

CHAPTER IV

FINDING AND DISCUSSION

This chapter contains finding and discussion of the study.

4.1 Finding

In this part, the writer find out the utterances which is conveying implicature that is taken from *Kaskus*. In revealing the problems of the study, the researcher answers the first problem, then the second problem, and after that, the last problem. To answer the first problem, she presents the title that conveyed implicature, the contextual information, then she presents the analysis of the explicature utterances. For answering the second problem, she presents the implicated premises of the utterances that are already explicated from the first problem. Then to answer the last problem which is about implicated conclusion, she presents the implicated conclusion from the analysis of implicated premises. The finding of this study reveals that not all of the utterance in *Kaskus* at December, 23rd and 24th conveyed implicature. There are 12 titles conveying implicature. The analysis is presented as follows:

1. Datum 1 :

Ini Dia 7 Game Handheld PS Vita dan 3DS Terkeren di Tahun 2016

(These are the Coolest 7 Handheld PS Vita and 3DS Games in 2016)

Author: Jujui

Link: https://www.kaskus.co.id/thread/585cd07350741032268b4567/ini-dia-7-game-handheld-ps-vita-dan-3ds-terkeren-di-tahun-2016/?ref=htarc_hive&med=hot_thread

Context:

This article contains information about the seven coolest PS Vita Handheld and 3DS games in 2016 according to the writer's considerations. PS Vita (also known as PlayStation Vita) is a game console developed by SONY, while 3DS is a game console developed by Nintendo. To play the games, the owner of both PS Vita and 3DS needs to download the software from the website.

Explicature:

In this title, the word "*ini*" (this) refers to the object or thing which is near to the author, and "*dia*" (it/third person singular) refers to the game itself.

Implicated Premises:

1. PS Vita and 3DS has very good games in 2016
2. PS Vita and 3DS has very exciting action games in 2016
3. PS Vita and 3DS has good visual animation for their games in 2016
4. PS Vita and 3DS has cool games characters in 2016

Implicated Conclusion:

This article contains seven the coolest Handheld PS Vita and 3DS games in 2016

Analysis:

The title “Ini Dia 7 Game Handheld PS Vita dan 3DS Terkeren di Tahun 2016” conveys implicature because its readers might draw the implied meanings some popular games. The readers who also a gamer or playing game(s) might recall their memory about some games that they have been played during 20 16. By the words “*ini dia*” the writer wants to draws the reader’s attention that he find out the best games in 2016.

2. Datum 2:

“**Mengintip Fakta Di Balik Sinterklas**” (*Peeking Some Facts behind Santa Claus*)

Author: Gatsuone.com

Link: https://www.kaskus.co.id/thread/585ce5fbd44f9f30388b456d/gatsuone-info-mengintip-fakta-di-balik-sosok-santa-claus/?ref=htarchive&med=hot_thread

Context:

This article contains some facts about “*Sinterklas*” or “*Santa Claus*”. “*Sinterklas*” is a fictional figure of Christianity culture who is said likes to bring gifts to good children in Christmast Eve. Here, the writer reveals some facts about Santa Claus which is probably different from people imagined before.

Explicature:

In this title, the phrase “*di balik*” refers to some sides about Santa Claus that most people actually do not know, while Sinterklas refers to Santa Claus or Saint

Nicholas, a legendary character who will bring a present to good children on Christmas day.

Implicated Premises:

1. There are some untold facts about Santa Claus
2. Santa Claus is a mysterious figure
3. Santa Claus has a lot of secrets

Implicated Conclusion:

The original Santa Claus was really different than current Santa Claus.

Analysis:

The title “*Mengintip Fakta Di Balik Sinterklas*” conveys implicature because the readers might recall their memories and knowledges about “Santa Claus”. By the words “*mengintip*” the writer wants to emphasize since “Santa Claus” is just a fictional figure, there are so many things about him is still a mystery, so there must be some facts about Santa Claus that the readers does not know.

