

**CONVERSATIONAL IMPLICATURE IN THE FILM
ORIGINAL SCREENPLAY OF *FANTASTIC BEASTS
AND WHERE TO FIND THEM***



A THESIS

*Submitted to the Faculty of Cultural Sciences Hasanuddin University in Partial
Fulfillment to Obtain Bachelor Degree in English Literature Study Program*

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**ENGLISH LITERATURE STUDY PROGRAM
FACULTY OF CULTURAL SCIENCE
HASANUDDIN UNIVERSITY**

2020

ENGLISH LITERATURE STUDY PROGRAM
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Today, December 8th, 2020, the Board of Thesis Examination has kindly approved a thesis by
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**CONVERSATIONAL IMPLICATURE IN THE FILM ORIGINAL SCREENPLAY OF
*FANTASTIC BEASTS AND WHERE TO FIND THEM***

Submitted in fulfillment of one of the requirements of undergraduate thesis examination to obtain
Sarjana Sastra (S.S) Degree at English Department, Faculty of Cultural Sciences, Hasanuddin
University.

Makassar, December 7th, 2020

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The thesis of **EKA SULFIANTI** (Student Number: **F21116511**) entitled, **CONVERSATIONAL IMPLICATURE IN THE FILM ORIGINAL SCREENPLAY OF FANTASTIC BEASTS AND WHERE TO FIND THEM**, has been revised as advised the examination on Monday, December 7th, 2020 and is approved by the Board of Undergraduate Thesis Examiners:

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With reference to the letter of the dean of Faculty of Cultural Sciences Hasanuddin University No. 418/UN4.9.1/KEP/2020 regarding supervision, we hereby confirm to approve the undergraduate thesis draft by Eka Sulfianti (F21116511) to be examined at the English Literature Study Program of Faculty of Cultural Sciences.

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Makassar, 15 Desember 2020

Yang menyatakan,


Eka Sulfianti

ACKNOWLEDGEMENT

Foremost, the writer would like to express her highest gratitude to Allah SWT for blessing and opportunity to complete this undergraduate thesis. The writer would also like to express her sincere gratitude to her thesis advisors, Dra. Fransisca E. Kapoyos, M.Hum and Karmila Mokoginta, S.S., M.Hum., M.Arts for their patience, motivation, enthusiasm, and immense knowledge. Their guidance had helped the writer in writing this thesis. The writer could not imagine having better advisors for her undergraduate study.

The writer thanks all the lecturers who have taught her so many things and for their encouragement and insightful classes during her study in the Faculty of Cultural Science at Hasanuddin University, also the staff who had helped her in many circumstances.

The writer's sincere thanks also go to her parents, Muhammad Jufri and Subaeda, who never stopped believing in her and support her most time when she needed emotional support. The writer is also very grateful for her sister and brother who always cheer for her. Huge thanks to her friends during her time in university for making her days at university amazing.

ABSTRACT

Eka Sulfianti. Conversational Implicature in The Film Original Screenplay of *Fantastic Beasts and Where to Find Them* (Supervised by Fransisca Kapoyos and Karmila Mokoginta).

This study aimed to determine the types of conversational implicature and to investigate the implied meanings used by characters in *Fantastic Beasts and Where to Find Them* movie.

This study adopted the qualitative method. The writer collected the data from the movie which the writer had downloaded before through the website. The writer also read the original screenplay of the movie. After watched the movie, the writer then sorted utterances based on their type.

The result showed that there was a total of 23 conversational implicatures that occurred in the dialogue of *Fantastic Beasts and Where to Find Them*. From 23 dialogues, there were 14 utterances which belonged to generalized conversational implicature and 9 utterances which belonged to particularized conversational implicature. From all the utterances that had been analyzed, the meaning of 14 generalized conversational implicatures, was mostly identified as denying about something, lying, and refusal. On the other hand, the meaning of 9 particularized conversational implicatures was mostly identified as giving less information and complaining.

Keywords: **conversational implicature, utterance, implied meaning**

ABSTRAK

Eka Sulfianti. Analisis Penggunaan Implikatur Percakapan Pada Teks Asli Film *Fantastic Beasts dan Where to Find Them* (Dibimbing oleh Fransisca Kapoyos dan Karmila Mokoginta).

Tujuan dari penelitian ini adalah untuk menentukan jenis-jenis implikatur percakapan dan untuk menyelidiki makna tersirat yang digunakan oleh karakter dalam film *Fantastic Beasts dan Where to Find Them*.

