

CHAPTER I

INTRODUCTION

In this introductory chapter, the researcher will explain 5 sub-chapters. The first is the background of the study which will discuss the general topics taken in the research. The second is research questions which contain the main problem research. The third is the objectives of the study that explain the purpose of this research. The fourth is the significance of the study which contains the benefits of this research. Then the fifth is the scope and limitations of the study.

1.1 Background of the Study

In everyday life, language is a tool to socialize with each other and with people. Language is a requirement so that we can communicate and share conversations with many people. According to Bonvillain, (2019) a language is a system of signs (e.g. speech sounds, hand gestures, letters) used to communicate messages. As a human being, language also maintains use as a way to express feeling, emotions, and ideas. Via a language, people can deliver or receive information.

People make the conversations using language to deliver the topic. There are some definitions of conversations. Barnes & Todd, (2021) stated that conversation is the ideal form of communication in some respects since it allows people with different views of a topic to learn from each other. A successful conversation includes mutually interesting connections between the speakers or things that the speakers know. Clear information is required to explain what they mean to give answers and respond to conversations that have been carried out previously.

Pragmatics is a branch of linguistics that studies the external structure of language. As stated by Leech, (2016) pragmatics is the study of the relationship between linguistic forms and the users of those forms. In a conversation, it is uncommon for the listener to feel when the topic or discussion conveyed sounds less understandable, either because of the structure of the language or the processing

of the words used to speak. Understanding pragmatics becomes the focus so that the expressions or facts conveyed by the language user become clearer that they are in accordance with the original context relationship.

In pragmatics, there is a study about intended meaning called implicature. Based on Souza, (2023) implicature is an indirect meaning, typically with a different logical form from the original utterance. Implicature is an utterance that consists of a specific intention, desire and expression. Not everyone can understand the meaning of a topic because the real meaning is not spoken directly and seems hidden. Kravchenko, (2017) explained that the implicature serves to explain and suggest the implied meaning that is said by the speaker indirectly where it has a different meaning from what has been said before.

Conversational implicature is a technique to assume a fact contained in every conversation. Musa & Mohammed, (2022) stated conversational implicature is the basic assumption in conversation in which the participants are adhering to the cooperative principle and the maxims. Martini, (2018) explained there are three functions of conversational implicature, such as violation of Grice's cooperative principle, power and solidarity, and joking as indirect expression. A speaker usually conveys ideas about what they are thinking, often even sharing things that they feel are important and also secret. Moreover, speakers often carry out conversations where the topic content is implied, important information and refers to a subject or object, but what they do is unconscious and sometimes accompanied by other actions, such as jokes.

In this study, the researcher analyze the conversational implicature in the "*Snow White (2025)*" movie. This analysis is carried out because the words or utterances have different meanings inside the movie. The researcher chooses the "*Snow White (2025)*" because in this movie there are several dialogues that contain different pronunciations with responses that are also not mentioned directly to the speakers. For example:

EQ: Pies? Pies are luxuries. They don't need luxuries. It confuses them.
SW: But sometimes, something small, something sweet even, can make you believe that there's more to being alive than mere subsistence.

In the dialogue above, the conversation between EQ (Evil Queen) and SW (Snow White) can be said has a less understandable than what is being said. Basically, SW (Snow White) can give an easy answer to EQ (Evil Queen) about why is she so heartless towards her peoples. However, SW (Snow White) gave an answer with more complicated response means people deserve more than mere survival, they deserve moments of joy, hope, and beauty like a pie can uplift and inspire. The dialogue above is an example of conversational implicature because SW (Snow White) never says about “people deserve happiness” that’s what’s strongly implied.

“*Snow White (2025)*” is a live action animation film that was released in 2025 produced by Walt Disney Pictures and directed by Marc Webb. The characters are still the same as Brothers Grimm fairy tale (first published in 1812) and are played by several celebrities, such as Rachel Zegler as Snow White, Andre Burnap as Jonathan and Gal Gadot as Evil Queen. *Snow White (2025)* tells about the Princess name Snow White living with her powerful stepmother, Evil Queen who obsessed with beauty and power for herself. Researchers will have two focuses in research, first is analyzing the types of conversational implicatures, such as generalized conversational and particularized conversational and second is explaining what the meaning contained in each conversation inside the movie.

Research on conversational implicature has been done by several researchers. This study differs from previous studies in several key aspects. Vikry's (2014) study only analyzed the types of conversational implicatures in the main character, whereas this study examines the types and meanings of conversational implicatures in greater depth. Nanda et al.'s study (2012) focused on the frequency of implicatures in television programs, while this study uses an interpretive qualitative approach without percentage calculations. Izah's (2019) study emphasized maxim violations as the cause of implicatures, while this study is based on Grice's (1967) theory, focusing on the types and meanings of implicatures, not maxim analysis. Furthermore, this study uses dialogue from the “*Snow White (2025)*” movie as a data source, with limitations on dialogue containing conversational implicatures.

The researcher found that the subject of this study, namely “*Snow White (2025)*”, had never been used by other researchers, so the researcher took this subject as research data. In addition, the researcher is interested in analyzing conversational implicature in “*Snow White (2025)*” movie because the dialogues especially used by Snow White, Jonathan and Evil Queen characters contain implicit meanings that are not directly stated by the speakers. These implicit meanings require deeper interpretation to understand the speakers’ real intentions and messages. In conclusion, this study aims to analyze the types and meanings of conversational implicature found in the “*Snow White (2025)*” movie used by Snow White, Jonathan and Evil Queen characters in order to reveal how implied meanings are constructed and understood in cinematic dialogue. By applying Grice’s theory, this research is expected to enhance readers’ understanding of pragmatic meaning, especially in recognizing implied messages in everyday communication.

1.2 Research Questions

Based on the background of the study, there are two statements of research questions which can be explained, those are:

1. What are the types of conversational implicature used by Snow White, Jonathan and Evil Queen characters found in “*Snow White (2025)*” movie?
2. What is the meaning of conversational implicature used by Snow White, Jonathan and Evil Queen characters in “*Snow White (2025)*” movie?

1.3 Objectives of the Study

Based on the statement in research questions, there are two objectives of the study:

1. To find out the types of conversational implicature used by Snow White, Jonathan and Evil Queen characters found in “*Snow White (2025)*” movie.

2. To identify the meaning of conversational implicature used by Snow White, Jonathan and Evil Queen characters in “*Snow White (2025)*” movie.

1.4 Significance of the Study

This study have practical and theoretical significance. Theoretically, the researcher does hope that readers to obtain knowledge regarding conversational implicature. This study is worth to be conducted since it provides depth explanation about conversational implicature. Pratically, this research is expected to help people in forming conversation patterns that are easy for the other person to understand.

1.5 Scope and Limitation of the Study

In this study, researchers emphasize pragmatics, especially for conversational implicature analysis. This study focuses on the discussion of types and meaning of conversational implicature used by Snow White, Jonathan, and Evil Queen characters using Grice's 1967 theory as a research foundation. As a limitation, this study uses dialogues that contains conversational implicature and is obtained from “*Snow White (2025)*” movie.