3. Datum 3

“**Main Hape saat Me Time, Benar atau Salah?**” (*Playing Mobile Phone During Me Time, Right or Wrong?*)

Author: Lazul4

Link: https://www.kaskus.co.id/thread/585d70e05c779883498b4569/main-hape-saat-me-time-benar-atau-salah/?ref=htarchive&med=hot_thread

Context:

The context of this article is the writer's opinion about how necessary holding or playing mobile phone while doing a "me time". "me time" here, refers to a quality time only with ourself. The mobile phone as a device that is commonly used to connect with other people in different place, might disturb the "me time", which is the main focus of this article.

Explicature:

In this title, the word "hape" refers to handphone or mobile phone, an electronic device that use to communicate with each other, while "me time" is a term that is used by someone to relax only by him/herself.

Implicated Premises:

1. Playing mobile phone while doing me time is still questionable
2. Playing mobile phone while doing me time is wrong
3. Playing mobile phone while doing me time is right

Implicated Conclusion:

Playing mobile phone while doing me time is right since there is many things that mobile phone can do to support the "me time".

Analysis:

The title “*Main Hape saat Me Time, Benar atau Salah?*” conveys implicature since it is not a clear statement. The readers may think whether it is right or wrong to play the mobile phone during the “me time”. By using a question as a title, the writer wants to gain the readers’ attention, the readers will be intrigued and continue reading until they find the answer.

4. Datum 4

“**Mau Mandi Di Sini? Sediakan Dana 1,6 Milyar**” (*Do You Want to bathe here? Provide 1,6 Billion*)

Author: Schatzl

Link: https://www.kaskus.co.id/thread/585ceb04de2cf2b33b8b4572/mau-mandi-disini--sediakan-dana16milyar/?ref=htarchive&med=hot_thread

Context:

Here is the article about a luxurious bath up made of 24 carat of gold and topaz. The artisan who made it was claiming that the price and the process of making the bath up cost up to Rp 1,6 million.

Explicature:

In this article, “*Di Sini*” refers to the container or bath up that is used to take a bath that the materials and process is cost Rp 1,6 million.

Implicated Premises:

1. The bath up is extremely expensive
2. The bath up is made by gold
3. The bath up is covered by diamond
4. The bath up has unique design
5. The bath up is ancient furniture

Implicated conclusion:

Bathing in gold and diamond covered bath up take cost Rp 1,6 million.

Analysis:

The title “*Mau Mandi Di Sini? Sediakan Dana 1,6 Milyar*” contains ambiguity.

It makes the readers questioning about what the phrase “*di sini*” refers to. It is also an unclear statement, the readers will be wonder what makes it cost very expensive for taking a bath. The readers need to know the context because the title just gives very limited information. By using a question as a title, the writer wants to gain the readers’ attention, the readers will be intrigued and continue read the article until they find the answer.

5. Datum 5

Cekidotss.. Nih Keuntungan Dari Main Video Games (*Cekidotss... Here are the advantages of playing video games*)

Author: Sunshineforme

Link: https://www.kaskus.co.id/thread/585d1dc614088d7d658b456e/cekidotss-nih-keuntungan-dari-main-video-games/?ref=htarchive&med=hot_thread

Context:

Many people think playing video games give a strong correlation as being lazy because the body of the person who plays the game does not move in a couple of hours. In fact, there are some benefits from playing video games, which are explained clearly by this article.

Explicature:

In this title, the word "Cekidotss" is actually a slang of English phrase "check it out", it is usually used by the *Kaskuser* to ask the other *Kaskusers* to check out their newest post. Here, "cekidotss.." refers to the article. The words "Nih" is an informal word, it comes from the word "ini", it refers to the benefits of playing video games. The word "keuntungan" itself also contains ambiguity, since it can be means as "profit" instead of "advantage".

Implicated Premises:

1. Playing video games actually has some benefits
2. Playing video games can make some money
3. Playing video games increases the ability to make faster decision
4. Playing video games makes the gamers healthier

Implicated Conclusion:

Playing video games has many benefits both mentally and physically for the gamers.

