicated conclusion.

In answering those research problems, the researcher answers two research problems in integrated analysis. This is because answering the first research problem is a part of answering the second research problem, and vice versa.

Therefore the analysis cannot be separated. The researcher first presents the data and then analyses the data. In presenting the data, the researcher describes the

context about the video and shows the conversation amongst characters in the video. To differentiate between sentence and gesture, the researcher puts parentheses “( )” for sentences and brackets “[ ]” for gestures. Each of sentence and gesture is numbered consecutively on the right top of the parentheses and bracket such as “( )<sup>1</sup>” or “[ ]<sup>2</sup>”. The researcher also puts braces “{ }” to mark the number of each video. After presenting the data, the researcher analyses the data based on relevance theory that has been discussed in theoretical framework.

#### 1. SJ vs. SD {Video 1}, June 17<sup>th</sup>, 2010

Context :

Sjahril accused Susno of engaging in bribery case of PT Salmah Arwana in manipulating its tax. Before Sjahril spoke to the public, Susno accused him first as the mafia of tax in some media and also in house of representative. Sjahril accused him back of receiving a bribe IDR 500 million from Gayus through his intermediary. Sjahril also alleged that Susno had planned to meet him in Singapore to discuss their case together before Susno was intercepted by some policemen at Soekarno-Hatta airport. Susno denied that allegations, he went to Singapore for medical check-up reason. Receiving report from Sjahril and Susno, police called both of them for investigation. Sjahril came to the police station while Susno didn't come due to the unclear police summons. But finally he accepted to come for the investigation. In the end, Police determined Susno as a suspect.

## Conversation:

Sjahril Djohan : Susno terima uang Rp. 500 juta (Susno received Rp. 500 million)<sup>1</sup>

Susno Duadji : Saya siap diperiksa...!! (I'm ready to be interrogated...!!)<sup>2</sup>

Sjahril Djohan : Saya diajak susno bertemu di Singapura (I was invited by Susno to meet in Singapore)<sup>3</sup>

Susno Duadji : Saya sudah malas menjelaskan (I'm tired to explain)<sup>4</sup>

Sjahril Djohan : Susno jadi laki-laki lah, be gentlemen (Susno be a man, be gentlemen)<sup>5</sup>

Susno's Lawyer : Dipanggil sebagai saksi...!! (Called as a witness...!!)<sup>6</sup>

Investigator : Tersangka...!! (A suspect...!!)<sup>7</sup>

*Bang One* : Tiga pukulan Sjahrial...!! Sang Jendral tamat..? (three Sjahrial's punches...!! Is the general over?)<sup>8</sup>

*Bang One* : Tau ah gelap..@#^...!! (I don't know @#^...!!)<sup>9</sup>

Conversation 1 has nine sentences spoken by five different characters. They are Sjahril Djohan, Susno Duadji, Susno's lawyer, investigator, and *Bang One*.

{1} Susno received Rp. 500 million (sentence 1)

Sentence 1 is not clear enough why Sjahril Djohan angrily says that Susno received money. Because the sentence 1 is unclear enough so we need to explicate it into fully elaborated sentence. Looking at the context, money that Sjahril means here is a bribe from Gayus through his intermediary. That is why Sjahril was angry to Susno because Susno received the bribe from him. The

explicature of the first sentence becomes “*Susno received a bribe IDR 500 million from Gayus through my intermediary*”.

Having that explicatured sentence above, we can construct implicated premises like below:

1. Bribe is money or a gift that you illegally give someone to persuade them to do something for you.
2. Illegal means it is not allowed by the law.
3. Bribery is not allowed by the law.
4. Susno received the bribe.
5. Susno is guilty because he breaks the law.

**Implicated conclusion:**

To derive implicated conclusion, we have to look at whole previous processes that include explicature and implicated premises. As the context provided, Susno revealed PT Salmah Arwana case by blaming Gayus and Sjahril. Then, Sjahril said that Susno was also guilty by accepting the bribe. So the implicated conclusion is “*Susno also got involved in this bribery case.*”

{1} I'm ready to be interrogated...!! (sentence 2)

Sentence 2 is also unclear enough since it is unknown who will interrogate Susno. This kind of case is always handled by the official or department that has authority to do investigation. The official or department that has authority under the law to do investigation is police. Based on that

context, the explicature of the original statement is “*I’m (Susno) ready to be interrogated by police.*”

Looking at his sentence together with his contemptuous gesture while he was uttering that sentence, it seems that Susno was brave to be interrogated by the police. We can have assumptions about his sentence. Here are the implicated premises:

1. Interrogation is done by the police to prove whether or not someone is guilty.
2. Susno was ready to be interrogated by the police officer.
3. Be ready means be brave to be interrogated by the police that he was confident and he wanted to prove that he was on the right track.
4. Susno wanted to prove that he was not guilty.

**Implicated conclusion:**

As the context provided, Sjahril accused him of accepting bribe from Gayus by his intermediary. If Susno wanted to prove that he was not guilty, it means he did not do anything accused by Shahril. Considering that denial, so the implicated conclusion is “*Susno wanted to prove that he did not accept the bribe from Gayus by his (Sjahril) intermediary.*”

{1} I was invited by Susno to meet in Singapore (sentence 3)

Sentence 3 can be enriched further by explicating it. Here Sjahril showed evidence about. So the explicature of sentence 3 is “*Sjahril showed evidence about Susno’s departure to Singapore was not for medical checkups*”

*but for inviting Sjahril to meet Susno in Singapore*". Looking back at the context, this sentence has assumptions that can be constructed further. Here are the contextual assumptions:

1. If Susno wanted to meet Sjahril in Singapore, there was a reason why Susno wanted to meet Sjahril.
2. Susno admitted that he went to Singapore just for medical checkups.

Those two implicated premises above are not enough to support an appropriate implicated conclusion because they contradict each other. The next implicated premise will be *Susno did not meet Sjahril in Singapore due to his medical checkups*. While the other implicated premise is *Susno wanted to meet Sjahril in Singapore for particular reason*. Contradictory implicated premise will lead big different interpretation amongst hearers and therefore it cannot either be true or correct. In order to make the implicated premise which is not contradictive, the researcher only focused on the speaker's sentence (Sjahril's sentence) or intention so that the hearers can have the same interpretation about the speaker's intention. Based on the consideration, the third implicated premise is *Susno wanted to meet Sjahril in Singapore for particular reason*.

**Implicated conclusion:**

Sentence 3 is the other accusation of Sjahril to Susno. According to the speaker, Sjahril, he wanted the public to know the truth why Susno went to Singapore. Looking the implicated premise, Sjahril wanted to show that Susno lied about his departure to Singapore for his medical checkup. So the implicated conclusion is "*Susno was lying about his departure to Singapore*".



{1} I'm tired to explain (sentence 4)

Sentence 4 is still unclear enough so it should be explicated first. We may have questions what Susno wanted to explain and why Susno was tired to explain. Considering the context, they were accusing each other of their guilty to the public. What Susno to explain was his case with Sjahril. What made Susno feel tired to explain his case with Sjahril was because of accusing each other too long in media is like wasting time. From those reasons the explication will be "*I'm (Susno) tired to explain my case with Sjahril because it wastes my time*". From that explication, we can have implicated premises like below:

1. Wasting time means spending time inappropriately.
2. Spending time inappropriately means spending time for doing nothing or doing something that is not useful.
3. Susno did not want to speak more on media explaining his case with Sjahril because it was not useful.

**Implicated conclusion:**

Looking at that implicated premises, if Susno did not want to speak in media, it means he wanted to avoid the media for interviews or any kind of that. So it can be concluded that the implicated conclusion is "*I (Susno) do not want to have media interview right now*".

{1} Susno, be a man, be gentlemen. (sentence 5)

Sentence 5 has unclear meaning so it should be explicated. As we know Susno is a physically man but Sjahril asked him to be a man and a

gentleman. The man and gentleman that Sjahril means in that sentence are the real man and real gentleman. So the explicature of sentence 5 is “*Susno, be a real man and be a real gentleman*”. From that explicature, it can be interpreted further by constructing intended contextual assumptions. Here are the implicated premises:

1. Real man and real gentleman are not cowards.
2. Not coward means be brave to admit for what he has done and be ready to be blamed if he is guilty.
3. Susno must be responsible for his action.

Implicated conclusion:

Sentence 5 is kind of a satire from Sjahril to Susno. Based on the context, both Susno and Sjaril were called by police for investigation. Sjahril fulfilled the police call accompanied by his lawyer but Susno refused to fulfil police call due to the vague police summons. This made Sjahril satirized him. Based on the implicated premises, Sjahril wants Susno to be responsible for his action. What Sjahril means by responsible for his action is Susno must prove his previous statement that he was ready to be interrogated by police. It can be concluded that Susno must come to police station for investigation. So the implicated conclusion is “*Susno must come to police station for investigation*”.

[1] Called as a witness...!! (sentence 6)

Sentence 6 is not clear who was called as a witness. As we know in

the context provided, Sjahril and Susno were called by police for investigation.

Sentence 6 was spoken by the Susno's lawyer so he talked about his client instead of Sjahril. So the explication of sentence 6 is "*Susno was called as a witness*". We may have implicated premises of sentence 6 below:

1. Witness is someone who sees an event or a crime directly.
2. If someone sees an event or a crime directly, it means he can describe the event or the crime that has happened.
3. The event that has happened here is about bribery case of PT. Salmah Arwana in manipulating its tax.
4. Susno was only asked by police to tell about the bribery case of PT. Salmah Arwana in manipulating its tax.

**Implicated conclusion :**

Sentence 6, based on the context, Susno did not fulfil the police call because the police summons was not clear. There are statuses for someone to be called by police, as a witness or as a suspect. From that implicated premise, now it is clear that Susno was asked to tell the event as a witness. So it can be concluded the implicated conclusion is "*because Susno's status is clear as a witness, now we (Susno's lawyer and Susno) are ready to fulfil the police call.*"

{1} A suspect...!! (sentence 7)

Sentence 7 above is stated too shortly. It only consists of noun word that is a suspect. Because it is stated shortly so this sentence should be explicated. To explicate this sentence, we can only look at the picture. It was

depicted police trapping Susno by a net and then police said “a suspect”. It means that police has determined Susno as a suspect. Here we have to look at the context by retrieving our mind that this video tells about the bribery case of PT. Salmah Arwana. So the explication becomes “*We (police) have determined Susno as the Suspect of the bribery case of PT. Salmah Arwana in manipulating its tax.*” The premises or the assumptions which can be constructed from the sentence that has been explicated first are:

1. A suspect is someone who is thought to be guilty of a crime.
2. Police decision to determine someone as a suspect is based on evidence, fact, and law.
3. If police has determined a person as a suspect, it means police has found evidence, confirmed the fact and charged him with the crime by particular article and section.
4. Police determine Susno as a suspect of the bribery of PT. Salmah Arwana in manipulating its tax.
5. Police succeeded to prove that Susno was guilty.

