

**THE ANALYSIS OF CONVERSATIONAL IMPLICATURE
ON TVONE'S *KABAR BANG ONE*
ANIMATED EDITORIAL CARTOONS**

THESIS

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**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURES
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA**

2014

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ANIMATED EDITORIAL CARTOONS**

THESIS

Presented to
Universitas Brawijaya
in partial fulfillment of the requirements
for the degree of *Sarjana Sastra*

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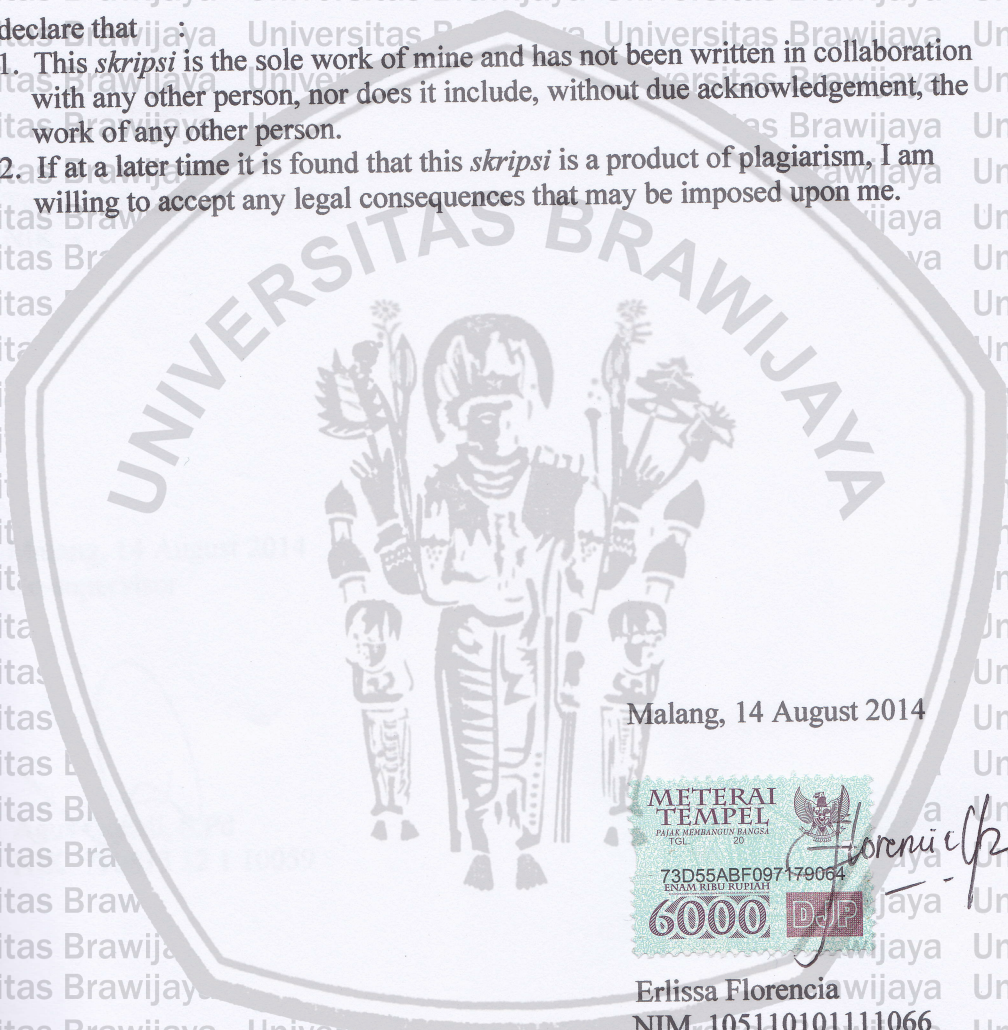
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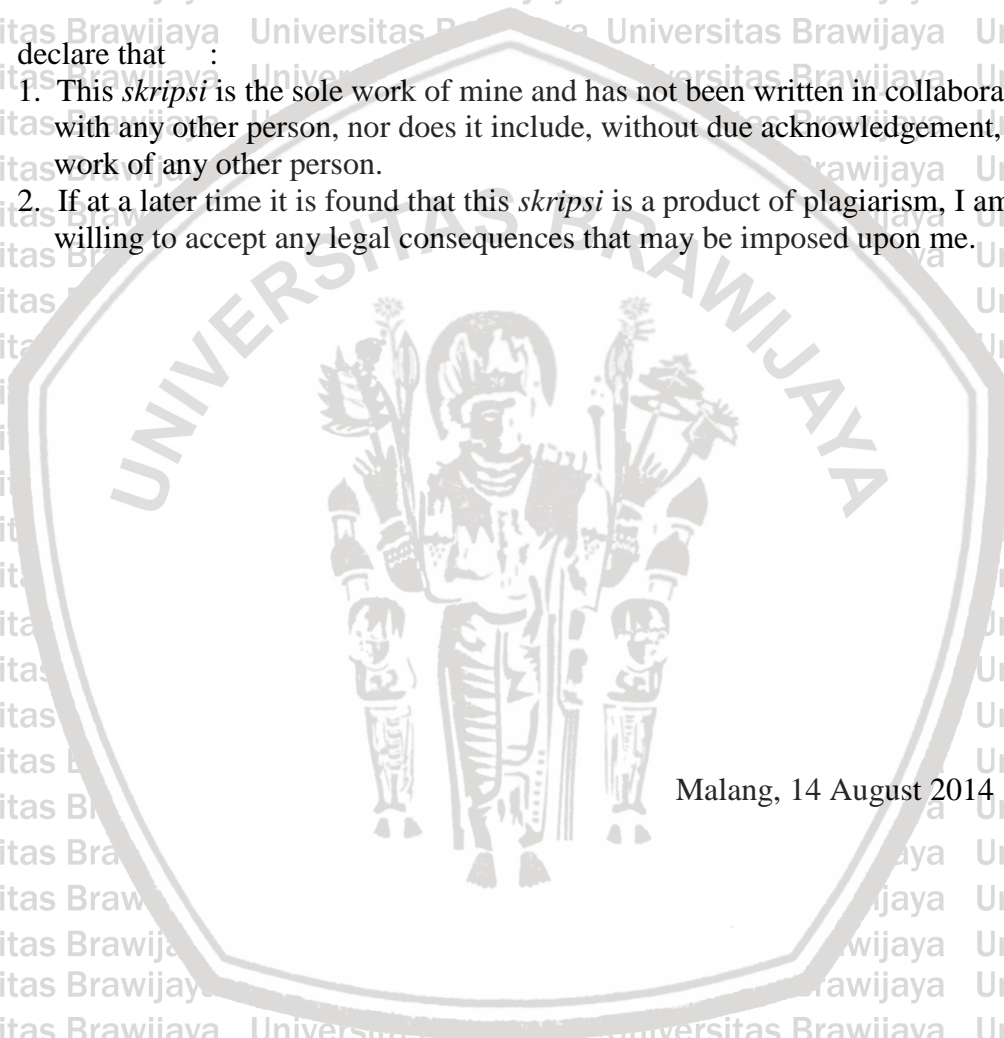
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ACKNOWLEDGEMENT

First of all, countless thanks are uttered to the Lord for His endless blessings and mercies so that the writer can finish this thesis.

This thesis cannot be finished without the helps and contributions from many people. The writer would like to express her sincere appreciation and gratitude to her supervisor Tantri Refa Indhiarti, M.A for the valuable guidance, patience, and advices given to her. A sincere appreciation and gratitude is also expressed to her co-supervisor Agus Gozali, S.Pd for his valuable guidance, patience, and suggestions. Then, great thank is also expressed to the examiner Iis Nur Rodliyah, M.Ed. for the advices and suggestions.

The writer also wants to dedicate her gratitude to her beloved parents for their support, prayers, love, and motivation when the writer conducted this thesis.

Her thankfulness also goes to her best friends, especially Windy, Niken, and Candra, for their motivations, supports, helps, and cheers when the writer felt tired, saturated, and found difficulties in accomplishing this thesis.

Finally, the writer hopes that this *skripsi* can give a useful contribution for everyone.

Malang, 14 August 2014

The Writer

ABSTRACT

Florescia, Erlissa. 2014. **The Analysis of Conversational Implicature on TvOne's *Kabar Bang One* Animated Editorial Cartoons**. Study Program of English, Universitas Brawijaya. Supervisor: Tantri Refa Indhiarti; Co-supervisor: Agus Gozali.

Keywords: Conversational Implicature, Mass Media, Animated Editorial Cartoon, *Kabar Bang One*.

Journalistic product can be an option to communicate ideas and information, especially in criticizing issues. One of the features to share opinions and critics in journalistic product is editorial cartoons. Mostly, the intention in editorial cartoon is implicitly stated, therefore understanding the implied meaning is important. As a result, the cartoonist's intention can be successfully delivered. In line with this, the writer conducted a study about conversational implicature in *Kabar Bang One* editorial cartoons, in which most of the utterances contain intended meanings. There are two research problems to be solved: (1) what are the types of conversational implicature found in *Kabar Bang One* animated editorial cartoons? and (2) what are the implied meanings of the conversational implicature found in *Kabar Bang One* animated editorial cartoons?

The writer uses qualitative approach and document analysis in conducting the study. The data are utterances produced by the characters of *Kabar Bang One* animated editorial cartoons containing conversational implicature.

This study reveals that both of the types of conversational implicature, that are generalized and particularized conversational implicature, are used by the characters in *Kabar Bang One* animated editorial cartoons. There are 70 utterances found which contain conversational implicature and they either obey or break the conversational maxim. Particularized conversational implicature dominates the results with 60 utterances, and 10 utterances belong to generalized conversational implicature. Particularized conversational implicature is the most frequently found type as context is required in understanding the intentions of the utterances. The context is mostly related to the social issues, politics, government policies, and law. The utterances and choice of words used in the editorial cartoons are aimed to express critics and publics' view points.

The writer suggests that English students who are interested in conducting a research in similar topic use other theories of implicature, such as Levinson's (1983) and Horn's (1989). They are also expected to analyze conversational implicature from other media, for instance comics, comic strips, newspaper headlines, presidential debates, or news interviews.

ABSTRAK

Floresia, Erlissa, 2014. **Analisis Implikatur Percakapan dalam Animasi Kartun Editorial TvOne *Kabar Bang One***. Program Studi Sastra Inggris, Universitas Brawijaya. Pembimbing: (I) Tantri Refa Indhiarti; (II) Agus Gozali.

Kata Kunci: Implikatur Percakapan, Media Massa, Animasi Kartun Editorial, *Kabar Bang One*

Produk jurnalistik dapat menjadi pilihan untuk menyampaikan ide dan informasi, terutama dalam mengkritisi isu-isu. Salah satu fitur untuk mengekspresikan opini dan kritik dalam jurnalistik adalah melalui kartun editorial. Umumnya, maksud cerita dari kartun editorial tidak diutarakan secara langsung, maka dari itu pemahaman tentang implikatur sangat penting sehingga tujuan dari kartunis dapat tersampaikan dengan baik. Karena itu, penulis membuat studi mengenai implikatur percakapan di kartun animasi editorial *Kabar Bang One*, dimana banyak ujaran memiliki makna tersembunyi. Terdapat dua rumusan masalah dalam studi ini: (1) apa tipe implikatur percakapan yang ditemukan dalam kartun animasi editorial *Kabar Bang One*? dan (2) apa saja makna tersembunyi dari implikatur percakapan yang ditemukan dalam animasi kartun editorial *Kabar Bang One*?

Penulis menggunakan pendekatan kualitatif dan analisis dokumen dalam mengerjakan studi ini. Data dari studi ini adalah ujaran dari karakter-karakter animasi kartun editorial *Kabar Bang One* yang mengandung implikatur percakapan.

Hasil studi menunjukkan bahwa kedua tipe implikatur percakapan, yaitu implikatur percakapan umum dan khusus, diterapkan oleh para karakter kartun editorial *Kabar Bang One*. Terdapat 70 implikatur percakapan yang mematuhi maupun melanggar maksim prinsip kerjasama. Hasil implikatur percakapan khusus mendominasi dengan total 60 ujaran, dan 10 ujaran sisanya dikategorikan dalam implikatur percakapan umum. Implikatur percakapan khusus banyak ditemukan karena untuk memahaminya dibutuhkan konteks yang umumnya berkaitan dengan isu-isu sosial, politik, kebijakan pemerintahan, dan hukum. Ujaran dan pilihan kata yang digunakan bertujuan untuk menyatakan kritik dan pandangan masyarakat.

Penulis menyarankan kepada mahasiswa sastra Inggris yang tertarik untuk membuat kajian di bidang yang sama untuk menggunakan teori implikatur yang lain, seperti teori implikatur Levinson (1983) dan Horn (1989). Mereka juga diharapkan untuk menganalisa implikatur percakapan dari media lain, misalnya komik, komik strip, judul berita surat kabar, debat presiden, atau wawancara dalam berita.

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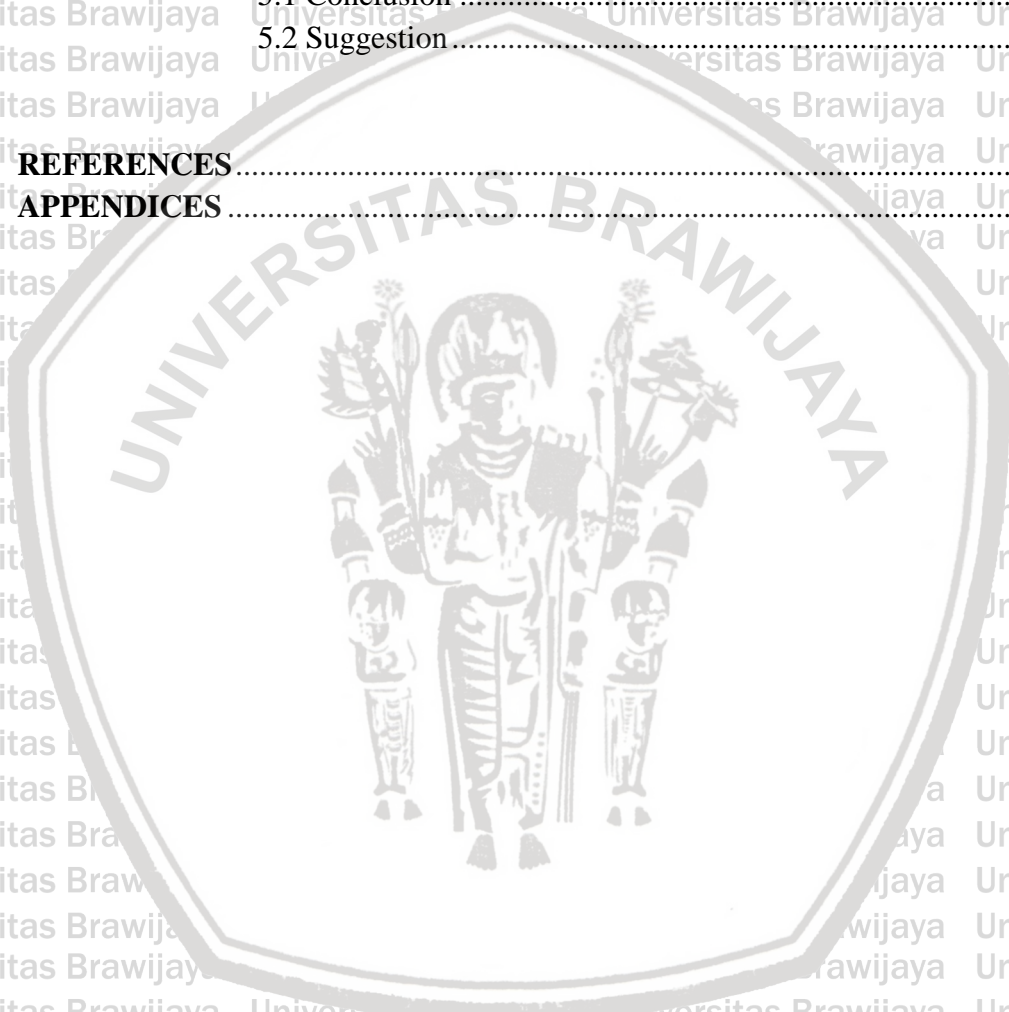
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CHAPTER I

INTRODUCTION

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

1.1 Background of Study

Communication is a vital need in human's daily life. As social beings, people need to interact to each other through communication. Communication is defined as "the process of transmitting information and common understanding from one person to another," (Keyton 2011, cited in Lunenberg, n.d p. 1). Keith Davis (cited in Business Communication, n.d. p.2) describes communication as the process of passing information and understanding from one person to another; it is the bridge of meaning which help people to avoid misunderstanding. Yet, it is not simply for transferring information, communication also has role as media for people to share experiences and express their ideas and opinions.

