CHAPTER I

INTRODUCTION

1.1 Background of the study

Communicating is a social activity.As with other social activities,Communication activities are realized when humans are involved in it. in speaking,the speaker and the interlocutor are both aware that there are rules that govern his actions, his use of language, and his interpretations of actions and interlocutor's words. Each speech act participant is responsible for the action and deviation from the rules of language in that interaction.

Humans are individual creatures who need other people to live. One human with another human will definitely interact.The interaction process requires language as a bridge or communication tool. Kridalaksana (2008: 28) argues that language is a symbol of the referee system used by the community to work together, interact and identify themselves.Through language humans express feelings and opinions, even with language humans can think and reason. According to Kridalaksana and Djoko Kentjono (in Chaer, 2014: 32) language is an arbitrary sound symbol system used by members of social groups to work together, communicate,and identify themselves.

In communicating,the communicator (speaker or writer) and the communicant (listener or readers) will engage with each otherBrown argues that communication can be seen as a combination of actions, a series of elements with a purpose and purpose.Communication is not just events, but communication is designed to bring effect to listeners and speakers (Brown, 2008:245). So, communication is not only a social event but communication as well has a purpose and effect for listeners and speakers. In addition,communication is used for creating and cultivating relationships with others. A communication is said to be successful if the message conveyed by the speaker can be understood by the listener as intended by the speaker the. Human communication in the form of writing or oral can be realized in the form discourse.

Discourse is the most complete language unit in the grammatical hierarchy, which is the highest or largest grammatical unit (Chaer, 2007: 267). Furthermore, discourse is realized in the form of complete essays (novels, books, etc.), paragraphs, sentences or words that contain a complete message. Another definition of discourse by Wijana (2003) is a lingual unit that occupies the highest grammatical hierarchy. This unit can be in the form of words, clauses, sentences, paragraphs or complete written text.

It can be said in implicature when and what people say is different from what they say intent. Speakers often mean more than what they are actually saying from

words they. For example, when someone says, 'this class is really hot'. Could be," please turn on the AC" or "may I open the window?". People also sometimes don't say directly what they are the meaning of the words or even said in front. Studying implicatures is inseparable from studying pragmatics. Studying pragmatics is learning meaning in context. Understanding meaning in that context is very essential in communication.By understanding the meaning in context, misunderstandings can be avoided.

Pragmatics is a branch of linguistics that studies discourse. Pragmatics is a branch of linguistics that studies meaning.Leech in Jumanto(2017:39) say pragmatics the study of how utterances have meaning in situations.With Thus,it can be said that pragmatics is the study of meaning related in context.

With regard to pragmatics, implicature is something that cannot be separated from the science.Yule (2006:69) in his book Pragmatics says that implicature is an additional meaning of information that is conveyed.That is,the implicature is more information conveyed from something that can be conveyed. According to Rohmadi & Wijana (2009:222) implicature is an utterance or a statement that implies something different from what is actually said.

Conversational implicature is based on Grice's implicature theory (Cummings, 2007:150). The term implicature according to Grice is used to show or explain what is implied, suggested or intended by a speaker different from what is said. Using implicature in communicating means saying something indirectly. The implicature or implied meaning expects that each speech participant can understand what the speaker is saying. For this reason, good cooperation is needed between the participants so that the conversation can continue well.

Conversations can take place smoothly thanks to a kind of "mutual agreement". The agreement includes, among other things, an unwritten contract that the matters discussed must be mutual relate. If the relationship is not found in these utterances or these utterances are loose, meaning that the meaning of the attachment is not literally revealed in the utterance conclusions drawn in it. This kind of inference by Grice is called an implicature conversation. Conversational implicature is the intention contained in an utterance less or not stated directly. So, conversational implicature is a pragmatic implication contained in the conversation that arose as a result of a violation of principles conversation.

According to Cruise (2006),the cooperative principle is the basis for explaining how implicatures are conversation appears. It was suggested by Grice, where he explained that conversation is an activity cooperation in which participants must agree to comply with certain norms.In other words, principles Cooperative are the principles that speakers and listeners must follow where they should cooperate to communicate effectively.

The following is the data that listeners rely on to make conversational implicatures work, according to Grice (1991).