**Implicated conclusion :**

Looking at the previous implicated premises, if someone is stated guilty by police so he has done something wrong or break the law. Based on the context, Susno was accused by Sjahril of receiving bribe IDR 500 million.

This means the accusation was right because police has charged him as a suspect. So it can be concluded in implicated conclusion that “*Police could*

prove that Susno has received the bribe IDR 500 million from Gayus through Sjahril.”

{1} Three Sjahril’s punches...!! Is the general over? (sentence 8)

Sentence 8 above is still unclear enough so it should be explicated first. The first sentence, *three Sjahril’s punches*, is unclear because it has not yet known to whom the three punches were landed and what is meant by punch in that sentence. To know to whom the three punches were landed, we should highlight the subject in the second sentence, *is the general over*. In the second sentence, the subject is the general so it mainly talks about the general. Because the first sentence and the second sentence are related to each other, so the first sentence also talks about the general.

What about punch then? To make it clear what is meant by the punch in that sentence, we have to refer back to the context. As it is mentioned in the context, Sjahril accused Susno of receiving the bribe and revealing behind Susno’s departure for Singapore. Then finally he was stated as suspect by police. Considering the context, so the word three Sjahril’s punches mean two Sjahril’s accusations and police confirmed Sjahril’s accusation.

The second sentence is also unclearly stated who is meant by the general and what is over in the general. Looking at the context, the general whom *Bang One* means is Susno Duadji due to his police rank instead of Sjahril who do not has military rank. To make it clear what is meant by the phrase ‘is over’, we have to look at the context again. As the context mentions,

both of them were in a conflict, blaming each other, and revealing their guilty to public. For Susno, this conflict also risks the career as the general because he firstly opened this big case. So the phrase 'is over' in that sentence refers to the general career. In conclusion, the explicature of the whole sentence becomes "*Susno got two accusations from Sjahril and finally stated as a suspect by police, is General Susno's career over?*".

Looking at the explicature above, it is clear to understand that *Bang One* just wants to deliver the message about Sjahril's success in making Susno a suspect and wonders about Susno's next step. So sentence 8 has no implicature.

{1} I don't know @#^...!! (sentence 9)

Sentence 9 indicates an unclearly statement. We may have question, *Bang One* does not know for what, so that sentence needs to be explicated. The explicature is "*I don't know what Susno's next step, let's see*". The marks "@#^...!!" that appeared in sentence 9 represented an uncertainty or complexity.

We can have implicated premises below:

1. If someone does not know a thing, it means the thing is too complicated to be solved.
2. Complicated thing can mostly be solved by the experts.
3. The experts for revealing crime case are police, attorney, and judge.

### Implicated conclusion:

From the previous expicature and implicated premises, *Bang One* would see what will happen to the case and Susno's next step. It means that *Bang One* would wait for the final result of the case and would see Susno's next step. Because police has processed the case at first, *Bang One* just wait for the Susno's lawyer, attorney and judge to process the case further in court. So we can conclude that *Bang One* would let the court process the case. So the implicated conclusion is "*Bang One let the court process the case further*".

## 2. Kampung besar (Big village) {Video2},

### Context:

This video depicts about the condition of people who live in Jakarta.

Here, they complain the poor facilities especially about the bad tap water.

The tap water is dirty and not flowing well.

### Conversation:

Person 1 : Jakarta kota metropolitan. Pusat pemerintahan. Pusat perdagangan. (Jakarta is a Metropolitan City Government Centre. Trade centre.)<sup>1</sup>

Person 2 : Tapi air ledeng kacau...!! (But the tap water is poor)<sup>2</sup>

Person 3 : Netes Doang...!! Kotor lagi...!! (Only drips...!! Dirty also)<sup>3</sup>

Person 4 : terpaksa mandi pun pake air mineral...!! (No other ways, we use drinking water for bathing)<sup>4</sup>

*Bang One* : Jakarta masih kampung besar...!! (Jakarta is still a Big Village)<sup>5</sup>

Conversation 2 has 5 sentences and is spoken by person 1, person 2, person 3, person 4 who represent people of Jakarta and *Bang One*.

[2] Jakarta is a Metropolitan City, Government Centre, Trade centre.

(sentence 1)

Sentence 1 can be enriched more by explicating it. The person who uttered sentence 1 was proudly introducing Jakarta as metropolitan city, government centre, and trade centre. It indicates that Jakarta provides everything to its people. So the explication is "*Jakarta provides everything to its people because Jakarta is metropolitan city, government centre, and trade centre*". We may have implicated premises like below:

1. Metropolitan city is a developed large city.
2. A developed large city means the city has any kind of facilities and modern infrastructure.
3. Government centre is a place where all government activity is centred.
4. If all government activities are centred in a place it means the government can work more easily with each other.
5. If government can work easily, they solve problem and respond people's complaint quickly.



6. A trade centre is a place where there are massive transactions between sellers and buyers per day.

7. Jakarta provides good public facilities, good government service, and offers best place for business activity.

### **Implicated conclusion:**

Sentence 1, the speaker introduced the condition of Jakarta city that leads to implicated premise as “*Jakarta provides good public facilities, good government service, and offers best place for business activity*”. This means the city is comfortable to live. Thus the implicated conclusion is “*Jakarta is comfortable city to live.*”

{2} But the tap water is poor. (sentence 2)

Sentence 2 indicates a contradiction because it is marked by the word ‘*but*’ in front of the sentence. This sentence is incompletely stated so it needs to be explicated to make it clear and relate to the context. As it is just mentioned, this sentence is kind of contradiction so there are two statements which are different from each other. We can find the other statement by referring back to the previous statement. So the explicature becomes “*Jakarta is comfortable city to live, but the tap water is poor.*” From that explicature, we may have intended contextual assumptions like below:

1. Tap water is water flowing in pipes which are managed by PDAM (municipal waterworks).

2. The tap water in Jakarta is poor.

3. If the tap water is poor so it is under bad management and maintenance.

4. PDAM (municipal waterworks) has bad management and maintenance of tap water.

**Implicated conclusion:**

In sentence 2, the speaker was complaining about the tap water which is in bad condition. Based on the implicated premises, the municipal waterworks is not serious in handling the tap water. To solve this problem, they have to manage and maintain the tap water by checking whether or not the duct is either leaking or clogging and whether or not the water is both fresh and dirty. They have to do that every day in order to make sure that the tap water is in good condition. Based on that consideration, the implicated conclusion is “*the municipal waterworks must improve their performance in handling the tap water*”.

{2} Only drips...!! Dirty too (sentence 3)

Sentence 3 is shortly stated so it needs to be explicated. This conversation talks about tap water, so the words “only drips” and “dirty” refer to the tap water. Therefore, the explication of sentence 3 is “*the tap water is only dripping and dirty too.*” Looking at that sentence, we may have implicated premises like below:

1. The tap water is only dripping and dirty too.

2. If the tap water is only dripping and dirty too, there must be something wrong.

3. The tap water is in serious problem

**Implicated conclusion:**

Sentence 3 is other speaker's complaint about the bad tap water.

Considering the previous implicated premise, it indicates that the people would only have the tap water repaired. So the implicated conclusion is "*The municipal waterworks must fix the bad tap water immediately*".

[2] No other ways, we use drinking water for having a bath (sentence 4)

Sentence 4 can be enriched into fully elaborated sentence by explicating it. The reason why people use drinking water is because they need clean water for bathing to keep their body clean and healthy. If they use tap water which is dirty, perhaps they will have an itch or other skin diseases. So the explication is "*No other ways, in order to keep our body clean and healthy we use drinking water for bathing*". Based on sentence 4, the implicated premises that can be constructed as follows:

1. Drinking water must clean and fresh water.
2. They use drinking water and fresh water to have a bath.
3. They want to take a bath by using clean and fresh water

**Implicated conclusion:**

Sentence 4 has the word '*no other ways*' which means they are forced to do something because it is a necessity. As the implicated premise mentioned, "*they want have a bath by using clean and fresh water*", it shows that having a bath with fresh and clean water is a necessity for people who live

in big city. Here it indicates how bad the tap water which is very dirty so the people cannot tolerate it anymore. Based on the consideration, the implicated conclusion is “*the tap water is inappropriate to use*”.

[2] Jakarta is still a Big Village (sentence 5)

Sentence 5 can be explicated by enriching it into fully elaborated sentence. As we know, long time ago, Jakarta was a village and developed into metropolitan city, government centre, and trade centre. Sentence 5 describes the condition of Jakarta is the same as it was a village. Based on the consideration, the explication of sentence 5 is Jakarta is still big village like it was a village long time ago. We can have implicated premises as follows:

1. Jakarta is still a big village.
2. Village is a very small town in the countryside.
3. A very small town must have poor public facilities.
4. Jakarta has poor public facilities.

**Implicated conclusion:**

Sentence 5 is actually a criticism levelled at Jakarta government especially the municipal waterworks about its bad management of the tap water. Here Jakarta is considered as equivalent as a village. Moreover the word *still* indicates that for long time Jakarta has not been changing significantly on its public facilities. Therefore, in order not to be considered as big village, the government must improve the public facilities as soon as possible. Based on the consideration, the implicated conclusion is “*The government of Jakarta*”.

*especially the municipal waterworks must improve the facilities and infrastructure immediately”.*

### 3. Perbuatan mesum (Sex scandal) [Video 3], June 27<sup>th</sup>, 2010

#### Context:

This video tells about the case of sex scandal of Ariel Peterpan, Luna Maya and Cut Tari who are alleged to be the doers. Some infotainments were highlighting inappropriate adult video which is not supposed to be exposed that much.

