

CHAPTER I

INTRODUCTION

This chapter presents five sub-chapters. They are background of the study, research questions, objectives of the study, significance of the study, and scope and limitation of the study.

1.1 Background of the study

People need to communicate with each other every day. Communication plays an essential role in human life. Newstrom and Davis (1989) state that communication conveys information from one person to another. Some people communicate with others to get information about people, places, jobs, and directions of a place, and also to express love, sadness, sympathy, hate, and many other things. According to Carey (2008), communication can be understood as a symbolic process by which reality is produced, maintained, enhanced, and changed. If the participants communicate well, the purpose of information retrieval will be fulfilled.

However, communication among people does not always go well. Sometimes there is a lie, ambiguity, the irrelevant or uninformative conversation, which avoids confusion and even misunderstanding among the participant. In communication, pragmatics can help the speaker and listener avoid misunderstanding. Pragmatics is a linguistic field that learn about language usage, especially in communication. In pragmatics, there is a term called implicature. According to Grice (1975), implicature can be defined as the indirect or implicit meaning of a speech produced by the speaker. It means that if someone wants to express something implicitly or indirectly, they produce implicature in their conversation. This study focuses on the meaning that the speaker (or writer) intended to convey and the meaning that the listener (or reader) inferred from it. It has a connection to what people mean when they speak.

Every conversation that people engage in, including their daily activities, in a meeting, in class, in public gatherings, and even conversation between the character in the movie has the potential to spark implicature. Often during a conversation, many expressions or statements cannot be understood just by looking at the situation. Some people understand what the speaker is talking about, but others do not. They get the messages easily, but others do not. As the speaker may not express the message directly, misunderstanding can occur between the speaker and the listener. Therefore, the meaning of the sentences delivered by the speaker cannot be understood properly since the listener may not understand the implied meanings frequently present in a conversation. When someone wants to express something implicitly, it means that they produce implicature in their conversation.

Through this study, the writer wants to examine the conversation in the movie. The writer wants the readers to know that implicature occurs not only in daily life conversations but can sometimes occur in movies. We all know that most people adore watching movies. They can convey a person's meaning and cognitive process, whether they are funny, frightening, action, dramatic, about love, or war. The writer analyzes the conversational implicature used by the main characters of *Raya and the Last Dragon*. In this movie, some conversations contain conversational implicature. Besides that, this movie is very famous. Like other Disney movies, *Raya and the Last Dragon* have a light story that all age groups can enjoy. This movie is an American animated film produced by Walt Disney Studio Motion Pictures and released on March 5, 2021. This movie is one of the best movies in Disney Hotstar, so this movie is always displayed on the homepage. It makes the writer interested in analyzing this movie.

Conversational implicature often becomes a research topic because it relates to our life. We often find that people use implicature in their utterances in real life or on other platforms like social media, newspapers, transcripts, etc. People cannot be separated from conversational implicature, even if they do not use implicature in their utterances, but they must have heard implicature from other's utterances. Some researchers have used implicature theory to analyze movies, the difference

between previous research and what the writer researched is the problem discussed. Some researchers discussed the kinds of implicature, the variations of the meaning in conversational implicature, and the types of conversational implicature. Therefore, in this study, the writer conducted different analyses to find features and focus on the contextual meaning of each conversational implicature. The writer is interested in observing the phenomena of conversational implicature spoken in the fantasy movie, especially the movie of *Raya and the Last Dragon*, because a movie has a big influence on human life. Many people watch movies in their free time. Movies often encounter implicature used by characters when having a conversation. However, this study may help readers to know the conversational implicature in the utterances and the contextual meaning of each conversational implicature in *Raya and the Last Dragon* movie.

1.2 Research Questions

Based on the background of the study, the writer formulates the research question as follows:

1. What are the features of conversational implicature that affect the utterance in *Raya and the Last Dragon* movie?
2. What is the contextual meaning of each conversational implicature found in the dialogue of *Raya and the Last Dragon* movie?

1.3 Objectives of the Study

From the research questions above, the objective study is as follows:

1. To discuss the features of conversational implicature that affect the utterance in *Raya and the Last Dragon* movie.
2. To explain the contextual meaning of each conversational implicature found in the dialogue of *Raya and the Last Dragon* movie.

1.4 Significance of the Study

The results of this study are expected to be beneficial theoretically and practically. This research theoretically can be used for the reader to know more

about conversational implicature. This research also uses pragmatics as an approach, especially conversational implicature. This study is expected to give contribution and information in linguistics research by enriching the studies related to pragmatics, especially conversational implicature.

Besides having benefits as additional information, the research practically can help the readers. Especially movie lovers understand the exact meaning of each utterance of the characters in the movie. The writer hopes this research can help the next researcher who is interested in this research topic so that there are many researchers that related to this topic and as a reference to understand conversational implicature. In addition, through this study, the writer expects that this research will be helpful to people in social interaction, especially when practising implicature in daily conversation.

1.5 Scope and Limitation of the Study

The scope of this study is Pragmatics. This study focuses on one theory of pragmatics, which is conversational implicature. The writer analyzes the essential features of conversational implicature that affect the utterance in *Raya and the Last Dragon* movie and then solve the second problem is to analyze each contextual meaning of conversational implicature found in the dialogue of *Raya and the Last Dragon* movie that was released in 2021.