

CHAPTER I

INTRODUCTION

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

1.1 Background of the Study

Language roles are very important in society. Everything that people do needs language as a tool that helps them to accomplish the goal of life. People use it to communicate to each other as a sign to deliver someone's intention to get a feedback as he expects properly. Language is divided into two kinds, they are written language and spoken language. Written language is more complex than spoken one because it is mainly about the structure of words and about the grammatical language. It is gained through process that people do in purpose. Spoken language is a language that we say to deliver intention. As we know that human is gifted a language to speak as innate capability. Thus, the difference between written language and spoken language is written language is something they learn, while spoken language is something that they acquire. Written language does not only deal with words that are written down, but it is also about the term and the style of language. Like a movie script, it is a spoken language in a written form, so the words which are written are not always recognized as written

language. Language in the movie script of cartoon, or 3D animation is written to entertain the audience.

Entertainment is an action that aims to entertain or amuse people through any kind of media. Nowadays, people find it easy to have themselves entertained.

It can be found in movies, books, radio, or people around. There are two kinds of media that the writer tries to describe the explanation supported by Carsten

Reinemann in his journal (2012). The first is soft media which is defined as those organizations that primarily deal with commentary, entertainment, arts and

lifestyle. Soft media can take the form of television programs, magazines or print articles. The communication from soft media sources has been referred to as soft

news. The second is hard media which is a physically definable object being able to be used for recording, storage, communication and/or transfer of data. The

examples include CD-ROM, DVDs, floppy diskettes and external hard disks. Ice Age 4 is included to soft media since it is a kind of television program or movie

such as cartoon movie.

Cartoon is a funny entertainment which has a story line like a real life. It is so complex since it has a plot from expository, raising action, climax, anti-climax,

falling action, and resolution. Many people like this kind of entertainment especially in kind of movie because they need less effort to enjoy it since cartoon

movie is naturally funny. Unlike other kinds of cartoon such as comics, animated cartoon movie is spoken not written so that the audience can enjoy it better than

reading comics because there are motion and sound effects to support the situation.

Intended meaning can be studied using pragmatics theory. According to Yule (2010, p. 128) defines “pragmatics is the study of “invisible” meaning, or how we recognize what is meant even when it isn’t actually said or written.”.

When we read or hear pieces of language, we normally try to get the meaning behind the words and also try to understand what both locutor and interlocutor try to convey. The writer uses pragmatics theory because the research she conducts is dealing with the relationship between linguistics form and the users. In pragmatics theory, there are many aspects of intended meaning, but the writer focuses on using conversational and conventional implicatures only.

Implicature is implicit meaning which is divided into two parts, they are conventional implicature and conversational implicature. Conventional implicature is associated with specific words and result in additional conveyed meanings when those words are used. While in conversational implicature, the implicature is derived from the original utterance. These implicatures can be found in movies, advertisements, music lyrics, and comics. In this research, the writer deals with implicature applied in the cartoon movie. The writer chooses movie as the media to be analyzed because this movie’s genre is a funny movie, that’s why the writer wants to figure out how implicature is used in its conversation.

The writer has done preliminary research on the implicatures found in conversations done by the main characters in ‘Ice Age 4’ movie. The writer found a lot of implicatures in the conversations done by the main characters. Those three main characters are Manny, Diego, and Sid. They are very dominant in

conversations and they often use implicature to each other. In this movie, the writer takes one example of implicature in conversation done by the main characters in conversation between Manny and Diego while they are on the iceberg and Manny wants to get back to his family that is separated on the other side. The conversation goes as Manny says: *"They need me, we got to get back"*, and Diego replies *"Buddy, this thing is too big to turn, the current is pulling aside"*. Diego gives irrelevant feedback to Manny's statement. In this circumstance, Diego implicitly says that they cannot go back because the current is too strong and they are carried along with the current, so instead of saying *"No, we cannot go back"*, Diego says that kind of expression to ensure Manny that the current is too strong to get back. That analysis is based and supported by Grice's theory (1967 cited in Grundy 2000, p.73) of implicature in pragmatics.

By using the Grice's theory (1967 cited in Grundy 2000, p.73) of implicature in pragmatics, the writer should be able to conduct her study properly because it is very relevant and helpful. Grice formalized his observation that when we talk, we try to be cooperative by elevating this notion in what he called 'The Cooperative Principle'. The writer focuses only on the implicature itself. She does not go further to the field which is related to implicature such as flouting maxim or else.

This study aims to be beneficial study for some people. The significances of this study are meant to be useful for the readers. First is for the readers in general who can understand the intended meaning applied in conversations especially in movies. They can find some implicatures used and the intended

meaning. Second is for English Department students who can probably learn more about implicatures and for the future researchers in case of if they want to conduct a study in the same field of pragmatics, they can improve this study and use it as their previous study. The last is for the writer herself, she can go further with implicatures applied in movies and she can learn by doing this. The writer believes that by doing this kind of study, she can understand a lot from what implicatures are all about.

The writer thinks that it is important to figure out how implicature can also be applied to amuse people. By doing this research, we can understand and learn about the hidden meaning in movie. We can get the intended meaning or the point of the conversation afterwards. Thus, the writer conducts her study to analyze implicatures found in conversations done by the main characters in “Ice Age 4” movie.

1.2 Problems of the Study

Based on the background of the study above, the writer formulates two problems of the study as follows:

1. What kinds of implicature are found in conversations among the main characters of “Ice Age 4” movie?
2. What are the intended meanings of the implicatures found in conversations among the main characters of “Ice Age 4” movie?

1.3 Objectives of the Study

According to the problems of the study, the researcher states the objectives of the study to answer them.

1. To find the kinds of implicature in conversations among the main characters of “Ice Age 4” movie.
2. To figure out the intended meanings in conversations among the main characters of “Ice Age 4” movie.

1.4 Definition of Key Terms

To limit the scope, the writer uses some key terms in order to avoid misleading in conducting this research.

- a. Pragmatics** : Pragmatics is the study of “invisible” meaning, or how we recognize what is meant even when it isn’t actually said or written. In order for that to happen, speakers (or writers) must be able to depend on a lot of shared assumptions and expectations when they try to communicate (Yule 2010, p. 128).
- b. Implicature** : Implicature is a regularity that cannot be captured in a simple syntactic or semantic rule, but by some conversational principle (Mey 1993: 99).
- c. Animated cartoon** : An animated cartoon is a film for the cinema, television or computer screen, featuring some kind of story or plot (even if it is a very short one), which is made using drawings (Wikipedia.org).

d. **Ice Age 4 movie** : *Ice Age: Continental Drift*, also known internationally as *Ice Age 4: Continental Drift* or simply as *Ice Age 4*, is a 2012 American 3D computer-animated comedy adventure film directed by Steve Martino and Mike Thurmeier (Wikipedia.org).