In order to make a successful communication, a well understanding must be built. In uttering something, the speaker wants the hearer to understand what s/he says and vice versa. Both of the speaker and the hearer have to be cooperative. Grice (1975, p. 45) proposed some ways to be cooperative in communication which is known as Cooperative Principle, that are conversational contribution is made as required, at the stage at which it occurs, by the accepted

purpose or direction of the talk exchange in which the participants are engaged. It deals with four maxims, namely maxim of quality, quantity, relation, and manner

However, in daily conversation the speaker and the hearer do not always follow the rule to be cooperative. The speaker might express what s/he means in different expression. In other words, the speaker does not always say what s/he means explicitly but sometimes s/he says it implicitly. Here, the hearer has to be able to interpret the intended meaning of what is said in order to make the conversation run well. If this situation occurs, implicature may rise.

Implicature is the intended meaning, and “a component of speaker meaning that constitutes an aspect of what is meant in a speaker’s utterance without being part of what is said” (Horn, 2006, p. 3). Then, those implicatures that depend upon the assumption that the speaker is being cooperative is called conversational implicatures (Grice, cited in Horn, 2006, p. 59). Conversational implicature depends on Grice’s maxim in which it will arise if an utterance obeys or exploits the maxims (Grice, cited in Meibauer, 2006, p. 365). There might be misunderstanding if the hearer does not understand what the intended meaning that the speaker says. To understand something which is not actually said or written, the hearer needs background knowledge or context that related to the event. An example of Conversational Implicature can be seen from the following utterances:

Charlene: I hope you brought the bread and the cheese

Dexter : Ah, I brought the bread

(Yule, 1996, p. 40)

From the conversation, Dexter's answer to Charlene's question may appear to violate quantity maxim although he is trying to be cooperative by not saying that he brought the cheese too. Charlene should infer that the thing which is not mentioned was not brought

Conversational implicature do not always happen naturally in daily communication or conversation among people. Conversational implicatures are applied in many ways, one of them is through mass media. Schramm defines mass media as "a working group organized around some device for circulating the same message, at about same time, to a large number of people" (cited in Muhammadali, 2011, p. 19). Mass media is usually referred to television, radio, newspaper, and magazine. Nowadays, mass media holds important roles in a country, especially in a democratic country like Indonesia. It acts as the medium between the government and the citizens in which mass media provides a communication from the citizen to government and vice versa. Government can communicate their policies to society through mass media, and society can express their aspirations about government also through mass media. Mass media provide news, issues, interviews, education, shared opinions, and critics in which there will be possibilities for conversational implicature to happen.

One of the features to share opinion and criticize the latest issues is through editorial cartoon. Editorial cartoon, which is also known as political cartoon, is a graphic expression of their creators' ideas and opinions but in form of humor. It usually, but not always, reflects the publications' viewpoints. Editorial

cartoons mostly appear in newspaper and the purpose is to make the readers think about current political issues (www.osu.edu).

Kabar Bang One is an example of editorial cartoon in Indonesia in the form of motion pictures. It is the only one animated editorial cartoon which is aired by tvOne, an Indonesian news channel, during the news programs that are

Apa Kabar Indonesia Pagi, Apa Kabar Indonesia Malam, Kabar Pagi, Kabar

Siang, and Kabar Malam. The duration of *Kabar Bang One* is just about less than

a minute. It has a special icon called as Bang One that represents a short and fat

journalist. He delivers information, messages, opinions, criticism, and satire about

the latest issues and phenomena happening in Indonesia in educative way but

entertaining (Viva News, 2009, para. 6). Now, it has been 6 years of appearance

since 2008 and *Kabar Bang One* still has well acceptance. It is proved as the

program still runs until these days during the news program in tvOne. The writer

chooses *Kabar Bang One* as the object of the study since the utterances produced

by the characters contain implicature that can be analyzed. As *Kabar Bang One* is

the kind of animated editorial cartoons (later will be called as AEC), the

utterances are mostly irrelevant and expressed in humors and that exploits the

Gricean maxims.

In this occasion, the writer is interested in conducting a study about

conversational implicature which is applied in editorial cartoon. The scope of the

study is to identify the types of conversational implicature which are found in

tvOne's *Kabar Bang One* animated editorial cartoon. Grice's conversational

implicatures theory will be used, they include generalized implicature,

particularized implicature, and related to cooperative principles. The study is concentrated in the utterances produced by the characters of *Kabar Bang One* animated editorial cartoon. The writer chooses Gricean theory of conversational implicature because it is the mainstone of implicature theory and it has already have guidance in characterizing implicature. The writer only focuses on the utterances containing conversational implicature. For example, there is a scene in which Bang One brings a box with letters “MK” written on it. MK is an abbreviation for Mahkamah Konstitusi or Constitutional Court. Bang One says, “*Berbobot. Ada tikus gede*” (It is heavy. There is a big rat), then a rat comes out from that box with letters “AM” on its body. Bang One’s utterance “*Ada tikus gede*” is categorized to particularized implicature and it violates the maxim of quality. *Tikus* (rat) is a term refers to corruptor, in this context is “AM” who refers to Akil Mochtar, a constitutional judge in Constitutional Court (MK) who is arrested because of corruption and money laundry case.

Furthermore, the study conducted is expected to give some significance. The findings of this study are expected to give contributions for the readers especially for those who are interesting in studying implicature, that this study can give clear description and explanation about the application of conversational implicature in daily communication, and in this case is through editorial cartoon.

This study also can be used as a reference for other researchers who want to make a similar study.

Viewers are expected to understand the satire or opinion that is expressed through this media, so the cartoonists’ intentions are delivered to the viewers and

the communication succeeds. However, because the utterances produced in editorial cartoon mostly are ambiguous, irrelevant, short, and expressed in humors, the viewers might not be able to understand it quickly. The writer finds that there are so many implied meanings which can be observed from the utterances of the characters in *Kabar Bang One* animated editorial cartoon. It is important to explore more about conversational implicature which is applied through this media. Therefore, the writer conducts a study entitled “The Analysis of Conversational Implicature on tvOne’s *Kabar Bang One* Animated Editorial Cartoons.”

1.2 Research Problems

In this study, there are two research problems which are going to be analyzed by the writer, they are:

1. What are the types of conversational implicature found in *Kabar Bang One* animated editorial cartoon?
2. What are the implied meanings of the conversational implicature found in *Kabar Bang One* animated editorial cartoon?

1.3 Objectives of the Study

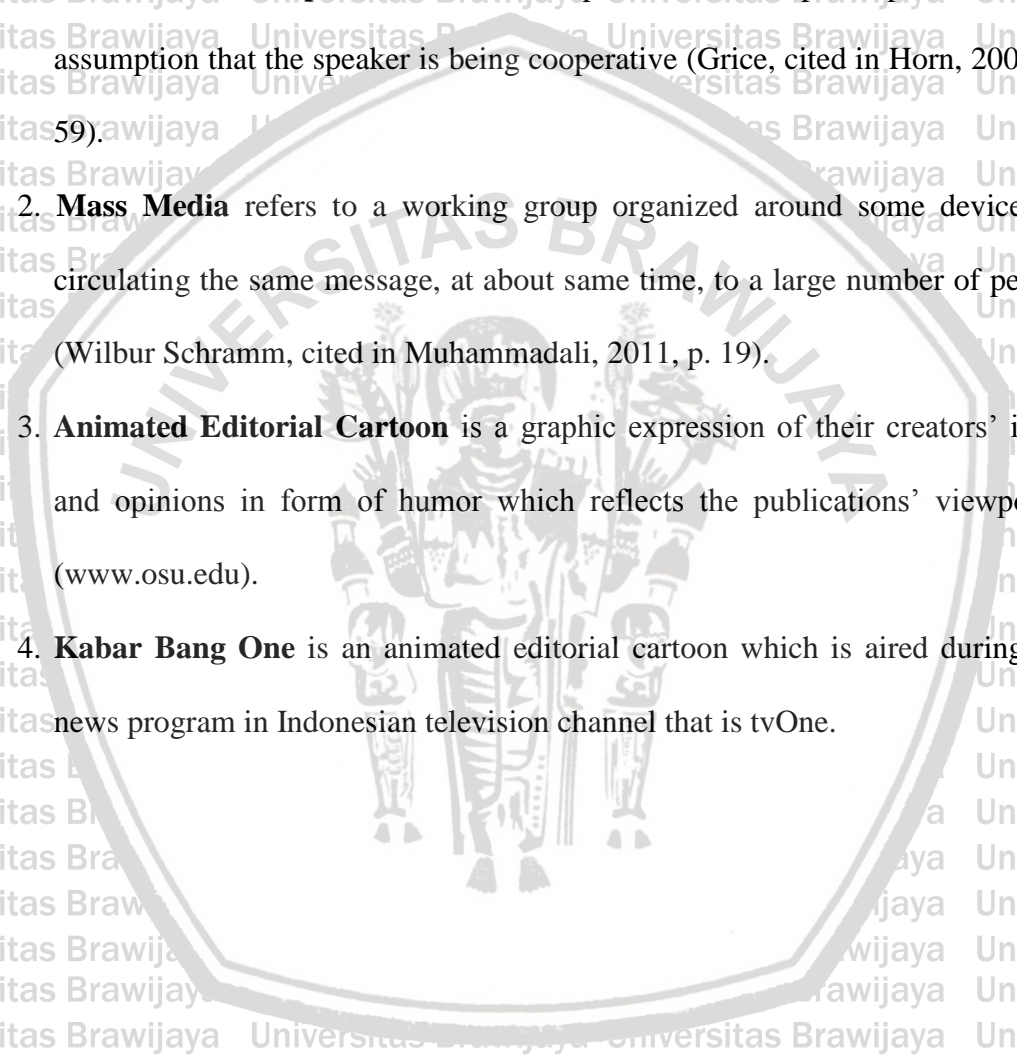
The objectives of this study are to answer the research problems mentioned before, that are:

1. To find the types of conversational implicature found in *Kabar Bang One* animated editorial cartoons.

- 2. To analyze the implied meanings of the conversational implicature found in *Kabar Bang One* animated editorial cartoons.

1.4 Definition of Key Terms

- 1. **Conversational Implicature** refers to implicatures that depend upon the assumption that the speaker is being cooperative (Grice, cited in Horn, 2006, p. 59).
- 2. **Mass Media** refers to a working group organized around some device for circulating the same message, at about same time, to a large number of people (Wilbur Schramm, cited in Muhammadali, 2011, p. 19).
- 3. **Animated Editorial Cartoon** is a graphic expression of their creators' ideas and opinions in form of humor which reflects the publications' viewpoints (www.osu.edu).
- 4. **Kabar Bang One** is an animated editorial cartoon which is aired during the news program in Indonesian television channel that is tvOne.



CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter discusses several theories that are used to analyze the data, namely context, implicature, Grice's Cooperative Principle, Conversational Implicature, and previous studies.

2.1 Context

Context is an important point in the field of Pragmatics which is context-dependant. It is known as a world knowledge which includes the addresser, addressee, time, and place. Yule (1996, p. 3) explains that to interpret what people mean in a particular context, a consideration with who people are taking to, where, when, and under what circumstances is required. Therefore context is very helpful to explain the meaning behind an utterance, as Grundy (2002, p. 27) says that "context helps us to determine what is conveyed implicitly but not explicitly stated by the speaker"

Cutting (2002, p. 3) mentions that there are three types of context. They are situational context, background knowledge context, and co-textual context.

a. Situational context

Situational context deals with what speakers know about what they can see around them. Situational context is the immediate physical co-

presence, the situation where the interaction is taking place at the moment of speaking.

b. Background knowledge context

Background knowledge context is related to what the speaker and the hearer know about each other and the world. Cutting mentioned that background knowledge can be either cultural or interpersonal context. Cultural knowledge is about areas of life in which most people carry with them in their minds, while interpersonal knowledge is specific and possibly knowledge about the history of the speakers themselves.

c. Co-textual context

Co-textual context concerns with what they know about what they have been saying. It is the context of the text itself which can be the grammatical cohesion and lexical cohesion. In addition, Yule (2010, p. 129) states that co-text is the set of other words used in the same phrase or sentence.

In short, context plays an important role in understanding utterances since it is related to the shared knowledge between speakers and hearers.

Understanding context is also important to help people inferring the implied meanings or implicature, since every utterance has different interpretation depends on the occasion in which the utterance is stated.

2.2 Implicature

Grice, as cited in Grundy (2000, p. 73) mentions the distinctions between what is said as 'natural meaning' and 'non natural meaning'. The natural meaning, which is called as entailment, is a meaning that is present on every occasion when

an expression occurs. As it is associated with the particular lexical item and semantic meaning, this non-natural meaning is conventional which is later is known as conventional implicature. According to Levinson (cited in Grundy, 2000, p. 48), conventional implicature is “non-truth-conditional inferences that are not derived from super ordinate pragmatic principles like the maxims, but simply attached by convention to particular lexical items or expressions.”

In contrast with ‘natural meaning’, ‘non-natural meaning’ is variable and on different occasion in conveying the meaning of words uttered. It is not the part of entailment because this non-natural meaning sometimes associated with the sentence from which it may be inferred (Grundy, 2000, p. 74). According to Grice, this non-natural meaning is called as implicature which is later is known as non-conventional implicature. Grice chose this word to cover any meaning that is implied, or do not said explicitly (Grundy, 2000, p. 78). Further, this non-conventional one is called as conversational implicature.

Implicature is about implying what the speaker is suggesting or even what the speaker means when s/he produce an utterance. Grundy (2000, p. 19) shortly stated that implicature is an implied meaning which the addressee must infer.

