INVESTIGATING IMPLICATURE IN ILLOCUTIONARY ACTS EMPLOYED BY MUSEUM GUIDE AND ENGLISH SPEAKING TOURISTS

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Abstract:
This research aims at identifying types of implicature and analyzing types speech acts and the strategies employed by the speakers and hearers during the visit at the Museum Asian African Conference. The method used in this research is qualitative descriptive analysis, where the data is collected, then sorted and categorized and finally analyzed based on the theory. The results show that 1) two types of implicatures are found; conversational implicature (91%) and conventional implicature (9%), 2) Four types of illocutionary acts encountered in the conversation; assertive (90%), directive (6%) commissive (93%) and expressive (1%) and 3) Both strategies are used in delivering illocutionary acts; direct strategies (94%) is more dominant than the indirect one (6%).

Keyword:
pragmatics, implicature, speech acts, illocutionary acts, speech acts strategy

INTRODUCTION

Pragmatic studies on the implicature and speech act have a close relationship with language and communication. In communicating, language becomes a means of exchanging information between communicator and communicant. However, sometimes this information has another meaning behind the words that are expressed. In this case, the communicant is required not only to understand the implicit meaning but also the context contained in the communicator's utterance. Besides that, the speech act is able to help the communicant in understanding the implicit meaning expressed by the communicator. As stated by Tarigan in (Santoso, 2011: 2) that said a speech can be seen as acting.

The language used by the Museum guide of the Asian-African Conference (MKAA) with foreign tourists has its own interests to be analyzed from the point of view of implicature and speech act. The attraction is believed to have implications and speech acts in the activities of scouting foreign tourist scouting services at MKAA.

The following is a general description of tourist visit services at the Museum of the Asian-African Conference (MKAA). There are three main MKAA rooms that can be visited by tourists, namely the Permanent Exhibition Room, Audio-visual Room, and Gedung Merdeka. The first room they will visit is the Permanent Exhibition Room where the Guide will play a direct role in introducing the historical side of the Asian-African Conference (KAA) 1955 and MKAA. After the guide finished introducing the history, tourists will be offered to watch the 1955 KAA documentary in the Audio-visual Room. Finally, after finishing watching the film, tourists will be brought to visit to feel the atmosphere of the 1955 KAA at Gedung Merdeka which is the final destination of tourist visiting services at MKAA.

Implicature

Implicature, a unit in the study of pragmatics, discusses the implicit meaning contained in the words expressed. As revealed by Horn (2006: 3), "Implicature is a component of speaker meaning that constitutes an aspect of what is meant in a speaker's utterance without being part of what is said." Brown and Yule (1996: 31) state that the term implicature is used to describe what might be interpreted, suggested, or intended by a speaker that is different from what the speaker is actually saying. That opinion rests on a meaning that is different from the literal meaning of speech.

Similarly, Levinson asserts that (in Rahmawati, 2009: 30), there are four benefits of the concept of implications, namely: (a) can provide explanations of meaning or linguistic facts that are not covered by linguistic theories, (b) provide a firm explanation of outward differences from what is intended by the language user, (c) provides a simple semantic description of the relationship of clauses associated with the same conjunctions, and (d) describes various facts which outwardly appear to be unrelated, contradictory (like metaphors).

Grice (1996) in his article titled Logic and Conversation argues that a speech can imply a proposition that is not part of the speech concerned. The implied proposition is called implicature. Because the implicature is not part of the speech that implies it, the relationship between the two propositions is not an absolute consequence (necessary consequence). Implications are divided into two types, Conventional Implications and Conversational Implications.

1. Conventional implicature, an implicature that is determined by the conventional meaning of the words used. As revealed by Brown and Yule (1983) (in Rahmawati, 2009: 31), "there are conventional implications which are, according to Grice, determined by the conventional meaning of the words use." Conventional implications refer to how between one proposition implies the next proposition. As proposed by Brown and Yule (1983) (in Rahmawati, 2009: 30), "The speaker does not directly assert that one property follows from another property, but the form of expression used conventionally implicates that such a relation does hold."