#### Conversation:

KPI : Peringatan pertama...!! Bisa keluar peringatan kedua...!!  
(First warning...!! It could be issued the second warning...!!)<sup>1</sup>

DPK : Program bisa dihentikan sementara...!! Kalau perlu dihentikan permanen...!! (the program can be suspended...!! if it is necessary it can be stopped permanently)<sup>2</sup>

Linda Gumelar : Ekspose media terlalu vulgar...!! (Media exposures are too vulgar)<sup>3</sup>

Person 1 : Kalau begituan, semua heboh...!! (If the case is something like that, all are excited...!!)<sup>4</sup>

Person 1 : Untung korupsi tak dianggap perbuatan mesum

(fortunately, corruption is not considered sex scandal)<sup>5</sup>

*Bang One* : Buktinya. Koruptor ketawa di depan kamera (the fact that corruptor laughs in front of camera)<sup>6</sup>

Conversation 3 has six sentences spoken by 5 different people whom two of them represent two institutions.

{3} First warning...!! It could be issued the second warning...!! (Sentence 1)

Sentence 1 above is not clear enough, so we have to explicate it into fully elaborated sentence. Looking at the picture (see appendix, pg.), the speaker (KPI/Indonesian Broadcasting Commission) was pointing out to the TV station which means they are warned by the commission. So the explicature becomes “*KPI/Indonesian Broadcasting Commission warns TV station by issuing First Warning and it could be possibly issuing the second warning*”.

We may have intended contextual assumptions below:

1. Warning is only issued due to violation.
2. KPI/Indonesian Broadcasting Commission issued the first warning to TV station.
3. TV stations have made violation broadcasting to the public.

**Implicated conclusion:**

Based on the implicated premises, the TV stations broadcasted a program which was not suitable for particular group, in this case it was children. This made KPI/Indonesian Broadcasting Commission issued the first

warning to some TV stations. Issuing a warning to some TV stations was actually an order. The order was, to discontinue programs which are considered as violation. So the implicated conclusion is *“KPI/Indonesian Broadcasting Commission was ordering some TV stations that have been given the first warning to discontinue their programs which are considered as violation.”*

[3] The programs can be suspended...!! if it is necessary it can be stopped permanently (sentence 2).

In sentence 2, we need to determine what programs that can be suspended. Based on the context, the programs that can be suspended are the infotainments that still broadcast rude show. So the explicature of sentence 2 is *“The programs especially infotainments that still broadcast rude show can be suspended, if it is necessary it can be stopped permanently”*. We can build implicated premises as follows:

1. Being suspended means to officially stop something from continuing for a short time.
2. If the authority officially stops a program on a TV station, the TV station has broken the rule in broadcasting the program.

**Implicated conclusion:**

Based on the assumptions above, it indicates that DPK/Board of Broadcasting Community which is also the part of KPI/Indonesian Broadcasting commission, warned the TV stations that has ignored the first

warning. This means the authority issued the second warning to the TV stations that ignored the first warning. If the authority issued a warning for the second time, it means the TV stations still broadcast the programs which are considered as violation. So the implicated conclusion is “*Some programs considered as violation were still broadcasted by some TV stations to the public*”.

[3] Media exposures are too vulgar. (sentence 3)

In sentence 3, we should determine what had been exposed by media. Based on the context, the exposure here is the sex scandal tape of Ariel, Luna and Cut Tari. So the explicature of sentence 3 is “*media exposures of sex scandal tape of Ariel, Luna, and Cut Tari are too vulgar*”. From that sentence we may have intended contextual assumptions as follows:

1. Exposure means showing the truth about someone or something, especially when it is bad and hidden.
2. Something bad and hidden in this context is the sex scandal tape of Ariel and Luna.
3. Vulgar means impolite and offensive.
4. The media show the sex scandal tape of Ariel and Luna which is considered very impolite and offensive.

**Implicated conclusion:**

Sentence 3 indicates a disappointment of Linda Gumelar as the State Minister for Woman Empowerment and Children Protection. In this case,



her job is to protect children from inappropriate shows. Meanwhile, as mentioned in implicated premise, “*The media show the sex scandal tape of Ariel and Luna which is considered very impolite and offensive*”, indicates that TV stations do not care the impact on the viewers especially the children. They just think their profit to increase their rating. TV stations must be aware of the impacts on showing inappropriate programs. Although the video was blurred, it is not important to show it to public. If it is showed, TV station must consider showing it in the right time while most children were sleeping. Based on the consideration previously, the implicated conclusion that can be derived is “*The media does not need to show the blurred sex scandal tape of Ariel and Luna, if they want to show it they have to consider the right time to broadcast.*”

{3} If the case is something like that, all are excited!! (sentence 4)

Sentence 4 is not clear enough, so we have to explicate it into fully elaborated sentence. Here we have to describe what is meant by ‘*something like that*’. Based on the context, ‘*something like that*’ means the sex scandal tape of Ariel and Luna. So the explication becomes, “*if the case concerning about the sex scandal tape of Ariel and Luna, all the people are excited*”. From that fully elaborated sentence, it is clear that all people are very enthusiastic due to the shocking event. There are no worthwhile assumptions that can be built to derive implicatures. Consequently, sentence 4 has no implicature.

{3} Fortunately, corruption is not considered sex scandal (sentence 5)

Sentence 5 compares the people response of corruption case to sex scandal case. The explication of sentence 5 is “*Fortunately, most people consider that corruption case is not bad as sex scandal case.*” There are implicated premises that can be constructed as follows:

1. Corruption is dishonest and illegal way which is done by someone with power, especially about taking the state fund for personal use.
2. Sex scandal is a very shameful action in which, especially someone important, behaves in a bad way by having sex inappropriately.
3. Although corruption is dishonest and illegal way, most people do not consider it very shameful action.

**Implicated conclusion:**

Sentence 5 is such comparison of immoral behavior between sex scandal and corruption. From the implicated premise, it indicates that sex scandal is worse and more shameful than corruption. It is proved by over exposure in any kind of media, TV news program, infotainments, newspaper, magazine, even on twitter in which it became the top trending topics. All people including the government and NGO expressed their strong disapproval even some of them cursed Ariel and Luna. That’s why person 1 said the word ‘*fortunately*’ which means he would not experience like Ariel and Luna had.

Based on the consideration, the implicated conclusion is “*Corruption is not*

*considered as bad as celebrity sex scandal, so that the corruptors do not need to worry and scared to be denounced, deplored, and condemned by public”.*

{3} The fact that corruptor laughs in front of camera (sentence 6)

In sentence 6, *Bang One* shows evidence that corruption case is not bad as sex scandal case. In sex scandal case, the artists, in this context Ariel, Luna and Cut Tari were condemned by many people. It made them feel frustrated and ashamed. While in corruption case, the corruptor still laughs in front of camera. In front of camera here means in front of public. Based on the consideration, the explication of sentence 6 is *“the fact that corruptor doesn’t feel frustrated and ashamed, even they still laugh in front of public”*. We may construct implicated premises as follows:

1. Corruptor is someone who behaves in illegal and bad way especially by taking state funds for personal use.
2. Laughing in front of camera indicates that someone does not do anything wrong.
3. The corruptors who obviously behaves in bad way, think that they do not do anything wrong.

**Implicated conclusion:**

From the implicated premise of sentence 6 which stated, *“the corruptors who obviously behaves in bad way, think that they do not do anything wrong”*, it indicates that the corruptors will probably do corruption again. It is because corruption case has less pressure from public comparing

with celebrity sex scandal. To create deterrent effect to the corruptor, the public should consider that corruption is as bad as celebrity sex scandal. Based on the consideration, the implicated conclusion is *“The public should expose corruption case much, denounce the corruptor, deplore them and condemn their bad behavior just like what have they done to celebrity sex scandal case, so that it gives deterrent effect and prevents corruptor to do corruption again”*.

#### 4. Musuh KPK (KPK's foe) [Video 4], July 15<sup>th</sup>, 2010

Context:

This video tells about the new leader of KPK. He replaced Antasari Azhar as the former leader because Antasari was a suspect in murder case. Public was questioning his new leadership whether he was able to fight against corruption.

Conversation:

A A : [Shooting with two guns randomly and fast]<sup>1</sup>

Corruptor : Mati kau...!!! Matilah KP...!!! (you die...!!! Get dead KPK...!!!)<sup>1</sup>

Person 1 : Saya ketua KPK yang baru...!!! (I'm the new KPK leader...!!!)<sup>2</sup>

Corruptor : Teman atau musuh nih..? (friend or foe..?)<sup>3</sup>

*Bang One* : Musuh dong...!!! Harusnya begitu...!!! (Of course foe, that's how it should be)<sup>4</sup>

Conversation {4} above has four sentences spoken by three people, they are the corruptor, person 1 who is considered the new KPK leader, and *Bang One*. Conversation 4 has one non-verbal language which is acted by A A.

{4} Shooting with two guns randomly. [gesture 1]

Actually, the sentence above is the process of explicature of the A A's gesture by describing into sentence. Although we have explicated the motion into a sentence but it is not clear enough to understand. So we should explicate it into fully elaborated sentence. Here, the speaker is initialized by A A. By looking at the context, we can directly know that the person who acts like cowboy is the former KPK leader, Antasari Azhar.

Other thing that makes the sentence unclear is the word 'shooting'. Shooting in this context does not mean deliberately killing and hurting someone by using gun but concerning KPK's job which are investigating and prosecuting KPK's foes. The other unclear word is the word gun. Gun in this context is the power and authority of Antasari Azhar under the law instead of the real weapon.

Based on the consideration, the explicature of the sentence becomes "*Antasari Azhar uses his power and authority under the law to investigate and prosecute KPK's foes randomly.*" From the sentence that has been explicatured, it can be constructed the implicated premises like below:

1. Antasari Azhar is investigating and prosecuting KPK's foe.
2. KPK was established to fight against corruption.
3. KPK's foes are the corruptors.

4. Investigating and prosecuting randomly means Antasari fights against corruption indiscriminately.

**Implicated conclusion:**

As mentioned in implicated premises, investigating and prosecuting the corruptors indiscriminately means he does not care whoever they are; governor, mayors, and member of parliaments; if they do corruption so they are guilty. It indicates that Antasari is brave man in enforcing the law.

Based on the consideration the implicated conclusion is “*Antasari Azhar was a good former KPK’s leader*”.

{4} You die...!!! Get dead KPK...!!! (sentence 1)

Sentence 1 is unclearly stated to whom the word ‘you’ refers to. So sentence 1 needs to be explicated into fully elaborated sentence. Looking at the picture, Antasari was killed by the corruptor so that he finally died. Consequently, the word ‘you’ refers to Antasari. Sentence 1 indicates an exclamation sentence to the former KPK leader and KPK itself as institution.