According to Yule (1996) when the listener hears an expression, s/he assume that the speaker is being cooperative and intends to communicate something more than just what the words mean. Yule later called it as an additional conveyed meaning to define implicature. Another definition is stated by Horn (2006, p. 3) that an implicature is a component of speaker meaning that constitutes an aspect of what is meant in a speaker’s utterance without being part of what is said. What a

speaker intends to communicate is characteristically far richer than what s/he directly expresses. In addition, implicature is the result an addressee drawing an inductive inference as to the likeliest meaning in the given context. An inductive inference is a conclusion derived from a set of premises sufficient to justify it as long as there is no additional data added which would cause a different conclusion to be arrived at (Grundy, 2000, p. 80)

In conclusion, it can be said that implicature deals with the meaning beyond an utterance. Implicature is an implied meaning which is not expressed explicitly. It is the non-natural meaning, therefore it is not meant semantically. Implicature makes the hearer to be able to infer in order to understand the point of an utterance.

2.2.1 Grice's Cooperative Principle

Grice argued that people tend to be cooperative in conversation. He mentioned a general principle which participants will be expected to observe. This set of rules guide the participants in saying their utterances in a conversation, which is well known as *Cooperative Principle*. It is about how to “make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk in which you are engaged” (Grice, 1975, p. 26).

Later, Grice categorizes Cooperative Principle into four maxims, they are maxim of quantity, maxim of quality, maxim of relation, and and maxim of manner (cited in Grundy, 2002, p. 74). Grundy (2002, p. 78) also stated that these

maxims enable the addressee to draw inferences to the implied meaning of utterances:

1. Maxim of Quantity

Maxim of quantity is related to the quantity of information to be provided. What is said should be neither too little nor too much. It falls for the following maxims:

- a. Make your contribution as informative as is required (for the current purpose of the exchange
- b. Do not make your contribution more informative than is required

The examples of observing maxim of quantity are as follows:

- (i) The students are making progress

The utterance above raises an implicature, that the students are working on something but they are not doing it brilliantly

- (ii) I don't drink

The second utterance implies that the speaker does not drink alcohol but he still gives enough information.

2. Maxim of Quality

Try to make your contribution one that is true. It consists of two more specific maxims:

- a. Do not say what you believe to be false
- b. Do not say that for which you lack adequate evidence

The example of observing the maxim of quality is

- (i) Pragmatics is difficult

It gives rise to the implicature that the speaker believes that Pragmatics is really difficult, or the speaker has evidence how difficult Pragmatics is.

3. Maxim of Relation

Grice stated a single maxim, namely "Be Relevant". What is said should relate to the purpose of conversation.

The example of observing the maxim of Relation is

(i) You've got up to here now

The utterance above gives rise to an implicature and become relevant as the meaning of *here* is the exact place when it is mentioned and the word *now* is the exact time when it is mentioned

4. Maxim of Manner

Maxim of manner is not related to what is said, but rather to how is said to be said. It has a supermaxim, that is "be perspicuous."

The various maxims are:

- a. Avoid obscurity
- b. Avoid ambiguity
- c. Be brief (avoid unnecessary prolixity)
- d. Be orderly

The example of observing maxim of manner as follows

(i) They washed and went to bed

The example shows an orderly representation of what is said. It

raises an implicature *in that order*. In other words, it is uttered in sequence that after they washed they went to bed.

However, in reality people do not always aware of those maxims in producing utterances during their conversation. The participants may fail to fulfill those rules in various ways such as violating a maxim, opting out, flouting, and facing the clash of maxim. Violating a maxim can mislead the conversation, while opting out means that the speaker is unwilling to cooperate in the way the maxim requires. For example by saying *I cannot say more; my lips are sealed*. Here the speaker wants to make the utterance plain, but the utterance opts out the maxim of quality. Speaker also can flout the maxim, that is, the speaker is blatantly fail to fulfill it. The maxim is not observed but the speaker has no intention of misleading other person, instead, s/he wants the hearers to understand the intention (Paltridge, cited in Bright, 2013, p. 50). Every utterance, whether it abides by it flouts the maxim, has both natural (entailment) and non-natural meaning (implicature) (Grundy, 2002, p. 80)

2.2.2 Conversational Implicature

The theory of conversational implicature is a widely known theory proposed by an English philosopher, Herbert Paul Grice. Conversational implicature, as stated before is the non-conventional meaning. According to Horn (2006, p. 6), conversational implicature derives from the shared presumption that the speaker and the hearer are interacting rationally and cooperatively to reach a common goal. It arises because the exploitation or observation of Cooperative

Principle. So, it can be said that conversational implicature is related to the cooperative principle.

Conversational implicature relies on some following factors. Grice mentions that: (1) the conventional meaning of the words used, together with the identity of any references that may be involved; (2) the Cooperative Principle and its maxims; (3) the context, linguistics, or otherwise, of the utterance; (4) other items of background knowledge; and (5) the fact (or supposed fact) that all relevant items falling under the previous headings are available to both participants and both participants know or assume this to be case.

Here is an example of conversational implicature:

Charlene: I hope you brought the bread and the cheese
Dexter : Ah, I brought the bread

(Yule, 1996, p. 40)

From the utterances above, Charlene has to assume that Dexter is trying to be cooperative but not totally aware of quantity maxim. Dexter should have mentioned cheese, but because he did not bring it, he just said the bread. Charlene should infer that the thing which was not mentioned was not brought.

Grice also mentioned a general pattern of conversational implicature. As cited in Levinson (1983, p. 113) there are some procedures of working out a conversational implicature:

1. Speaker (S) said that *p*
2. Hearer (H) has no reason to suppose the speaker is not observing the conversational maxims or at least the Cooperative Principle
3. In order for S to say that *p* and be indeed observing the maxims or the

cooperative principle, speaker must think that q

4. S must know that it is mutual knowledge that q must be supposed if speaker is being cooperative

5. S has done nothing to stop the addressee to think that q

6. Therefore, S intends H to think that q , and in saying that p has indicated q

Grice (1975) divided conversational implicature into two types, they are generalized implicature and particularized implicature.

a. Generalized Implicature

Grice (1975, p. 37) notes that sometimes people can use a certain form of words normally in an utterance with the absence of special circumstances. Yet, the utterance still carries an implicature. In other words, generalized conversational does not require special background knowledge of the context of utterance in order to infer what the utterance actually means. Generalized conversational implicature is derived entirely from the maxims, especially maxim of manner and maxim of quantity. It is associated with indefinite articles *a / an*, and such word likes *some*. For example,

(i) Some of people believe in God

The utterance above implies that not *all* people believe in God. In fact, everyone does (Grundy, 2002, p. 82)

(ii) Peter is meeting a woman this evening

The second utterance implies that Peter meets a woman, who is not his wife, his close relative, etc, since there is an indefinite article *a in a woman*.

b. Particularized Implicature

In contrast with generalized conversational implicature, particularized implicature is context-bound. According to Grice (1975, p. 37), particularized conversational implicature is “cases in which an implicature is carried by saying that *p* on a particular occasion in virtue of special features of the context”. In other words, particularized implicatures do require specific context to infer the meaning behind an utterance. In addition, this kind of implicature mostly flouts the maxim of quality and relevance. The examples of particularized implicature can be seen as follow:

(i) Ann: Where are you going with the dog?

Sam: To the V-E-T

(Yule, 1996, p. 43)

The context of the conversation above is that the dog is known to recognize the word ‘vet’ and hates being taken there. It implies that Sam does not want the dog to know that he will take him to the vet, so Sam in an elaborative way spells it out. Related to the maxim, Sam does not obey the maxim of manner since he says it less briefly.

There are some criteria of conversational implicature that differentiate it from the conventional implicature. Grice (1975) notes some characteristics of conversational implicature as follows:

1. Cancelable

A conversational implicature is cancelable or defeasible because it does not contribute to the truth conditions of the utterance. It can be cancelled without contradiction or in other words the contradiction is implicitly said.

2. Non-detachable

Conversational implicature is attached to the content of what is said, not to linguistic form, and therefore implicatures cannot be detached or separated from an utterance by changing the words of the utterance for synonyms. The same context will always give rise to the same conventional implicature although it is expressed in different words.

3. Calculable

Conversational implicature is calculable since the hearer is able to infer the additional meaning of an utterance produced by the speaker. There should be a way to make explicit inference from what is said and to the implicated content.

It can be worked out using the general principles.

4. Non-conventional

Conversational Implicature is not a part of the conventional meaning of linguistic expressions. It cannot be the part of meaning in literal because it is not carried by what is said, but by saying of it.

2.3 Previous Studies

The studies about pragmatics and conversational implicatures have been conducted before. Here the writer uses three previous studies which are helpful references in conducting the recent study. The previous studies are taken from a dissertation, thesis, and a journal.

First is a dissertation written by Yao Xiasou (2009) entitled *Conversational Implicature Analysis of Humor in American Situation Comedy "Friends"*. Xiasou analyzed the verbal humor produced by the characters of

Friends based on Grice's conversation maxim theory. Xiasou discovered how the humorous conversation varies from the basic rules that should be obeyed in daily conversation in which is also the kind of cooperative effect. Xiasou also found out that conversational implicature is one of the mechanisms which produce humor, since the speakers consciously and unconsciously violates the conversational maxim.

The second study is a thesis entitled *An Analysis of Conversational Implicature Found in the American Tv Series Supernatural: Season 6* conducted by Yonatri (2013). She discovered the types of conversational implicatures, that are generalized and particularized implicature, which are found in 67 selected utterances produced by the characters of *Supernatural* Season 6. She also discovered the implied meanings of those implicatures. The theory of Grice Cooperative Principle and Conversational Implicature were used in her study. In result, she finds there are 6 generalized implicatures and 61 particularized implicatures in the conversations

The last study is taken from a journal written by Bright (2013) entitled *Verisimilitude in Editorial Cartoons from Punch Newspaper: A Pragmatic Analysis*. Bright assessed the verisimilitude of the nine selected editorial cartoon taken from *Punch* newspaper which reflected the situation and common issues in Nigerian society. Grice's conversational implicature is used as the theoretical framework to analyze those cartoons. She discovered that there are data which observe, flout, violate, and suspend the Grice's cooperative principles. Here, she explained how the data were mostly observed and flouted the maxims. It is also

revealed that the observance of Grice's cooperative principle and the contextual knowledge surrounding the selected editorial cartoons help in proving their verisimilitude.

There are some similarities and differences between those two studies and the recent study that the writer conducts. Compared to the previous studies conducted by Xiasou (2009), Yonatri (2013), and Bright (2013) the topic are similar, that is about conversational implicature on utterances. The writer, Xiasou, Yonatri, and Bright use the same Grice's conversational implicature as the theoretical framework in conducting each study. In addition, Xiasou used verbal humor as his data, which is quite similar to the writer's data. The writer will use the utterances from editorial cartoons which are usually presented in humor. The writer's data are also quite similar to Bright's which are taken from editorial cartoons. The difference between those three studies and the writer's is only on the source of data. Xiasou's data were taken from *Friends* situational comedy and Yonatri's data were taken from *Supernatural*'s characters, while the writer's data are taken from *Kabar Bang One* animated editorial cartoon. Although Bright was also used editorial cartoons for her study, the source where the data was taken was different with the writer's. Bright took the editorial cartoons from *Punch*, a Nigerian online newspaper, which is in form of comic strip and static, while the writer takes her data from www.tvonenews.tv which is in form of motion pictures as they are aired on Indonesian television channel.

CHAPTER III

RESEARCH METHOD

This chapter discusses the methods of the research. It covers research design, source of data, data collection, and data analysis

3.1 Research Design

The writer used qualitative approach in conducting this study. This approach is the appropriate one since the data analyzed were in the form of words rather than number. It has been stated by Ary et al (2010, p. 425) that qualitative study concerns with data which are not in form of numbers and statistics but words and pictures. The data of qualitative approach can be taken from documents, field notes, interviews, or excerpts from videotapes, audiotapes, or electronic communications. In addition, qualitative study also deals with the data which are rich of description. In such a case, this study is aimed to analyze the types of conversational implicature and the implied meanings behind utterances that might produce some rich descriptions.

The type of research of this study is content or document analysis as one of the types of qualitative research. As Ary et al (2010, p. 457) states that, "content or document analysis is a research method applied to written or visual materials for the purpose of identifying to specified characteristics of material".

The data of document analysis can be textbooks, newspaper, speeches, advertisement, television programs, and any other type of documents. In this

study, the writer uses the transcript of utterances produced in *Kabar Bang One* animated editorial cartoon which is a television program as the form of data.

3.2 Data Source

The data of this study were the utterances delivered by the characters of *Kabar Bang One* animated editorial cartoon containing implicature. The writer took the data from all the characters of *Kabar Bang One* animated editorial cartoon. The source of the data were animated editorial cartoons which were taken from http://video.tvonenews.tv/program/kabar_bang_one/1/ as it is a section of tvOne's official website. There are a lot of *Kabar Bang One* editorial cartoon videos found in the website because they were produced in series and appear on television, that are about 7 to 10 videos in a month.

The writer only took the latest videos of this editorial cartoon which were aired on January to March 2014. There are 22 animated cartoons of *Kabar Bang One* which were aired during January to March 2014. The reason why the writer only took the videos from the last three months is related to the recent issues, such as corruptions, government's policies, the raising prices of daily needs (economy), and politics which are happening in Indonesia as they are the up to date data for this study.

3.3 Data Collection

Since this study used qualitative research method, human plays an important role as instrument in conducting the study. Ary et al (2010, p.424) states that "in qualitative studies, the human investigator is the primary instrument

for gathering and analyzing the data". Here, the primary instrument is the writer herself. There were some steps to collect the data:

1. Downloading the latest of *Kabar Bang One* animated editorial cartoons

The animated cartoons of *Kabar Bang One* were taken from <http://video.tvonenews.tv/> as the official website of tvOne news channel. The writer then went directly to *Kabar Bang One* section and downloaded the animated cartoons in order that they can be analyzed for several times.

2. Watching the downloaded *Kabar Bang One* animated editorial cartoons

After downloading all the videos, the writer then watched the videos in order to find the data which contain conversational implicature. Most of the editorial cartoon, including *Kabar Bang One*, have implied meaning since the purpose of editorial cartoon is to criticize the government and social issues in satirical and funny ways, also presented in short sentences.

3. Selecting the animated cartoons which contain the data

There were 22 videos of *Kabar Bang One* animated editorial cartoon during January to March 2014. All videos were the source of the data since those 22 videos contain conversational implicature. Later, the data which were in form of utterances were selected by using Grice's conversational implicature theory.

4. Capturing the scenes

Since the data source was in the form of motion pictures, the writer captured some scenes in *Kabar Bang One* animated cartoons in order to make the data well presented and easy to analyze. The scenes from the video were cut in

particular minutes, so the captured scenes present the characters, the data in form of utterances, and context which support the ideas of editorial.

5. Writing down the utterances

The last step in the process of collecting the data is writing down the utterances of the characters' conversations which appear in *Kabar Bang One* animated editorial cartoon. The data were written based on the date the videos were aired on television during January 2014 to March 2014.

3.4 Data Analysis

Data analysis is needed to help the writer in understanding the data in order to answer the research problems. The writer did some processes to analyze the data. The processes were arranged as follows:

1. Categorizing the types of conversational implicature

The data were categorized based on the types of conversational implicature (Grice, 1975). There were two kinds of conversational implicature namely generalized implicature and particularized implicature. In categorizing, the data were displayed in a table.