Penelitian ini mengadopsi metode kualitatif. Penulis mengumpulkan data dari film yang telah diunduh penulis sebelumnya melalui situs web. Penulis juga membaca skenario asli film. Setelah menonton film, penulis kemudian mengurutkannya berdasarkan jenis mereka.

Hasil penelitian menunjukkan bahwa total ada 23 implikatur percakapan yang terjadi dalam dialog film *Fantastic Beasts dan Where to Find Them*. Dari 23 dialog, ada 14 ucapan yang termasuk dalam implikatur percakapan umum dan 9 ucapan yang termasuk dalam implikatur percakapan tertentu. Dari semua ucapan yang telah dianalisis, makna dari 14 implikatur percakapan umum, sebagian besar diidentifikasi sebagai menyangkal tentang sesuatu, berbohong dan penolakan. Di sisi lain, makna dari 9 implikatur percakapan tertentu sebagian besar diidentifikasi sebagai memberikan lebih sedikit informasi dan mengeluh.

Kata kunci: implikatur percakapan, ujaran, makna tersirat

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CHAPTER I

INTRODUCTION

1.1 Background of study

Communication between two or more people does not always go well. Miscommunication and misunderstandings can occur at any time to anyone. Likewise, ambiguity, lies, irrelevant and uninformative information can be an obstacle for people to communicate. Sometimes what someone, in this case, the speaker, says has a different meaning than what is understood by the hearer.

In pragmatics, there is a study that concerns about the meaning carried in people's utterances. This study is called conversational implicature. Implicature is an element of speaker meaning that establish an aspect of what is meant in a speaker's utterance. What a speaker aims to communicate is far richer than what she presently expresses; linguistic meaning originally underdetermines the message conveyed and understood. Speaker S implicitly exploits pragmatic principles to unite this gap and counts on hearer H to create the same principles for the purposes of utterance interpretation.

In a movie, many utterances can have a different meaning. Thus, movie enthusiasts need to know the conversational implicature purpose. Viewers need to understand the conversational implicature to avoid misunderstanding. It is

important to know that it is the speakers who communicate meanings through implicatures and it is the listeners who conclude those communicated meanings. It is also interesting where implicature is not a matter of the sentence's meaning, instead, it is an utterance's meaning. Therefore, the writer conducts this analysis to prevent listeners from misunderstanding utterances' meaning in the movies, especially in this case *Fantastic Beasts and Where to Find Them*. *Fantastic Beasts and Where to Find Them* (or simply *Fantastic Beasts*) is the first prequel of a series of films based on *Fantastic Beasts and Where to Find Them*, one of the companion books to J. K. Rowling's Harry Potter series. *Fantastic Beasts and Where to Find Them* has many utterances that hard to understand.

Conversational Implicature can be found in spoken English. In daily life, we can find many conversational implicature, it can be from conversations in real life, interviews on TV, or in movies. For these reasons, it is important to understand the conversational implicature and its types, also its implicated meanings viewers may find in the study entitled **CONVERSATIONAL IMPLICATURE IN THE ORIGINAL SCREENPLAY OF FANTASTIC BEASTS AND WHERE TO FIND THEM.**

1.2 Identification of problems

Based on the background above, the writer identified the problem as follows:

- a. Difficulty in defining and understanding conversational implicature
- b. Difficulty in classifying conversational implicature based on its types
- c. Difficulty in understanding conversational maxims
- d. Difficulty found by non-native speakers to understand utterances in English movies.
- e. Difficulty in understanding implied meanings
- f. Difficulty in interpreting implied meanings of utterances made by characters in movies
- g. Difficulty in using conversational maxims to make communication as effective as possible

1.3 Scope of problem

To limit the investigation of this research, the writer decided to only focus on:

- a. The understanding of conversational implicature and its type
- b. The interpretation of implied meanings of utterances made by characters in movies

1.4 Research questions

Based on the background of this study, the problems that occur are as follow:

- a. What are the types of conversational implicature used in the dialogues of Fantastic Beasts and Where to Find Them movie?
- b. What are the implied meanings of each conversational implicature found in Fantastic Beasts and Where to Find Them movie?

1.5 Objective of study

This research aims:

- a. To describe the types of conversational implicature used in the film of Fantastic Beasts and Where to Find Them
- b. To interpret the implied meaning of each conversational implicature found in Fantastic Beasts and Where to Find Them movie.