Other thing that makes the sentence unclearly stated is the word ‘die’. The word ‘die’ means Antasari was dismissed due to his involvement in murder case instead of the fact he really passed away. So the explication becomes “*finally you were dismissed Antasari! Get dead KPK!*”

The implicated premises that can be constructed based on the sentence are as follows:

1. If Antasari was dismissed, nobody leads KPK.

2. If there is no KPK leader, KPK cannot work smoothly.

**Implicated conclusion:**

From the implicated premises, if KPK cannot work smoothly, the corruption cases that were being handled will be postponed. As a result they cannot continue investigating and even they cannot start investigating for other corruption cases. Sentence 1 is an exclamation sentence to the former KPK leader, Antasari Azhar, and KPK itself. The exclamation of that sentence is negative which indicates that the corruptors hope Antasari was dismissed so that KPK cannot work smoothly. Now, their dream comes true and consequently they are very happy. Based on the consideration, the implicated conclusion that can be derived is *“the corruptors are very grateful for Antasari’s dismissal”*.

{4} I’ m the new KPK leader.....!!! (sentence 2)

Sentence 2 is kind of introduction to corruptors, so the explicature of sentence 2 is *“hey corruptors, let me introduce myself, I’m the new KPK leader now”*. can be constructed like below:

1. New KPK leader is the replacement for the former KPK leader.
2. Antasari Azhar is the former KPK leader.
3. He (the speaker) replaces Antasari Azhar for the new KPK leader.

**Implicated conclusion:**

Sentence 2 is not only the introduction of the new KPK leader to corruptors but also there is an intention behind the introduction. As the

implicated mentioned, it indicates that the new KPK leader will continue Antasari's duties. As we know, Antasari did his duties well to fight for corruption. In addition, corruptors are KPK's foe. So the implicated conclusion that can be derived is *"He (the new KPK leader) has committed to fighting against corruption."*

#### {4} Friend or foe..? (sentence 3)

Sentence 3 above is shortly stated so it needs to be explicated. The explication of sentence 3 is *"Is he (the KPK leader) friend or foe?"*. It is clearly stated that the corruptor asked whether the new KPK leader could be his friend or really his foe. There are no significant assumptions or premises that can be constructed to derive implicature. As a result, this sentence has no intention which means there is no implicature.

#### {4} Of course foe, that's how it should be (sentence 4).

Sentence 5 above is stated incompletely so it needs to be explicated into fully elaborated sentence. Sentence 5 is the answer of the previous question. The complete answer of that question and as the explication is *"of course, corruptors are KPK's foe, that's how KPK should do"*. It is clearly stated that *Bang One* urged the new KPK leader which means also all KPK members to keep on fighting against corruptors.



### 5. Mirip atau asli? (alike or real?) [Video 5], July 20<sup>th</sup>, 2010

Context:

After the sex scandal tapes of artists who were believed to be Ariel, Luna, and Cut Tari have spread widely, they were reported to the police in order to be investigated furthermore. The police call some experts to identify the originality of the video. After the investigation has been done, Ariel was put in jail. Meanwhile Luna and Cut Tari were not proven guilty.

Conversation:

Ariel, Luna, Cut Tari : Itu mirip kami.. (that was only resemblance to us..)<sup>1</sup>

Police : Mirip atau asli..? (alike or real..?)<sup>2</sup>

Police : Ahli anatomi, ahli forensik, ahli IT, silahkan bantu...!!  
(Anatomy expert, forensic expert, IT expert, please help...!!)<sup>3</sup>

Luna : Minta maaf (Sorry)<sup>4</sup>

Cut Tari : Saya minta maaf (I'm sorry)<sup>5</sup>

Police : Keduanya tersangka...!!! (Both of them are the suspect)<sup>6</sup>

*Bang One* : Bisa jadi, polisi gagal menemukan tokoh mirip artis...  
Atau... Polisi dapat bukti, tokoh video itu ASLI...!!!  
(Probably, police failed to find the actors, who

resembled the artist... Or maybe, police got

evidences, the actors in the video are real...!!)

[5] That only resembled us. (sentence 1)

Sentence 1 is completely stated but there is underdetermined word

‘*that*’ that should be explicated. The word ‘*that*’ here refers to the actors in the sex scandal video. So the explication is “*the actors in the sex scandal video only resembled us*”. By looking at the context, we can construct intended contextual assumptions like below:

1. Resemble means someone is similar to someone else.
2. If someone is similar to someone else, there are two different people who are almost the same in their appearance.
3. There is someone else who appeared in the sex scandal video.

**Implicated conclusion:**

Sentence 1 indicates that Ariel, Luna and Cut Tari believe there is someone else who appeared in the sex scandal video. It shows that they denied the allegation of their involvement in the sex scandal video. Based on the consideration, the implicated conclusion is “*Ariel, Luna and Cut Tari denied that they got involved in the sex scandal video*”.

[5] alike or real..? (sentence 2)

Sentence 2 above is shortly stated, so it needs to be explicated.

Police asked whether or not the actors of sex scandal video looked like Ariel,

Luna, and Cut Tari. So the explicature is “Are Ariel, Luna, and Cut Tari in the sex scandal video just alike or real?”. It is clearly stated that police had no idea about the originality of the video including the actors who are believed to be Ariel, Luna, and Cut Tari, so that police ask the originality of the video. Because police only asked about the originality of the video, so there is no implicature behind that sentence.

[5] Anatomy expert, forensic expert, IT expert, please help!! (sentence 3)

Sentence 3 is shortly stated so it needs to be explicated. The word please help is should be explicated in order to know what they should do. From the context we know that police got difficulty in identifying the originality of the sex scandal video, so what is meant by police is, asked the experts to identify the originality of the video including the actors who are believed to be Ariel, Luna, and Cut Tari. In conclusion, the explicature is “anatomy expert, forensic expert, IT expert, please help us to identify the originality of the video and the actors”. Because the sentence is in line with the intention, so there is no implicature behind sentence 3.

[5] Sorry (sentence 4)

Sentence 4 is unclear to whom Luna Maya says sorry. So we need to explicate it. Here Luna Maya says sorry to public about her case.. So the explicature of sentence 4 is “*Luna Maya says sorry to public for the case that annoys public*”. From that explicated sentence, we have not known yet why

she apologizes to public, so there must be implicature behind that sentence. By constructing implicated premises, later we can derive implicated conclusion. Here are the implicated premises:

1. Saying sorry is used to tell that someone feels ashamed and unhappy about something bad she had done.
2. Something bad in this case is the sex scandal video that has been spread widely.
3. Luna Maya felt ashamed and unhappy because she made sex scandal video.

{5} I'm sorry (sentence 5)

Sentence 5 has the same idea as sentence 4 including its implicated conclusion, so the researcher does not analyze the sentence again.

**Implicated conclusion:**

Sentence 4 and sentence 5 have the same idea that Luna and Cut Tari apologized to public. As the implicated premise mentioned, it is clear that they were involved in the making of the sex scandal video. If they were not involved in the sex scandal video, what for they apologize to public? They had better prove that they were not guilty rather than apologize to public. This indicates that they were involved in the sex scandal video. So the implicated conclusion is *"Luna and Cut Tari are the people who act in the sex scandal video"*.

[5] Both of them are the suspect (sentence 6)

Sentence 6 has under-determined reference which is indicated by the words 'both of them'. That under-determined makes sentence 6 unclear enough to be understood, so it needs to be explicated into fully elaborated sentence. Based on the context, there are three artists, Ariel, Luna, and Cut Tari, who are alleged to be the actors in the sex scandal video. The words 'both of them' refers to Luna and Cut Tari because previously they appeared at the same time and said sorry. So the explication becomes "*Luna and Cut Tari are the suspect*". From that explication we can have intended contextual assumptions like below:

1. A suspect is someone who is thought to be guilty of a crime.
2. Police accusation against someone as a suspect is based on evidence, fact, and law.
3. Police determined Luna and Cut Tari as the suspect of sex scandal video.
4. If police has determined a person as a suspect, it means police has found evidence, confirmed the fact and charged someone with the crime by particular article and section.
5. Police succeeded to prove that Luna and Cut Tari were guilty.

**Implicated conclusion:**

Sentence 6 indicates that police succeeded to prove that Luna and Cut Tari were guilty as mentioned in implicated premise. If they are stated guilty by police they had done something wrong or broken the law. Based on

the context, Ariel, Luna, and Cut Tari were accused of making the sex video.

This means the accusation was right because police has charged them as a suspect. So it can be concluded in implicated conclusion that “*Luna and Cut Tari had made the sex video with Ariel.*”

{5} Probably, police failed to find the actors who resembled the artist... Or

maybe, police got evidences, the actors in the video are real...!!!

(sentence 7)

The explicature of sentence 7 is “*Probably, police failed to find the actors (who act in sex scandal video) who resembled the artist (Ariel/Luna/Cut Tari) or maybe, police got evidences that the actors in the video (sex scandal video) are the real actors*”. From that sentence, we may have implicated premises like below:

1. If Police failed to find the actors who resembled the artist, it means police got difficulty to prove that there are some people who resemble Ariel, Luna, and Cut Tari that made the sex scandal video.
2. If police got evidences that the actors in the video are real, it means police proves more easily that they are guilty.
3. For police, finding the actors who resemble Ariel, Luna and Cut Tari is more difficult than proving their involvement in the sex scandal video.

**Implicated conclusion:**

Sentence 7 is a kind of satire sentence uttered by *Bang One*. It is intentionally mentioning that it is easier for police to prove that Ariel, Luna and

Cut Tari are guilty rather than to prove that there is somebody else in the sex scandal video who resemble them. Police and some experts have identified the originality of the video and its actors are real. Of course the video and the artists have been scientifically proven that they are real. So there is little chance that there are other people in the video who are very similar to Ariel, Luna, and Cut Tari unless they have identical twin brother or sister. Based on the consideration, *Bang One* wants Ariel, Luna, and Cut Tari to tell the truth about their involvement in the sex scandal video. So the implicated conclusion is “*Ariel, Luna and Cut Tari should admit their involvement in the sex scandal video since it has been scientifically proven true by police and some experts.*”

## 6. Lupa (Forget) {Video 6}, August 4<sup>th</sup>, 2010

Context:

During the World cup match, many people without exception the government focused more on that game than any the other things. Therefore many important problems were forgotten. After the World Cup match was over, they found that they have a lot of homework to do.