Table 3.1 Sample table of Types of Conversational Implicature found in *Kabar Bang One* Animated Editorial Cartoons

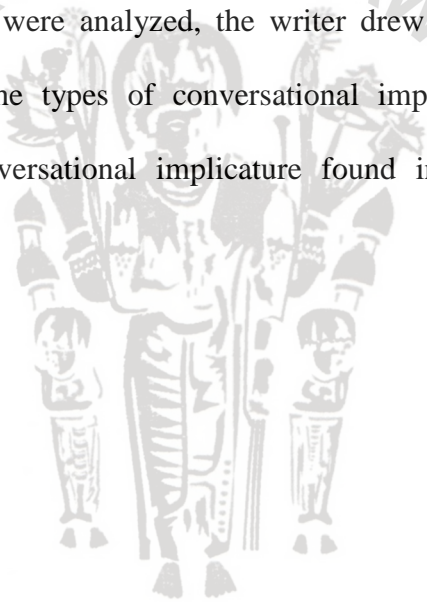
No.	AEC Title	Utterances	Conversational Implicature	
			Generalized	Particularized

2. Analyzing the implied meaning

The analysis of implied meaning of generalized and particularized conversational implicature was done by using Grice's theory, including the cooperative principle (1975). The writer also described the context based on Cutting's theory, related to the story which was happening at that time. This context description helped the writer and the readers to understand deeper about the political and social issues which happening in Indonesia.

3. Drawing conclusion

After the data were analyzed, the writer drew the conclusion from the analyses which are the types of conversational implicature and the implied meanings of the conversational implicature found in the animated editorial cartoons.



CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents research findings of conversational implicature and its meaning found in dialogues among the characters in *Kabar Bang One* editorial cartoons. The data were analyzed to answer the formulated research problems.

4.1 Findings

In this chapter, the writer analyzed the utterances containing conversational implicature which were delivered by the characters in *Kabar Bang One* animated editorial cartoons (AEC). The analysis was done by using Grice's conversational implicature theory (1975) to answer the research problems. Firstly, the writer categorized the utterances into types of conversational implicature, namely generalized conversational implicature and particularized conversational implicature. Then, the implied meanings of the utterances were analyzed by using Grice's (1975) cooperative principle theory. The writer also described the context and explained some scenes illustrated on the animated cartoons aimed to make the analysis understandable.

4.1.1 The Types of Conversational Implicature in *Kabar Bang One* Animated Editorial Cartoons

The writer used a table to categorize the selected utterances of generalized conversational implicature and particularized conversational implicature. The

utterances containing conversational implicature are marked by video number and alphabet. The complete version of the dialogues can be seen in appendix 1.

Table 4.1 Types of Conversational Implicature found in *Kabar Bang One* Animated Editorial Cartoons

No.	AEC Title	Utterances	Conversational Implicature	
			Generalized	Particularized
1.	Kabar Bang One "Teroris"	1(c) <i>Semoga korupsi bisa dibasmi</i> (Hopefully, corruption can be eradicated)	✓	
		1(d) <i>Semoga teroris tidak ada lagi</i> (Hopefully, there are no more terrorists)	✓	
2.	Kabar Bang One "Kado"	2(b) <i>Cabe, bawang selangit...!!</i> (Chilies, garlic are sky-rocketing)		✓
		2(d) <i>Daging sapi, top harganya</i> (Beef on its top price)		✓
		2(e) <i>Tahun Baru...!! Dapat kado apa??</i> (It's New Year!! Got any gift?)		✓
		2(f) <i>LPG naik 50%</i> (LPG... It rises to 50%)		✓
		2(g) <i>Berat...beraat...!!</i> (Heavy...)		✓
		2(h) <i>Yang ngatur pemerintah atau pedagang?</i> (Who takes control, the Government or the merchants?)		✓
3.	Kabar Bang One "Permainan"	3(l) <i>Ini permainan?</i> (Is it a game?)		✓
4.	Kabar Bang One "Lucu"	4(a) <i>Saksikan dagelan Srimules... berjudul, El Pi Ji...!!</i> (watch the Srimules Comedy... entitled El pi ji...!!)		✓

*Table continuation of Types of Conversational Implicature found in Kabar Bang
One Animated Editorial Cartoons*

No.	AEC Title	Utterances	Conversational Implicature	
			Generalized	Particularized
5.	Kabar Bang One “Naik Turun”	4(g) <i>Bagaimana bisa lucu?</i> (How could they be funny?)		✓
		5(c) <i>Kami partai A, tidak setuju</i> (We are the A party, we disagree)		✓
		5(d) <i>Kami partai B, tidak setuju</i> (We are the B party, we disagree)		✓
		5(e) <i>Kami para menteri tidak setuju</i> (We are ministries, we disagree)		✓
6.	Kabar Bang One “Aslinya”	5(h) <i>Sori, rakyat tak gampang dibodohi...!!</i> (Sorry, citizens cannot be fooled easily)		✓
		6(b) <i>Koruptor bisa berganti rupa apa saja...!! Gertak sambal saja!</i> (Corruptors can change their appearances into everything!! Just Bluffing!)		✓
7.	Kabar Bang One “Proses Hukum”	7(g) <i>Saya tahu alamat KPK!!</i> (I know the address of KPK)		✓
		7(h) <i>Proses hukum” yes, politisasi No</i> (Yes for Legal process, No for politicization)		✓
8.	Kabar Bang One “Gara-gara”	8(a) <i>Banjir gara-gara orang buang sampah sembarangan...!!</i> (Flood happens because people throw the garbage anywhere)	✓	
		8(b) <i>Gara-garanya hutan diatas ditebang jadi villa</i> (Because the forest has been cut down to build villas)	✓	

Table continuation of Types of Conversational Implicature found in Kabar Bang
One Animated Editorial Cartoons

No.	AEC Title	Utterances	Conversational Implicature	
			Generalized	Particularized
		8(d) <i>Gara-garanya semua ngirim air</i> (Because all send water)		✓
		8(e) <i>Gara-garanya, gubernur blusukan</i> (Because the governor does <i>blusukan</i> -impromptu visit to meet people)		✓
		8 (f) <i>Gara-garanya gubernur yang dulunya ngapain</i> (Because of what the former governor has done)		✓
		8(f) <i>Gara-garanya semua ribut kalau banjir. Kalau kering lupa</i> (Because people are busy to argue when flood happens. When flood does not happen, they forget)		✓
9.	Kabar Bang One “Dikepung”	9(e) <i>Tikus masih beraksi dari semua arah</i> (Rats are still in actions from all directions)		✓
10.	Kabar Bang One “Imlek”	10(a) <i>Siap-siap mengunjungi, mengucapkan</i> (Get ready for visiting, congratulating)		✓
11.	Kabar Bang One “Dana Saksi”	11(a) <i>Perlu, partai perlu dibantu</i> (It is needed, party should be helped)		✓
		11(c) <i>Agar pemilu jujur dan adil</i> (In order to have a fair and honest election)		✓
		11(d) <i>Untuk meningkatkan kualitas pemilu</i> (To improve the quality of election)		✓
		11(f) <i>Partai yang mendanai, bukan negara</i> (Party funds it, not the state)		✓

*Table continuation of Types of Conversational Implicature found in Kabar Bang
One Animated Editorial Cartoons*

No.	AEC Title	Utterances	Conversational Implicature	
			Generalized	Particularized
12.	Kabar Bang One "Gubernur DKI"	11(g) <i>Rawan dikorupsi</i> (It is prone to be corrupted)		✓
		11(h) <i>Tikusnya masih banyak ya, Pak?</i> (There are still a lot of rats, aren't they?)		✓
		12(b) <i>Emang Gue Pikirin</i> (Whatever)	✓	
13.	Kabar Bang One "TvOne"	12(d) <i>Melanggar HAM</i> (It violates human rights)		✓
		12(h) <i>Tidak mudah jadi gubernur DKI</i> (It is not easy to be the governor of Jakarta)		✓
		13(a) <i>Si A tersangka KPK</i> (A is a KPK's suspect)	✓	
14.	Kabar Bang One "Berbobot"	13(d) <i>TvOne nyemplung</i> (TvOne gets into water)		✓
		13(i) <i>Padahal usianya baru 6 tahun lho</i> (though the age is only 6 years old)		✓
		14(a) <i>Berbobot</i> (It is heavy)		✓
		14(b) <i>Ada tikus gede</i> (There is a big rat)		✓
		14(c) <i>Jadi enteng</i> (Becomes lighter)		✓
14(g) <i>Kita masih berbobot kok</i> (we are still heavy)	14(d) <i>Supaya...</i> (In order to...)		✓	
			✓	

Table continuation of Types of Conversational Implicature found in *Kabar Bang*
 One Animated Editorial Cartoons

No..	AEC Title	Utterances	Conversational Implicature	
			Generalized	Particularized
15.	Kabar Bang One "Memalukan"	14(h) <i>MK seperti jeruk menilai jeruk</i> (MK is like judging its similar mistakes with another)		✓
		15(a) <i>Saya anggota DPR</i> (I am a member of House of Representatives)	✓	
		15(b) <i>Dicekal..!!</i> (banned..!!)		✓
		15(c) <i>Saya ketua MK</i> (I am a chief of Constitutional Court)	✓	
		15(e) <i>Saya istri jenderal polisi</i> (I am the general police's wife)		✓
		15(g) <i>Jabatannya terhormat, kelakuannya memalukan</i> (Honored positions, embarrassing behaviors)		✓
16.	Kabar Bang One "Penyuap"	16(j) <i>Tunggu persidangan tipikor</i> (Wait for the corruption trial)		✓
17.	Kabar Bang One "Mobil"	17(c) <i>Wawan?</i> (Wawan?)		✓
		17(d) <i>Kita kontrak bisnis</i> (We have a business contract)		✓
		17(g) <i>Mobil memang... bisa bikin kita kepeleset!!</i> (Indeed, car...can slip us!!)		✓
18.	Kabar Bang One "Dilemahkan"	18(a) <i>Tidak bisa melakukan penyelidikan</i> (Cannot do the investigation)		✓
		18(b) <i>Tidak bisa menyadap sendiri</i> (Cannot tap)		✓

Table continuation of Types of Conversational Implicature found in Kabar Bang
One Animated Editorial Cartoons

No.	AEC Title	Utterances	Conversational Implicature	
			Generalized	Particularized
		18(c) <i>Tidak bisa menyadap sendiri</i> (Cannot tap)		✓
		18(d) <i>Bikin repot saja</i> (Bothering)		✓
		18(e) <i>Putusan MA tidak boleh lebih tinggi dari putusan P.T</i> (MA's decision cannot be higher than that of High Court)		✓
		18(f) <i>Penyelidikan itu penting tahu...!!</i> (Investigation is important, you know...!!)		✓
		18(h) <i>Kok penegak hukum dilemahkan??</i> (Why the law enforcement agencies are weakened?)		✓
		19(a) <i>Saya Doktor</i> (I am a Doctor)	✓	
19.	Kabar Bang One "Negarawan"	19(b) <i>Saya guru besar</i> (I am a Professor)	✓	
		19(h) <i>Ini baru negarawan...!! Bukan karyawan...!!</i> (This is the statesman...!! Not an employee)		✓
		20(b) <i>Itu Cuma segelintir orang saja</i> (That is just from a few people)		✓
20.	Kabar Bang One "Mundur"	20(d) <i>Itu terserah bapak presiden</i> (That depends on the President)		✓
		20(f) <i>Kalo saya mundur memang urusan bisa selesai?</i> (If I resign, are the problems solved?)		✓

Table continuation of Types of Conversational Implicature found in Kabar Bang One Animated Editorial Cartoons

No.	AEC Title	Utterances	Conversational Implicature	
			Generalized	Particularized
		20(i) <i>Ini baru beda</i> (This one is different)		✓
21.	Kabar Bang One "Laundry"	21(e) <i>3 tersangka korupsi juga nyuci uang? "Bisnis baru" koruptor, laundry</i> (Three suspected corruptors also do the money laundry? The new business for corruptors, laundry)		✓
22.	Kabar Bang One "Dalang"	22(c) <i>Artinya... silahkan bakar</i> (It means...you can burn)		✓
		22(g) <i>Dalangnya nggak ditangkap, Pak??</i> (Won't you arrest the mind master, Sir)		✓
Total of each conversational implicature			10	60

There were 70 utterances containing conversational implicature found in 22 videos of *Kabar Bang One* animated editorial cartoons. 10 utterances were categorized into generalized conversational implicature and 60 were categorized into particularized conversational implicature. In addition, there are 5 videos which contain both of generalized conversational implicature and particularized conversational implicature

4.1.2 The Implied Meanings of Conversational Implicature in *Kabar Bang One* Animated Editorial Cartoons

Editorial cartoons are made with intentions. Most of the intentions are not explicitly stated, so does with *Kabar Bang One* animated editorial cartoons. This

subchapter will answer the second research problem, that is to explain the implied meanings of the utterances containing conversational implicature found in the videos. Grice's cooperative principle (1975) is used to identify the implicature.

Generalized conversational implicature can be identified if an utterance does not need context or background knowledge to understand the implied meaning. It is also derived entirely from the maxim of quantity and maxim of manner.

Meanwhile, the particularized conversational implicature is context-bound. Most of the utterances of particularized conversational implicature break the maxim quality and relation. Additionally, the analysis of the implied meaning of the utterances in each animated cartoon follows the categorization of the conversational implicature in table 4.1.

4.1.2.1 Generalized Conversational Implicature

In this type of conversational implicature, there were 10 utterances which were figured out in *Kabar Bang One* animated editorial cartoons. The details are explained in the following discussion.

a. *Kabar Bang One* Animated Editorial Cartoon 1 entitled "Teroris"

1(c) *Bang One: Semoga korupsi bisa dibasmi*
(Hopefully, corruption can be eradicated)

The utterance in (c) observes the maxim of quantity and manner, since it is stated with an adequate information and clearly. It implies that there are still a lot of corruption cases in Indonesia which done by high rank officials that should be eradicated.

1(d) *Bang One: Semoga teroris tidak ada lagi*
(Hopefully, there are no more terrorists)

The utterance in 1(d) observes the maxim of quantity and manner since it is stated clearly. It implies that there are terrorist organizations in Indonesia that are still doing their action. It does not need background knowledge to know that those utterances in 1(c) and 1(d) are the kind of hope.

b. Kabar Bang One Animated Editorial Cartoon 8 entitled “Gara gara”

8(a) Person 1 : *Banjir gara-gara orang buang sampah sembarangan..!!*
(Flood happens because people throw the garbage anywhere)

The utterance in 8(a) observes the maxim of quantity and quality since it is stated clearly and it relies on common fact. It brings implicature that floods happens because people throw the garbage *anywhere* which is not in the proper place; they might throw the garbage to rivers, sewers, or on the side of the road instead of to throw it into trash can.