   In his book titled Pragmatics, Yule (1996: 45) explains the Conventional Implications are:
   "Conventional Implicatures are not based on the cooperative principle or the maxims. They don't have to occur in conversation, and they don't depend on special contexts for their interpretation. Conventional implicatures are associated with specific words and results in additional conveyed meanings when those words are used. "
   Besides, Yule (1996: 45) explains that the Conventional Implications can be seen from the use of conjunctions. The conjunctions can be in the form of consequence (and), contrast (but), and contrary to expectation (even and yet). Following are examples of Conventional Implications.
   (1) A: "I didn't study last night and I got a bad score". Example (1) is a form of conventional implications. This can be characterized by its implied meaning which is very easy to understand, without the need for any special context in interpreting it. The speech partner will find it very easy to understand the contents of sentence (1) that the speaker gets a bad grade because the night before the driver does not study. Besides that, it can be seen from the use of conjunctions and words in the sentence that shows a consequence.
   (2) A: "Mary suggested black, but I choose white."
   The sentence above is also an example of Conventional Implications. The conjunctions but show contrast and make the sentence easy to understand that 'I' does not want what is suggested by 'Mary'. As explained by Yule, the Conventional Implicature is associated with certain words that can give meaning when used.
   (2) A: "Even John came to the party."
   B: "He even helped tidy up afterwards."
   (3) A: "Dennis isn't here yet."
   The use of conjunctions even and yet can be a feature in Conventional Implications. When an event is used in a sentence, it has an implicit meaning contrary to expectation. This can be seen in example (2) that 'John' who is not expected to come to the party and will not help clean up afterwards, is the opposite.
   Yule (1996: 45) explains that the conjunctions yet in the Conventional Implications describe a current situation that is expected to be different or possibly opposite in the future. As exemplified in (3) that the speaker expects 'Dennis' to arrive, but the fact is still not. The

expectation of the speaker to be understood by the speech partner is that 'Dennis' will arrive soon or in the future.

2. Conversational implicature, a unit of pragmatic study that deals specifically with the implicit meaning of the literal meaning of a conversation. As stated by Grice (in Nugroho, 2007: 3) that the Conversation Implications as one aspect of pragmatic studies whose main concern is to study the purpose of a speech in accordance with its context. The implication of conversation is used to explain the implicit meaning behind what is said or written as something that is applied. Besides that, Grice (1975) (in Bunga, 2014: 14) argues that there are five features of the Conversation Implicature, namely:

a. In certain circumstances, conversational implicature can be cancelled either explicitly or contextually (cancellable).

(4) Example: "It's a bit chilly here"

John is visiting Pat. He and Pat are watching TV in a room with open windows. John says:

Implications of John's speech can be:

• John wants to have the windows closed.

• The temperature is low.

Then John added his speech with the intention of cancelling the previous speech,

"It's a bit of chilly in here, but I don't want you to close the windows."

b. Inseparability of the implicature of the conversation by stating something. Usually there is no other more appropriate way to say something, so people use speech-filled implicatures to deliver it (nondetachable).

(5) Example:

A: Jazzy didn't manage to walk as far as the cross roads.

B: Jazzy attempted to walk as far as the cross roads.

C: Jazzy didn't walk as far as the cross roads.

In the speech above, it has implications:

• A = B

• A = C

• B ≠ C

c. The implication of conversation requires the conventional meaning of the sentence used, but the contents of the implicature do not belong to the conventional meaning of the sentence (nonconventional).

(6) Example:

A: What time is it?

B: The movie will end in 5 minutes.

B's utterance contains non-conventional implications, because the speech implies another meaning. In this case, B tried to utter that intended to calm his speech partner who was starting to look bored with the movie they were watching. Speech "The movie will end in 5 minutes" basically does not inform the conventional meaning of the utterance, i.e. the film will end in five minutes, but B says so that A is patient because the film will soon end.

d. The truth of the implicature content does not depend on what is said, but can be calculated from how the act of saying what is said (calculable).

(7) Example:

"What a delightful child!"

Uttered in front of a child who likes to interfere. It can be seen that the above speech actually contains a negative meaning. Someone said this to a child who likes to interfere as an expression of frustration.

e. The implication of conversation cannot be given a specific explanation that is certain in nature (indeterminate).

(8) Example:

A: Where do you live?

B: I live in a small city in England.

