



CONVERSATIONAL IMPLICATURE AS FOUND IN BUYERS' AND SELLERS' INTERACTION IN THE TRADITIONAL MARKET OF LUBUK ALUNG

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ABSTRACT

The purpose of this study was to analyze the conversational implied meaning or called implicature in conversation between buyers and sellers in the traditional market of Lubuk Alung based on Grice's Cooperative Principle and its maxims. The main objective of this study was to analyze how utterance can go beyond its literal meaning by flouting some maxims by the speakers since flouting of maxims can generate implicature. Moreover, this study also analyzed the comparisons between male and female in flouting of maxim in buyers' and sellers' interaction in traditional market. The type of this research was descriptive qualitative by explaining conversational implicature without statistical procedure and counting process. Data from this study were obtained from conversations between buyers and sellers in traditional market that have been recorded by the researcher. After analyzing the data, researcher found the speakers (sellers and buyers) were more often flouted the maxim of manner. In contrast, maxim of quality was the fewest to be flouted by the speakers. In the conversation that have been recorded, female are more often flouted the maxim than male because female were more likely to bargain in the traditional market than male.

Key words: Implicature, Flouting of Maxim. Traditional Market.

A. INTRODUCTION

In social life, human being needs to communicate each other. Communication defines as the activity of sending and receiving informations, messages, and ideas between two or more people. In the process of communication, human being needs language. We cannot communicate in the real sense without language.

Language as a tool of communication must be understood by speakers and hearers in order to make the interaction runs well and effective. They have to speak according to rules and mutually accept one another to be understood about what they are talking about. The set of rules which govern the communication process are known as cooperative principles. According to Andriani, Hamzah, and

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Ardi (2013), cooperative principle deals with the speaker's assumption in making a sense of what people say. The assumption which is made by the speaker should be rational and cooperative to create the effective communication. Cooperative principles manage speaker's utterances so as to be understood by hearer. However, speakers commonly do not observe cooperative principle in their daily conversations. They often say one thing by conveying it with additional and indirect. In other words, they often provide implicit meaning in their utterances. Therefore, it can make misunderstanding between speakers and hearers.

The implied meaning in a conversation is also called conversational implicature. The conversational implicature is an implicative statement, when a speaker means differently from what the speaker says in a conversation. Davis (2007, p.9) says conversational implicatures occur when the speaker's meaning isn't part of the literal content of utterance, it might just add something else in the conversation.

The writer chose conversational implicature for this study because the writer found that it is an interesting thing where implicature is implying something by saying something else. Then, the listener may imply further information from what speaker actually says. Traditional market is chosen for the data because people are likely do not observe the cooperative principles in their utterances since they use informal language in this place. Moreover, in traditional market, buyers and sellers do bargaining processes in order to make a deal about the price. It means they have quite long communication in their interaction. As a result, they are likely to produce a lot of the speech acts containing implicatures.

Conversational implicature is caused by flouting a maxim. Flouting of maxim occurs when a speaker blatantly fails to observe a maxim at the level of what is said, with the deliberate intention of generating an implicature. Whenever a maxim is flouted there must be an implicature occurs in the utterance from simply appearing to be a faulty contribution to a conversation. Grice (1975) proposes four maxims, there are maxim of quality, maxim of quantity, maxim of manner, and maxim of relevance.

Maxim of quantity is concerned in giving the information as it is required and is not giving the information more than it is required. Jufrizal and Refnaldi, (2008, p.180) claims maxim of quality requires that speakers "(1) not to say what they believe to be false and (2) not to say that for which they lack adequate evidence". Maxim of manner obliges speaker's utterance to be perspicuous, not to be ambiguous, obscure, or disorderly and unnecessary prolixity. Then, Maxim of relevance means that the utterance must be relevant with the topic being discussed.

In traditional market, there will be a lot of people who come there whether for buying or selling something, including male and female. Because they have quite differences in using language, they have their own way of interaction in the traditional market. Language reflects, records, and transmits social differences, so we should not be surprised to find reflections of gender differences in language.

Therefore, based on the explanation above, the researcher analyzed about flouting of maxim and the comparison between male and female in flouting of maxim since flouting of maxim can generate conversational implicature. In this

research, the researcher took one of traditional market in *Lubuk Alung* as the data, that is *Pasar Lubuk Alung*.

B. RESEARCH METHOD

This research conducted by using descriptive method. Descriptive method is one of the projects which studies about problems in community, norm and community, and the process that occur in the community. Then, the researcher used qualitative research, which is defined as a research of which the data in the form of written or oral words that is descriptively analyzed. In a qualitative research, the researcher tended to examine in accurate explanation to analyze the data and presented what researcher have been found. In addition, this research aimed to understand social phenomena from the point of view of participants.

