CHAPTER I

INTRODUCTION

This chapter deals with background of the study, problems of the study, objectives of the study and definition of the key terms.

1. 1 Background of the Study

Communication is a primary need to interact among people in the world. Communication can be said as a part of social activity that involves people in a society. In communication, a process by which people give and receive information to and from others occurs continuously. They can deliver their thoughts and express their feelings to others well by communicating. Green defines, "communication is rather, the successful interpretation by an addressee of speaker's intent in performing a linguistic act" (1989, p. 1). So, the communication will successfully happen when both participants understand each other.

In recent years, the ways to communicate between each other is getting easier because the technology is growing more rapidly. People in many areas, both urban and rural can already be enjoying the impact of technological advances. People can easily communicate with others from different regions, and even countries and the spread of information can be done quickly to various parts of the world.

Technology that is widely used throughout the world is internet. Using internet, people can access the information required from all over the world.

Devereux (2005, p.66) says that the internet has been massively used as dominant media-based by public. In addition to fulfill the need for information, the internet is also a media of friendship among communities, so that people from different countries can establish friendship without having to meet the person himself. Operating the internet, the people can access the information which they need besides, some people can make an account in social media to establish and widen their friendship. Some of famous social media are *Facebook, Instagram, Twitter* and in Indonesia, there is a social media named *Kaskus.*

Kaskus is the acronym of **KasakKus***uk,* it is a social media which is created in order to share the information among the users (*Kaskus.co.id,* 2016). When the users have a communication with each other, they use Indonesian informal language, including the title. Often, this informal language contains ambiguity and bias.

In this study, the writer focuses to implicature in selected article's titles in *Kaskus.* The selected titles are taken from "Hot Thread" at December 23rd and 24th 2016. Hot Thread is a compilation of best articles of the month selected by *Kaskus'*s administrator with some considerations, such as the originality of the content, the amount of comments by other members and the originality of the article (*Kaskus.co.id,* 2014). Hot Thread is chosen as the object of the study because it is not only the most popular articles of the day among hundreads but also the content is interesting and has a lot of different topics. Besides, there are so many titles contain ambiguity which needs to be explicated and implicated.

According to Reah, (2002, p. 13) the title can be ambiguous if the readers do not know the context the first time they read, that is why it should be enriched by the addition of words to make these titles understandable by the readers. For example, an article that was posted in *Kaskus* at December 19th 2016, entitled *"Kondisi Subway Tokyo Ini Lebih Mengerikan Dibandingkan Commuter Line Jabodetabek"*. This title creates many questions and interpretation in the readers' mind, what is the writer's point by *"Lebih Mengerikan"*? How is the condition of Subway in Tokyo? Is it very dirty? Is it very crowded? Could there be so many pickpockets or burglars who made that subway horrible? These ambiguities will not appear if the writer makes a clear title that describes what makes the subway in Tokyo more horrible than in Jabodetabek. Actually, by reading the whole article the reader will find out that the train is extremely crowded and the passengers have to push each other to get themself into the train, even some of them have to stand hopelessly in the middle of the train's door entrance and almost squeezed by it, so the subway officers need to help by pushing the passengers' body to get them into the train.

If the writer of the article had title as the above, somehow it will create enrichment for the readers, such as *"Kondisi Subway Tokyo Ini Lebih Mengerikan Dibandingkan Commuter Line Jabodetabek Karena Penumpangnya Harus Berdesak-Desakan Di Pintunya"*. This explicature actually can be used as a title of the thread, and indeed it describes the entire content of the article, but if the writer uses this title, the reader will not be curious anymore about the content. The main idea of this article is already written in the title. The readers feel it is not necessary

to read all of the content of the article anymore, because it is clear already. Besides, that title is too long, it would not interest the reader and they would feel bored just because he has read the title.

By conducting this study, the writer expects to find out some titles that employ explicatures and implicatures and analyzes the interpretation. Furthermore, the findings of this study are expected to give valuable contributions for the next writer theoretically and practically, especially about explicature in the terms of Pragmatics. Therefore the writer entitled this study **IMPLICATURE IN SELECTED ARTICLES' TITLES IN *KASKUS*.**

1. 2 Problems of Study

1.2.1 What are the explicatures in the selected article entitled *Kaskus*?

1.2.2 What are the implicated premises in the selected article entitled Kaskus?

1.2.2 What are the implicated conclusions in the selected article entitled *Kaskus*?

1. 3 Objectives of Study

1.3.1 To find out the explicatures of utterances in the selected article entitled in *Kaskus*.

1.3.2 To find out the implicated premises of utterances in the selected article entitled *Kaskus.*

1.3.3 To find out the implicated conclusion of utterances in the selected article entitled *Kaskus*.

1. 4 Definition of Key Terms

1. **Relevance Theory** is to be preferred over other accounts of utterance understanding to the extent that it recognizes and can account for the fact that not all utterance are successfully understood (Grundy, 2000, p. 111).

2. **Context** is words that come before and after a word, phrase, statement, etc, helping to show what its meaning is (Hornby (Oxford Advanced Leaner's Dictionary) 1995, p. 250)

3. **Implicature is** anything that is inferred from an utterance but that is not a condition for the truth of the utterance. (Grundy, 2000, p. 105)

4. **Implicated Premises** is an appropriate hypothesis made by the hearer about the intended contextual implications (Moeschler, 2012, p. 23)

5. **Implicated Conclusions** is an appropriate hypothesis about the intended contextual assumptions. (Moeschler, 2012, p. 23)

6. **Explicature** is an enrichment of intended meaning of what is uttered or written, or it can be an enrichment of an original utterance (Grundy, 2000, p. 102).

7. **Kaskus.com** is the biggest online trade and discussion forum in Indonesia (*Kaskus.co.id,* 2013).