In the conversation above, B tried to hide his identity because he did not want to provide information for uncertain things.

Yule (1996: 40) explains the meaning of the Conversation Implicature is "the basic assumption in conversation is that, unless otherwise indicated, the participants are adhering to the cooperative principle and the maxims." In addition, Yule gives the following examples:

(9) Charlene: "I hope you brought the bread and the cheese."

Dexter: "Ah, I brought the bread."
The above example is a form of the Conversation Implicature. This can be seen from Dexter's response to Charlene's statement. Dexter was so cooperative and in accordance with the quantity maxim responding to Charlene's statement. Dexter revealed that he only brought bread, and didn't mention cheese. Dexter implicitly revealed that he did not bring cheese as expected by Charlene. Dexter's response has more meaning than what was said.

In understanding the implications, an understanding of presuppositions, inferences and references is needed. Presumption plays an important role in discourse analysis. Rani et al (2006). (In Rahmawati, 2009: 34) reveals that the presumption that is not appropriate in its use will disrupt the coherence or discourse wrangling. Failure to make presuppositions can lead to errors in accepting the implicature. Conversely, the more appropriate presuppositions used the more communicative the utterance. Inference, drawing conclusions according to Gumperz (in Rahmawati, 2009: 38) is a process of interpretation that is determined by the situation and context of the conversation. Thus inference is not only determined by the speech partner, but also requires the context of the situation. Withdrawal of inference will be difficult to do if both the speech partner and the context of the situation and one of them are out of sync. Unclear context also makes it difficult to make inferences. Reference, in understanding the implicature between the speaker and the speech partner must have the same referent related to their conversation.

Yule (1996: 48) asserts that the Illocutionary Act is the act is performed by the communicative force of an utterance. Speakers may express the sentence only means a statement, the form of an offer, the form of an explanation, or maybe only for communicative purposes only. In general, this is known as the communicative force in a word or expression. Besides that, Edmorison (1981: 30) states that,
"Illocutionary act as viewed utterances by means of which a speaker communicates his feelings, attitudes, beliefs, or intentions with respect to some events or state of affairs. Illocutionary act is an utterance which is produced by the speaker to make the hearer do something as what the speaker expects, that has some effect to the hearer. "
Austin (in Levinson 1983: 236) reveals that the illocutionary act is the making of a statement, offer, promise, etc. in uttering a sentence, by virtue of the conventional force associated with it.
The description above can be concluded that the Illocutionary Act is an act of speech that can contain a statement, offer, expectation, request, or other statement expressed by the speaker to the speech partner. The speech act requires the speech partner to do something as the speaker hopes. (10) Example:
Context: a child refuses his mother's command to go to sleep immediately.
Mother: I'll turn your light off.
Illocutionary speech utterances have the aim of ordering the child to immediately lie down and sleep because it is night, it can be said as a command.

Illocutionary Acts
Searle (1975) (in Hendar 2016: 6) classifies the types of Illocutionary Acts based on various functions, namely Assertive, Directives, Commissive, Expressive, , Declarations.
1. Assertive is a form of illocutionary acts that bind speakers to the truth of the preposition expressed. For example, stating, suggesting, boasting, complaining, claiming, reporting, describing, telling, insisting, insisting, hypothesizing, asserting, and swearing. Following are examples of Assertive Illocutionary Act:
   a. The earth is flat
   b. Chomsky didn't write about peanuts.
   c. It was a warm sunny day.
2. Directive is a form of illocutionary act intended by the speaker so that the hearer wants a certain action. For example, ordering, commanding, requesting, advising, recommending, daring, defying, and challenging. The following are examples of directives iillocutionary acts
   a. Gimme a cup of coffee. Make it black.
   b. Could you lend me a pen, please?
   c. Don't touch that.
3. Commissive is an illocutionary act that binds the speaker to take action in the future. For example, promising (promising), threatening (threatening), intending (intending), and swearing (vowing).