In collecting the data the researcher came to one of traditional market in *Lubuk Alung*, that is *Pasar Lubuk Alung*. The researcher visited some stores, exactly clothing stores and shoes stores, there were *Indah Shop* (4 times), *Ade Fashion* (3 times), *Rio Textile* (twice), *Fathan Sport* (twice), *Ilham Busana* (4 times), *Nadya Shoes* (twice), and *Street Vendor* (3 times). The researcher chose these stores because there were many bargaining transaction that can be found in these stores. After that, the researcher recorded some buyers' and sellers' conversation from beginning till the end in these stores. Then, the researcher made the transcription from all the conversation that have been recorded and sorting utterances which flout the conversational maxim. Finally, the researcher arranged the obtainable data systematically.

C. RESULT AND DISCUSSION

1. Research Finding

There were 20 conversations (5 female buyers and male sellers' conversations, 5 male buyers and female sellers' conversations, 5 female buyers and female sellers' conversations and 5 male buyers and male sellers' conversations) that have been already recorded by the researcher. In this research, the researcher only analyzed their utterances that flouted the maxims. The writer considered that since the utterances did not flout the maxim of conversations, it means there will be no conversational implicature in them.

The writer found 59 utterances containing conversational implicatures or utterances which indicated to flout maxim in buyers and sellers interaction in traditional market. There are some utterances that have been analyzed by researcher.

Datum 1

Buyer : *Ndak bisa kurang kak?*

(Could you make it cheaper?)

Seller : *Iko Ima mah kak, rancak bahannyo.*

(This is *Ima* (brand of the item), it has good quality).

This conversation occurred between a female buyer and a female seller. It took place when the buyer tried to bargain the price of an item, but the seller did not approve of her offer. In the dialogue above,

seller's answer did not observe the cooperative principles. So, the utterance "*iko Ima mah kak, rancak bahannyo*" generated conversational implicature. The seller **flouted the maxim of relevance** because she did not provide an appropriate answer in responding buyer's question. Seller answered about the quality of the item while the previous topic discussed about the price. The real intention of the seller was to say that the price of the dress was not negotiable.

Datum 2

Buyer : *Iko kalau pakai jilbab lai ndak pendek bana ko kak?*

(Is it not too short if I use a veil?)

Seller : *Samo kayak yang adek pakai kini ko nyo.*

(Same as the clothes that you are wearing now)

The speakers in the conversation above were a female as the buyer and a female as the seller. This conversation occurred when the buyer asked the seller to give some advice about the clothes which she had already chosen. Exactly, she asked for opinions about the sleeves of that shirt, "*did it too short or not?*", but the seller provided an opinion about the sleeves that contained implicatures. In this utterance, the speaker **flouted the maxim of manner** because speaker's utterance was ambiguity, it could create misunderstanding between them. The seller should give direct and straightforward answer to the buyer, it will be better if she answered by "*yes, the sleeve of the cloth is too short*" or "*no, this cloth is suitable for you*".

Datum 3

Buyer : *Iko bara?*

(How much is it?)

Seller : *Iko baa kak? Model terbaru?*

(What about this one? The newest model?)

This conversation occurred between a female buyer and a male seller. It took place when buyer wanted to bargain the price, but seller diverted buyer's utterance by offering other items. The buyer's utterance "*iko baa kak? Model terbaru?*" **flouted the maxim of relevance** because his information was not relevant with the subject of talk. He discussed the latest model, while the previous topic discussed about the price. The real intention of the seller's utterance was he did not want to reduce the price of the item.

Datum 4

Buyer : *Bara kurangnyo ko?*

(How much can you reduce it?)

Seller : *Iko Denim bang.*

(This is Denim (brand of the item))

This conversation occurred between a male as the buyer and a male as the seller. In this conversation, buyer asked the seller about

the price of the item. However, the seller provided irrelevant information by explaining about the brand of the item. He **flouted the maxim of relevance** with blatantly gave irrelevant information that required of the interlocutor. She provided information that is not related to the topic to the seller. He should answered about the price when buyer asked about the price.

Datum 5

Buyer : *Kalau yang coklat ko baju anak mudo ko diak?*
 (Does this brown one just for young people?)

Seller : *PD awak e nyo.*
 (Depend on your convidence)

This conversation happened between a female as the buyer and a female as the seller. It ocured when the buyer asked the seller about clothes, but the seller's answer was unclear and made the conversation to be uncooperative and the utterance leads the conversational implicature. The seller **flouted the maxim of manner** because her answer was ambiguous and not straightforward. It could make the hearer confuse about the answer. In the utternce above, the real intention of the seller was “the clothes can be used among the elderly or young”.