8(b) Person 2 : *Gara-garanya hutan diatas ditebang jadi villa*
(Because the forest has been cut down to build villas)

The utterance in 8(b) observes the maxim of quantity and quality as if they give adequate information and based on fact that it is one of the reasons why floods happen. The implicature is that the forest which has been cut down is the forest on the hills and mountain. It is enough by saying *di atas* because forests are usually located in high places like hills and mountains.

c. Kabar Bang One Animated Editorial Cartoon 12 entitled “Gubernur DKI”

12(b) Person 1 : *Emang Gue Pikirin*
(Whatever)

In utterance 12(b), the first person’s utterance does not obey the maxim of

relation. It is shown from her answer to Jokowi's command by saying "*Emang gue pikirin*" (whatever) as a denial. The utterance *emang gue pikirin* shows a denial and ignorance in any context. It implies that people are ignorant and careless about their environment. It also implies that they are hard to be managed for their own good life, what they do is about whatever they want.

d. Kabar Bang One Animated Editorial Cartoon 13 entitled "TyOne"

13(a) Bang One: *Si A tersangka KPK*
(A is a KPK's suspect)

The utterance in 13(a) seems usual and simply informing, that Bang One tells there is a KPK suspect, it means that the person has done something related to corruption things. It also violates the maxim of manner since the utterance is vague about the name of the suspect. The cartoonist intentionally mentions only an initial A instead of giving the real name. It can be inferred that A refers to Anas Urbaningrum who became a big topic related to his case in corruption of sport center project in Hambalang.

e. Kabar Bang One Animated Editorial Cartoon 15 entitled "Memalukan"

15(a) Tri Yulianto : *Saya anggota DPR*
(I am a member of House of Representatives)

15(c) Akil Mochtar : *Saya ketua MK*
(I am a chief of Constitutional Court)

15(e) Mutiara : *Saya istri jenderal polisi*
(I am the general police's wife)

The three utterances observe the maxim of manner and quantity since they are said briefly and clearly in introducing the characters with adequate

information. The implicature that may rise is that those three persons have honored positions as high rank officials who rule in Indonesia.

f. Kabar Bang One Animated Editorial Cartoon 19 entitled “Negarawan”

19(a) Person 1 : *Saya Doktor*
(I am a Doctor)

19(b) Person 2 : *Saya guru besar*
(I am a Professor)

The utterances in 19(a) and 19(b) observe the maxim of quantity as in introducing themselves they say it by saying information that neither too little nor too much. Therefore, it can be directly understood. These imply that the candidates for Supreme Court judge are only for those who are experts. It is shown from the degrees they mention. It can also be inferred that the candidates are the experts of state, law, and constitutional, like what are required to be the Supreme Court judge.

4.1.2.2 Particularized conversational implicature

There were 60 utterances containing particularized conversational implicature which were figured out in *Kabar Bang One* animated editorial cartoons. The details are explained in the following discussion.

a. Kabar Bang One Animated Editorial Cartoon 2 entitled “Kado”

Context:

Pertamina, an Indonesian state oil and natural gas mining company increase the price of non subsidized LPG (Liquefied Petroleum Gas) 12 Kg from Rp 5,850/kg into Rp 10,785/kg. In 2013, people were also shocked by the rise of

some primary needs' prices. The character of common people represents the common people in Indonesia who mostly live in lower and middle economy class.

2(b) Person 1 : *Cabe, bawang selangit...!!*
(Chilies, garlic are sky-rocketing)

The utterance in 2(b) flouts the maxim of quality since the utterance uses the word *selangit* which is a hyperbole expression. It is impossible that prices can be as high as the sky. It implies that the increasing price is too high, therefore people cannot afford to buy chilies and garlic that belong to the basic cooking ingredients.

2(d) Person 1 : *Daging sapi, top harganya*
(Beef on its top price)

The utterance in 2(d) flouts the maxim of quality. The word *top* is usually used to express something great and worth to get compliment. Yet, the context shows that the character does not get something which is great and worth to give it compliment. He gets beef in which the price is so high up to Rp. 95.000 per kg and people like him cannot afford to buy beef. The word *top* here is used as an irony because the meaning is in contrast with the reality.

2(e) Person 1 : *Tahun Baru...!! Dapat kado apa??*
(It's New Year!! Got any gift?)

Generally, *kado* or gift means something which is given as a present on a special occasion and usually gives happiness. However, the context shows that the character, again, does not get something nice to be accepted as a gift. The utterance in 2(e) flouts the maxim of quality as it expresses an irony. It implies that these raising prices cannot give happiness like a gift does.

2(f) Person 1 : *LPG naik 50%*

(LPG rises to 50%)

Utterance in 2(f) obeys the maxim of quantity as it shows adequate information. Yet, context is still needed to know the relation of each responding dialogues. It implies that it is the price which is raised, not the quantity of the LPG itself. In this context, it is enough by saying “*LPG naik 50%*” (LPG rises to 50%) without adding the word *price*.

2(g) Person 1 : *Berat...beraataat..!!*
(Heavy...)

The in 2(g) violates the maxim of manner since the word “*berat*” here is ambiguous. In the video shows that LPG canister is weighing that is why it the person seems hard to get up and bring it with his hands. However, the context talks about the price of LPG. The inference is that what makes it heavy actually is not the gas canister but the price.

2(h) Bang One : *Yang ngatur pemerintah atau pedagang?*
(Who takes control, the government or the merchants?)

Bang One tries to be relevant in responding the situation. Yet, his utterance is the kind of rhetoric question, therefore it flouts the maxim of quality.

It implies that these years, the government intervenes in controlling the price which is commonly done by merchants. Instead of giving advantage to both of merchants and the buyers, the increasing price make those who are from middle and lower economic class get more difficulties to afford their daily needs.

b. Kabar Bang One Animated Editorial Cartoon 3 entitled “Permainan”

Context:

Susilo Bambang Yudhoyono, also well known as SBY, signed *Perpres*

Nomor 105 Tahun 2013 on December 16, 2013. This regulation is about a plenary healthcare for particular ministries and high officials through the mechanism of medical insurance called as JKN (Jaminan Kesehatan Nasional).

3(l) Bang One : *Ini permainan?*
(Is it a game?)

Bang One flouts the maxim of manner since he uses ambiguous word of *permainan* to respond to the situation. In this context *permainan* or game does not show its literal meaning. It refers to the political games in which political parties are in a competition to gain more supports from people. It implies that SBY's action in declining *Pertamina's* policy is considered as insincere action which is done simply to gain people's sympathies. His party lost its credibility after he was condemned because of his own policy in giving the high rank officials a plenary healthcare.

c. Kabar Bang One Animated Editorial Cartoon 4 entitled "Lucu"

Context:

Pertamina stated their policy in early 2014 to increase the price of LPG up to 68 %. The president, Susilo Bambang Yudhoyono did not know about this statement and asked *Pertamina* to revise the policy.

4(a) Politician 1: *Saksikan dagelan Srimules... berjudul, El Pi Ji...!!*
(watch the Srimules Comedy... entitled El pi ji...!!)

By understanding the background knowledge, the utterance in 4(a) flouts the maxim of quality since it uses a metaphor *dagelan* (comedy) which is a fiction to compare it to the reality. It raises an implicature that the high officials are presenting a show in which they are acting like they do not know anything about

the regulation of raising LPG's price. It is impossible that they do not know about the regulation since Pertamina which is one of Indonesian states institution, needs agreement from high rank officials, especially minister and president to release a regulation.

4(f) Bang One : *Mereka pejabat, bukan pelawak. Bagaimana bisa lucu?*
(They are officials, not comedians. How could they be funny?)

Bang One's utterance *bagaimana bisa lucu?* flouts the maxim of quality as this is the kind of rhetoric question which should not be answered. It implies that those talks about *el pi ji* surely are not funny at all because high officials are not comedians. It gives peevish effect and he quips the high officials.

d. Kabar Bang One Animated Editorial Cartoon 5 entitled "Naik Turun"

Context:

The price of LPG was rising up to 68%. There were controversies. Some people, including some members of parties and ministries, disagreed. The government decides to reduce the price.

5(b) Party A : *Kami partai A, tidak setuju*
(We are the A party, we disagree)

5(c) Party B : *Kami partai B, tidak setuju*
(We are the B party, we disagree)

5(d) Ministries: *Kami para menteri tidak setuju*
(We are ministries, we disagree)

The utterances in 5(b), 5(c), and 5(d) flout the maxim of quantity and manner as they are incomplete and unclear. They merely say that they disagree without giving the object of what they disagree about. In addition, there are no words that explain about the object depicted in the video but pictures in which a

person got hit by a gas canister. Those utterances are meant as reactions to the raising price of LPG.

5(h) Bang One: *Sori, rakyat tak gampang dibodohi..!!*
(Sorry, citizens cannot be fooled easily)

Bang One's utterance in 5(h) is also assumed to observe the maxim of relation since his utterance is related to the previous utterances as he responds to the person's expression. The utterance in 5(h) can be inferred that there is an assumption about Indonesian people especially those from lower class, are fool.

People can be easily tricked by government through their policies. However, people will understand those government's intentions since they are affected by those policies.

e. Kabar Bang One Animated Editorial Cartoon 6 entitled "Aslina"

Context:

Corruptors can do everything in order to not be caught by the law and KPK (Corruption Eradication Commission). This video shows how KPK works seriously unaffected of the way corruptors impede them.

6(g) Bang One: *Koruptor bisa berganti rupa apa saja...!! Gertak sambal saja!*
(Corruptors can change their appearances into everything!! Just bluffing!)

Bang One's utterance *gertak sambal saja* violates the maxim of manner since it uses a connotative word. *Gertak sambal* means bluffing; to deceive, to threaten, or to frighten someone but actually have no intention to do the real act. It can be inferred that the corruptors are frightening KPK by their actions, so KPK will give up in chasing them.

f. Kabar Bang One Animated Editorial Cartoon 7 entitled “Proses Hukum”

Context:

Anas Urbaningrum was investigated by Corruption Eradication Commission as a suspect due to the corruption case of the developing sport center project in Hambalang, Bogor. He was called twice to the Commission office but he did not make it.

7(g) Anas Urbaningrum: *Saya tahu alamat KPK!!*
(I know the address of KPK)

In 7(g), Anas replies to the journalist’s question by not giving a direct answer of yes or no. His utterance does not seem related to what have the journalist asked him to visit KPK’s office, therefore this utterance does not adhere the maxim of relation. It is inferred that yes, Anas will visit the KPK Office by himself and ready to be investigated.

7(h) Bang One : *Proses hukum” yes, politisasi No*
(Yes for Legal process, no for politicization)

Bang One’s utterance flouts the maxim of relation since he suddenly appears and brings a new opinion which does not seem related to Anas’s investigation. It also flouts the maxim of manner since it is unclear. It can be inferred that the investigation process of Anas should follow the legal process which is applied in Indonesia, that all of people have the same position under the law, not to bring the case into political domain.

g. Kabar Bang One Animated Editorial Cartoon 8 entitled “Gara gara”

Context:

In January 2014, floods happened in Jakarta after the rain since in the

beginning of 2014. From the situational context which is on the public settlement covered by floods, it can be seen that the conversation talks about things related to the causes of floods.

8(d) Person 4 : *Gara-garanya semua ngirim air*
(Because all send water)

The utterance in (d) flouts the maxim of quantity. The word *semua* (all) in the utterance means all places or districts near by Jakarta, but the floods attacked Jakarta was from Ciliwung upstream in Bogor. The purpose is to emphasize that the floods was big and the water was really high. Therefore, it feels like Jakarta was covered by the water which came from all over the places, though the main cause was only from one place. There also a word *ngirim* (send), means that the cause of floods is the water that come from another place

8(e) Person 5 : *Gara-garanya, gubernur blusukan*
(Because the governor does *blusukan*-impromptu visit to meet people)

The utterance in (e) violates the maxim of relation. The reason does not seem related to the natural and common causes of floods. Joko Widodo, who is the governor of Jakarta, has promised to end the floods in Jakarta in his 100 days of works. Yet, floods still happen. It implies that Joko Widodo's works in visiting people and slumber areas are in vain, not satisfying. Here, public needs the proof of his promise, not merely by visiting them.

8(f) Jokowi : *Gara-garanya gubernur yang dulunya ngapain??*
(Because of what the previous governor has done)

The unusual reason is also stated by Joko Widodo in (f) which also violates the maxim of relation. This utterance is likely to quip the previous

governor of Jakarta, Fauzi Bowo. It implies that Fauzi Bowo did not do anything important to solve flood therefore flood still happen in Jakarta when rainy season has come.

(g) Bang One : *Gara-garanya semua ribut kalau banjir. Kalau kering lupa*
(Because people are busy to argue when flood happens.
When flood does not happen, they forget)

The last utterance spoken by Bang One in (g) does not seem relevant to the common causes of floods, thus his utterance violates the maxim of relation. He reacts more on people's opinion about the causes of flood. The conveyed idea is that people tend to argue and blame on each other when something bad happens. People also tend to look for any reasons as the cause of a mess instead of correcting themselves and working for solutions.

h. Kabar Bang One Animated Editorial Cartoon 9 entitled "Dikepung"

Context:

Floods which were covering Jakarta and corruptions committed by high rank officials in some regions became the trending news in Indonesia at the moment. Bang One is the only participant in this monologue. The setting of place shows a region which is covered by flood and Bang One is trapped here.

9(e) Bang One: *Tikus masih beraksi dari semua arah*
(Rats are still in actions from all directions)

Bang One in 9(e) flouts the maxim of relation because he suddenly talks about *rats* when he is talking about flood which surrounds him. It implies that there is a comparison on the similarity between the big flood and corruptors, that

is the water which was covering Jakarta is as much as the corruptors who were suspected and arrested by KPK. Bang One's utterance also flouts the maxim of quality because he uses a metaphor in saying corruptors as rats.

i. Kabar Bang One Animated Editorial Cartoon 10 entitled "Imlek"

Context:

This year, Chinese New Year celebration was done in the middle of flood.

Some of China Towns in Jakarta was still covered by water. This natural disaster happens almost in every year.

10(a) Bang One : *Siap-siap mengunjungi, mengucapkan*
(Get ready for visiting, congratulating)

Bang One flouts the maxim of manner as his utterance is incomplete and unclear. To visit and to congratulate others can be done in some particular occasions, therefore a specific circumstance is needed in comprehending utterance in 10(a). It implies that there is no reason not to congratulate other people who were celebrating Chinese New Year, although they were under siege because of big flood which was happening in Jakarta at that time. Yet, it also shows a concern for those who celebrate Chinese New Year in Jakarta because they might not celebrate the New Year happily

j. Kabar Bang One Animated Editorial Cartoons 11 entitled "Dana Saksi"

Context:

Badan Pengawas Pemilu (Bawaslu) was planning to release a regulation or *Perpres* about giving fund IDR 1.5 trillion for monitoring the legislative election which was held on April 9, 2014. Bawaslu would form their bystanders which

were called as Mitra PPL and the government would give IDR 800 millions to pay them including for technical management. The rest of the funds, which was IDR 700 billion, would be given to pay the political parties' bystanders (Tribun News, 2014, para 12). This funds plan raised a controversy between the parties that joined the legislative election.

11(a) Party A : *Perlu, partai perlu dibantu*
(It is needed, party should be helped)

The utterance in 11(a) stays on the topic as a response and it observes the maxim of quantity because it is informative enough. However, it still needs context to understand what is being talked about. It implies that Party A agrees if Bawaslu and government approve the regulation plan and spend the money to fund the bystanders. It can also be implied that Party A, indeed need a help especially in financial because the party might not have enough money to pay their own bystander for legislative election.

11(c) Party C : *Agar pemilu jujur dan adil*
(In order to have a fair and honest election)

The next utterance in 11(c) delivered by Party C states something which is not explicitly relevant and clear, thus it flouts the maxim of relation. It says the functions of the fund rather than they agree or disagree with the fund. It implies that Party C agrees if the fund is given out in order that the election will be held in honest and in fair way because there would be more bystanders to monitor the election.