The following are examples of types of Commissive Illocutionary Acts:
a. I'll be back.
b. I'm going to get it right next time.
c. We will not do that.
4. Expressive illocutionary acts function to express or show the speaker's psychological attitude towards a condition that illocutionary hinted. For example, congratulating, thanking, deploring, condoling, welcoming, apologizing, praising, forgiving, pardoning, blaming , and accusing.
The following are examples of types of expressive illocutionary acts:
a. I'm really sorry!
b. Congratulations!
c. Oh, yes, great, mm mm, hahaha!
5. Declaration is a form of illocutionary speech act that connects prepositional content with reality. For example, blessing, firing, resigning, baptizing, christening, naming, appointing and sentencing. Following is an example of the type of Illocutionary Declaration:
a. Priest: "I now pronounce you husband and wife."
b. Referee: "You're out!"
c. Jury Foreman: "We find the defendant guilty."

Speech Act Strategies
Yule (1996: 54) asserts that speech action strategy can be viewed in terms of sentence structure and communicative functions. The three forms of sentence structure are declarative, interrogative, and imperative, while the three general forms of communicative functions are statements, questions, and commands or requests. Basically, the three forms of sentence structure and the general form of the communicative function have a relationship and influence in speech act strategies: Direct Speech Act and Indirect Speech Act.

Another theory related to sentence structure and function is proposed by Cruse in his book *A Glossary of Semantics and Pragmatics*. The three sentence structures are the Declarative Sentence (Imperative Sentence), and the Interrogative Sentence.

"Declarative is usually considered to be the most basic sentences form (Pete is brave, as opposed to Is Pete brave?). Prototypically, the declarative form encodes a statement, that is, a proposition, together with a commitment to its truth. The basic meaning of a declarative is related to the meaning of explicit performative verbs such as state, assert, declare, announce, and so on, but is more general than any of these. A declarative sentence can acquire an extra illocutionary force through implicature, as in 'There is ice on the road' is changed as a warning. " Cruse (2006: 42)

Cruse revealed that the Declarative Sentence was considered to be the simplest grammatical sentence form. Prototypically the declarative sentence implies a statement in the form of a preposition containing a commitment to the truth of the preposition. The basic meaning of declarative sentences relates to explicit performative verbs such as stating, asserting, announcing, and others. Declarative sentences can get additional illocutionary powers through implicature. For example, 'There is ice on the road.' The sentence is expressed as a form of a warning.

"Imperative is the prototypical function of a sentence in the imperative form is to get someone to do something. The prototypical components of imperative meaning are (a) an expression of the desirability of some state of affairs, (b) the belief that this state of affairs does not currently hold, (c) the belief that the addressee is capable of bringing about the desired state of affairs, and (d) the desire that the addressee should bring about the desired state of affairs. The grammatical imperative shares meaning with explicit performative verbs such as command, tell to, urge, demand, request and so on, but is more general than any of them. The imperative also has non-prototypical uses such as' Show me a good loser and I'll show you a loser, 'Take another step and I'll shoot' and 'Twinkle, twinkle little star'. " Cruse (2006: 84)

Cruse asserts that the imperative sentence functions to ask someone to do something. The prototypical components of the imperative meaning are (a) a form of expression of desires for several things, (b) belief in a thing is no longer valid today, (c) believes that the speech partner is able to lead to something that is desired, and (d) the desire that the speech partner should lead to something desired. Examples of forms of explicit performative verbs in imperative sentences are

commanding, telling, pressing, asking, demanding, asking, and so on. There are also forms of use of non-prototypical Imperative Sentences such as Show me a good loser and I'll show you a loser, Take another step and I'll shoot and Twinkle, twinkle little star.

"Interrogative is the prototypical functions of a sentence in the interrogative forms to ask questions. A prototypical question expresses (a) the lack of knowledge on the part of the speaker, (b) a desire for the lack to be made good, (c) a desire for a response from the addressee that will fulfil, and (d) a belief that the addressee can supply such a response. There are two basic types of questions: 'Yes-No questions' and 'X-questions', Yes-No questions effectively present a proposition and ask whether it is true or not. Thus 'Is Pete here?' Presents the proposition 'Pete is here' and expects the answer Yes if it is true and Not if it is false. In contrast, X-questions present a proposition with a term missing, and request an answer which fills in the gap to form a true proposition. Where is Pete? Presents the skeleton proposition 'Pete is in the kitchen' is true "Cruse (2006: 90)

METHODS

A. Research Questions

This research aims at seeking answers for the following questions:
1) What types of implicatures are found in the conversation between the guide and the visitors in the Museum Asian African Conference?
2) What types of illocutionary acts encountered in the conversation?
3) What types speech acts strategies employed by speakers?