Analysis:

The title contains implicature because it makes people want to know what the benefits of playing video games are. It creates an access to the readers memory, what makes video games has some benefits. As some people belief, playing video games has strong correlation as being lazy because the gamers' body does not move as much as they play games or other activities at outdoor. By reading this article, it is answered that playing video games has mentally and physically benefits for the gamers.

6. Datum 6

Eye Floaters? Ini Penjelasan Ilmiahnya (*Eye Floaters? Here is the Scientific Explanation*)

Author: Alkhaingroup

Link: www.kaskus.co.id/thread/585cf032dc06bd5f2f8b4576/eyefloaters-ini-penjelasan-ilmiahnya/?ref=htarchive&med=hot_thread

Context:

This article contains an explanation about “eye floaters”. The writer started with an information what is the meaning of “eye floater” and how do they appeared. Then he gives some information how to vanish them.

Explicature:

In this article, “eye floater” contains ambiguity since “floater” can be interpreted as a fishing instrument, life jacket for swimming, or even a boat. In this context, eye floater here means some weird objects which are usually appeared when the eyes are looking at clear sky. The question mark (?) indicates the writer of the article asks the reader “what is eye floater?” The word “*ini*” refers the article which is explaining how can it happened.

Implicated Premises:

1. Eye floater is caused by some vitreous that come out of its place and move around the eyeballs.
2. Eye floater is caused by some strange object that is moving above the head.
3. Eye floater is caused of tired eyeball
4. Eye floater is caused of stress
5. Eye floater is an object that is floating inside the eye

Implicated Conclusion:

Eye floater is some weird objects when the eyes are looking at clear sky is caused by some vitreous that comes out of its place and then move around our eyeballs.

Analysis:

The term “*Eye Floater*” can be uncommon for most people, including the cause of it. In this title it contains implicature because the author makes it as a question (*Eye Floater?*), which makes an access to the readers’ memory and creates some

assumption about “*eye floater*”. The author also adds “*Ini Penjelasan Ilmiahnya*” to emphasize that he has an answer of what the eye floater is to answer the readers’ curiosity.

7. Datum 7

Terima Kasih, Opa Riedl... (*Thank You, Opa Riedl...*)

Author: Linoleum123

Link: https://www.kaskus.co.id/thread/585cf406de2cf275418b4567/terima-kasih-opa-riedl/?ref=htarchive&med=hot_thread

Context:

In this article, the writer wants to express his gratitude towards Alfred Riedl, the coach of Indonesia soccer team who was succeed to support Indonesian soccer team won the match against Thailand.

Explicature:

In this article, the word “Riedl” refers to Alfred Riedl, the coach of Indonesia National soccer team

Implicated premises:

1. People thank to Alfred Riedl because he worked so hard coaching the team
2. People thank to Alfred Riedl because he is very kind.
3. People thank to Alfred Riedl because he helped them.

The implicated conclusion:

Riedl has been worked hard coaching the soccer team.

Analysis:

The title "Terima Kasih, Opa Riedl" conveys implicature since it is not a clear statement and does not explain what is the writer thanks for. However, the whole article is relevant with the title and contains the explanation why he thanks to Alfred Riedl.

8. Datum 8

Fakta Menarik Fenomena Om Telolet Om (*Interesting Facts of Phenomenon Om Telolet Om*)

Author: Iskrim

Link: https://www.kaskus.co.id/thread/585d064550741050068b456d/kenapa-anjing-suka-mengejar-tongkat-yang-dilempar-ini-penjelasannya-gan/?ref=htarchive&med=hot_thread

Context:

At the end of 2016, a viral phenomenon which is called as "Om Telolet Om" is really hit an entire social media around the world. At that time, there are so many people, including some celebrities and politicians who talk about it, make that phenomenon become more and more popular. This article contains some interesting facts and information about "Om Telolet Om" that will help the reader to know more about it.