1.6 Significance of study

It is expected that this study can be beneficial in both theoretical and practical aspects.

- a. Theoretical

This research is expected to provide empirical evidence to support the theory of conversational implicature proposed by Paul Grice (1975). The

understanding of conversational implicature would help the readers to decipher the implied meanings in utterances.

b. Practical

Practically, this study is expected to be beneficial for students, lecturers, and next researchers. For students, this research is expected to be useful for them to understand conversational implicature. The practical benefit for lecturers is that this research can be a reference for teaching materials. This research can also be a reference for researchers who wants to conduct a similar topic as in this research.

CHAPTER II

LITERATURE REVIEW

2.1 Previous studies

In supporting and developing this research, here are several related previous researches and journals. The first research was done by Zeta Asfiria Yoenita from Binus University in 2012. Entitled “*A Study of Conversational Implicature as Found in the Dialogues in Silver Linings Playbook Movie.*” This study investigates conversational implicature based on the cooperative principle proposed by Grice (1975) produced in the dialogues of the characters in Silver Linings Playbook movie. It uses conversational analysis to get the meaning of the utterances considering the context, situation, and some background knowledge. This study uses a qualitative method that is aimed to analyze and describe the data, which determines the types of conversational implicature and investigates the meaning of the conversational implicature produced by the characters. The result of this research shows that there are thirty-two (32) dialogues that contain the conversational implicature. It consists of five (5) dialogues which belong to generalized conversational implicature and twenty-seven (27) dialogues are which belong to particularized conversational implicature. Moreover, by considering the context and the intended meaning of each dialogue, this study reveals the meaning

of the conversational implicature: the disagreement of doing something, complaining, asking, or begging which mostly occur in generalized conversational implicature and mocking, humiliating the characters in the movie which mostly occur in particularized conversational implicature. It can be concluded that the particularized conversational implicature is mostly uttered by the characters in the dialogues of *Silver Linings Playbook* movie.

The second thesis is from Rahmat Fuad Siregar from the University of North Sumatera, published in 2018, entitled “*An Analysis of Conversational Implicature in V for Vendetta Movie*”. This thesis analyses the conversational implicature based on Grice’s theory, both generalized and particularized conversational implicature found in *V for Vendetta* Movie. Interpretation of implied meaning and failure of fulfilling maxims become the problems of this thesis. The aims are to interpret the implied meaning and to find out how speakers fail to fulfill maxims in each selected utterance containing conversational implicature. Descriptive qualitative is applied as the research method since the data are spoken utterances in conversations.

The writer also read a paper from Luciana Benotti and Patrick Blackburn about conversational implicature. This paper introduces Paul Grice’s notion of conversational implicature. The basic ideas — the cooperative principle, the maxims of conversation, and the contrast between implicature and presupposition — make it clear that conversational implicature is a highly contextualized form of language use that has a lot in common with non-linguistic behavior. But what

exactly is its role? Step by step, the reader is invited to view conversational implicature as a way of negotiating meaning in conversational contexts. Along the way, the reader will learn something about the theoretical properties of implicatures, why they are tricky to work with empirically, what can be done with them computationally, and (perhaps) where future research on the topic may lead. But the basic message of the paper is quite simple: context and conversational implicature are highly intertwined, and unraveling their interactions is a challenging and worthwhile research goal.

2.2 Theoretical Discussion

2.2.1 Pragmatics

Pragmatics deals with *utterances*, by which we will mean specific events, the intentional acts of speakers at times and places, typically involving language. Levinson (1983, p.27) defines that Pragmatics is the study of deixis (at least in part), implicature, presupposition, speech acts, and aspects of discourse structure. It could simply be said that pragmatics is the study of language usage. The cooperative principle and its four maxims are the most significant points of identifying conversational implicature. According to Levinson in his book *Pragmatics*, the cooperative principle means to make your contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged

(1983). There are four conversational maxims according to Grice in Levinson (1983):

- a. **Maxim of Quality**, try to make your contribution one that is true, especially: (i) do not say what you believe to be false, (ii) do not say that for which you lack adequate evidence.
- b. **Maxim of Quantity**, (i) make your contribution as informative as is required for the current purpose of the exchange, (ii) do not make your contribution more informative than is required.
- c. **Maxim of Relevance**, make your contribution relevant.
- d. **Maxim of Manner**, be perspicuous, and specifically: (i) avoid obscurity, (ii) avoid ambiguity, (iii) be brief, (iv) be orderly

