

**CHANGING TOPIC AS AN EFFECTIVE REFUSAL
STRATEGIES: NEW INSIGHT ON CONVERSATIONAL
IMPLICATURE**



NURHIDAYAH

F022191026

**ENGLISH LANGUAGE STUDIES
FACULTY OF CULTURAL SCIENCES
UNIVERSITAS HASANUDDIN
MAKASSAR**

2023

THESIS

**CHANGING TOPIC AS AN EFFECTIVE REFUSAL STRATEGIES: NEW
INSIGHT ON CONVERSATIONAL IMPLICATURE**

Written and Submitted by

NURHIDAYAH

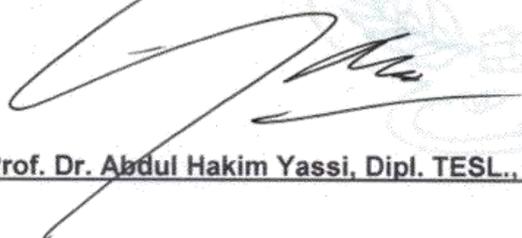
Register Number: F022191026

Has been defended in front of the thesis examination committee

On April 14th, 2023

Approved by:

Head of
The Supervisory Committee



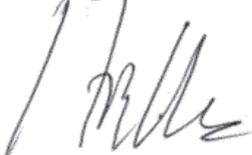
Prof. Dr. Abdul Hakim Yassi, Dipl. TESL., M.A.

Member of
The Supervisory Committee



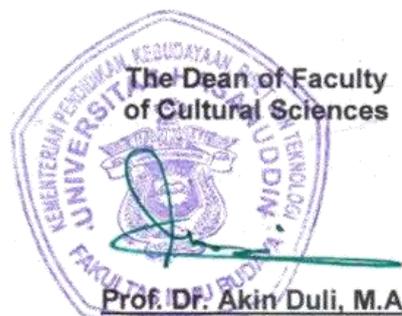
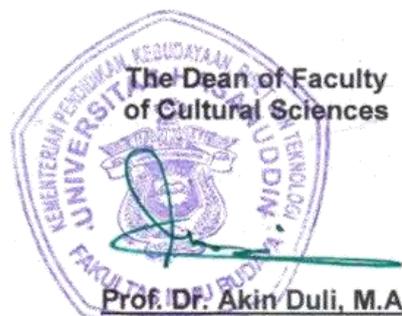
Dr. Sukmawaty, M.Hum.

The Head of English Language Studies
Program



Dr. Harlinah Sahib, M.Hum.

The Dean of Faculty
of Cultural Sciences



Prof. Dr. Akin Duli, M.A.

Statement of Authenticity

The Undersigned:

Name : **NURHIDAYAH**

Student's number : **F022191026**

Program : English Language Studies

States truthfully that this thesis is originally my own work. If it is proven later that some part of this thesis is either plagiarized or the work of others, I am willing to accept any sanctions for my dishonesty.

Makassar, April 14th 2023



Nurhidayah

Nurhidayah

ABSTRACT

NURHIDAYAH (F022191026). *Changing Topic As an Effective Refusal Strategies: New Insight on Conversational Implicature* (Supervised by Abdul Hakim Yassi dan Sukmawaty)

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. This Research aimed to find out the types new insight conversational implicature . To find out changing topic as an effective refusal strategies of refusal strategies.

The researcher uses descriptive qualitative method as the research method because the aim of this research is to provide a descriptive analysis of the data. The data in this research are collected by watching the movie, and then selected the data will be analyzed one by one using relevant Brown and Levinson (1978) and Micheal (1967: 51) theory about the research.

The research revealed findings which included research questions formulated, the characters used different manners in presenting the refusal strategies. There is a new insight where previous theories did not mention changing topic as an effective refusal strategies. In refusing the interlocutors, they tended to choose an indirect strategy by stating changing topic but also reveals namely to create a sense of humor and give information, Lack of specific information, while the direct were the least to be used. It was found that movies has meaning based on the author's intent. The conversational implicatures in the movie used general conversational implicatures.

Keywords: Conversational Implicature, Changing Topic, Refusal Strategies



ABSTRAK

NURHIDAYAH (F022191026). (Pembimbing Abdul Hakim Yassi dan Sukmawaty) Perubahan Topik sebagai Strategi Penolakan yang Tidak Efektif dalam Komunikasi : Hal Baru film Amerika pada percakapan Implikatur

Implikatur adalah komponen ujaran seorang penutur yang merupakan aspek makna dan penutur tanpa diujarkan langsung secara literal. Penelitian ini bertujuan untuk mengetahui hal baru yang terdapat dalam jenis-jenis implikatur percakapan. Untuk mengetahui perubahan topic sebagai jenis strategi penolakan yang efektif.