1) The conversational meaning of the words used, along with the identity of whomever the reference might be involved
2) Cooperative Principles and their maxims
3) Context, linguistic or otherwise, of speech
4) Other background knowledge items Facts (or facts that should) are all relevant items falling under the previous title is available to both participants, and both participants know or consider this to be the case.

Listening comprehension is a complex activity in which the listener must differentiate between sounds, understand vocabulary and grammatical structures, interpret stress and intonation, retaining what was gathered in all of the above, and interpreting it in context direct sociocultural and larger than those in this research make up one study about the relationship between conversational implicature and listening comprehension, which shows that obeying the basic ideas and maxims of Conversational Implicature will help to improve students' performance in listening comprehension.And most of the studies so far still centered on theoretical discussions on the interpretation of implicatures.

Several studies focusing on implicature have been carried out by several researchers (Al Fajri, 2017; Anindita,)conducting research in the area of implicature in advertisements and films:

Al Fajri,2017;The Functions Of Conversational Implicatures In Print Advertising.This study attempts to analyze the use of conversational implicatures in advertisements. The results of the study show that the use of implicature tends to provide enormous benefits for advertisers or companies. Advertisers do not adhere to the cooperative principle and its maxims openly to create certain effects and achieve promotional goals. It also shows that, in some circumstances, it is difficult to quantify the implicature in question, and advertisers may intend to convey more than one implicature to increase people's curiosity. In addition, it has been proven that implementing implicatures can perform various functions in advertisements,which in turn makes advertisements more effective and persuasive. It can make advertising more economical or cost-effective by saving word space,making ads memorable to readers, arousing audience curiosity, attracting and retaining attention and enabling advertisers to avoid the responsibility of defending implied claims. However, there are still limitations in this research.The research data is very small and limited.Thus, this study may not be able to demonstrate that implicatures are widespread in advertising-discourse.

Anindita,2018;The Analysis Of Implicature in the Presidential Election Campaign 2019 On Online Billboard Advertisement. This study aims to describe and explain: Implicature of the 2019 Presidential Election campaign speech in

online billboard advertising, Types of implicature in the 2019 Presidential Election campaign speech in online billboard advertising, The function of the implicature. This research is a qualitative approach that uses content analysis. The data in this research are utterances that contain implicatures and the data is taken from the 2019 presidential election campaign on online billboard advertisements.The results of this study indicate that out of 11 online billboards, most of the speakers violated the maxim of Quality in 6 online billboard advertisements and speakers also violated the Quantity maxim in 3 online billboard advertisements.The rest, 1 online billboard ad violated the maxim of manners and 1 online billboard ad violated the relationship maxim. The types of implicatures that occur are generalized implicatures and special implicatures. The implicature in this study has 2 functions, namely directive (asking, inviting and convincing) and commissive (promising).The result is relatively the same, namely the implied meaning has an important role in promoting the product.

This study is different from previous studies because some of them analyze implicature in an advertisement and others analyze conversational implicature in a film. However, this study analyzes conversational implicature in English listening comprehension.

This study aims to explain the forms and functions of deep conversational implicatures understanding of listening to English. And it is hoped that the results of this study can provide Scientific information about theoretical and practical implicature conversations increases students' awareness of conversational implicature.

1.2 Formulation Of The Problem

1. what is the form of conversational Implicature in English Listening Comprehension?
2. How does Conversational Implicature function in English Listening Comprehension?
3. Why are these Implicatures used in English Listening Comprehension?

1.3 Research Purpose

1. To describe the forms of Conversational Implicature in English ListeningComprehension.
2. To the function of the Conversational Iimplicature contained in the EnglishListening Comprehension.
3. To explain the reasons for using implicatures in Conversational in Englishlistening comprehension.

1.4 Benefits of Research

1. Theoretical Benefits
a. The results of this study are expected to provide inspiration for readers andprospective researchers others will do the research.
b. The results of this study are expected to add insight into research onlanguage in particular about conversational implicature.

2.Practical Benefits

a. For writers : as an addition to insight and experience, it helps hone sharpnessin think, give new information, help increase self-credibility, help solve problem, encourage curiosity.
b. For readers : this research is expected to provide benefits for readers to add Science.In addition, this research is expected to broaden the reader's knowledge about conversational implicature in pragmatics.