Explicature:

In this article, the word “*Om Telolet Om*” the word ”*Om*” means uncle or an adult man, in this context, it refers to the bus driver. Then “*Telolet*” is a sound of a certain device (a bus honk) that can produce “*telolet*” sound. It is an utterance that is usually says by the kids who asks bus driver to hit the honk when the bus go by them. So, “*Om Telolet Om*”, can be explicate as ”*Om, hit the (telolet) honk please*” .

Implicated Premises:

1. There are some interesting untold informations about “*Om Telolet Om*”
2. There are some background story about “*Om Telolet Om*”
3. There aro some funny story about ”*Om Telolet Om*”
4. There are some Hinduism correlation in “*Om Telolet Om*”

Implicated Conclusion:

There are some interesting untold information about “*Om Telolet Om*”

Analysis:

In this article, the word “*Om Telolet Om*” might confusing the reader who does not have a background knowledge about it, which is why this title conveys implicature. A native Indonesian might interpret “*Om Telolet Om*” as its real meaning. Here, the word ”*Om*” is usually used by the kid to call an adult man, then “*Telolet*” is a sound which is produced by a certain device (a bus honk). Therefore, since the phenomenon become extremely viral around the world,

there are a lot of people who does not understand the meaning, even think the word “*Om*” here as a term of Hinduism. By reading the article the readers can get better understanding of the meaning “*Om Telolet Om*” and the chronology of this phenomenon

9. Datum 9

Kenapa Anjing Suka Mengejar Tongkat Yang Dilempar? Ini Penjelasannya Gan! (*Why Dog Likes to Chase Thrown Stick? This is the Explanation*)

Author: Iskrim

Link: https://www.kaskus.co.id/thread/585d064550741050068b456d/kenapa-anjing-suka-mengejar-tongkat-yang-dilempar-ini-penjelasannya-gan/?ref=htarchive&med=hot_thread

Context:

This article describes the dogs’ behaviour that like to chase a thrown stick. As some people know, dogs like to play chasing stick, ball, or toy that are thrown by his owner, this game is called as “fetching”. In this article, it is explained that “fetching” is usually done by a dog owner to exercise their dog and help the dog drains their energy to keep it healthy. Then for the dogs, “fetching” is very fun for them. “Fetching” makes the dogs happy, it expels dogs’ boredom, especially for the dogs which are usually being kept inside the house.

Explicature:

In this article, the word “*ini*” refers to the article which is containing the explanation of dogs that like chasing the stick. “*Gan*” refers to the reader who reads this article, it comes from the word “*juragan*”.

Implicated Premises:

1. Dogs like chasing the stick because it is fun for them
2. Dogs like chasing the stick because they need to do exercise.
3. Dogs like chasing the stick because they want their owner to be happy.
4. Dogs like chasing the stick because they want to play.

Implicated Conclusion:

Dogs like chasing the stick because it is fun for them.

Analysis:

When the readers read the title “*Kenapa Anjing Suka Mengejar Tongkat Yang Dilempar? Ini Penjelasannya Gan!*”, some assumptions about the reason why dogs like chasing the stick suddenly come up to their mind. Since it uses a question as a title, the writer wanted to gain the readers’ attention, and the readers will be intrigued and continue read the article until they find the answer.

10. Datum 10

Iniilah 6 Tipe Orang yang Mau Mandi, Agan Termasuk yang Mana? (*Here are 6 Types of People Who Want To Bathe, Which One are You, Agan?*)

Author: Okebyebye

Link: [https://www.kaskus.co.id/thread/585ba65c1a9975f9748b456f/inilah-6-tipe-orang-yang-mau-mandi-agan-termasuk-yang-mana/?ref=htarchive &med=hot_thread](https://www.kaskus.co.id/thread/585ba65c1a9975f9748b456f/inilah-6-tipe-orang-yang-mau-mandi-agan-termasuk-yang-mana/?ref=htarchive&med=hot_thread)

Context:

This article provides the author's opinion that people can be categorized into six types before they take a bath. The main idea of this article is taking a bath or showering can be important either unimportant routine for each person. Some people take showering as an activity that must be done two or even three times daily, but the others take it lightly as showering can be done once per day and/or make some excuses in order to cancel or delay their shower.