Peneliti menggunakan metode deskriptif kualitatif sebagai metode penelitian karena penelitian ini bertujuan untuk memberikan analisis deskriptif terhadap data. Data dalam penelitian ini dikumpulkan dengan cara menonton film, kemudian data terpilih tersebut akan dianalisis satu persatu dengan menggunakan teori Brown and Levinson (1978) and Micheal (1967: 51) yang relevan dengan penelitian tersebut.

Analisis data mengungkapkan temuan-temuan yang meliputi rumusan pertanyaan penelitian, termasuk perubahan topik tokoh yang telah dilakukan. Tokoh menggunakan cara yang berbeda dalam menyajikan strategi penolakan. Ada wawasan baru dimana teori-teori sebelumnya tidak menyebutkan perubahan topic sebagai strategi penolakan yang efektif. Dalam menolak lawan bicara, mereka cenderung memilih strategi tidak langsung dengan menyatakan mengubah topik tetapi juga mengungkapkan yaitu untuk menciptakan rasa humor dan memberikan informasi, Kurangnya informasi spesifik, sedangkan langsung paling sedikit digunakan. Ditemukan bahwa film memiliki makna berdasarkan maksud penulis. Implikatur percakapan dalam film menggunakan implikatur percakapan umum.

Kata Kunci: Percakapan Implikatur, Perubahan Topik, Strategi Penolakan



TABLE OF CONTENTS

APPROVAL SHEET	iii
STATEMENT OF AUTHENTICITY	iii
ABSTRACT	iv
ABSTRAK	v
TABLE OF CONTENTS	vi
ACKNOWLEDGEMENT	viii
CHAPTER I INTRODUCTION.....	1
A. Background	1
B. Research Question	8
C. Objective of the Study	9
D. Significance of the Study	9
F. Scope of the Study.....	10
G. Conceptual Framework	11
CHAPTER II REVIEW OF RELATED LITERATURE	12
A. Previous Studies.....	12
B. Theoretical Framework	15
1. Pragmatics.....	15
2. Implicature	17
3. Refusal.....	21
4. Functions of Implicature.....	27
5. Text.....	28
6. Context	29
7. Movies	31
CHAPTER III RESEARCH METHODOLOGY	35
A. Research Method	35
B. Population and Sampel	35
C. Source of Data.....	37
D. Technique of Collecting Data.....	37

E. Technique of Analyzing Data	38
CHAPTER IV FINDING AND DISCUSSION	40
A. Finding	40
B. Discussion of findings.....	62
CHAPTER V CONCLUSION AND SUGGESTION	67
A. Conclusion.....	67
B. Suggestion	68
BIBLIOGRAPHY	69

ACKNOWLEDGEMENT

Alhamdulillah the writer would like to express my sincere thanks to Allah SWT, who has given health, blessing, inspiration, and protection so that this paper could be finished. I would like to express my deepest gratitude to people who helped the writer in accomplishing this paper. I would like to thank to Prof. Dr. Abdul Hakim Yassi, Dipl. TESL., M.A. and Dr. Sukmawaty, M. Hum as the consultant who has educated, supported, directed and gave advices, suggestions, corrections, and recommendations for the writer to finish this thesis.

To accomplish this thesis, the writer had been given one great deal to many people. So, the writer would like to say thanks for their contribution, they are:

1. All the lecturers in English Language Studies who have given much knowledge, the writer deeply thanks to you all.
2. My beloved family, thanks for your love and support.
3. All of staffs who have helped the writer in processing the administration.
4. All my friends. Thank for your friendship and kindness.

Eventually, this paper is expected to be able to provide useful knowledge and information to the readers. The writer is pleased to accept more suggestion and contribution

Makassar, April 14th 2023

NURHIDAYAH

CHAPTER I

INTRODUCTION

This chapter consists of background of the research, research questions, objectives of the research, scope of the research, significant of the research.