Conversation:

*Bang One* : Piala Dunia sudah selesai....!! (The World Cup is over....!!)<sup>1</sup>

*Bang One* : Masih mengantuk...!! (I'm still sleepy)<sup>2</sup>

*Bang One* : Aduh....!!! (Ouch....!!!)<sup>3</sup> [Stumbling a stone]

*Bang One* : Oh... Iya...!!! (Yeah!)<sup>4</sup> [Walking carefully and finding a bigger stone]

*Bang One* : Terus... Terusan...!!! (Over and over again!)<sup>5</sup> [Finding another bigger stone and removing it]

*Bang One* : Apa lagi itu? (What else is that?)<sup>6</sup> [Surprised and finding the other bigger stone]

*Bang One* : Sudah terlupakan...!!! (It has been forgotten...!!!)<sup>7</sup>

{6} The World Cup is over...!!! (sentence 1)

The explicature of sentence 1 is “*the world cup match 2010 that is held in South Africa is over now*”. From the explicatured sentence and the context, we may have assumptions like below:

1. Most people like the world cup match.
2. They will watch the match as much as possible.
3. The match is broadcasted mostly at midnight, so they are willing to stay up all night or wake up at midnight although they have to go to work in the morning.

**Implicated conclusion:**

During the world cup match, most people were willing to stay up late to watch the match. This caused most people to have less sleeping time. As a result they would not focus on their jobs and activities. If they did not focus on their jobs, there would be many abandoned jobs and tasks. As the world cup



match was over, the people would rarely stay up late all night anymore.

Consequently, they could focus on their activity or jobs as usual. In accordance with the title of the video, forget, it indicated that many people forgot their jobs due to the world cup matches. Sentence 1 was a kind of *Bang One*'s appeal to people to focus back on their jobs. Based on the consideration, the implicated conclusion that can be derived is "*Let's focus back to work!*"

{6} I'm still sleepy (sentence 2)

Sentence 2 is not clear why *Bang One* still sleepy. We need to explicate the sentence into fully elaborated sentence. Here *Bang One* just wanted to tell his condition that he was still sleepy because of watching the last football match at midnight. So there the explication is "*I'm still sleepy because i watched the final of 2010 South Africa world cup match last night*". This sentence is not aimed to satire somebody or anything. This sentence only describes the condition of *Bang One*. So there is no implicature behind sentence 2.

{6} Ouch...!!! (sentence 3)

Sentence 3 is incomplete sentence so we have to explicate it. Here *Bang One* was stumbling on a stone and it was written TDL (tarif dasar listrik)/electricity basic tariff. This depicted that *Bang One* has just remembered about the increasing of electricity basic tariff which was not proportional to its service. Looking at the picture, the explication of sentence 1

is “*Ouch, there was the increasing of electricity basic tariff which was not appropriate to its service*”. This sentence was just kind of *Bang One*’s expression as he remembered about the abandoned problem. There is no specific purpose behind sentence 3. So there is no implicature behind sentence 3.

{6} Yeah! (sentence 4)

Sentence 4 is incomplete sentence, so it needs to be explicated in order to make the sentence fully elaborated. Sentence 4 is other kind of expression of *Bang One* as he has just remembered about activist assault that has been abandoned during world cup match. So the explicature is “*Yeah, I’ve just remembered there was the case of activist assault*”. Looking at the sentence and the context, *Bang One* looked little bit angry after finding the bigger stone. The bigger stone here depicted about the more serious problem than any other problems. Because *Bang One* was intentionally producing specific gesture, so it might have implicature behind the word ‘*yeah*’. To know the implicature, we should construct implicated premises like below:

1. Activist assault case was caused by the exposure of activist’s writing about the large amount of some higher rank police officer’s savings account
2. The activist who wrote the story was assaulted by unknown men when he was on his way home.
3. The activist was hospitalised due to serious injury.

4. Police conducted a chase to the men who assaulted the activist.

5. The person who assaulted the activist has not been caught yet.

**Implicated conclusion:**

In sentence 4, it seemed the large amount of high rank police officer's savings account was true because the activist was assaulted. If the high rank officer believed that they were in the right track, this tragedy would never happen. They would take legal action if they objected to the accusation rather than attacked the activist. In the picture *Bang One* removed the stone from the street in bit anger. This indicated *Bang One* wanted this case to be finished as soon as possible. Based on the consideration, the implicated conclusion is "*Bang One urged the authority especially police to chase back the bad guys and conduct investigation seriously*".

{6} Over and over again! (sentence 5)

Sentence 5 has not fully elaborated yet, so it needs to be explicated.

Sentence 5 was also kind of expression. *Bang One* looked more upset realizing that there were still many LPG cylinder explosions which happened again and again. Looking at the gestures and the sentence, *Bang One* intentionally provided inputs to derive implicature. Implicated premises that can be built are as follows:

1. LPG cylinder explosion was caused by the error usage of LPG tube and the leakage of LPG cylinder.

2. LPG cylinder explosion mainly happened to 3 kg LPG cylinder.

3. 3 kg LPG cylinders were mainly used by the poor as the impact of conversion from kerosene to gas.

4. The kerosene to LPG conversion program did not work successfully and caused new problems to the poor.

**Implicated conclusion:**

Sentence 5 indicated that the conversion program did not work successfully and caused new problems such as LPG explosion. There must be a reason why it happened. Here the LPG explosion was caused by the error usage and the leakage of the LPG cylinder. For the error usage, the people might have lack information or explanation of how to use LPG cylinder including the gas cooker. For the leakage, the government might not re-examine the LPG cylinder before it was distributed. Based on the consideration, it indicates that government have lack of preparation in this conversion program. Here *Bang One* reminded the government about this case with the aim of solving the problem as soon as possible. So the implicated conclusion was “*government must solve the LPG explosion problem by re-examining or changing the broken LPG cylinder and give more explanation about how to use it correctly.*”

{6} What else is that? (sentence 6)

We need to explicate the word ‘else’ here. Previously, *Bang One* had found some stones from small stone to bigger stone which depicted small case to bigger case. The word ‘else’ here refers to the stone which depicts the other case. So the explication of sentence 6 is “*what other case is that?*”. Here

*Bang One* found the biggest stone, but it was only viewed on the half side.

Looking at his expression, he was curious about the stone and asked what was that else. It was clear that *Bang One* was only curious about the stone and then he asked question like sentence 6. Based on the consideration, *Bang One* had no other intention unless asking a question, so there was no implicature on sentence 6.

[6] It has been forgotten..!! (sentence 7 )

Sentence 7 was fully elaborated but had not clearly stated yet. Here the word ‘*it*’ was underdetermined so it needed to be explicated. The word ‘*it*’ referred to the text on the stone which is written ‘*kasus bank century/century bank case*’. So the explicature became “*century bank case has been forgotten*”. Here *Bang One* looked very upset when he said that century bank case had been forgotten. Looking at the biggest stone, it indicated that *Bang One* prioritized the case at the most serious problem because it has lost the country’s large amount of money and involved some senior state officials. Looking at his angry expression, there might be implicature behind sentence 7. We might have implicated premises like below:

1. Century bank case has lost the government fund at IDR 6 trillion.
2. The house of people’s representative conducted examination of Century Bank case.
3. The house of people’s representative stated that Century Bank bailout at IDR 6 trillion was wrong.

4. There were some people who were responsible for this case but have not been prosecuted yet.

5. Although it was stated wrongly by the House of People's Representative, Century Bank case has not been completely finished yet.

#### **Implicated conclusion:**

Sentence 7 indicated that Bank Century case has not been completely finished yet. Previously the House of People's Representative has finished their job in examining the case and stated that the bailout was wrong.

For the next step, the government just continue finishing the case. *Bang One* reminded the government with the aim of following up the case as soon as possible. Based on the consideration, the implicated conclusion was *"the government should follow up the case by bringing the people who were responsible for the bailout to trial"*.

#### **7. Ahlak (Moral) {Video 7}, October 9<sup>th</sup>, 2010**

Context:

This video tells about the morality of many people. At the moment, not a few people have a lack of good morality. For example government officials practice corruption, collusion, and nepotism. Rich people, who are very arrogant, conceited, selfish and snobbish. They do not care with others.

Employers or industrialists, who treat their workers bad, manipulate tax, and do other illegal business. Quite a few artists who get involved in sex scandal,

pornography, drugs, alcohol, etc. Members of parliaments practice corruption, bribery, etc.

Conversation:

A : [walking upstairs following 'position signpost' with a ball that written 'morality' on his head]<sup>1</sup>

B : [walking upstairs following 'wealth signpost' with the ball written 'moral' on his head]<sup>2</sup>

C : [walking upstairs following 'level signpost' with three balls written 'moral' on his back]<sup>3</sup>

D : [walking upstairs following 'profit signpost' with the ball written 'moral' on his back]<sup>4</sup>

E : [walking upstairs following 'popularity signpost' with the ball written 'moral' on his head]<sup>5</sup>

F : Bikin repot! (It troubles me!)<sup>1</sup>

G : Bikin susah saja! (It makes me get difficulty!)<sup>2</sup>

*Bang One* : Menyelamatkan, tapi mulai sering ditinggalkan...!! (Saving, but it has been abandoned...!!)<sup>3</sup>

Conversation {7} above has three sentences spoken by three people, person F, person G, and *Bang One*. In addition, they are non-verbal

language which is marked by 5 gestures. To differentiate between sentence and gesture, the researcher puts parentheses “( )” for sentences and brackets “[ ]” for gestures. Each of sentence and gesture is numbered consecutively on the right top of the parentheses and bracket such as “( )<sup>1</sup>” or “[ ]<sup>2</sup>”.

{7} [Gesture 1]

From the explanation of gesture 1 we can explicate into fully elaborated sentence. In explicating the gesture, we have to determine the person who was walking upstairs following the ‘position signpost’. Position here is closely related to the government official rank. So the explication of gesture 1 is *“the official government brought the ball which depicted morality on his head while walking upstairs following the position signpost”*. After explicating the gesture we can build the implicated premises. Here are the implicated premises:

1. Position is a level of job of government officials.
2. Walking upstairs means going from lower place to higher place.
3. The government official was reaching higher position

Going from lower place to higher place and following the ‘position signpost’ means reaching higher position. So the gesture has an understanding that the government official wanted to reach higher position than before.

