

CHAPTER I

INTRODUCTION

This chapter presents the background of the study, statement of the research problems, objectives of the study, significance of the study, and scope and limitation of the study. Those are very significant to be classified because they will explain this analysis more clearly..

1.1 Background of the Study

Language is a tool of communication used by people to convey their thoughts and feelings. Language processes as a means of communication, an expression of identity, imaginative expression, and emotional release. Through language, people can express ideas through speech sounds combined into words Wardhaugh (2015). Many factors influence the way people communicate and use language, including geography, age, social status, and gender. One factor that contributes to language variation is gender. According to Wardhaugh (2015), the relationship between language and society can be examined from various perspectives, including regional, social, ethnic, and gender aspects.. According to Nani (2024), language on social media platforms not only serves as a medium for communication but also plays a vital role in shaping digital identities and building social relationships among users. It means that through the use of language, people can express who they are, show their closeness to others, and create a sense of belonging in online communities.

Pragmatics is separated into Deixis, Speech act, Presupposition and Conversational implicature. Yule (1996) explains that pragmatics focuses on how speakers convey meanings and how listeners interpret those meanings in communication. Therefore, pragmatics is closely related to the interpretation of meaning in context. It has, consequently, more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves. Pragmatics is the study of speaker meaning. According to Levinson (1983), conversational implicature is one of the

single most important ideas in pragmatics, providing an explicit account of how it is possible to mean more than what is actually said. It means that someone can say one thing but actually mean something more than the literal words. conversational implicature refers to the meaning that a speaker communicates indirectly, beyond the literal meaning of the utterance, Grundy (2010) . It means that hearers must infer the speaker's intended message by considering context, shared knowledge, and the Cooperative Principle.

Yule (1996), explains that implicature is an additional meaning that is not directly spoken by the speaker but understood by the listener through context. It means that what is implied can be different from what is literally said. Grice (1975), explains that implicature refers to the meaning that a speaker intends to convey indirectly, which goes beyond the literal words of the utterance. It relies on the listener's ability to infer the intended message based on context, background knowledge, and conversational principles. It means that what a speaker implies can be different from what is literally said, and the listener must actively interpret the intended meaning rather than relying solely on the words used. In essence, implicature highlights between what is said explicitly and what is communicated implicitly. Implicature is used by Yule (1996) to explain how a speaker can mean, suggest, or imply something different from what is directly said. It means that the real intention of the speaker is not always the same as the literal words. Yule also divides conversational implicature into two types: generalized conversational implicature and particularized conversational implicature. To illustrate the concept of conversational implicature as proposed by Yule (1996), the following examples present both generalized conversational implicature and particularized conversational implicature, for instance:

Charlene: I hope you brought the bread and the cheese.
Dexter: Ah, I brought the brtead. (Yule,1996).

In this dialogue, Dexter's statement implies that he did not bring the cheese. Dexter does not directly say, "I didn't bring the cheese," but instead only mentions that he brought the bread. The implicature appears clearly even without

any special situational context, because it is common knowledge that when someone answers about items they brought, mentioning only some items generally implies the unmentioned ones were not brought. Consequently, this utterance can be identified as a generalized conversational implicature, since the implied meaning is generally understandable to most listeners through shared cultural and background knowledge. The processes of this implicature is an indirect illocution, as Dexter does not directly state that he did not bring the cheese, but the listener can infer his intended meaning from the context. This analysis is also carried out because there are still many types and processes of implicature in the utterances and dialogues in “Materialists” movie 2025 that are not clearly explained. This movie is chosen as the source of data because it contains many interesting, sarcastic, and emotional dialogues that include various types and processes of implicature, which make the writer easy and comfortable to observe and collect the data.