A. Background

Language and people are always connected. Language becomes an important part of human life as a tool used to fulfill their intentions of needs, desire, or deficiency through social interaction. However, in reality, people do not always clearly express their aims for certain reasons. An utterance can mean more than what is said, sometimes even the opposite of it. In linguistics, this phenomenon is included in pragmatic study where meaning identification involves humans aspect in it. Especially in the scope of conversational implicature which examines the implied meaning behind speech (Grice, 1975). The representation of interpersonal communication phenomenon is also widely embodied in art works. One of them is movie. movie which surely has conversations in them become a form of visualization of life in the form of works with various themes. Conversational Implicature usually occurred in daily life and also in movies. Conversation in a movie commonly set up in the script and there are also conversations that improvised by the actors. According to the statement above, conversation can be made or occurred naturally. In order to understand and enjoy the movie, people

required to understand about the conversation that happened in the movie also the context of the conversation itself.

Communication is an action to express an idea and feeling with another people in the world. It is only an action to convey some information, but also to accept some information through interaction. When a people do her/his communication, actually he/she needs to convey his/her ideas or feeling to another people around him/her, and it can be extended by saying something, writing a word, or using another medium such gesture or sign. A good communication can be seen from the conversation process. A successful conversation composes of the speaker, who delivers the information, and the hearer who accepts the information.

The speech act of refusal under the 'expressives' category is the primary subject investigated in this study, for example: saying 'no' to an offer, suggestion, and etc., either directly or indirectly. As stated by Beebe et al. (1990, p. 56), refusal is "A significant diverse 'sticking point' for some foreign-language speakers". Refusal strategies are noticeably studied in the field of pragmatic research since it is considered to be complicated and complex (Abed, 2011). Refusals, as a special case of speech act, present a major challenge for nonnative English speakers because they need to combine English as the target language and the culture as two different kinds of communication part. As Al-Kahtani (2005) explains, refusing an offer can be a difficult task, even for a native language. The refusal speech act is often seen as a sensitive pragmatic act where speakers need

to be careful in choosing right words; otherwise, there is a risk for the communication breakdown between speakers and listeners. Thus, Brown and Levinson (1987) conclude that refusing in the right manner should be considered as one aspect of pragmatic competence since the refusal as a speech act might be a face-threatening act with the risk of damaging one's face. Al-Kahtani (2005) points out that different cultural background perform refusal in different ways. Based on previous research, Americans used different refusal according to their degree of familiarity with the interlocutors. Meanwhile, in Indonesian culture, people still used indirect strategy because they still apply a politeness strategy. It is influenced by the culture itself.

However, sometimes the conversation cannot be successful because of misunderstanding between the speaker and the hearer during the conversation. In preserving a successful conversation, the participants have their own topic, whether it talks about opinion, feeling, information, or message. In this case, an appropriate language and expression are required in maintaining a good conversation. By using appropriate language, people will be capable to express their opinion, idea, message, etc without any misunderstanding. All people have their own expression which can be delivered by their utterance. Not only they say something, but they can do something through their utterance. In pragmatic studies, the phenomenon is called by speech act.

According Yule (1996) states that speech act as an action which is performed through the utterances. In delivering some expressions, people intend to show

their feeling which is expected will be understood by interlocutor. There are some examples of expressions that can be seen in every conversation such as apology expression, etc. In this study, the author focuses on refusal expression such as apology, expression, invitation expression, compliment expression, refusal expression.

According to Brown & Levinson (2004) state that refusal is term of face threatening acts' for its performance potentially clashes with the face wants of the requester. In refusals, refuters have to make the listener's feel not to be offended have their own topic, whether it talks about opinion, feeling, information, or message. In addition, Yule (1996) define refusal is a negative response to an offer, request, invitation, and suggestion. It becomes important because sometimes the speaker cannot always agree or must give positive response to the hearer. Someone who wants to do a refusal, he or she has to careful in selecting the appropriate refusal.

One of the goals of communication is to prevent misunderstanding between the speaker and the hearer. It occurs if the hearer is able to catch what the speaker mean correctly. Nevertheless, people not only express what they mean by saying directly, but also saying indirectly. The hearers are forced to understand what the speaker means by saying indirectly. For instance, if someone says, "*it's cold here*", the speaker means: "*please close the window!*" or "*Is it alright if I close the window?*" A study that discusses about the meaning of language is called pragmatics. Implicature usually occurs in speech or conversation. According to

(George Yule, 2006; Griffiths, 2006), “Implicature to account for what a speaker can imply, suggest, or mean is distinct from what the speakers literally says”. To learn more about implicature the writers takes some definition from the experts. According to Grice, there are two types of Implicature; Conventional Implicature and Conversational Implicature. Conventional implicature are not based on the cooperative principle or the maxim, they don’t have to occur in conversation and they don’t depend on social context for their interpretation (George Yule, 2006). Implicature is divided into two categories; they are Conventional Implicature and Conversational Implicature. Conversational implicature is implicature which happen with the common words or common knowledge which is non-temporary. Whereas, Conversational Implicature is implicature which occur s in conversation which is temporary. According to Yule “Pragmatics is the study of the relationships between linguistic forms and the users of those forms. In this three-part distinction, only pragmatic allows humans into the analysis. The advantage of studying language via pragmatics is that one can talk about people intended meanings, their assumption, their purposes or goals, and the kinds of actions (for example, requests) that they are performing when they speak”.