B. Purpose of the Research

1) to identify types of implicatures are found in the conversation between the guide and the visitors in the Museum Asian African Conference?
2) to investigate types of illocutionary acts encountered in the conversation?
3) to explain types speech acts strategies employed by speakers?

  A. *Object of the Research and Source of Data*

The object of the research is implicature in employing illocutionary act with its strategies in employing it. Data collection is conducted by using record technique, observation, and note taking. The recording technique is carried out by recording the conversation between the guides and foreign tourist in the guiding visit service of the Museum of the Asian-African Conference. The observation is carried out by listening to the results of the recording to determine which data will be explored further. Note taking is done by selecting data relevant to the research.

RESULTS AND DISCUSSION

The data investigated show that the factors that influence the speaker to employ positive politeness is pay off. For examples in the following data:

Sample data 1:
The conversation below took place during the guiding service in the Permanent Exhibition Room. At that time the guide was asked by Austrian tourists about the reasons why Bandung was chosen as the venue for the 1955 Asian-African Conference.

a. Austrian tourists: *"Why was Bandung opted for a venue of   the 1955 conference? "*
b. Guide: *"The idea of the conference was born in*
  Bandung and Bandung have complete military
  *centers, **so** that the city was opted for the venue. "*

The response or utterance from the guide *"The idea of the conference was born in Bandung and Bandung had a complete military center, **so** that the city was opted for the venue."*, belongs to the conventional implicature because it can be characterized from the use of conjunctions in the form of consequences, namely "so". Therefore, the meaning implied in the utterance is the reason Bandung became the host of the holding of the 1955 KAA because the military center was in Bandung so the organization of the 1955 KAA would be very safe.

The utterance expressed by the Guide "*The idea of the conference was born in Bandung" and "Bandung had complete military centers",* are categorized into of assertive illocutionary acts. This is based on what Searle (1975) states that assertive illocutionary acts bind the speaker to the truth of the expressed preposition. The purpose of the two sentences is stating and telling, therefore it is an example of the form of assertive illocutionary acts. Judging from the data that is, *"The idea of the conference was born in Bandung and Bandung had a complete military center",* is a declarative sentence that has a communicative function as a statement and notification.

Cruse (2006: 42) affirms that the basic meaning of declarative sentences relates to explicit performative verbs such as stating, asserting, announcing, and others. The sentence in the data is included in the direct speech act strategies because the meaning of the declarative sentence of the data is used to make a statement and announcement of questions raised by Austrian tourists.

Sample data 2
The conversation below took place on the way to Gedung Merdeka after the british traveler watched the documentary in the Audiovisual Room. At that time the guide was asked about the impact of the Asian-African Conference whether it still continues to this day.

a. British Tourist: *"You said about the impact of the conference. Is it still continue? "*
b. Guide: *"I think, it still continues until now because of you know, the one of them, one of the results of the conference is creating a new movement whose name is Non-Aligned Movement. Until now the Non-Aligned Movement is still alive, and the Non-Aligned Movement successfully to burn cold war. "*

The guide responded*, "Until now the Non-Aligned Movement is stil alive, and the Non-Aligned Movement successfully to burn cold war",* is a conventional implications. This can be seen from the implied meaning that is very easy to understand, without the need for any special context in interpreting it. The implied meaning is the Non-Aligned Movement is the result of the holding of the 1955 KAA. Its existence is able to be a reducer of the cold war between the American Block and the Soviet Block, even the Non-Aligned Movement is able to destroy the Cold War so that it can last until today. Besides that, it can be seen from the use of the conjunction ***"and"*** in the sentence which shows a consequence.

The utterance expressed by the Guide on the data, *"Until now the Non-Aligned Movement is still alive, and the Non-Aligned Movement successfully to burn cold war",* belongs to the type of assertives illocutionary acts. As Searle (1975) asserts that assertive illocutionary acts bind the speaker to the truth of the expressed preposition. The purpose of the sentence is stating and telling, therefore an example of the form of assertive illocutionary acts. It can be concluded that *"Until now the Non-Aligned Movement is still alive and the Non-Aligned Movement successfully to burn cold war",* is a declarative sentence that has a communicative function as a statement.