2.2.2 Flouting Maxim

We may communicate by *observing* the maxims — but sometimes we can communicate more effectively by deliberately *flouting* them. Indeed, sometimes we may choose to distance ourselves still further from communicative norms and deliberately *violate* the maxims: liars, tricksters, ironists, and cheats thrive in the ambiance of the socially expected.

a. Flouting Maxim of Quantity

The maxim of quantity is flouted when a speaker deliberately gives more or less information than is needed within a conversation. An example of a flouting of the maxim of quantity can be seen as follow:

A: How are we getting there?

B: Well *we're* getting there in Dave's car.

In this case, B stresses *we* in a way that signals to A that she is not included, which through its implicature tells A that B's friend Dave has a ride arranged for them and that A is not going to travel with them to a designated destination. The information given above is not enough for the interlocutor to understand at a direct level.

b. Flouting Maxim of Quality

The maxim of quality is flouted when a speaker deliberately says something untrue or for which the speaker has inadequate evidence. An implicature is generated when the speaker deliberately says something false. The speaker is not trying to deceive the recipient in any way, which leads the listener to look for another set of meanings of the utterance. An example of this is a conversation held on a train ride, where a person who just wants to read a book is being disturbed by a talkative stranger.

A: What do you do?

B: I'm a teacher.

A: Where do you teach?

B: Outer Mongolia.

A: Sorry I asked!

In this case, the response from speaker B was a deliberate non-observance of the maxim of quality when she said *Outer Mongolia*, when an implicature was generated, which told the other person to look for additional meaning. The non-observance of the maxim, in this case, was not meant to deceive; since the other person understood the answer to be deliberately untrue, this made the person look for another set of meanings, i.e. the answer *Outer Mongolia* created an implicature, which told the other person that she wanted to be left alone.

c. Flouting Maxim of Relevance

The maxim of relevance is flouted when a speaker is giving a response or making an observation that is deliberately not relevant to the topic that is being discussed. An example of flouting the maxim of relevance is when the hearer changes the subject or fails to keep to the topic. An example of this can be seen below:

A: Name?

B: Neddy Seagoon

A: Rank?

B: Private

A: Sex?

B: Yes, please

In this case the response to the utterance *Sex?* creates an implicature, where Seagoon deliberately misunderstood the question and thinks of sexual relations rather than gender.

d. Flouting Maxim of Manner

The maxim of manner is flouted when a speaker deliberately fails to observe the maxim by not being brief, using obscure language, not being orderly, or using ambiguity. This creates an implicature that makes the participants look for an additional set of meanings. An example that flouts the maxim of manner is:

“Go to work with an egg” which means either that ‘an egg should be eaten before work’ or that the hearer ‘should start eating an egg’. This works since it is possible in both the metaphorical and in the literal sense of the sentence.

2.2.3 Conversational Implicature

a. Generalized Implicature

A generalized implicature is a conversational implicature that is inferable without reference to a special context. For example:

Expressions with the form *an* X usually imply that X is not closely related to the speaker or subject, as in the following expression:

John walked into a house yesterday and saw a tortoise.

This expression implies that the house is not John's house.

b. Particularized Implicature

A particularized implicature is a conversational implicature that is derivable only in a specific context. For example:

A: What on earth has happened to the roast beef?

B: The dog is looking very happy.

In the above exchange, A will likely derive the implicature 'the dog ate the roast beef' from B's statement. This is due to A's belief that B is observing the conversational maxim of relation or relevance in the specific context of A's question.

2.2.4 ‘Fantastic Beasts and Where to Find Them’ Movie

Fantastic Beasts and Where to Find Them is a 2016 fantasy film directed by David Yates. A joint British and American production, it is a spin-off of and prequel to the *Harry Potter* film series. It was produced and written by J. K. Rowling in her screenwriting debut, inspired by her 2001 “guide book” of the same name. The film features an ensemble cast that includes Eddie Redmayne, Katherine Waterston, Dan Fogler, Alison Sudol, Ezra Miller, Samantha Morton, Jon Voight, Carmen Ejogo, and Colin Farrell. It is the first installment in the *Fantastic Beasts* film series and ninth overall in the Wizarding World franchise that began with the *Harry Potter* films. (Wikipedia, 2020)