Grice (1975) divided conversational implicature into two types which are: generalized implicature and particularized implicature. Generalized implicature is when the hearer got the information from the speaker and they do not need to see about the speaker’s background for the meaning. Grice (1975) mentioned that general conversational implicature are implicatures that normally carried without

any special occasion. Another type of conversational implicature is particularized conversational implicature. It is a type of conversational implicature that occurred in specific context and requires a special knowledge for the speaker to comprehend the implicit meaning.

Implicit meaning of utterances is investigated into pragmatics concept. Pragmatics is the study of the language usage based on the context (Levinson, 1983). Conversation that occurs between speakers and hearers contains certain purpose that is different from the structure of the language used. In this conditions, the use of language often has the hidden purpose or indirect ways (Grice, 1975). Someone usually use many ways in express something. The implicit meaning of utterances is expressed indirectly. It means that when people produce implicit meaning it can be defined as Implicature.

The researcher use of the conversation from the movie because the researcher find problem about the implicit meaning in utterances that are used by the characters. The writers choose this movie as the data because the movie is one of movie that famous, and addition it tells about some words that implied by the speaker in the daily conversation between losed people. It is necessary to study how the implicature is working, in order to understand what implied meaning that is found by the utterance in the movie. Sometimes, someone utters an utterance that is sounded very short or unclear in a conversation, but his/her listener can understand what he/she means. The case happens because the speaker and the listener have same knowledge of contexts influencing their conversation, so the

speaker does not need to use complex clauses in every utterance to show his/her intention. He/she even expresses the intention implicitly in his/her utterances. The phenomenon of implicit meaning in a speaker's utterances also exists in a movie that shows social interaction. Some dialogs of the movie characters sometimes bear implicit meanings, they are sounded irrelevant, and results conversational implicature. The phenomenon above is the background why the researcher wants to analyze conversational implicature in spoken language that appears in some utterances

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 responder may imply further information from what speaker actually says.

Implicature can be defined as "indirect or implicit meaning of an utterance that is produced by the speaker" (Grice, 1975:44). It means that when people produce this kind of implicit meaning, it can be defined as implicature. When a speaker produces the implicature in his or her conversation, it means that he or she wants to express something in an implicit or indirect way

There are some previous studies done by students who conducted in this field, “The Implicature in Romantic Scenes of Yes Man Movie as seen in Carl’s and Allison’s Dialogues”. It is written by Rawuh Yuda Yuwana (2014), the student of State Islamic University of Sunan Kalijaga Yogyakarta. He uses Grice’s theory. He analyzes the types of implicature used in a romantic situation in the "Yes Man" movie. He explains the data by showing the semantic meaning. The maxims, the context, and the implicature of utterances. He concludes two points for his analysis. First, implicature that can make a romantic situation is formulated by following all maxims of breaching some maxims. Second, the implicature has benefits in a romantic situation. It can be used to show respect, exception, surprise, and emphasizing feelings to others. The implicature also can be used to test the feelings of the targets. The second study done by Asrorul Nur Muvida University of SunanKalijaga Yogyakarta (2015) on the title “The Conversational Implicature that Is Used by the Three Main Characters in the Hotel Transylvania Movie”this research focused on types of conversational implicature including generalized conversational implicature and particularized conversational implicature, types of conversational implicature of the character’s utterances and he identified the maxim that used in the utterances.

B. Research Question

Based on the background above the reseacher has some questions that are mentioned as follows :

1. What are the types of new insight conversational implicature ?

2. How are expressed changing topic as an effective refusal strategies?

C. Objective of the Study

Based on statement of th problem above The writer purposes are described below :

1. To identify the types of new insight conversational implicature.
2. To find out cangingg topic as an effective refusal strategies.

D. Significance of the Study

This research is concerned with the pragmatic approach the strategies of conversational implicature has both theoritical and practical significances.