**Implicated conclusion:**

From the implicated premises previously, the person was walking upstairs which meant he wanted to reach higher position than before. The ball



on his head depicted morality. The morality looked very heavy for the government official. If a person is weighed down too much with something, he/she will put down most of that burden. If the government official put down most of the morality, they just carry little morality. In other words, the government official has only little morality. The video shows a satire on government official. That is a picture that shows how bad the morality of most government officials are. They think that morality is a burden. It depicts how hard they bring the ball on his head. Based on the implicated premise, if government officials have less morality in reaching higher position, it means that they have reached it in dishonest or illegal way. If government officials reach higher position in dishonest way, it means there are particular things that they want to get. If the government officials do their duties only for particular purposes, it means they work disingenuously. Based on the consideration, the implicated conclusion that can be derived is “*government official do their duties disingenuously*”.

{7} [Gesture 2]

From the explanation of gesture 1 we can explicate into fully elaborated sentence. In explicating the gesture, we have to determine the person who was walking upstairs following the ‘wealth signpost’. Wealth here is closely related to the rich man. So the explicature of gesture 1 is “*the rich man brought the ball which depicted morality on his head while walking*”.

*upstairs following the wealth signpost*” After explicating the gesture we can build the implicated premises. Here are the implicated premises:

1. Walking upstairs means going from lower place to higher place.
2. The rich man was reaching higher wealth.

Going from lower place to higher place and following the ‘wealth signpost’ means increasing the amount of the wealth. So the gesture has an understanding that the rich man wanted to reach higher wealth than before.

**Implicated conclusion:**

From the previous implicated premises, the rich man was walking upstairs which means he wanted to reach higher wealth than before. The ball on his head depicted morality. The morality looked very heavy for the rich man. If a person is weighed down too much with something, he/she will put down most of that burden. If the rich man puts down most of the morality, he just carries little morality. In other words, the rich man has only little morality.

The video shows a satire on rich man. He thinks that morality is a burden. It depicts how hard he brings the ball on his head. Based on the implicated premise, if the rich man only has less morality in increasing his wealth, it means that he has reached it in dishonest or illegal way. If the rich man reaches higher wealth in dishonest way, there are particular purposes that he wants to get. Relating to the context, most of rich men are very arrogant, conceited, selfish and snobbish. So he increases their wealth in order to show how wealthy he is. If the rich man increases his wealth only to show-off, he uses their wealth for bad purposes. Based on the consideration, the implicated

conclusion that can be derived is “*rich man increases their wealth for bad purposes*”.

[7] [Gesture 3]

Gesture 3 is actually the same as gesture 1. In gesture 1, the person in the video was following the ‘position signpost’. In gesture 3, the person in the video was following ‘rank signpost’. Here, position and rank have the same meaning which is a level of job of someone. Because gesture 1 and gesture 3 have the same meaning, so it has the same implicated premise and implicated conclusion too. Gesture 3 is only restatement of gesture 1.

[7] [Gesture 4]

From the explanation of gesture 1 we can explicate into fully elaborated sentence. In explicating the gesture, we have to determine the person who was walking upstairs following the ‘profit signpost’. Profit here is closely related to the business man. So the explication of gesture 1 is “*the business man brought the ball which depicted morality on his head while walking upstairs following the profit signpost*”. After explicating the gesture we can build the implicated premises. Here are the implicated premises:

1. Profit is money that is gained by selling things or doing business.
2. Walking upstairs means going from lower place to higher place.
3. The business man was reaching higher profit.

Going from lower place to higher place and following the 'profit signpost' means increasing the amount of the profit. So the gesture has an understanding that the business man wanted to reach higher profit than before.

**Implicated conclusion:**

The ball on his head depicted morality. The morality looked very heavy for the business man. If a person is weighed down too much with something, he/she will put down most of that burden. If the business man put down most of the morality weight, he just carried little morality. In other words, the business man had only little morality. Relating to the context, the business man who is meant here is the employer or the industrialist. The video shows a satire on employer's morality. As the implicated premise stated, the employer had little morality. If the employer had little morality, she/he took profit mostly for his/her own advantage. As a result, the employer would pay his/her employer on low salary or the employer will not pay tax according to the amount of the profit. In other words, the employer does not use the profit that he/she gets appropriately. The video shows that the employer is still weighed down by the burden of morality. It means that although the employer got higher profit than before, he still used the profit inappropriately. Based on the consideration, the implicated conclusion is "*although the profit increases, the employers still used it inappropriately.*"

{7} [Gesture 5]

From the explanation of gesture 1 we can explicate into fully elaborated sentence. In explicating the gesture, we have to determine the person who was walking upstairs following the 'popularity signpost'. Position here is closely related to the celebrity goal. So the explication of gesture 1 is *"the celebrity brought the ball which depicted morality on his head while walking upstairs following the popularity signpost"*. After explicating the gesture we can build the implicated premises. Here are the implicated premises:

1. Popularity is a thing that most celebrities want.
2. Walking upstairs means going from lower place to higher place.
3. The celebrity was reaching higher popularity.

Going from lower place to higher place and following the 'popularity signpost' means increasing popularity. So the gesture has an understanding that the celebrity wanted to reach higher popularity than before.

**Implicated conclusion:**

The video showed a satire on celebrity's morality. Just like previous gestures, the celebrity also had less morality in increasing his popularity. It means that he had gained it in inappropriate way. In other words, he grew his popularity by making bad things so that many infotainments would expose him more. As a result, everyone would know him/her and he became more popular. Relating to the context, there were many scandals that celebrity made, such as porn video case, drugs and alcohol case, affair case, fight case, etc. It indicated that the celebrities were willing to do that just for popularity.

Based on the consideration, the implicated conclusion is “*most celebrities were willing to do bad things just to grow their popularity.*”

[7] It troubles me (Sentence 1)

Sentence 1 has not fully elaborated yet so it needs to be explicated first. We have to determine the word *it* and *me* to explicate the original statement. From the previous gesture, some people were burdened with morality. It indicates that morality is a trouble for them. So the trouble that the speaker means is morality. As a result the word *it* refers to morality. The speaker of sentence 1 is in meeting room. Looking at the video, the meeting room there is like Member of Parliaments’ room. Based on the consideration, the explication is “*the morality troubles Member of Parliaments*”. Based on the explication and the video presented, we may have several assumptions like below:

1. Member of Parliament is someone who has been elected to represent people in a parliament.
2. Morality is beliefs or ideas about what is right and wrong and about how people should behave.
3. Trouble means there is an obstacle to do something so that people get difficulty to do it.
4. Morality troubles Member of Parliament.

**Implicated conclusion:**

From the implicated premises previously, morality was a trouble for Member of Parliament. It means that with morality, Member of Parliament got difficulty or could not do something that they want. On the video, the speaker kicked the ball which depicted morality and then the ball was broken by his friend. It was clear that Member of Parliament did not need morality.

Consequently, they worked in Parliament without morality. As we know, Members of Parliament represents people. So they work for the people. But the fact is most of Members of Parliament work for their own advantage instead of the wealth of people. That was a result of working without morality. For example, they ask high budget for their own facilities so that they can work comfortably, despite the fact that there are many poor people who need more concern than Members of Parliament's high budget. Based on that consideration, the implicated conclusion that can be derived is "*Because most of Members of Parliament do not have morality, they work for their advantage instead of people's advantage*".

{7} It makes me get difficult (Sentence 2)

This statement is actually the same as sentence 1. Sentence 1 and sentence 2 have the same understanding. Sentence 2 is only restatement about how bad the morality of Members of Parliament. It is because both of the sentences have the same meaning so the implicated premise and the implicated conclusion are the same.

{7} Saving, but it has been abandoned.!!(Sentence 3)

Sentence 3 above has not fully elaborated yet, so it needs to be explicated first. Looking at the context, most people do bad things such as government officials who practiced corruption, collusion, and nepotism; employers who treated their employee badly; artists who made scandal to gain popularity, consumed drugs to increase their confidence, etc. So the word ‘*saving*’ here means saving human from bad behaviour. So the explication is “*Morality is saving human from bad behaviour, but it has been abandoned by most people*”. Based on the explication and context we may have several assumptions like below:

1. Morality prevents human from having bad behaviour.
2. Bad behaviour causes most people to do bad things.
3. Most people have abandoned morality.
4. Most people have bad behaviour because they have less morality”.

**Implicated conclusion:**

Based on implicated premises, sentence 3 is not only a description of how bad the morality that people have, but also an encouragement not to abandon morality. This can be seen while *Bang One* was still willing to bring the morality ball on his back happily. He wants to show the people about how important the morality is. Based on the consideration the implicated conclusion is “*let’s keep our morality*”.



## 4.2 Discussion

Based on the findings that were presented in the previous subchapter, the writer answered the problems of the study. The findings of the study support Sperber and Wilson's Relevance Theory of implicature. Dealing with the processes of uncovering the implicature, this study supports Sperber and Wilson's Relevance-theoretic Comprehension Strategy which includes the sub-tasks in the overall comprehension process of uncovering implicature (as cited in Horn & Ward, 2007) and Robin Carston (2002, p. 143). The sub-tasks in the overall comprehension process are, explicature, implicated premises, and implicated conclusion.

This study presents the process of explicature. The researcher only explicates unclear and wrong statements because explicature is motivated by indeterminacy of language (Grundy, 2000). To explicate the statement, the researcher disambiguates the ambiguous statement, determines reference resolution that people or things refer to, and enriches the statement into fully elaborated sentences. So the function of explicature is to get truth condition in a sentence or utterance. As a result, the researcher would not misinterpret the sentence or utterance. Explicature can prevent the hearer from misunderstanding utterances or sentences

This study presents the process of constructing implicated premises. To construct implicated premises, the researcher retrieves them from memory and develops assumptions based on the context. The researcher must construct assumptions based on the context in order to avoid misinterpretations of an

utterance or a sentence. In this case, the context and assumption were derived from background knowledge, the video of *Kabar Bang One*, and the issues at the moment. It accords with the aim of relevance theory which “enables addressees to be sure that they have recovered the most relevance of a potentially infinite set of inferences”, (Grundy 2000, p.101).

This study also presents implicated conclusion. Implicated conclusion is deduced from the explicatures of the utterance and the context (Sperber & Wilson 1995). So, the researcher used explicature and selected an appropriate context (implicated premises) to derive implicated conclusion. Finally, the researcher could conclude the implicature. Implicatures appear when the viewers have particular assumptions which are relevant to speaker's sentences. On the contrary, if the viewers do not have assumptions on speaker's sentences then there are no implicature behind the sentences.

In identifying implicatures, the researcher used Relevance-theoretic comprehension strategy. “The researcher considers interpretations (disambiguation, reference assignments, enrichments, contextual assumption, implication, etc) in order of accessibility (i.e. follow a path of least effort in computing cognitive effects) and stop when the expected relevance is reached”, Sperber and Wilson (as cited in Horn & Ward, 2007) and Robin Carston (2002, p. 143). As shown in findings, after the first interpretation found (weaker implicature), the researcher stopped giving further interpretation.