Explicature:

In this text, "*inilah*" refers to the article which mentions the six types of people who wants to take a bath. Then, "*agan*" comes from the word "*juragan*" it is a nickname that is used by fellow *Kaskuser* to call each other "*juragan*" refers to the *Kaskuser* or reader who read this article.

Implicated Premises:

1. There are many types of person who is going to take a bath
2. There are many intentions to take a bath for some people
3. There are many excuses to take a bath for some people
4. There are many things to do before taking bath

5. Taking bath has some rituals for some people

Implicated Conclusion:

There are many types of person who is going to take a bath

Analysis:

The title “*Inilah 6 Tipe Orang yang Mau Mandi, Agan Termasuk yang Mana?*” conveys implicature because its readers might draw the implied meanings. The readers recall their memory about whatever they do before the time to shower, then they create assumption that there are some different types of person who is going to shower.

11. Datum 11

Ini Belchite, Kota “Hantu” di Spanyol (*This is Belchite, the “Ghost” City in Spain*)

Author: Andrologi

Link: https://www.kaskus.co.id/thread/585b9cb8dbd770c90b8b4568/ini-belchite-kota-hantu-di-spanyol/?ref=htarchive&med=hot_thread

Context:

This article contains information about Belchite, the city that is abandoned by its civilization in Spain. At 1937, Belchite was destroyed because of war, at least 5000 people were died. After the war, the government wanted to keep the ruins in Belchite as monument of war.

Explicature:

In this utterance, “*ini*” refers to “*Belchite*” or the word or the object that is going to be mentioned, then “*hantu*” or “*kota hantu*” does not literally means that the city was haunted by ghost. It means the city is really quiet because nobody lives there, moreover the ruins that are caused by war increasing the horror atmosphere.

Implicated Premises:

1. Belchite is called as “ghost city” because there is no citizen since the war
2. Belchite is called as “ghost city” because the ruins is scary
3. Belchite is called as “ghost city” because there are many ghosts live there
4. Belchite is called as “ghost city” because it is a horror tourist attraction

Analysis:

The title conveys implicature because it does not give a clear information about why does Belchite is called as “ghost city”. Commonly, the readers draw assumption about something bad was happened in Belchite long time ago. By reading the article, the readers find out that Belchite is called the “ghost city” because its citizen abandoned the city since the war begun at 1937. The phrase “ghost city” emphasize the horror atmosphere which is creates by the ruins.

Implicated Conclusion:

Belchite is called as “Ghost city because nobody live since the war begun”

12. Datum 12

Oto E Bikin Weekend Kaskuser Surabaya Jadi Berwarna (*Oto E Makes Kaskuser's Weekend in Surabaya to be Colorful*)

Author: Kaskus Promo

Link: https://www.kaskus.co.id/thread/585ca29e582b2eb7668b456a/moto-e-bikin-weekend-kaskuser-surabaya-jadi-berwarna/?ref=htarchive&med=hot_thread

Context:

In this thread, the Kaskuser wants to give us information about the launching of the latest product of Motorola (a brand of cellphone) in the event named Moto E Roadshow. In this event, there are some interesting activities that can be tried by the visitors who are mostly Kaskusers and also a talk show which is can add their knowledge about the latest technology and fashion.

Explicature:

The word “berwarna” here means joyful, this is considered the Moto E Roadshow that has multiple playful activity that can be tried by the visitors.

Implicated Premises:

1. People's weekend are colored because it's so much fun.
2. People's weekend are colored because it's painted.
3. People's weekend are colored because someone throw color powder to them

Implicated Conclusion:

Oto E event is so much fun

Analysis:

There is implied meaning from the title above which indicates it contains implicature. The readers are questioned how does Oto E colors the weekend. They need to know the context because the title just gave limited information. From the implicated premises, the first one is the most relevant with the context of the article because by reading the whole article, however Oto E event does not have any correlation with painting activity, but the word “berwarna” refers to multiple activities and games that can bring happiness and joy to the Kaskuser who visit the event.