Based on the previous phenomenon, the researcher is motivated to analyze conversational implicature in the “Materialists” movie 2025. *Materialists* (2025) focuses on Lucy Mason, a professional matchmaker who helps people find romantic partners. Throughout the film, she experiences various personal and professional challenges that affect her relationships and decisions. As she balances her career ambitions with complicated romantic choices between two very different men, Lucy confronts questions about love, status, and personal values. Filled with emotional tension, social expectations, and subtle power dynamics, the movie presents numerous dialogues rich in implied meaning, indirectness, sarcasm, and interpersonal nuance, reflecting the characters’ intentions and relationships. These linguistic features make “Materialists” movie 2025 an engaging object of study in pragmatics, particularly in understanding how meaning is conveyed indirectly through conversation. The movie is chosen as the data source because it contains expressive and contextually rich interactions that allow deeper exploration of implied messages and interpersonal communication. The film is chosen as the data source because it contains expressive and contextually meaningful interactions that allow deeper exploration of implied

messages. Therefore, this research focuses on analyzing the types of conversational implicature generalized conversational implicature (GCI) and particularized conversational implicature (PCI) and their processes, with particular attention to the main character, Matearilists 2025, whose dialogues brightly show how implicature contributes to character development and narrative expression.

Therefore, movies can be a valuable source of data for analyzing language use, especially in pragmatic studies like conversational implicature. Language is the most effective tool for communication in people's lives Alejandro (2024). It means that language processes as the main medium through which humans connect, exchange thoughts, and express their identities in social interaction. Without language, individuals would face great difficulty in sharing ideas or building relationships, as it serves not only to transmit information but also to reflect one's emotions, intentions, and personality. Language as a communication tool has an important role in human interaction. Language can be used by humans to convey their ideas, ideas, desires, feelings and experiences to others Nasution & Tambunan (2022). It means that language enables people to express what they think and feel, allowing mutual understanding to occur between speakers and listeners. Through language, individuals can influence others, create meaning in conversation, and build social connections that shape human relationships in everyday life.

1.2 Research Questions

Based on the background of the Study, there are two statements of research question which can be noticed, those are:

1. What types of conversational implicatures in "Materialist" movie 2025?
2. What are the processes of conversational implicatures use by the main character in "Materialist" movie 2025

1.3 Objectives of the Study

Based on the statement of research question, there are two objective of the study, those are:

1. To identify the type of conversational implicature in “Materialist” movie 2025.
2. To explain processes of conversational implicatures used by the main character in “Materialist” movie 2025.

1.4. Significance of the Study

This study is expected to provide both theoretical and practical significance. Theoretically, this research is expected to contribute to the development of pragmatic studies, especially in understanding conversational implicature. It provides insights into how speakers convey implied meanings through context and how listeners interpret those meanings beyond the literal words. By analyzing the types and processes of conversational implicature in the “Materialist” movie 2025, this study enriches the theoretical understanding of indirect communication and supports the application of Leech’s and Yule’s theories in everyday language use.

The practical significance of this research is that it can help readers understand how hidden or implied meanings are shown through the main character’s words in the “Materialist” movie 2025, so they can see how language can send messages indirectly. This research can also be useful for students of linguistics and pragmatics as study material to learn about the types and processes conversational implicature, especially in movie dialogues. In addition, it can be a useful reference for future researchers who want to study conversational implicature in other movies or different situations.

1.5 Scope and Limitation of the Study

The scope of this study is pragmatics, especially the analysis of conversational implicature. This research focuses on finding and explaining the

types of conversational implicature based on Yule's (1996) theory and the processes of conversational implicature based on Leech's (1983) theory. The types discussed in this study are generalized conversational implicature (GCI) and particularized conversational implicature (PCI), which are used to understand how speakers deliver meanings that are not directly spoken but can be understood through context.

To make the discussion more focused, the data in this research are limited to the dialogues and utterances in the "Materialist" movie 2025 that contain conversational implicatures. The researcher mainly focuses on the utterances of the main character, Lucy Mason, because her dialogues often show hidden meanings, emotions, and intentions that represent the movie's main ideas. By limiting the data in this way, the researcher can analyze the implied meanings more deeply and clearly. This limitation also helps the study stay focused on its main goal, which is to explain how conversational implicatures appear and processes in the movie.