In other book, Sperber and Wilson (1995, p.197) state, “it is enough that the hearer should pay attention to some of these weaker implicatures for the

relevance of the intended interpretation to become manifest". So, despite the fact that the researcher found further implicatures behind sentences, he only focused on weaker implicatures rather than strong implicature.

For example in Video 1 sentence 1, it was said in implicated conclusion, "*Susno also got involved in this bribery case.*" The researcher could make further implicatures or strong implicature such as:

- (1) People who got involved in bribery case wanted to get extra money.
- (2) Susno wanted to get extra money.

It is very doubtful that Sjahril has given the hearer or researcher any encouragement to supply the premise in (1) and derive conclusion in (2). The example above shows that there is no cut-off point between assumption and utterance which make the implicatures become unintended inferences. "A point is reached at which the hearer receives no encouragement at all to supply any particular premise and conclusion", Sperber and Wilson (1995, p.199).

Based on the findings, the researcher used any inputs both verbal and non-verbal communication to identify the implicatures. Implicatures appear when the viewers have particular assumptions which are relevant to speaker's sentences or gestures. On the contrary, if the viewers do not have relevant particular assumptions on speaker's sentences or gestures then there are no implicatures behind the sentences. Here the speaker intentionally provides evidence and makes particular gestures to attract viewers' attention so that they can uncover implicatures behind the sentences and gestures.

Comparing with previous study, this study is obviously different in the way of uncovering the implicature. This research uses Relevance Theory in identifying an implicature. While both of the previous studies use Grice's maxims cooperative principle to derive an implicature based on Grice's theory. So in general the difference between Relevance Theory and Grice's theory can be seen in the analysis process where the Grice conversational implicature proposes that successful communication could be achieved if the speakers obeyed these 4 maxims; maxim of quality, maxim of quantity, maxim of relevant and maxim of manner. If these 4 maxims are flouted there must be an implicature. While Sperber and Wilson propose human cognition is the basic feature to seek for relevant which is much simpler. So, in uncovering someone's relevance is relying on human cognition. This research proves that people use their human cognition, in which encyclopaedic knowledge and memory are stored, to uncover implicature. Unlike Grice's conversational theory which only limited to verbal communication, Relevance Theory also applies non-verbal communication, such as images or gestures. They support viewer/audience to understand implicatures deeper.

The researcher agrees with relevance theory that successful communication is gained by recognizing other's relevance or intention. To gain successful communication people must have good cognitive ability. It is true that people use their cognitive ability to recognize speaker's intention by drawing inferences to recover the relevance. This indicates that relevance theory is applicable to human communication.

## CHAPTER V

### CONCLUSION AND SUGGESTION

This chapter presents conclusion of the research and suggestion for the next study.

#### 5.1 Conclusion

Uncovering implicatures can be explained through relevance theory which describes the phenomenon of how human beings interpret utterances or sentences.

This research tries to figure out how implicature can be uncovered in *Kabar Bang One* animated cartoon. These are the conclusions of the research:

1. There are processes in uncovering implicature. Before deriving implicature, we must have adequate background knowledge such as encyclopaedic knowledge and context. First, it starts with the process of explicature. In the level of explicature, ambiguous, unclear and too short utterances are explicated into fully elaborated sentence.

Explicature is used to give detailed explanation about utterances or sentences by enriching the utterances or sentences based on the context

so that the utterance or sentences are clearly stated. Second, in the

level of implicated premises, the viewers of *Kabar Bang One* animated

cartoon must supply their own assumptions about the speaker's

statement by constructing premises based on the context. If the

assumptions or premises are enough to derive implicated conclusion

we should stop supplying another assumption because it will not lead the implicatures to become unintended inferences. Finally, in the level of implicated conclusion, the viewers conclude the implicature based on the context or situation that is occurring at that moment, input (sentences and gestures), explicatured sentences, and assumptions or premises.

2. There are implicatures amongst characters' sentences in *Kabar Bang One* animated cartoon. Besides, implicatures also appear in speaker's gestures.

*Kabar Bang One* animated cartoon is one type of communication which presents written text and images or animated cartoon. In this video, we can see both verbal and non-verbal languages which can be used as inputs in uncovering implicature. Based on the findings, this research proves that implicatures are interpreted by drawing inferences that are retrieved from the context, background knowledge or memory, and assumptions. In addition, successful communication is achieved if the viewers have good cognition.

## 5.2 Suggestions

For the improvement of this study, the researcher would like to give some suggestions for:

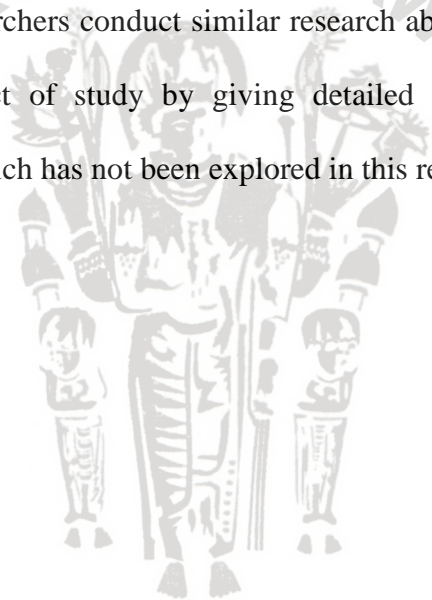
1. English Study Program

There are a few studies that use Relevance Theory as the theoretical framework due to the lack of references. Therefore, the researcher

suggests that English Study Program of Faculty of Culture Studies of Brawijaya University should provide more references dealing with Relevance Theory, so that students have rich literature review to support their research. Furthermore, students will be encouraged to use Relevance Theory as their theoretical framework in their research.

## 2. Further researchers

Relevance theory is interesting to be discussed. The researcher suggests that next researchers conduct similar research about relevance theory with different object of study by giving detailed analysis on higher level explication which has not been explored in this research yet.



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Appendix 1: Pictures of *Kabar Bang One* Animated Cartoon

**SJ vs SD [Video 1]**



1

2

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8



9

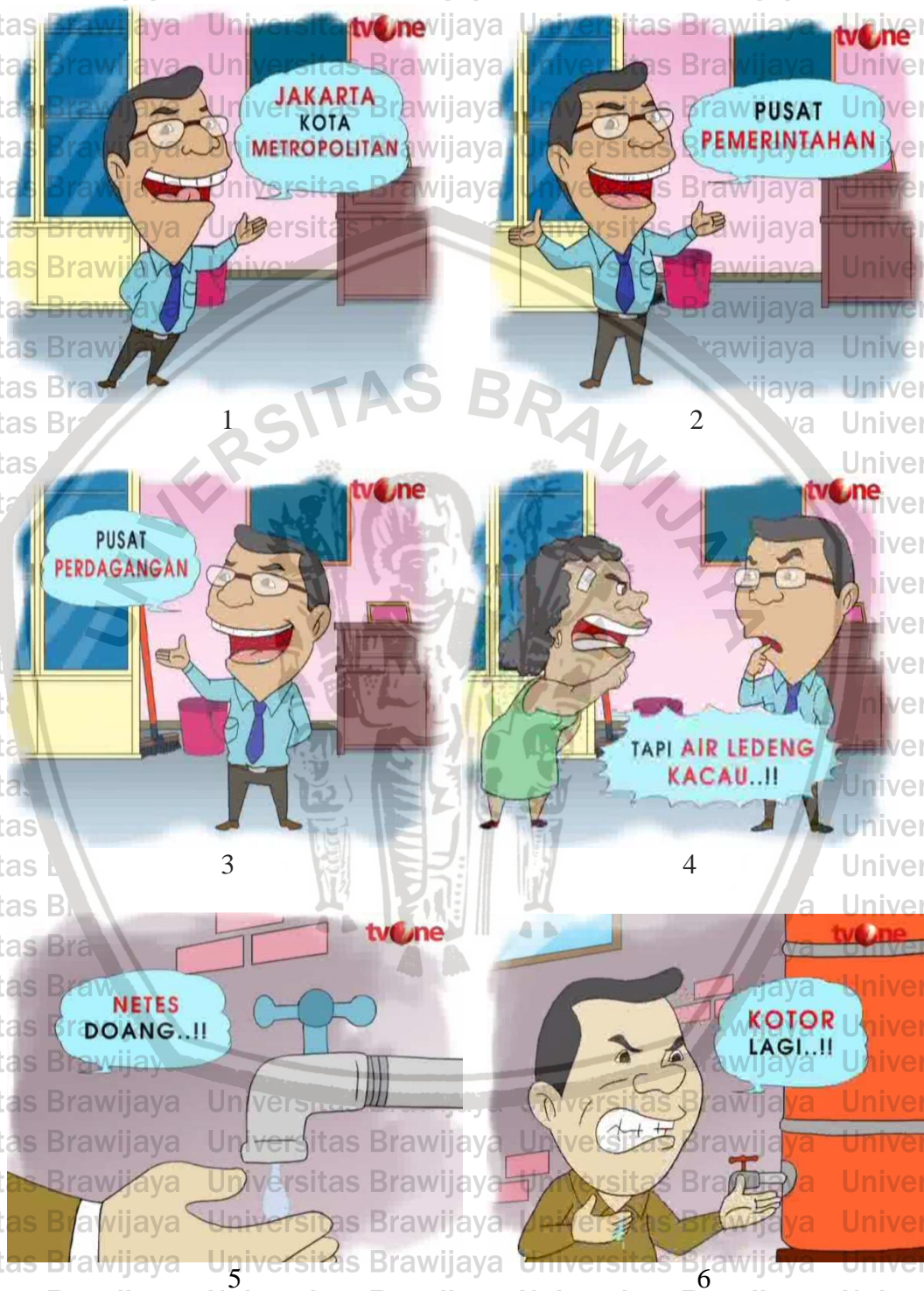


10



11

### Kampung besar (Big village) [Video 2]





7



8



### Perbuatan mesum (Sex scandal) [Video3]



1



2



3



4



5



6



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8



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### Musuh KPK (KPK's foe) [Video 4]