The basic meaning of declarative sentences relates to explicit performative verbs such as stating, emphasizing, and announcing, so that the data is categorized into direct speech act strategies because of the meaning. The declarative sentence above was used to make a statement and announcement of the question posed by British tourists.

Sample data 3
The conversation below occurred at the time at Gedung Merdeka. Palestinian tourists were watching the row of flags in the Merdeka Building. The series of Asian-African flags are divided into two lines, the first row is the participants of the 295 Asian-African Conference totaling 29 flags, while the second row is the participants of the 2015 Asia-Africa Conference totaling 110 flags. Palestine is part of the 1955 KAA, but not as a participating country but as an observer state.
a. Palestinian Tourist: *"Where are the flags of observers?"*
b. Guide: *"The flags of observers are not there."*
c. Palestinian Tourist: *"Ah, not there because we've been looking for our flag but not did it. "*

When the Palestinian tourists pay attention to the row of flags, ask about the existence of the observer flag. The guide answered that the observer flag was not in the flag line. The next Palestinian Tourist Examination as written in the above data, *"... we've been looking for our flag but not did it"*, and is a response to the previous statement from the Guide, is a form of Conventional Implications. This can be characterized by the use of the conjunction ***"but"*** showing contrast. Even though the sentence is grammatically inaccurate, it can still be understood.

The utterance expressed by the Guide on the data, namely, "we've been looking for our flag but not did it", belongs to the type of assertive illocutionary act. The purpose of the sentence is to tell, therefore an example of the form of Assertive Illocutionary Acts. Judging from the data that is, "we've been looking for our flag but not did it", is a declarative sentence that has a communicative function as a notification.

The basic meaning of declarative sentences relates to explicit performative verbs such as stating, asserting, announcing, and others. The sentences in the data are included in the direct speech act strategies because the declarative meaning of the data is used to make a notification to the guide as his hearers.

Sample data 4

The following conversation occurred during a pilot service in the Permanent Exhibition Room. At that time Pakistani Guides and Tourists talked about the role of the Palestinian delegation at the 1955 Asian-African Conference.

a. Pakistani Tourist: *"so Bogor, and then that was in '54, and then April '55 was here and my father came to. "*
b. Guide: *"Mohammad Ali had an important role to control the object of the Asian African Conference, the invited countries actually, and then the conference was held."*

In Data 4, *"Mohammad Ali has an important role to control the object of the Asian African Conference, the invited countries actually and then the conference was held",* as a response to the statement of the Pakistani Tourist, is a Conventional Implicature. This can be characterized by the use of conjunctions in the form of consequences, ***"and"***. Therefore, the implied meaning is very easy to understand, the success of the 1955 Asian-African Conference was inseparable from the role of Mohammad Ali who helped organize preparations, one of which was the decision of the country invited to the 1955 KAA prior to its implementation.

The utterance expressed by the Guide in the above data, *"Mohammad Ali has an important role to control the object of the Asian African Conference, the invited countries actually.",* is categorized to assertive illocutionary acts. The purpose of the utterance is stating and telling, therefore an example of the form of assertive illocutionary acts. The utterance, *"Mohammad Ali has an important role to control the object of the Asian African Conference, the invited countries actually."* is a declarative sentence form that has a communicative function as a statement and notification.

The basic meaning of declarative sentences relates to explicit performative verbs such as stating, asserting, announcing, and others. The sentence in the data is classified into direct speech act strategies because the meaning of the declarative sentence is used to make a statement and notification to the Pakistani Tourist as his speech partner.

Sample data 5

The following conversation occurred at the end of the piloting service at Gedung Merdeka. At that time, Singaporean tourists asked whether the Museum of the Asian-African Conference was open to the public or not.

a. Singaporean traveler: *"and is it open for public? Anyone can come in?*
b. Guide: *"it is open for public but if it is in a group, you need to make a reservation. "*

The Guide's response to that question, is *"It is open for public but if it is in a group, you need to make a reservation.",* is classified into the conventional implicature. This can be seen from the use of conjunctions ***"but"*** to show contrast. As proposed by Yule that the conventional implicature is associated with certain words such as conjunctions which can give meaning when used and it is easy to understand that the Museum of the Asian-African Conference is open to the public, can be

visited both personally and in groups. However, you should make a reservation in advance when visiting in a group.

