

CHAPTER I

INTRODUCTION

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

1.1 Background of the Study

Human and communication are matters that cannot be separated. As a *homo socialis*, people need to communicate to make a relationship. In order to make a good communication, language is needed to share their intention. However, in communication, the intentions that will be shared sometimes are not stated explicitly, but implicitly. To obtain the intention or meaning stated implicitly, the hearer must know the context of situation so that the communication can run well. In this case, implicature is the branch of Pragmatics which studies about the implicit meaning.

The phenomenon of implicature happens because the speaker breaks the rule of cooperative principle that is proposed by Grice (1975) but then theory of implicature is developed by Sperber and Wilson becomes Relevance theory.

Analyzing the utterances containing implicature, relevance theory proposed by Sperber and Wilson (1995) is used because relevance theory is “considered as a potential tool for analysis of context of conflict because it is designed as to explain the general human communication” (Wilson and Rose, 1997, p.16). Moreover there are two principles of relevance, namely a Cognitive Principle stating that human

cognition is geared to the maximisation of relevance, and a Communicative Principle stating that utterances create expectations of optimal relevance (Sperber and Wilson, 1995, p.260). The analysis of implicature, in this case, belongs to the communicative principle in which hearer will get the speaker's intention as relevant as possible by her utterances.

In analyzing the implicature a three-task comprehension processes that was proposed by Wilson & Sperber (2002, p.261) is used. The processes consist of:

1.) Constructing an appropriate hypothesis about explicit content (EXPLICATURES) via decoding, disambiguation, reference resolution, enrichment and deriving implicatures. 2.) constructing an appropriate hypothesis about the intended contextual assumptions (IMPLICATED PREMISES). 3.) constructing an appropriate hypothesis about the intended contextual implications (IMPLICATED CONCLUSIONS).

In the previous studies that the writer used as her references, the implicature that is used in political speech on a Political Party Broadcast TV Campaign evokes stronger emotion to the viewer and is also a powerful tool of persuasion. It may create the battle between parties like a political party invoking the weakness of the management of previous opponent and showing the broken promises of the opponent.

Meanwhile the meaning of the implicature in political advertisement can be understood if the viewer looks at the whole advertisement either the visual and verbal meaning. Then when the viewer finds the incongruity in the advertisement, it will give humorous effect to the viewer. From that kind of implicature found in political

speech and political advertisement, the writer wanted to find out the implicature on politician.

Indonesia has a unique politic phenomenon recently that is many entertainers participating in politics. In particular, Mata Najwa episode *Gengsi Berebut Kursi* one of the entertainers who is new comer in politics Angel Lelga was invited. Angel Lelga is a legislative candidate for Central Java 5 and she is from *Partai Persatuan Pembangunan* (PPP). Angel Lelga is known as a sensational entertainer that her sensational political statement can influence or convince. Even though she has not experienced in politics, she is brave enough to try to be the legislative candidate. Meanwhile, Najwa Shihab is the host interviewing her to know how far she is ready to be legislative candidate.

When Angel Lelga was interviewed in the program, her utterances contain implicature that can be figured out by knowing the explicature, implicated premises, and implicated conclusion. As a result, the writer wants to find out the implicature of Angel Lelga's utterances. To understand the implicature of Angel Lelga's utterances, the writer must look at the context. The context is not only from conversation between Angel Lelga and Najwa Shihab but also from the knowledge of political world in Indonesia.

The writer's object in this study is about mass media in television which may be in the form of talk show. In this study, the writer chooses Mata Najwa Talk show program. Even though Mata Najwa is on the second position of talk show rating, based on the AGB Nielsen Media Research December 2011 -2012 (cited in

Ermadela's journal 2013, p.3) it has characteristics in discussing hot issues in Indonesia, such as politics, social, culture, law, etc. In this study, the writer only analyzed one episode of Mata Najwa "Gengsi Berebut Kursi" held on 15 January 2014 as this episode was focused on legislatif candidates. Mata Najwa in Episode

Gengsi Berebut Kursi invited three legislative candidates and one political expert. Two legislative candidates are incumbent and one legislative candidate is an entertainer named Angel Lelga. She is placed in DAPIL JATENG 5 (Region to vote in Central Java 5).

The example of utterances of Lelga which contains implicit meaning in the conversation with Najwa Shihab is *Masyarakat sekarang melihat daripada itu ketimbang yang memang dikatakan 'saya yang bagaimana, putri ini segala macam' akhirnya terjerat juga masalah.* (From society's point of view, people who deserves as government is honest people than people who have political knowledge but cheating). From her utterance the implicit meaning is about her criticize toward Angelina Sondakh. There is a case where the former of beauty princess, Angelina Sondakh, joined in politics and she has a lot of political knowledge but she was in trouble right now. Unfortunately, in 2013 she was in trouble because she corrupted the money of Hambalang project.

This study is conducted in order to investigate the implicature in Angel Lelga's utterances when she was interviewed on the topic of her preparation to fight in election. Through this study, the writer expects to catch Lelga's implicit meaning in her political statement. Thus, significance of this study is it may be used as one of

the references for the students of Department of Languages and Literature who want to conduct a similar study in Pragmatics field especially in implicature. Then the next researcher may be inspired to continue to study in implicature deeper. Particularly, this study is expected to be beneficial for the readers to get better understanding about implicature in the Angel Lelga's utterances. Hence, the writer titled this study **"Implicatures in Angel Lelga's Utterances in Mata Najwa Gengsi Berebut Kursi Episode"**.

1.2 Research Problem

Based on the background of the study, the problems are:

1. What is the explicature found in Angel Lelga's utterances?
2. What are the implicated premises found in Angel Lelga's utterances?
3. What is the implicated conclusion found in Angel Lelga's utterances?

1.3 Objectives of the Study

Based on the problem, the objectives of the study can be seen in the following sentences:

1. To identify the explicature found in Angel Lelga's utterances
2. To identify the implicated premises found in Angel Lelga's utterances
3. To identify the implicated conclusion in Angel Lelga's utterances

1.4 Definition of Key Terms

1. **Communication:** a process involving two information-processing devices. One device modifies the physical environment of the other. As a result, the second device constructs representations similar to representations already stored in the first device (Sperber and Wilson 1995, p. 1)
2. **Relevance Theory:** an inferential theory of communication, which aims to explain how the audience infers the communicators intended meaning (Unger, 2001, p.1)
3. **Explicature:** An inferential process which provides an enriched interpretation consistent with the context of the utterance and the speaker's encyclopaedic knowledge (Grundy, 2000, p.103).
4. **Implicature :** An inference which provides the addressee with the most relevant interpretation of the utterance (Grundy, 2000, p.105).
5. **Implicated Premise:** A premise which is supplied by the hearer and must follow the interpretation that suitable such in principle of relevance (Sperber and Wilson, 1995, p.195)
6. **Implicated Conclusion:** A conclusion which is supplied by the hearer and must deduce from explicature and context (Sperber and Wilson, 1995, 195).
7. **Mata Najwa :** A weekly talk show program from Metro TV with Najwa Shihab as program owner, producer and presenter (Ermadela, 2013, p.3)
8. **Politician :** A Person who are active in politics (Dictionary.com)