1

2



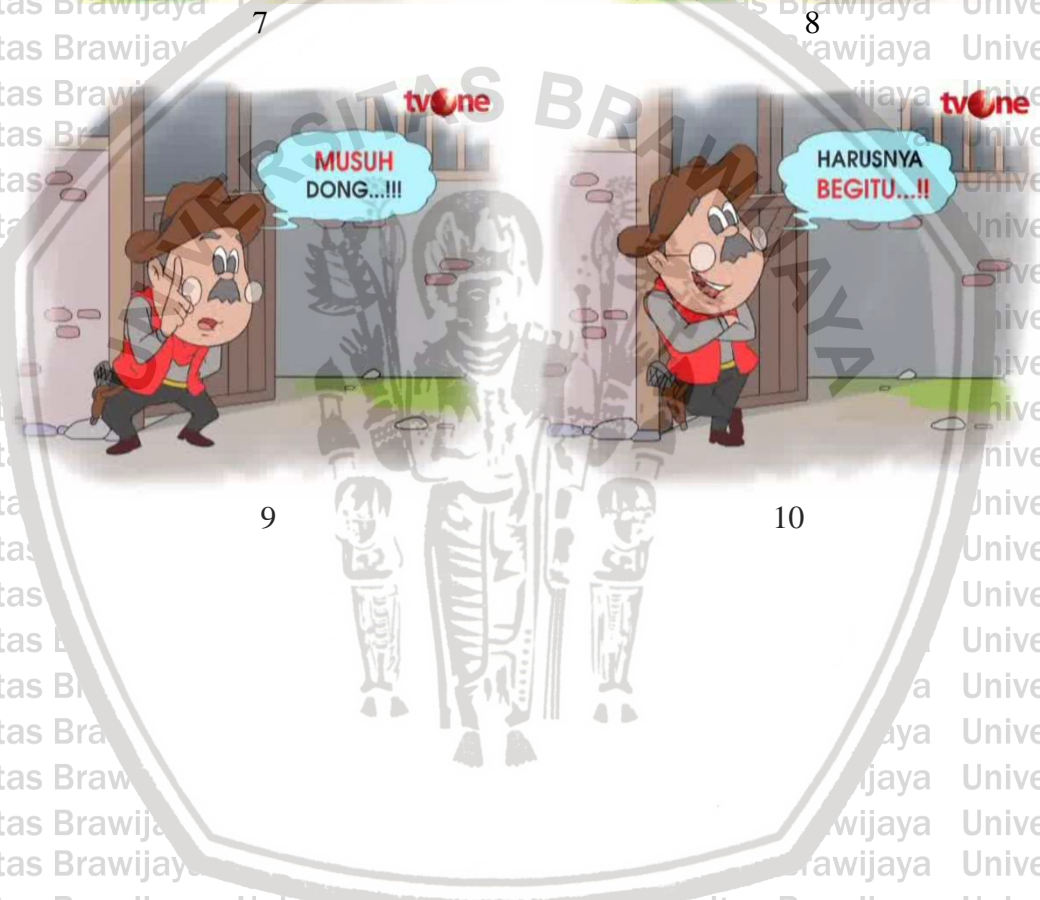
3

4



5

6



Mirip atau asli? (alike or real?) [Video 5]



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2



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12



13



14



### Lupa (Forget) [Video 6]



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2



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4



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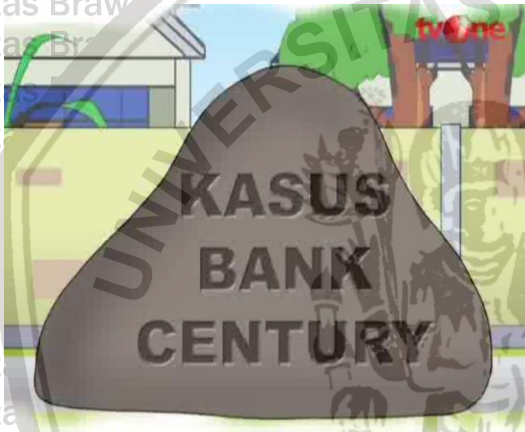
6



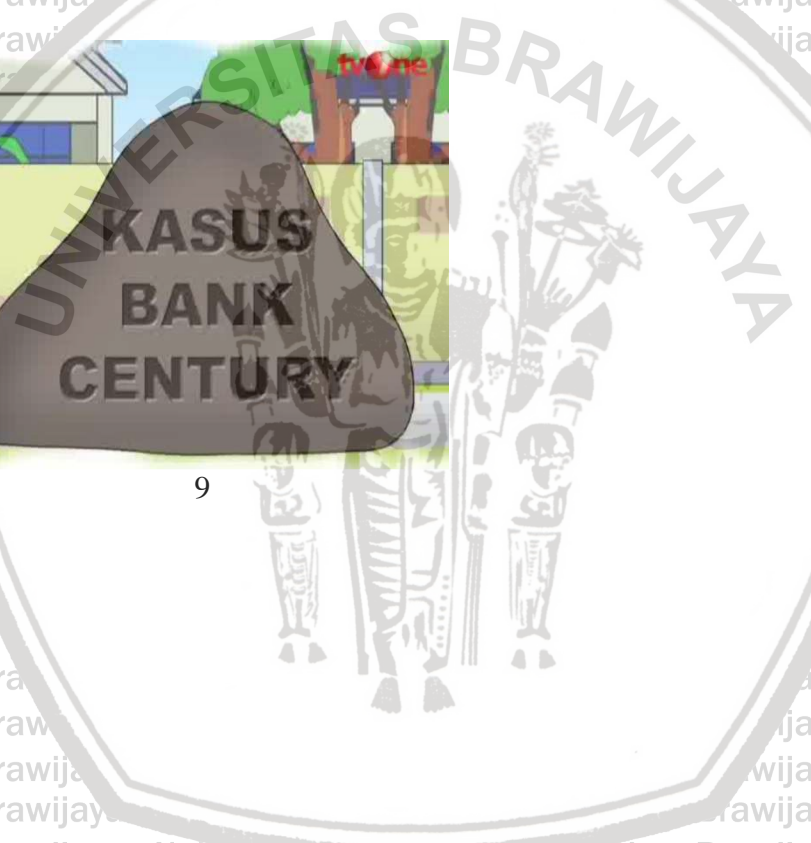
7



8



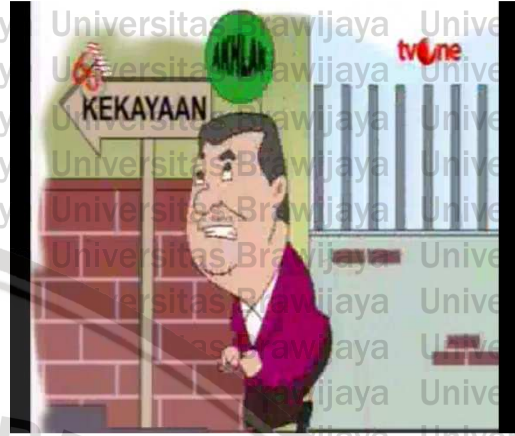
9



Ahlak (Moral) [Video 7]



1



2



3



4



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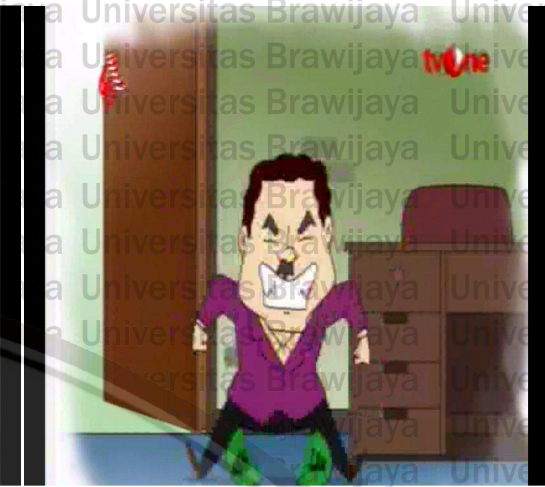


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11

## Appendix 2: Berita Acara Bimbingan Skripsi

**BERITA ACARA BIMBINGAN SKRIPSI**

1. Nama : Mokhamad Aziz Wijaya
2. NIM : 0811112003
3. Program studi : Sastra Inggris
4. Topik Skripsi : Pragmatics
5. Judul Skripsi : A Study on Implicatures on *Kabar Bang One*  
Animated Cartoon Based on Relevance Theory
6. Tanggal Mengajukan : 10 Mei 2010
7. Tanggal Selesai : 18 Agustus 2011
8. Nama Pembimbing : I. Drs. Lalu Merdi, M.A.  
II. Istiqomah Wulandari, S.Pd
9. Keterangan Konsultasi :

No	Tanggal	Materi	Pembimbing	Paraf
1.	10 Mei 2010	Pengajuan Judul	Pembimbing I	
			Pembimbing II	
2.	17 Mei 2010	Pengajuan Bab I	Pembimbing I	
			Pembimbing II	
3.	2 Juni 2010	Revisi Bab I	Pembimbing I	
			Pembimbing II	
4.	7 Juni 2010	Pengajuan Bab II	Pembimbing I	
			Pembimbing II	
5.	29 Juni 2010	Revisi Bab II	Pembimbing I	
6.	5 Juli 2010	Revisi Bab II & Pengajuan Bab III	Pembimbing I	
			Pembimbing II	
7.	26 April 2010	Revisi Bab I, II, III	Pembimbing I	
			Pembimbing II	
8.	25 Mei 2011	Pengajuan Bab IV	Pembimbing I	
			Pembimbing II	
9.	15 Juni 2011	Revisi Bab IV dan pengajuan Bab V	Pembimbing I	
			Pembimbing II	
10.	27 Juni 2011	Revisi Bab V dan pengajuan <i>frontpages</i>	Pembimbing I	
			Pembimbing II	
11.	12 Juli 2011	Revisi <i>frontpages</i>	Pembimbing I	
			Pembimbing II	
12.	21 Juli 2011	Revisi Bab I-V dan <i>frontpages</i>	Pembimbing I	
			Pembimbing II	

13.	1 Agustus 2011	Revisi setelah Seminar Hasil	Pembimbing I	
			Pembimbing II	
14.	2 Agustus 2011	Revisi setelah Seminar Hasil	Penguji I	
			Penguji II	
15.	16 Agustus 2011	Revisi setelah Ujian	Pembimbing I	
			Pembimbing II	
			Penguji I	
			Penguji II	
16.	18 Agustus 2011	ACC	Pembimbing I	
			Pembimbing II	
			Penguji I	
			Penguji II	

10. Telah dievaluasi dan diuji dengan nilai:

Malang, 19 Agustus 2011

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