11(d) Party D : *Untuk meningkatkan kualitas pemilu*
(To improve the quality of election)

Party D flouts the maxim of relation for the same reason. It also says the functions of the fund rather than they agree or disagree with the fund. It implies that Party D agrees if the fund is given out in order that the election will be held in honest and in fair way because there would be more bystanders to monitor the election.

11(f) Party F : *Partai yang mendanai, bukan negara*
(Party funds it, not the state)

Party F states in 11(f) flouts maxim of relation for the reason that instead of giving an exact answer whether they agree or not, this utterance gives new information or a new statement. It is implied that Party F disagree with the fund but they might agree for the additional bystanders. It can be assumed that Party F is a rich party which is able to spend their own money to pay their bystanders.

Another implicature is that Party F wants to show their independency as a political party especially in financial.

11(g) KPK : *Rawan dikorupsi*
(It is prone to be corrupted)

KPK's utterance flouts the maxim of relation since it does not give a direct answer of agree or disagree but gives an opinion which shows a distrust. The implicature which is raised from the utterance is that KPK disagrees if government provides funds for bystanders, considering also that there will be Mitra PPL which is formed by Bawaslu itself.

11(h) Bang One: *Tikusnya masih banyak ya, Pak?*
(There are still a lot of rats, Sir?)

Bang One's utterance in 11(h) does not mean literally as it is the real rat. This utterance flouts the maxim of quality as it uses metaphor *tikus* or rat which is

used to name the corruptors. Bang one intentionally uses this metaphor and he laughs after saying his response to create a funny effect. The metaphor implies that rat and corruptors share the same similarities in behavior, such as stealing, hard to catch, and doing their act in hidden places.

k. Kabar Bang One Animated Editorial Cartoons 12 entitled “Gubernur

DKI”

Context:

The topic in this conversation is about problems faced by the governor of Jakarta, Joko Widodo, or well known as Jokowi. After a big flood covered Jakarta in early 2014, the new problem appeared. New transjakarta buses which were bought from China broke down in some places in Jakarta, like Garuda traffic light, Grogol, and Pondok Gede. The famous landmark Monas is portrayed behind the character of Joko Widodo, means that it takes place in Jakarta. Setting of place also shows a river side and settlement.

12(d) Person 2: *Melanggar HAM*
(It violates human rights)

The utterance in 12(d) also shows a denial to Jokowi’s command to not to stay near the reservoir. It seems that this utterance observe the maxim of relation and quantity. To have a place to stay is one of the human rights, and the second person gives an enough statement to deny Jokowi’s command only by saying *melanggar HAM*. It implies that people in Jakarta care more about themselves rather than public’s interests and hard to be managed.

12(h) Bang One: *Tidak mudah jadi gubernur DKI*
(It is not easy to be the governor of Jakarta)

Bang One's utterance follows the maxim of relation since his response still relates to the previous utterances. It emphasizes how hard to be the governor of Jakarta. It is not simply about a high rank position, but it also concerns about the high responsibilities.

I. Kabar Bang One Animated Editorial Cartoon 13 entitled "TvOne"

Context:

An Indonesian news channel, TvOne, was celebrating their 6th birthday on February 14, 2014. Here, Bang One tells the progress which TvOne has made and these are related to the recent issues happen in Indonesia

13(d) Bang One: *TvOne nyemplung*
(TvOne gets into water)

In responding to the previous utterance which asks about the victims' condition in flood, the answer in 13(d) should uses the victim as the subject and gives information related to the question. However, Bang One's answer uses TvOne as the subject. He informs that it is TvOne which is submerged in the water instead of the victims. The implicature raised is that TvOne is on the location of flood and their reporters are ready to present news about the victims and the condition directly from that place. Another implicature is that the utterance shows TvOne will give everything regardless where the place is and what the condition where they are.

13(i) Bang One: *Padahal usianya baru 6 tahun lho*
(though the age is only 6 years old)

Bang One's last utterance violates the maxim of manner. For those who do

not know what is being talked about, they might think that the subject is a child.

Therefore, context is needed to understand the utterance. The main subject in these dialogues is TvOne which is an Indonesian news channel. The implicature which can rise is that TvOne has already shown their big progress in reporting news for viewers although it has been 6 years of existence.

m. Kabar Bang One Animated Editorial Cartoon 14 entitled “Berbobot”

Context:

After the former chief of Mahkamah Konstitusi (Constitutional Court) was arrested due to bribery case, the government including President Susilo Bambang Yudhoyono and the House of Representatives released *Perpu Nomor 1 Tahun 2013*. This regulation was made to manage Mahkamah Konstitusi and give some provisions which are needed to select the new chief.

14(a) Bang One : *Berbobot*
(It is heavy)

The word *berbobot* here violates the maxim of manner as the meaning is ambiguous. *Berbobot* in Indonesian does not only mean weighing a lot but also means have quality. It can be inferred that *berbobot* here means have quality, as there is a rat comes out from the MK box with an initial AM on its body, which refers to the chief of Constitutional Court, Akil Mochtar.

14(b) Bang One : *Ada tikus gede*
(There is a big rat)

Bang One’s utterance *Ada tikus gede* (There is a big rat) flouts the maxim of manner and quality. Maxim of manner is flouted since the word *tikus* is ambiguous. In the scene it is true that there is a picture of real rat, but the letters

AM on the rat's body and situational context about MK (Mahkamah Konstitusi) gives a reference to Akil Mochtar, the former chief of Mahkamah Konstitusi. The word *tikus* (rat) here also means corruptor. Thus, the utterance also flouts maxim of quality as it uses metaphor to name a corruptor as rat. It gives some implied meanings that rat and corruptors share the same similarities in behavior, such as stealing, hard to catch, and doing their hidden act.

14(c) Bang One : *Jadi enteng*
(Becomes lighter)

Later on Bang One says *jadi enteng* (it becomes lighter) means that Mahkamah Konstitusi lost its quality. It violates the maxim of manner since the word *enteng* here is vague and needs context to comprehend.

14(d) DPR+Pemerintah: *Supaya...*
(In order to...)

The utterance said by DPR (House of Representatives) and Government flouts the maxim of manner because it uses ellipsis or an incomplete statement. It is intentionally used to not give any further explanation of what is the purpose of something. The scenes in which DPR along with government put a *Perpu* into the empty MK box while saying this utterance implies that by putting a book into it, the empty MK box can be *berbobot* (heavy) again. However, again, in this context the purpose is not to say that the box becomes *berbobot* in the way of giving weigh, but *berbobot* in giving qualities.

14(g) MK : *Kita masih berbobot kok*
(we are still heavy)

Mahkamah Konstitusi also violates maxim of manner in saying 14(g) "*kita masih*

berbobot kok” (we are still heavy). The violated one is on the word *berbobot* which is ambiguous. In this context, the relevant one is *berbobot* in the sense of having quality. It is assumed that without the regulation, Mahkamah Konstitusi will not lose their qualities as an honored institution.

14(h) Bang One : *MK seperti jeruk menilai jeruk*
(MK is like judging its similar mistakes with another)

The last utterance which is stated by Bang One flouts the maxim of manner. The utterance brings up implicature that actually Mahkamah Konstitusi is still doubtful in saying “*kita masih berbobot kok*”. Their quality is still questioned because MK measures it themselves, while actually no one can measure their own self without any help from others. That is the meaning of *jeruk menilai jeruk*, which is measuring or judging the same kind of something, then there is no difference in result.

n. Kabar Bang One Animated Editorial Cartoon 15 entitled “Memalukan”

Context:

At that moment, some of crimes are done by people who have high and honored position in their array. For instance are corruption done by the member of House of Representatives and bribery case which is done by the chief of Constitutional Court.

15(b) KPK : *Dicekal...!!*
(banned...!!)

In 15(b), KPK (Corruption Eradication Commission) charge Tri Yulianto only by saying “*dicekal*” (banned) without giving any additional information and reason why he is accused. Since this utterance is an understatement, it flouts the

maxim of quantity. From the word *dicekal*, it can be inferred that Tri Yulianto has done something which is against the law and related to financial case since the utterance is said by KPK.

15(g) Bang One : *Jabatannya terhormat, kelakuannya memalukan*
(Honored positions, embarrassing behaviors)

Bang One's utterance in 15(g) is still related to the previous utterance and the topic. His response is in line with the previous utterances. Bang One express his opinion about the high officials and it still focus on the topic. The function in 15(g) is to satirize those people who do the crime which is very in contrast with the position in their job. If the position is higher, they should behave appropriately and even be a good role model for others.

o. Kabar Bang One Animated Editorial Cartoon 16 entitled "Penyuap"

Context:

KPK investigated bribery cases on local election in some regions in Indonesia, for instance the bribery on local election in Lebak Banten, West Java, and East Java. This case is related to the bribe which is received by the former chief of Mahkamah Konstitusi (Constitutional Court). Since Akil Mochtar was arrested by KPK, the cases of who gives the bribe slowly revealed.

16(j) Bang One: *Tunggu persidangan tipikor*
(Wait for the corruption trial)

Bang One's responses in 16(j) cannot be understood without seeing at context of what is being talked. It is also a reaction fro Bang One of the persons' denial in previous utterances. It implies that bribers can argue when they are asked

about their cases in KPK's investigation, but they should be aware in the corruption trial which is the real proving ground for the bribers.

p. Kabar Bang One Animated Editorial Cartoon 17 entitled "Mobil"

Context:

Corruption Eradication Commission stated that Tubagus Chaeri Wardana, or well known as Wawan, is a suspect of money laundry case in January 13, 2014.

Related to this case, the commission seized 38 cars from any other parties, including from the member of House of Representatives and some actresses (Viva News, 2014, para 4).

17(c) Lady 3 : Wawan?
(Wawan?)

The third lady violates the maxim of manner since it is vague. This question is unclear whether the lady knows who Wawan is or she does not. Seeing at the context depicted on the scene that the lady says her utterance while driving a car and seems ignorance, it raises implicature that it is possible the lady knows who Wawan is but she does not want to talk about him further.

17(d) Jenifer Dunn : *Kita kontrak bisnis*
(We have a business contract)

Jenifer Dunn in 17(d) flouts the maxim of relation since it does not give an exact statement whether she knows Wawan or not. It would be fine if she only answer it by saying yes or no. It is inferred that Jenifer knows who Wawan is and she has met Wawan before because it is impossible for people who have a business contract without knowing whom they do the business with.

17(g) Bang One : *Mobil memang... bisa bikin kita kepeleset!!*
(Indeed, car... can slip us!!)

Bang One's expression in 17(g) violates the maxim of manner as it is ambiguous. It is literally related to the situation occurs in which he slips because a car toy. Yet, it is more related to the context of the case about Wawan's cars. The word *kepeleset* (slipped) here is inferred as the condition which makes people falls into a problem. The actresses and some members of House of Representatives who got the cars from Wawan might not know about the money laundry case that Wawan has done and they might not know where the cars came from but suddenly they were involved in Wawan's case.

q. Kabar Bang One Animated Editorial Cartoon 18 entitled "Dilemahkan"

Context:

The government released the act plan of KUHAP (*Kitab Undang-Undang Hukum Acara Pidana*) and KUHP (*Kitab Undang-undang Hukum Pidana*) about tapping system which is included in criminal act, and those who do this action will be sentenced. The regulation is considered to make the law enforcements agencies face difficulties in investigating suspects.

18(a) KPK : *Tidak bisa melakukan penyelidikan*
(Cannot do the investigation)

18(b) KPK : *Tidak bisa menyadap sendiri*
(Cannot tap)

18(c) PPAATK : *Tidak bisa menyadap sendiri*
(Cannot tap)

In utterances 18(a), 18(b), and 18(c), the law agencies are assumed to follow the cooperative principles, but actually they do not state their agreement or disagreement explicitly and infringe the maxim of relation. They say their reasons

that the regulation is aggrieving. They imply that they disagree with the regulation because it bounds their authority in arresting suspects. Corruption Eradication Commission (KPK) work on corruption investigation which need to tap the suspect, and so does with the Indonesian Financial Transaction Reports and Analysis Center (PPATK).

18(d) POLRI : *Bikin repot saja*
(Bothering)

The utterance expressed by the police in 18(d) flouts the maxim of relation and it implies that POLRI (National Police of Indonesia) do not agree with the regulation of RUU KUHAP KUHP as it may bound and complicate their authorities.

18(e) MA : *Putusan MA tidak boleh lebih tinggi dari putusan P.T*
(Pengadilan Tinggi)
(MA's decision cannot be higher than that of High Court)

The utterance in 18(e) "*Putusan MA tidak boleh lebih tinggi dari putusan P.T*" (MA's decision cannot be higher than High Court's) flouts the maxim of quality since it does not tell the truth. High Court's position is lower than Supreme Court so their decision cannot be higher than Supreme Court. It also implies that the media quip the rule maker, as a reminder to the hierarchy of law agencies in which Supreme Court is the highest one. It also implies that the members of Supreme Court do not agree with the regulation.

18(f) BNN : *Penyelidikan itu penting tahu..!!*
(Investigation is important, you know..!!)

In 18(f), the utterance delivered by Badan Narkotika Nasional or National

Narcotics Agency also flouts the maxim of relation since it gives a new statement which can be a hint by saying “*penyelidikan itu penting tahu.*” (Investigation is important, you know). It implies that BNN also does not agree with RUU KUHAP KUHP and feel constrained because one of the rules set in the regulation is removing observation process. In addition, investigation is very important for BNN in gathering evidences to examine the suspected narcotics sellers, dealers, and users.

18(h) Bang One: *Kok penegak hukum dilemahkan??*
(Why the law enforcement agencies are weakened?)

The utterance in 18(h) expresses a disagreement toward the regulation. It may raise a conveyed idea that the regulation is intentionally created and there will be possibilities that white collars are free in doing their crime in government.

r. Kabar Bang One Animated Editorial Cartoon 19 entitled “Negarawan”

Context:

After Akil Mochtar has been dishonorably discharged from Constitutional Court (Mahkamah Konstitusi), House of Representatives were looking for statesman to replace him as the judge of Constitutional Court by announcing a vacancy (Tribun News, 2014, para 6).

19(h) Bang One : *Ini baru negarawan...!! Bukan karyawan...!!*
(This is the statesman...!! Not an employee)

This utterance *Ini baru negarawan* obeys the maxim of relation because Bang One gives a relevant response to the fifth person who successfully builds the pillar as a statesman. Meanwhile, his response in *bukan karyawan* refers to the four persons earlier who introduce themselves as Doctor and Professor. Those

persons, Doctors and Professors who apply to be a judge are compared to employees who are looking for a job. Therefore, Bang One's utterance which mentions *karyawan* flouts the maxim of quality although Bang One is being cooperative, since he uses metaphor. It also implies that although people have the highest degree such as Doctor and Professor, it does not mean that they are statesmen.

s. Kabar Bang One Animated Editorial Cartoon 20 entitled "Mundur"

Context:

The story is related to the trending news during March, which was about the Mayor of Surabaya who wanted to resign. From the scenes it can be seen that the setting of places are in an office room where mostly of high officials are working and outside of the office room where Tri Rismaharini stands facing the publics.

20(b) Aceng Fikri : *Itu cuma segelintir orang saja*
(That is just from a few people)

The utterance in 20(b) flouts the maxim of relation because his answer does not seem relate to the question. He can simply answer it by saying "yes" or "no". It implies that Aceng Fikri would not resign because there were just a small number of people who wanted it, and he did not care about those accusations.