4.2 Discussion

In this section, the researcher discusses the result of the findings related to the theory. The researcher focuses on the discussion which is based on the problems in previous chapter. The researcher found twelve titles conveying implicature which is already analyzed. From the findings, this study proves the theory proposed by Sperber and Wilson (1995, p.194) that in Relevance Theory the comprehension process in human communication are; (a) constructing an appropriate hypothesis about explicit (in Relevance Theory it is called Explicature) content by determining of deictic expression, disambiguation of ambiguous words or phrases, or enriching original utterances, (b) constructing an appropriate hypothesis about intended contextual assumptions (Relevance Theory it is called implicated premises), (c)

constructing an appropriate hypothesis about intended contextual implication (Relevance Theory it is called implicated conclusions). The inferred meaning of the titles is mainly dependent from the contextual information and background knowledge of the readers. Here, the context represents the information since the meaning can be inferred more understandable through the content. In general, the contents of the articles are represented in each of the titles. If the titles were not clear enough to understand, the readers have to read the content to find the meaning of the title. The example of finding is presented as follows:

Datum 11

Ini Belchite, Kota “Hantu” di Spanyol (This is Belchite, the “Ghost” City in Spain)

The explicature of the title above is Belchite is a really quiet city. The word “ini” refers to “Belchite”, then “hantu” or “kota hantu” means the city (Belchite) is really quiet because no one is living there since the war began, so it creates ghostlike and creepy circumstances.

In terms of examining the implied meaning, it is worth enough for the reader to read the whole article. If the reader does not read the article it may be difficult for him/her to understand the meaning. Moreover, people who have different knowledge will create her/his own interpretation about “*Kota Hantu*”, and the following implicature premises are derived:

1. Belchite is called as “ghost city” because there is no citizen since the war
2. Belchite is called as “ghost city” because the ruins is scary
3. Belchite is called as “ghost city” because there are many ghosts live there

4. Belchite is called as “ghost city” because it is a horror tourist attraction

From the implicated premises, the first one is relevant with the content of the article. Since the title is not clear enough about the information about why does Belchite is called as “ghost city”, the readers will develop some assumptions from their background knowledge and memory that something bad was happened in Belchite many years ago. By reading the article, the readers find out that Belchite is called the “ghost city” because its citizen were abandoned the city since the war begun at 1937. Thus, by explicating the utterance and deriving the context, the implicated conclusion is that Belchite is called as “Kota Hantu” because nobody live there since the war begun.

The Relevance Theory is connected with successful communication. When someone wants a successful communication, he needs to be able understand the relevance or intention. Based on Relevance theory, the example above proves that the background knowledge and contextual information are very useful to reveal the implicature.

Related the previous studies, “Implicature Analysis on the Slogan of Indonesian Wide Televisions” by Dwiningrum (2013), “An Analysis of Implicature in the Headline of Gogirl! Magazine” by Wulansari (2013), and “A Study on Implicature in Condom Commercials Using Relevance Theory” by Pamungkas (2014), to this study, all of them have contribution, they assist the researcher to get inspiration to conduct this research.

Dwiningrum (2013) and Wulansari (2013), helped the writer understanding the implicature theory, while Pamungkas supported this research because his

research contain information of explicature and Relevance Theory. Although the researcher and Wulansari's both take headlines as their object, Wulansari did not analyze the explicature and focus on Grice's Cooperative Principle and Implicature. She also explained the context of her data in detail.

Through the analysis, *Kaskus*'s article uses easy language not only in title but also in written the articles. Moreover, the title are written in simple and short sentence. Sometimes, it contains ambiguity and unclear meaning to gain the reader's attention. It is also a reflection of the article, means that title is the most important point of the content of the article.