The utterance expressed by the Guide on that data is, *"it is open for public but if it is in a group, you need to make a reservation.",* It is classified into the type of assertive illocutionary acts. The purpose of the sentence is stating and telling, therefore an example of the form of Assertive Illocutionary Acts. Judging from the data above namely, "it is open for public but if it is in a group, you need to make a reservation.", Is a declarative sentence form that has a communicative function as a statement and notification.

The basic meaning of declarative sentences relates to explicit performative verbs such as stating, asserting, announcing, and others. The sentence in Data 5 is identified as direct speech act strategies because the meaning of the declarative sentence of the data is used to make a statement and notification to Singapore Traveler as its speech partner.

Sample Data 6
The following conversation occurred when the Guide offered the facility to watch a documentary in the Audiovisual Room to Austrian Tourists. The documentary tells how the 1955 Asian-African Conference was held.
a. Guide: *"That's all about the museum and the history
conference. Now if you don't mind, I would like to show you a documentary movie of the conference whose duration is only fifteen minutes in Audio Visual Room. "*
b. Austrian Traveler: *"That would be great. I really want to see the movie if I had longer time here. "*

Austrian Tourist states, *"That would be great. I'd really want to see the movie if I had longer time here. ",* Is a form of the conversational implicature. This can be seen from the form of rejection that is implicitly explained behind the sentence expressed by Austrian tourists to the guide, as something that is implied. The use of Conditional Sentence (untrue in the present / future) in the data above provides more explanation for the Guide to understand clearly that Austrian tourists refuse to watch the documentary. The form of rejection above fulfills one of the features of the Conversation Implicature as expressed by Grice that the contents of the implicature do not fit into the conventional meaning of the sentence (non-conventional).

The utterance said by Austrian tourists in the above data, *"That would be great. I'd really want to see the movie if I had longer time here. "* classified in the type of directive illocutionary act. The purpose of the sentence is defying the Austrian tourist to the Guide to require certain actions, in this case there is no need to show the documentary film of the 1955 Asian Conference of Africa. In addition, the utterance expressed by the Austrian Tourist, "That would be great. I really want to see the movie if I had longer time here. ", Is a declarative sentence that has a communicative function as a statement.

The basic meaning of declarative sentences relates to explicit performative verbs such as stating, asserting, announcing, etc. so that the utterances are classified as direct speech act strategies because of the meaning of declarative sentences the data is used to make a statement or notification.

Sample Data 7
The conversation below took place at the reception desk of the Museum of the Asian-African Conference which at the time there were two foreign tourists from the Netherlands. Tourists are asked by the Guide to register in the guest book before visiting the museum.
a. Guide: *"Welcome to the Museum of The Asian African Conference. Would you mind to have a registration, please! "*
b. Dutch tourist: *"okay"*
c. Guide: *"one is enough."*
d. Dutch traveler: *"oh ... yeah"*

The Guide's utterance in the data above, *"one is enough.",* is a form of the conversational implicature. This can be seen from the response of Dutch tourists who understand the implicit meaning of the saying "one is enough." which was said by the Guide, that only one tourist was the representative to register in the guest book, it was not necessary to both.

The utterance expressed by the Guide in data 7, "*one is enough.*", is directive illocutionary act. The purpose of the sentence is to request the tourist in order to require certain actions, that is only one person is the representative to register the visit. Judging from the data above that is, *"one is enough."*, is a declarative sentence form that has a communicative function as a command or request. In this case, the Guide's utterance is as a form of order or request. Therefore, the declarative sentence used to make an order or request is a form of the indirect speech act strategies.

CONCLUSION

To summarize, this research shows that firstly, two types of implicatures are found; conversational implicature as the dominant one and conventional implicature, secondly, four types of illocutionary acts encountered in the conversation are assertive, directive, commissive and expressive , and thirdly, both strategies are used in delivering illocutionary acts; direct strategies is more dominant than the indirect one.

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