The comparisons between male and female in flouting of maxim as found in buyers’ and sellers’ interaction can be seen in the following table ;

Table 1 (Buyers’ utterances in flouting the maxim)

Flouting of Maxim	Male	Female
Quantity	-	-
Quality	-	-
Manner	3	6
Relevance	2	5

Table 2 (Sellers’ utterances in flouting the maxim)

Flouting of Maxim	Male	Female
Quantity	3	2
Quality	1	1
Manner	11	14
Relevance	5	6

According to the table 1 (buyers’ utterances), female are more often flouting the maxim than male, there are 6 utterances flouted the maxim of manner, 5 utterances flouted the maxim of relevance, and there is no flouting the maxim of

quantity and maxim of quality. Furthermore, male are only twice in flouting the maxim of relevance and 3 times in flouting the maxim of manner. Then, there is no flouting the maxim of quantity and quality.

In the table 2 (sellers' utterances), female also more often flouting the maxim than male, there are 2 utterances flout the maxim of quantity, 14 utterances flout the maxim of manner, and 6 utterances flout the maxim of relevance and once in flouting the maxim of quality. Then, in male's utterances, there are 3 utterances flouted the maxim of quantity, 11 utterances flouted the maxim of manner, 5 utterances flouted the maxim of relevance, and twice in flouting the maxim of quality.

2. Discussion

The first problem which is proposed in this research is how the participants flouting the maxim to generate conversational implicature as found in buyers and sellers interaction in traditional market. Based on table 1 and 2, total of the utterances which flout the maxim were 59 which means they generated 59 conversational implicatures in the buyers and sellers interaction as found in traditional market.

Maxim of quantity is flouted when the speakers gave the information more than it is required. In their interaction, sellers were more often flouting this maxim than buyers. They often provided excessive and unneeded information. Sellers flouted this maxim when they are convincing the customer by exaggerating the information that he/she provides, such as explaining the quality of the goods.

Maxim of quality is flouted when speaker's contribution is not true and their information can not be proven yet. In their interaction, sellers often flouted this maxim, they provided information which is not proven yet and provided information just according to their own opinion.

Maxim of relevance is flouted when the speaker's contribution is not relevance with the topic, sellers often flouted this maxim when the buyer tried to bargain the price, they responded by talking about the other topic.

Lastly, Maxim of manner is flouted when speaker's contribution is not perspicuous and it may be obscure, and ambiguous.. Sellers and buyers were often flouted this maxim when they had bargaining process.

From table 1 and 2, female were the most frequently in flouting of maxims in buyers' and sellers' utterances. The total was 34 times. However male were only 25 times in flouting these maxims. It can be said female were more likely flouted the maxims because female were more often bidding the price than male in their interaction in traditional market. They also tended to communicate much longer than male.

In flouting the maxim that have already analyzed by the researcher, female were more likely flouted the maxim of manner and relevance. It means female tended to give ambiguous information and change the topic. However, in flouting the maxim of quantity, male were slightly more often flouted the maxim than female. It can be said that male tended to provide information which is not sufficient, they gave less or more information. Lastly, they had same comparisons in flouting the maxim of quality.

So that, selling and buying transactions in traditional markets will never be separated from conversational implicature. It is the part of how they do transaction each other, how they attract the customers, and how they get a deal in bargaining transaction.

D. CONCLUSION AND SUGGESTIONS

The writer concluded that the speakers flouted maxim of quantity when the speaker convincing the customer by exaggerating the information he/she provides, such as explaining the quality of the goods. Then, the speakers flouted the maxim of quality when the seller provided the information which not proven yet or (just according to him) for the buyer who interested in the goods. Then the speakers flouted maxim of manner when they responded to the participant's statement with vague or confusing response. Lastly, the speakers flouted maxim of relevance when they mean to trigger someone to introspect about certain phenomena.

In their utterances, female are more often flout the maxim than male. The total of flouting the maxim in female's utterances are 23 times, there are 3 utterances flout the maxim quantity, 9 utterances flout the maxim ofmanner, 11 utterances flout the maxim of relevance, and there is no flouting in maxim of quanlity. However, the total of flouting the maxim in male's utterances are 19 times, there were 3 utterances flouted the maxim of quantity, 3 utterances flouted the maxim of quality, 8 utterances flouted the maxim of manner, and 5 utterances flouted the maxim of relevance.

It is essential to study conversational implicature and cooperative principles because people can avoid misunderstanding between speakers and hears.. The advantage of conversational implicature and cooperative principles analysis is identifying some of the conversational utterance forms people use to perform specific actions. In learning and understanding of conversational implicature, people will be more understandable in communication process in their daily life because they have understood about people's mean in what they say.

Note: This article is written based on the Indah Nadya Irnanda's Paper under the supervision of Dr. Hamzah. M.A., M.M.

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