

**THE ANALYSIS OF CONVERSATIONAL IMPLICATURE
ON TVONE'S *KABAR BANG ONE*
ANIMATED EDITORIAL CARTOONS**

THESIS

**BY
ERLISSA FLORENCIA
NIM 105110101111066**



**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURES
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
2014**

**THE ANALYSIS OF CONVERSATIONAL IMPLICATURE
ON TVONE'S *KABAR BANG ONE*
ANIMATED EDITORIAL CARTOONS**

THESIS

**Presented to
Universitas Brawijaya
in partial fulfillment of the requirements
for the degree of *Sarjana Sastra***

**BY
ERLISSA FLORENCIA
NIM 105110101111066**

**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURES
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
2014**

ABSTRACT

Florencia, Erlissa. 2014. **The Analysis of Conversational Implicature on TvOne's *Kabar Bang One* Animated Editorial Cartoons.** Study Program of English, Universitas Brawijaya. Supervisor: Tantri Refa Indhiarti; Co-supervisor: Agus Gozali.

Keywords: Conversational Implicature, Mass Media, Animated Editorial Cartoon, *Kabar Bang One*.

Journalistic product can be an option to communicate ideas and information, especially in criticizing issues. One of the features to share opinions and critics in journalistic product is editorial cartoons. Mostly, the intention in editorial cartoon is implicitly stated, therefore understanding the implied meaning is important. As a result, the cartoonist's intention can be successfully delivered. In line with this, the writer conducted a study about conversational implicature in *Kabar Bang One* editorial cartoons, in which most of the utterances contain intended meanings. There are two research problems to be solved: (1) what are the types of conversational implicature found in *Kabar Bang One* animated editorial cartoons? and (2) what are the implied meanings of the conversational implicature found in *Kabar Bang One* animated editorial cartoons?

The writer uses qualitative approach and document analysis in conducting the study. The data are utterances produced by the characters of *Kabar Bang One* animated editorial cartoons containing conversational implicature.

This study reveals that both of the types of conversational implicature, that are generalized and particularized conversational implicature, are used by the characters in *Kabar Bang One* animated editorial cartoons. There are 70 utterances found which contain conversational implicature and they either obey or break the conversational maxim. Particularized conversational implicature dominates the results with 60 utterances, and 10 utterances belong to generalized conversational implicature. Particularized conversational implicature is the most frequently found type as context is required in understanding the intentions of the utterances. The context is mostly related to the social issues, politics, government policies, and law. The utterances and choice of words used in the editorial cartoons are aimed to express critics and publics' view points.

The writer suggests that English students who are interested in conducting a research in similar topic use other theories of implicature, such as Levinson's (1983) and Horn's (1989). They are also expected to analyze conversational implicature from other media, for instance comics, comic strips, newspaper headlines, presidential debates, or news interviews.

ABSTRAK

Floencia, Erlissa, 2014. **Analisis Implikatur Percakapan dalam Animasi Kartun Editorial TvOne *Kabar Bang One***. Program Studi Sastra Inggris, Universitas Brawijaya. Pembimbing: (I) Tantri Refa Indhiarti; (II) Agus Gozali.

Kata Kunci: Implikatur Percakapan, Media Massa, Animasi Kartun Editorial, *Kabar Bang One*

Produk jurnalistik dapat menjadi pilihan untuk menyampaikan ide dan informasi, terutama dalam mengkritisi isu-isu. Salah satu fitur untuk mengekspresikan opini dan kritik dalam jurnalistik adalah melalui kartun editorial. Umumnya, maksud cerita dari kartun editorial tidak diutarakan secara langsung, maka dari itu pemahaman tentang implikatur sangat penting sehingga tujuan dari kartunis dapat tersampaikan dengan baik. Karena itu, penulis membuat studi mengenai implikatur percakapan di kartun animasi editorial *Kabar Bang One*, dimana banyak ujaran memiliki makna tersembunyi. Terdapat dua rumusan masalah dalam studi ini: (1) apa tipe implikatur percakapan yang ditemukan dalam kartun animasi editorial *Kabar Bang One*? dan (2) apa saja makna tersembunyi dari implikatur percakapan yang ditemukan dalam animasi kartun editorial *Kabar Bang One*?

Penulis menggunakan pendekatan kualitatif dan analisis dokumen dalam mengerjakan studi ini. Data dari studi ini adalah ujaran dari karakter-karakter animasi kartun editorial *Kabar Bang One* yang mengandung implikatur percakapan.

Hasil studi menunjukkan bahwa kedua tipe implikatur percakapan, yaitu implikatur percakapan umum dan khusus, diterapkan oleh para karakter kartun editorial *Kabar Bang One*. Terdapat 70 implikatur percakapan yang mematuhi maupun melanggar maksim prinsip kerjasama. Hasil implikatur percakapan khusus mendominasi dengan total 60 ujaran, dan 10 ujaran sisanya dikategorikan dalam implikatur percakapan umum. Implikatur percakapan khusus banyak ditemukan karena untuk memahaminya dibutuhkan konteks yang umumnya berkaitan dengan isu-isu sosial, politik, kebijakan pemerintahan, dan hukum. Ujaran dan pilihan kata yang digunakan bertujuan untuk menyatakan kritik dan pandangan masyarakat.

Penulis menyarankan kepada mahasiswa sastra Inggris yang tertarik untuk membuat kajian di bidang yang sama untuk menggunakan teori implikatur yang lain, seperti teori implikatur Levinson (1983) dan Horn (1989). Mereka juga diharapkan untuk menganalisa implikatur percakapan dari media lain, misalnya komik, komik strip, judul berita surat kabar, debat presiden, atau wawancara dalam berita.

