IMPLICATURES IN ANGEL LELGA'S UTTERANCES IN MATA NAJWA *GENGSI BEREBUT KURSI* EPISODE

THESIS

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ABSTRACT

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By communication, human can share their intention, but sometimes the intention is not communicated explicitly. This kind of communication is called implicature. Implicature conveys intended meaning which can be used by politician as a strategy to vote them. This study deals with the implicature of Angel Lelga, a legislative candidate from Partai Persatuan Pembangunan (PPP) in Mata Najwa talk show program. This study is aimed to analyze: (i) the explicature found in Angel Lelga's utterances, (ii) the implicated premises found in Angel Lelga's utterances and (iii) the implicated conclusion found in Angel Lelga's utterances.

In this study, relevance theory which is proposed by Speber and Wilson (1995) is used to analyze the data. This study uses qualitative approach in relation to the use of clear and systematic description about the phenomena being studied. The writer uses content analysis, since the writer analyzes content in transcribed conversation of Angel Lelga in Mata Najwa Talk show.

This study reveals that explicit content of Angel Lelga's utterances are incomplete forms of sentence. From her explicit meaning, hearer creates assumptions which are connected with context of conversation and encyclopaedic knowledge of hearer. To complete inference proceses, hearer takes conclusion from the contextual implication. This study also finds that context and background knowledge are needed in inference processes to get the implicit meaning. From Angel Lelga's implicature, it can be concluded that she tends to rely on her popularity rather than to focus on explaining her plans or what issue she will be concerned with if she is elected as legislative member.

Finally, it is suggested the next researcher find other forms of communication in different media such as radio or new paper to enrich the study about relevance theory.

ABSTRAK

Diana, Iris Nadya Virda. 2014, **Implikatur dalam Ucapan Angel Lelga di Mata Najwa Episode *Gengsi Berebut Kursi*.** Program Studi Sastra Inggris, Universitas Brawijaya. Pembimbing I: Syariful Muttaqin ; Pembimbing II: Tantri Refa Indhiarti

Kata Kunci: Teori Relevansi, Eksplikatur, Implikatur, Politisi

Dalam berkomunikasi, manusia menyampaikan maksud, akan tetapi tidak semua maksud tersampaikan secara eksplisit. Komunikasi seperti ini disebut dengan implikatur. Implikatur menyampaikan makna tertentu yang dapat digunakan oleh politisi sebagai salah satu strategi untuk meraih suara. Penelitian ini menguraikan implikatur Angel Lelga, seorang calon legislative dari Partai Persatuan Pembangunan (PPP) di program *talk show* Mata Najwa. Penulis menggunakan teori relevansi untuk menganalisis. Penelitian ini bertujuan untuk menganalisis (i) explikatur yang ditemukan dalam ucapan Angel Lelga, (ii) premis-premis implikasi yang ditemukan dalam ucapan Angel Lelga (iii) implikasi kesimpulan yang ditemukan dalam ucapan Angel Lelga.

Penelitian ini menggunakan teori relevansi yang dikenalkan oleh Sperber dan Wilson (1995) untuk menganalisis data. Penelitian ini menggunakan pendekatan kualitatif yang berkaitan dengan penggunaan secara jelas dan deskripsi yang sistematik tentang fenomena yang sedang dibahas. Peneliti menggunakan muatan analisis, karena penulis menganalisis muatan dalam transkripsi pembicaraan Angel Lelga di Mata Najwa Talk show.

Penelitian ini mengungkap makna eksplisit Angel Lelga yang disampaikan dalam bentuk kalimat tidak sempurna. Dari makna eksplisit tersebut, pendengar membuat beberapa asumsi. Asumsi – asumsi tersebut terkait dengan konteks pembicaraan dan pengetahuan individu pendengar. Penelitian ini menunjukkan bahwa konteks dan pengetahuan individu seseorang memiliki peran penting dalam proses inferensi untuk mendapat makna implicit . Dari implikatur Angel Lelga, dapat disimpulkan bahwa dia cenderung mengandalkan kepopulerannya daripada berfokus pada agenda kerja atau isu yang akan dia perhatikan jika Angel Lelga menjadi anggota legislative.

Pada akhirnya, penelitian ini menyarankan kepada peneliti berikutnya untuk menemukan bentuk komunikasi serupa dari media lainnya seperti radio atau surat kabar untuk memperkaya penelitian tentang teori relevansi.

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