20(d) Figure2 : *Itu terserah bapak presiden*
(That depends on the President)

The utterance delivered by the figure of minister in (d) flouts the maxim of relation since he gives an association clue on his answer. It can be inferred that the

figure is a minister, and he will not resign unless the president asks or wants him to resign.

20(f) Gita Wirjawan : *Kalo saya mundur memang urusan bisa selesai?*

(If I resign, are the problems solved?)

Gita Wirjawan's utterance in 20(f) flouts the maxim of manner since the utterance answers a question with a question, in other words it does not give an exact answer. Based context case, 20(f) implies that Gita Wirjawan's resignation is considered because he wanted to avoid the case in which he was involved, that is about the imported rice from Vietnam, and hoping that by resigning, the case can be solved.

20(i) Bang One : *Ini baru beda*
(This one is different)

Bang One's utterance in 20(i) observes the maxim of relation as he states his opinion regarding to some situations depicted before. From his utterance it can be seen that he wants to compare Tri Rismaharini with other high officials like Aceng Fikri and Gita Wirjawan. The first two of high officials wanted to resign considered because of accusation and cases, while Tri Rismaharini wanted to resign by herself without accusation from other parties although she was under pressure. The difference is also can be seen from the setting, that Aceng Fikri, the figure of minister, and Gita Wirjawan is pictured in a room while Risma is in outdoor facing publics. It raise an implicature that those high officials mostly work in their indoor office and perhaps they do not give a lot of attention to public out there. Perhaps they do not give a big contribution to public but they still want

to maintain their high and honored position and keep their good image.

Meanwhile, Tri Rismaharini is known as a mayor who is close to public, she wants to go to public to solve the public's problem, and that is why the public mind if she resigns.

t. Kabar Bang One Animated Editorial Cartoon 21 entitled "Laundry"

Context:

KPK (Corruption Eradication Commission) was investigating some of corruption suspects who were allegedly in money laundry cases too, for instance are Ahmad Fatanah, Tubagus Chaeri Wardana, and Lutfi Hasan Ishaq. In the video, it can be seen that there are three suspected corruptors in a Laundromat.

They were observed by the member of KPK.

21(e) Bang One: *3 tersangka korupsi juga nyuci uang? "Bisnis baru" koruptor, laundry*
(Three suspected corruptors also do the money laundry? The new business for corruptors, laundry)

Bang One's utterance in 21(e) violates the maxim of quality and manner.

The word *nyuci uang* or in a faithful translation in English means washing money, is meant literally. His next utterance, that is "*bisnis baru koruptor, laundry*" (The new business for corruptors, laundry) violates the maxim of quality. Bang One compares between the real laundry business which washes clothes with laundry which washes money in literal way. In fact these two terms' meaning is far different. This ironical utterance is referred to the corruptors who distribute their corrupted money to be their inventories or giving it to other people with the aim that the corruptor is not indicated doing a corruption. As Bang One says it as a

new business, the money laundry becomes an extra work for corruptors for their sake to not be caught by law enforcement.

u. Kabar Bang One Animated Editorial Cartoon 22 entitled “Dalang”

Context:

There was big fires happened in Riau in February. The cause is that people intentionally open burning some lands and forests mostly for oil palm plantation lands. Some companies are alleged in these open burning cases. As the result, Riau was covered by thick smog and it disrupts people’s activities.

22(c) Pengusaha : *Artinya... silahkan bakar*
(It means...you can burn)

The utterance in 22(c) which is stated by the businessman violates the maxim of relation. The utterance gives hint about what people can do to open burning the permitted land in through an illegal way. It is inferred that the utterance quips some businessman who burn the lands as the only way to open lands.

22(g) Bang One: *Dalangnya nggak ditangkap, Pak??*
(Won’t you arrest the mind master, Sir)

In 22(g), Bang One violates the maxim of manner since it is vague. The mind master can be the either the government for giving the clearance permission and the businessman who give a command to his worker to burn the land.

Government can give the permission but they should restrict it since there is a possibility that people can misuse it. While for the business man, they can get the permission but they cannot do whatever they like which is forbidden by the law and harm people.

4.2 Discussion

Based on the findings which are explained in the previous subchapter, the utterances in *Kabar Bang One* animated editorial cartoons either follow the maxim of Cooperative Principle or violate the maxims. Both of generalized conversational implicature and particularized conversational implicature are applied in the dialogues presented in the editorial cartoons. Context plays a vital role in interpreting the cartoons so the cartoonist's intentions, jokes, and criticisms are successfully delivered. Editorial cartoons as one of the media to communicate opinions and criticism, the viewers are also involved in this communication. Viewers should be able to understand the background knowledge and relate it to the political topics and issues since the theme are mostly discussing about the recent issues in Indonesia at the moment.

From 70 utterances containing conversational implicature, 10 of them are categorized into generalized conversational implicature. Grice argues that generalized conversational implicature arise irrespective of the context in which they occur (cited in Grundy, 2000, p. 81). For instance, the utterance "*Banjir gara-gara orang buang sampah sembarangan*" (flood happens because people throw the garbage anywhere). It does not need a particular context to understand it as it is already informative and it relies on fact that one of the causes of floods is because of garbage. Although it has already delivered informatively observe the maxim of quantity and manner at once, it still has its implied meaning. The word *sembarangan* here means 'anywhere' which is not in proper place, people might throw the garbage to rivers, sewers, or on the side of the road instead to throw it

into a trash can. In addition, Grundy (2000, p. 82) states that generalized conversational implicature derives entirely from maxim of manner and quantity.

Another example of generalized conversational implicature which observes the maxim of manner and quality is in introducing a character. A character in brief says that "*Saya Professor*" (I am a professor) and it does not need context to infer that the person is intellectual.

Particularized conversational implicature dominates the results of this study with 60 utterances. In contrast with generalized conversational implicature, particularized conversational implicature is context-bound, therefore the background knowledge must be discovered first. As it is stated by Grice (1975, p. 37) that particularized conversational implicature is carried by saying something on a particular occasion in virtue of special features of the context. Here, most of the utterances need context to comprehend the implied meaning since they use metaphor expressions and still have relation to the other previous utterances. In this editorial cartoon, context can be seen from the scenes, illustrations, co-text, and setting. Those features then must be associated with the topic or issues which are being talked about at the moment to know what is being illustrated.

Grice (1975) argues that particularized conversational implicature arise mostly from the exploitations of the maxim of quality. An example of the exploitations of maxim of quality is the word *tikus* or rat which is often used in the selected *Kabar Bang One* animated editorial cartoons as a metaphor or comparison to name the corruptors. Metaphor is categorized as flouting maxim of quantity as it involves categorical falsity since human is not a rat. It implies that

corruptors and rats share the same features in common, for example stealing.

Irony is also used as the kind of flouting maxim of quantity. For instance, the word *kado* (gift) as it is used in video entitled *Kado*. The context tells that the

character does not get something nice to be accepted as a gift for New Year. Gift is usually associated with happiness but what the Indonesian people got as a gift

in New Year was raising prices of daily needs. Another kinds of flouting and

violating the maxim of quality are the used of rhetorical question, hyperbole and

lie. Rhetorical question as it is found in video entitled *Lucu* when Bang One says

“*Bagaimana bisa lucu?*” (How could they be funny?) in the context which is

illustrating a comedy show of *El Pi Ji* done by the high officials. It implies that

surely it is not funny, since the regulation that was made by high officials fed

people up. Hyperbole expression is found in the second video when the character

says “*cabe, bawang selangit*” (chilies and garlic are sky-rocketing). It is

impossible that the price can be as high as the sky, but it simply implies that the

price of chilies and garlic are too high or unaffordable.

Furthermore, the theory also states that particularized conversational

implicature rise mostly from the exploitation of the maxim of relation. For

instance, it can be seen video entitled *Mundur*. When the press asks the minister

“*Bapak tidak mundur?*” (won’t you resign, Sir?), the minister answers it by saying

“*Itu terserah bapak presiden*” (It depends on the president). It is assumed that the

minister is cooperative but his utterance flouts the maxims of relevance. He can

simply answer by saying yes or no but here he says an association clue that

implies he will not resign unless the president discharges him

However, the results found in this study do not always similar to the formulated theory by Grice (1975). Grice argues that particularized conversational implicature arise mostly from the exploitations of maxim of quality and relation.

The results in this study show that the exploitation of the maxim of quantity and manner also can raise particularized conversational implicature. It happens since context or background knowledge is still needed in understanding the conveyed meanings of the utterances that are exploited by those maxims. For instance, KPK (Corruption Eradication Commission) accused Tri Yulianto in video 15 only by saying “*dicekal*” (banned). This flouts the maxim of quantity as the utterance is an understatement without giving any additional information and reason why Tri Yulianto is accused. There are also a lot of exploitation in maxim of manner since most of the utterances are ambiguous, vague or unclear, and idioms. Yet, it can be categorized into particularized conversational implicature as context plays an important rule in understanding the conveyed meaning of the utterance. As an example, the violation of the maxim of manner is found in video 14 in which the word *berbobot* (heavy) is often used. The word *berbobot* here is ambiguous, since in Indonesian it has two meanings, which are weighing and have a quality. From the context in the video, the relevant meaning is have a quality as it is about the need of regulation to control Constitutional Court after their chief is arrested as a corruptor. Vague expression can be seen in video entitled *Mobil*, when a lady says “Wawan?” and keeps driving her car. It is unclear whether she knows who Wawan is or not, but from the context it can be inferred that she knows who Wawan is but she does not want to talk about him further. The cartoonist also use

idiom, for instance, the expression of Bang One in saying “MK seperti jeruk menilai jeruk”. It raises an implicature that MK (Constitutional Court) cannot measure their qualities themselves without needing any help from others, as this idiom means measuring the same thing that shows no difference in result. Most of the flouted maxims in *Kabar Bang One* animated editorial cartoons analyzed are the maxim of manner and maxim of quality. These two maxims are deliberately used, flouted, or violated to quip, create funny effects, express satire, and deliver critics.

Compared to the previous studies, this present study shares some similarities and differences. The study conducted by Yonatri (2013) showed that both of the types of conversational implicature can be found in *Supernatural Tv* Series. Particularized conversational implicature dominate the result which shows that there are 61 utterances of 67 contain particularized conversational implicature, while 6 utterances left belong to generalized conversational implicature. Similar to this present study, particularized conversational implicature is mostly found in *Kabar Bang One* animated editorial cartoons with 59 utterances. Bright (2013) found out that her data in analyzing *Punch* Editorial Cartoons observe, flout, and violate the Gricean maxim. She explained how the data were mostly observed and flouted the maxims. It is also revealed that the observance of Grice’s cooperative principle and the contextual knowledge surrounding the selected editorial cartoons help in proving their verisimilitude. It also similar to the present study conducted by the writer, that the data found both observe and flout or violate the Gricean maxim. Context becomes the vital

instrument in relating the story to reality in case of political issues. Xiasou (2000) conducted a study of conversational implicature in situational comedy and he found out that conversational implicature is one of the mechanisms which produce humor, since the speakers consciously and unconsciously violates the conversational maxim. This present study also shows that the violation of conversational maxim is intentionally created to give funny effects in criticizing or delivering opinion. On the other hand, Bright's study and Xiasou's did not categorize their data into the types of conversational implicature. They only explained whether the data either observe or violate the maxim of Cooperative Principle.

In conclusion, conversational implicature can be applied in journalistic product especially in editorial cartoons. To figure out the intention of the editorial cartoons which is usually presented in humor, background knowledge is a vital instrument to uncover the implied meanings and relate it to political issues which were happening. Furthermore, particularized conversational implicature dominates the findings in this present studies. Maxim of quality and maxim of manner are the most flouted or violated maxim in *Kabar Bang One* animated editorial cartoons that were analyzed. This violation is made to create humors in delivering criticism and opinions.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents conclusion and suggestion of this study. The conclusion is constructed based on the results of the analysis and the suggestion is purposed to give information for the next researchers.

5.1 Conclusion

From 22 videos that had been analyzed in chapter IV, there were 70 utterances found in *Kabar Bang One* animated editorial cartoons which contain conversational implicature. Both of the types, that were generalized and particularized conversational implicature were discovered in this editorial cartoons. Particularized conversational implicature was the most type found with 60 utterances, since additional knowledge is required to comprehend and then relate it to the most of the utterances. On the other hand, the rest of 10 utterances were categorized into generalized conversational implicature.

In understanding generalized conversational implicature, viewers and readers do not need to understand about the context since this type of conversational implicature is context free. The utterances that carry generalized conversational implicature are obtained mostly from the maxim of quantity and manner. Therefore, it can be inferred that the utterances which contain generalized conversational implicature are clear and informative enough to be understood. It is figured out in this study that some of the results of generalized conversational

implicature arise from those two maxims.

In contrast, particularized conversational implicature cannot be understood loosely without figuring out the context. The viewers and the readers should be able to relate the utterances to the surrounding and to share the same background knowledge, thus the message of the conversation can be successfully delivered.

This type of conversational implicature is also raised mostly from the exploitation of maxim of quality and relation. In other words, the utterances are related to each other and the choice of words that are used might contain some of non literal meaning which only can be comprehended by seeing at the related context.

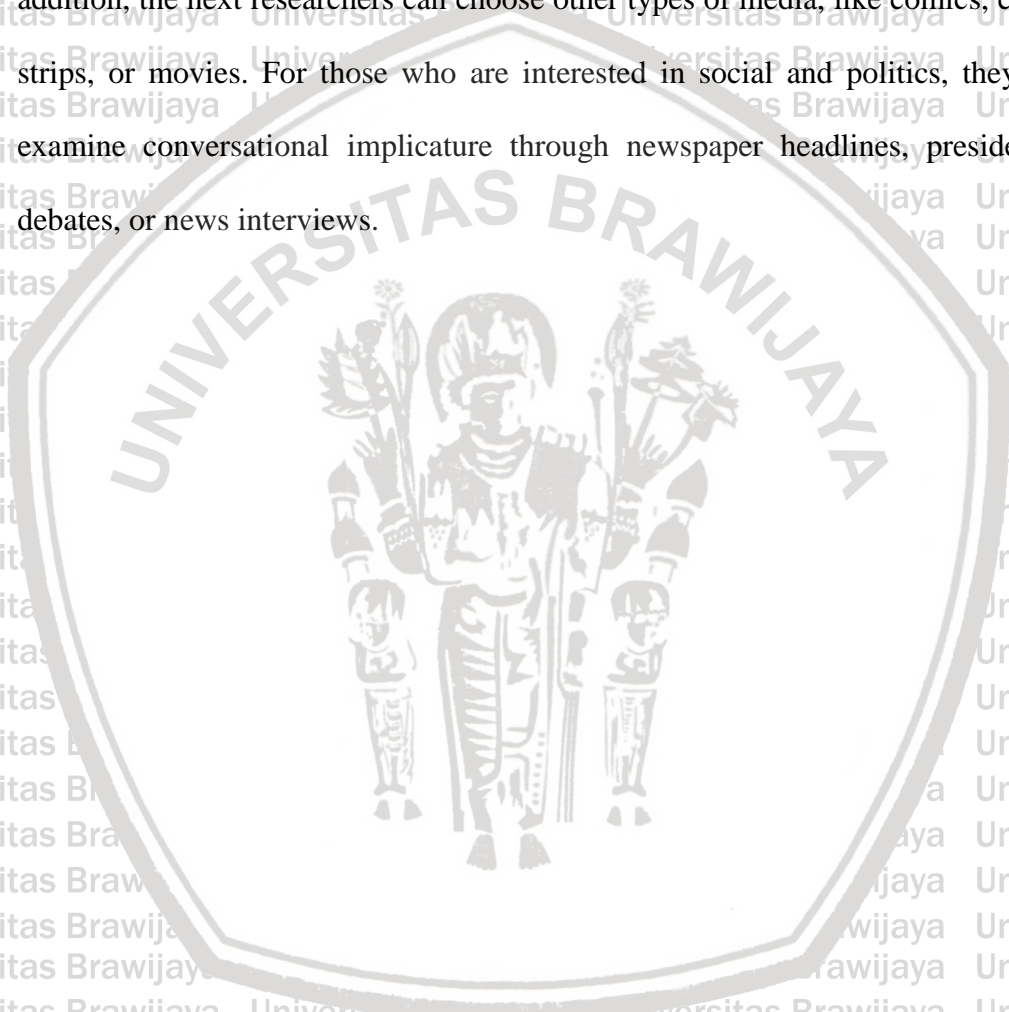
Moreover in understanding editorial cartoons, knowing about political issues, government policies, and public issues are important.