REFERENCES

- Ary, Donald., Jacobs, Lucy Cheser., Sorensen, Christine., and Rhazavieh, Asghar. (2010). *Introduction to research in education eight edition*. Belmont: Wadsworth
- Bottyan, Gergely.(n.d.). *The operationality of Grice's tests for implicature*. Retrieved March, 17, 2014 from www.nytud.hu/cescl/.../Gergely_Bottyan_CESCL...
- Bright, Febisola Olowolayemo. (2013). Verisimilitude in editorial cartoons from punch newspaper: a pragmatic analysis. *Language in India* Vol. 13. Retrieved February 26, 2014 from www.languageinindia.com/may2013/febisola1.pdf
- Business Communication: An Introduction. (n.d). Retrieved April 10, 2014 from www.newagepublishers.com/.../001680.pdf
- Cooperation and implicature. Retrieved March 5, 2014, from ifla.uni-stuttgart.de/institut/.../p5_implicatures.pdf
- Cutting, Joan. (2002). *Pragmatics and discourse*. London: Routledge
- Cystal, David. (2008). *A dictionary of linguistics and phonetics (sixth edition)*. Oxford: Blackwell Publishing.
- Grice, Herbert P. (1975). *Logic and conversation (the digital version)*. Retrieved February 22, 2014, from www.ucl.ac.uk/ls/studypacks/Grice-Logic.pdf
- Grundy, Peter. (2000). *Doing pragmatics (second edition)*. New York: Oxford University Press
- Horn, Laurence., and Ward, Gregory. (2006). *The handbook of pragmatics*. Oxford: Blackwell Publishing.
- Hukum Online. (2013). *Perbedaan Mahkamah Agung dengan Mahkamah Konstitusi*. Retrieved May 14, 2014 from <http://www.hukumonline.com/klinik/detail/lt518228f47a2e9/perbedaan-mahkamah-agung-dengan-mahkamah-konstitusi>
- Kompasiana. (2014). *Drama Politik Kenaikan Harga LPG*. Retrieved May 7, 2014 from <http://politik.kompasiana.com/2014/01/07/drama-politik-kenaikan-harga-lpg-12kg-626198.html>

- Lunenburg, Fred C. (2010). Communication: The process, barriers, and improving effectiveness. *Schooling Volume 1 Number 1* 1. Retrieved February 27, 2014 from www.nationalforum.com/.../Lunenburg,%20Fred...
- Levinson, Stephen. C. (1983). *Pragmatics*. Cambridge: Cambridge University Press.
- Meibauer, J. (2006). *Implicature*. Retrieved March 5, 2014 from www.germanistik.uni-mainz.de/.../meibauer/.../so...
- Moeschler, Jacques.(n.d.).*Conversational and conventional implicatures*. Retrieved February, 22, 2014 from www.unige.ch/.../moeschler/.../implicature-moesc...
- Muhammadali, N. (2011). Introduction to mass communication: Mass Communication Complementary Course For BA English. University of Calcutta: Retrieved March 3, 2014 from www.universityofcalicut.info/.../SMMassCommun...
- Republika Online. *Bang One Parodi TVOne*. Retrieved February 27, 2014 from http://www.republika.co.id/koran/124/35857/Bang_One_Parodi_TV_One
- Republika Online. *Setahun Nomor Satu, TV One Luncurkan Bang One Show*. Retrieved February 25, 2014 from [http://www.republika.co.id/berita/senggang/film-musik/09/02/23/33082-setahun-nomor-satu-tv-one-luncurkan-bang-one-show __bang_one_show_](http://www.republika.co.id/berita/senggang/film-musik/09/02/23/33082-setahun-nomor-satu-tv-one-luncurkan-bang-one-show__bang_one_show_)
- The Ohio State University. *Editorial cartoons: An introduction*. Retrieved February 25, 2014 from <http://www.osu.edu>.
- Tribun News. (2014). *Komisi III DPR akan buka Lowongan Calon Hakim MK*. Retrieved May 21, 2014 from <http://pontianak.tribunnews.com/2014/02/19/komisi-iii-dpr-akan-buka-lowongan-calon-hakim-mk>
- Viva News. *TV One Luncurkan “Bang One Show”*. Retrieved February 25, 2014 from http://nasional.news.viva.co.id/news/read/31795-tvone_luncurkan
- Wang, Haiyan. (2011). Conversational implicature in English listening comprehension. *Journal of Language Teaching and Research* Vol. 2 No. 5. Retrieved March 17, 2014 from ojs.academypublisher.com/index.php/jltr/.../3623
- Wijaya, Mokhamad Aziz. (2011). A study on implicatures on Kabar Bang One animated cartoon based on relevance theory. Unpublished Thesis. Brawijaya University

- Yao, Xiasou. (2009). Conversational implicature analysis of humor in american situation comedy "Friends". Retrieved March 16, 2014 from lib.ugent.be/.../RUG01-001414124_2010_0001_...
- Yonatri, Aqiana Eka. (2013). An analysis of conversational implicature found in the American TV series Supernatural: Season 6. Unpublished Thesis. Brawijaya University.
- Yule, George. (1996). *Pragmatics*. Oxford: Oxford University Press
- Yule, George. (2010). *The study of language 4th edition*. Cambridge: Cambridge University Press.