

ABSTRACT

Vina Ismatul Maula. 220521110005. English Study Program. An Analysis Of Conversational Implicature In “Materialists” Movie In 2025. Advisor Evi Pebri Ila Rachma, S.Pd.,M.A.

This study aims to analyze the types of conversational implicature and their processes used by the main character in the film “Materialists” (2025). This study applied Yule’s (1996) theory of conversational implicature, which classifies the types of Conversational Implicature into generalized Conversational Implicature and particularized Conversational Implicature. In addition, it used Leech’s (1983) theory of Processes Of Conversational Implicature use by the main character in “Materialists” movie in 2025, including Politeness Principle (PP), Indirect Illocution (II), and Interpersonal Rhetoric (IR).

A qualitative method was employed to describe and interpret the utterances of Lucy Mason that reflect Types of Conversational Implicature and Processes of Conversational Implicature. The results show that out of 34 data, 16 utterances are categorized as generalized conversational Implicature and 18 as particularized conversational implicature. Regarding processes, there are 10 data of PP, 11 of II, and 13 of IR. The findings indicate that generalized conversational implicature appears more frequently, while Indirect Illocution and Interpersonal Rhetoric are the most dominant processes. This study demonstrates that dialogues in the film convey complex implied meanings that depend on context and social interaction among characters.

Keywords: Conversational implicature, generalized conversational implicature, particularized conversational implicature, Politeness Principle, Indirect Illocution, Interpersonal Rhetoric, movie dialogue, pragmatic analysis

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Penelitian ini bertujuan untuk menganalisis jenis-jenis implikatur percakapan dan fungsinya yang digunakan oleh tokoh utama dalam film *Materialists* (2025). Penelitian ini menggunakan teori implikatur percakapan dari Yule (1996), yang mengklasifikasikan implikatur percakapan ke dalam dua jenis, yaitu *generalized conversational implicature* dan *particularized conversational implicature*. Selain itu, penelitian ini juga menggunakan teori fungsi implikatur percakapan dari Leech (1983), yang meliputi *Politeness Principle* (PP), *Indirect Illocution* (II), dan *Interpersonal Rhetoric* (IR).

Penelitian ini menggunakan metode kualitatif untuk mendeskripsikan dan menginterpretasikan tuturan-tuturan Lucy Mason yang mengandung jenis dan fungsi implikatur percakapan. Hasil penelitian menunjukkan bahwa dari 34 data yang ditemukan, 16 tuturan termasuk dalam *generalized conversational implicature* dan 18 tuturan termasuk dalam *particularized conversational implicature*. Berdasarkan Proses, terdapat 10 data yang termasuk *Politeness Principle* (PP), 11 data *Indirect Illocution* (II), dan 13 data *Interpersonal Rhetoric* (IR). Temuan penelitian menunjukkan bahwa *generalized conversational implicature* lebih sering digunakan dibandingkan *particularized conversational implicature*. Sementara itu, *Indirect Illocution* dan *Interpersonal Rhetoric* merupakan Proses yang paling dominan. Penelitian ini menunjukkan bahwa dialog-dialog dalam film tersebut mengandung makna tersirat yang kompleks, yang pemahamannya sangat bergantung pada konteks dan interaksi sosial antar tokoh.

Kata Kunci: *Conversational implicature*, *generalized conversational implicature*, *particularized conversational implicature*, *Politeness Principle*, *Indirect Illocution*, *Interpersonal Rhetoric*, movie dialogue, pragmatic analysis