The writer concluded that some of the utterances and choice of words in *Kabar Bang One* animated editorial cartoons are made by the purposes in its implied meanings. Besides being used as sarcasm and satire, the utterances are representations of publics' view points, that are how publics feel about the issues and publics' reactions toward the issues. It is in line with the function of editorial cartoons that it is made as reflections of publics' viewpoints and aimed to make the readers think about current political issues (www.osu.edu)

5.2 Suggestion

The writer wants to give suggestions to the next researchers who are interested in conducting a research on a similar topic. The concept and theories of conversational implicature have been developed. Therefore, the next researchers may analyze more about conversational implicature by using other theories, such

as Levinson's (1983) and Horn's (1989). Both of these linguists had developed the theories of Grice's conversational implicature (1975), especially Levinson who has his versions of conversational implicature through his heuristics and this theory can be a new point of view in analyzing conversational implicature. In addition, the next researchers can choose other types of media, like comics, comic strips, or movies. For those who are interested in social and politics, they can examine conversational implicature through newspaper headlines, presidential debates, or news interviews.



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Appendix 1: *Kabar Bang One Animated Editorial Cartoons*

1. *Kabar Bang One Animated Editorial Cartoons Entitled "Teroris"*

January 2, 2014



2. Kabar Bang One Animated Editorial Cartoon Entitled "Kado"

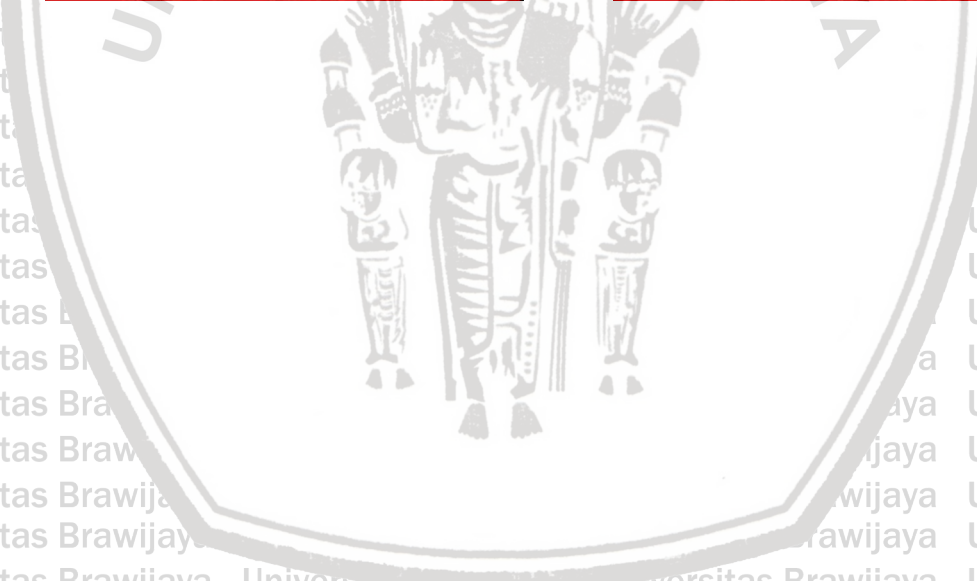
January 4, 2014



3. Kabar Bang One Animated Editorial Cartoon Entitled "Permainan"

January 6, 2014





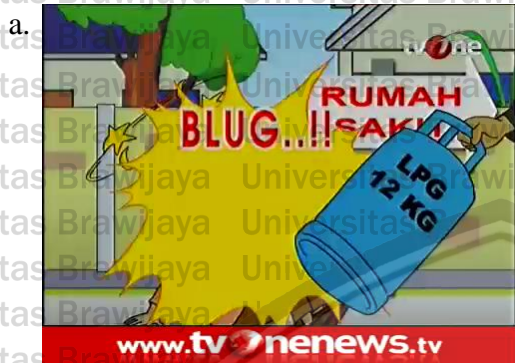
4. Kabar Bang One Animated Editorial Cartoon Entitled "Lucu"

January 7, 2014



5. Kabar Bang One Animated Editorial Cartoon Entitled “Naik Turun”

January 8, 2014



6. Kabar Bang One Animated Editorial Cartoon Entitled "Aslinya"

January 10, 2014



7. Kabar Bang One Animated Editorial Cartoon Entitled "Proses Hukum"
January 11, 2014



8. Kabar Bang One Animated Editorial Cartoon Entitled "Gara-gara"

January 17, 2014

a.



b.



c.



d.



e.



f.



g.



h.



9. Kabar Bang One Animated Editorial Cartoon Entitled "Banjir"

January 23, 2014



10. Kabar Bang One Animated Editorial Cartoon Entitled "Imlek"
January 31, 2014



11. Kabar Bang One Animated Editorial Cartoon Entitled "Dana Saksi"
February 12, 2014



12. Kabar Bang One Animated Editorial Cartoon Entitled "Gubernur DKI"
February 13, 2014



13. Kabar Bang One Animated Editorial Cartoon Entitled "TvOne"
February 15, 2014



1.



14. Kabar Bang One Animated Editorial Cartoon Entitled "Berbobot"
February 17, 2014



15. Kabar Bang One Animated Editorial Cartoon Entitled “Memalukan”
February 23, 2014



16. Kabar Bang One Animated Editorial Cartoon Entitled "Penyuap"
February 23, 2014



i.



j.



17. Kabar Bang One Animated Editorial Cartoon Entitled "Mobil"

February 24, 2014





18. Kabar Bang One Animated Editorial Cartoon Entitled "Dilemahkan"
March 2, 2014



19. Kabar Bang One Animated Editorial Cartoon Entitled "Negarawan"
March 2, 2014



20. Kabar Bang One Animated Editorial Cartoon Entitled "Mundur"
March 3, 2014



1.



21. Kabar Bang One Animated Editorial Cartoon Entitled "Laundry"
March 7, 2014



22. Kabar Bang One Animated Editorial Cartoon Entitled "Dalang"

March 7, 2014



9	18 April 2014	Revisi bab I-B1	Penyunting 2	
10	17 April 2014	Revisi bab I-B1	Penyunting 2	
11	23 April 2014	Non-linear Proposal	Penyunting 1	f
12	18 April 2014	Non-linear Proposal	Penyunting 2	so
13	1 Mei 2014	Konsep sosial seminar proposal	Penyunting 1	f f
14	19 Juni 2014	Konvensional bab IV	Penyunting 1	f f
15	26 Juni 2014	Konvensional bab IV	Penyunting 1	f f
16	14 Juli 2014	Konvensional bab IV-A	Penyunting 2	so
17	14 Juli 2014	Konvensional bab IV-A	Penyunting 1	f f
18	14 Juli 2014	Non-linear bab I	Penyunting 1	f f
19	16 Juli 2014	Non-linear bab I	Penyunting 2	so
20	15 Juli 2014	Revisi setelah seminar bab I	Penyunting 1	f f
21	21 Juli 2014	Konvensional dan revisi bab IV-V	Penyunting 1	f
22	23 Juli 2014	Konvensional dan revisi bab IV-V	Penyunting 2	so
23	8 Agustus 2014	Konvensional dan revisi bab IV-V	Penyunting 2	so
24	8 Agustus 2014	Konvensional strip	Penyunting 1	f f
25	11 Agustus 2014	Konvensional strip	Penyunting 1	f f
26	14 Agustus 2014	Ujian Strip	Penyunting 1	f f
27	14 Agustus 2014	Ujian Strip	Penyunting 2	so
27	18 Agustus 2014	Revisi setelah ujian	Penyunting 1	f
28	18 Agustus 2014	Revisi setelah ujian	Penyunting 2	so

01. Telah direvisi dan dipuji dengan nilai



Malang, 19 Agustus 2014

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Mengetahui,
Kepala Jurusan Bahasa dan Sastra



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Appendix 2: Berita Acara Pembinaan Skripsi



KEMENTERIAN PENDIDIKAN NASIONAL
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 5. Judul Skripsi : *The Analysis of Conversational Implicature on TyOn's Kabur BangOn Animated Editorial Cartoon*
 6. Tanggal Mengetahui : 25 Februari 2014
 7. Tanggal Terima Keras : 19 Agustus 2014
 8. Nama Pembimbing : 1. Tanti Pertiwi, M.A.
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No.	Tanggal	Materi	Pembimbing	Paraf
1	25 Februari 2014	Mengetahui judul	Pembimbing 1	
2	18 Maret 2014	Konsultasi bab I	Pembimbing 1	
3	19 Maret 2014	Konsultasi bab I-B	Pembimbing 1	
4	22 Maret 2014	Konsultasi dan revisi bab I-B	Pembimbing 1	
5	25 Maret 2014	Konsultasi bab I-B1	Pembimbing 1	
6	25 Maret 2014	Konsultasi bab I-B1	Pembimbing 2	
7	07 April 2014	Keras bab I-B1	Pembimbing 2	
8	19 April 2014	Revisi bab I-B1	Pembimbing 1	

**THE ANALYSIS OF CONVERSATIONAL IMPLICATURE
ON TVONE'S KABAR BANG ONE
ANIMATED EDITORIAL CARTOONS**

THESIS

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Presented to
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in partial fulfillment of the requirements
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2014

ABSTRACT

Florescia, Erlissa. 2014. **The Analysis of Conversational Implicature on TvOne's *Kabar Bang One* Animated Editorial Cartoons**. Study Program of English, Universitas Brawijaya. Supervisor: Tantri Refa Indhiarti; Co-supervisor: Agus Gozali.

Keywords: Conversational Implicature, Mass Media, Animated Editorial Cartoon, *Kabar Bang One*.

Journalistic product can be an option to communicate ideas and information, especially in criticizing issues. One of the features to share opinions and critics in journalistic product is editorial cartoons. Mostly, the intention in editorial cartoon is implicitly stated, therefore understanding the implied meaning is important. As a result, the cartoonist's intention can be successfully delivered. In line with this, the writer conducted a study about conversational implicature in *Kabar Bang One* editorial cartoons, in which most of the utterances contain intended meanings. There are two research problems to be solved: (1) what are the types of conversational implicature found in *Kabar Bang One* animated editorial cartoons? and (2) what are the implied meanings of the conversational implicature found in *Kabar Bang One* animated editorial cartoons?

The writer uses qualitative approach and document analysis in conducting the study. The data are utterances produced by the characters of *Kabar Bang One* animated editorial cartoons containing conversational implicature.

This study reveals that both of the types of conversational implicature, that are generalized and particularized conversational implicature, are used by the characters in *Kabar Bang One* animated editorial cartoons. There are 70 utterances found which contain conversational implicature and they either obey or break the conversational maxim. Particularized conversational implicature dominates the results with 60 utterances, and 10 utterances belong to generalized conversational implicature. Particularized conversational implicature is the most frequently found type as context is required in understanding the intentions of the utterances. The context is mostly related to the social issues, politics, government policies, and law. The utterances and choice of words used in the editorial cartoons are aimed to express critics and publics' view points.

The writer suggests that English students who are interested in conducting a research in similar topic use other theories of implicature, such as Levinson's (1983) and Horn's (1989). They are also expected to analyze conversational implicature from other media, for instance comics, comic strips, newspaper headlines, presidential debates, or news interviews.

ABSTRAK

Florenca, Erlissa, 2014. **Analisis Implikatur Percakapan dalam Animasi Kartun Editorial TvOne Kabar Bang One**. Program Studi Sastra Inggris, Universitas Brawijaya. Pembimbing: (I) Tantri Refa Indhiarti; (II) Agus Gozali.

Kata Kunci: Implikatur Percakapan, Media Massa, Animasi Kartun Editorial, *Kabar Bang One*

Produk jurnalistik dapat menjadi pilihan untuk menyampaikan ide dan informasi, terutama dalam mengkritisi isu-isu. Salah satu fitur untuk mengekspresikan opini dan kritik dalam jurnalistik adalah melalui kartun editorial. Umumnya, maksud cerita dari kartun editorial tidak diutarakan secara langsung, maka dari itu pemahaman tentang implikatur sangat penting sehingga tujuan dari kartunis dapat tersampaikan dengan baik. Karena itu, penulis membuat studi mengenai implikatur percakapan di kartun animasi editorial *Kabar Bang One*, dimana banyak ujaran memiliki makna tersembunyi. Terdapat dua rumusan masalah dalam studi ini: (1) apa tipe implikatur percakapan yang ditemukan dalam kartun animasi editorial *Kabar Bang One*? dan (2) apa saja makna tersembunyi dari implikatur percakapan yang ditemukan dalam animasi kartun editorial *Kabar Bang One*?

Penulis menggunakan pendekatan kualitatif dan analisis dokumen dalam mengerjakan studi ini. Data dari studi ini adalah ujaran dari karakter-karakter animasi kartun editorial *Kabar Bang One* yang mengandung implikatur percakapan.

Hasil studi menunjukkan bahwa kedua tipe implikatur percakapan, yaitu implikatur percakapan umum dan khusus, diterapkan oleh para karakter kartun editorial *Kabar Bang One*. Terdapat 70 implikatur percakapan yang mematuhi maupun melanggar maksim prinsip kerjasama. Hasil implikatur percakapan khusus mendominasi dengan total 60 ujaran, dan 10 ujaran sisanya dikategorikan dalam implikatur percakapan umum. Implikatur percakapan khusus banyak ditemukan karena untuk memahaminya dibutuhkan konteks yang umumnya berkaitan dengan isu-isu sosial, politik, kebijakan pemerintahan, dan hukum. Ujaran dan pilihan kata yang digunakan bertujuan untuk menyatakan kritik dan pandangan masyarakat.

Penulis menyarankan kepada mahasiswa sastra Inggris yang tertarik untuk membuat kajian di bidang yang sama untuk menggunakan teori implikatur yang lain, seperti teori implikatur Levinson (1983) dan Horn (1989). Mereka juga diharapkan untuk menganalisa implikatur percakapan dari media lain, misalnya komik, komik strip, judul berita surat kabar, debat presiden, atau wawancara dalam berita.

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