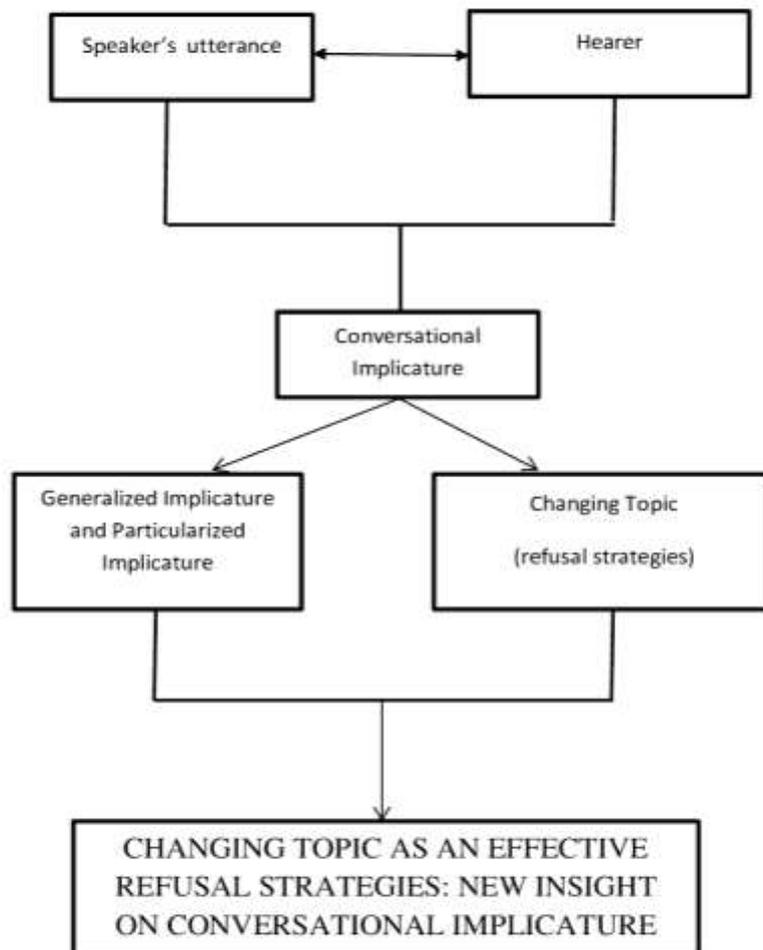
Theoritically, the researcher expects that the result of this research could give deeper understanding on investigating the pragmatic aspect conversational implicature. Then this research is expected to be able to enrich the theoretical framework for pragmatics research, especially implicature from different phenomenon and object

Practically, this research could give contribution to linguistic students and researcher to improve their knowledge in the area linguistics especially in pragmatics. Thus, this researcher could be a reference and comparison for doing further research in the same topic

F. Scope of the Study

The scope of this research is pragmatic analysis because it deals with conversation and context. Implicature is one of branches of pragmatics. It is described in the form of words and sentences. The limitation of the research is focused on conversational implicature, its types, and functions used by characters

G. CONCEPTUAL FRAMEWORK



CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter consists of previous studies, theoretical and conceptual framework

A. Previous Studies

In conducting this research I refer to the study conducted whose writing by First, Zahrul Fauzi Makin (2015), the student of State Islamic University Sunan Kalijaga Yogyakarta. He writes the paper entitled “The Analysis of Conversational Implicature and Its Violation Maxim in the Movie Grownups 2 2013” he uses Grice’s theory, and he uses qualitative method. The data are explained by showing the context of situation, the implicature of utterances, and the maxim. He finds three point as the result. The first, he finds 12 data of generalized and 13 of particularized. The second, he finds the most violation maxim is maxim of quantity. The last, the implied meaning of conversational implicature types are to imply the opposite, previous event, other of similar kinds, contradiction with actual condition and general knowledge inferences.

There are some previous studies done by students who conducted in this field, “The Implicature in Romantic Scenes of Yes Man Movie as seen in Carl’s and Allison’s Dialogues”. It is written by Rawuh Yuda Yuwana (2014), the student of State Islamic University Sunan Kalijaga Yogyakarta. He uses Grice’s theory. He analyzes about the types of implicature used in a romantic situation in

Yes Man movie. He explain the data by showing the semantic meaning. The maxims, the context, and the implicature of utterances. He concludes two points for his analysis. First, implicature that can make a romantic situation is formulated by following all maxims of breaching some maxims. Second, the implicature has benefit in a romantic situation. It can be used to show respect, exception, suprice, and emphasizing of feeling to other. The implicature also can be used to test feeling of the targerts.

The next previous research is “Conversational Implicature that is used by Three Main Characters in Hotel Transylvania Movie”. It is written by Asrorul Nur Muvida (2015), the student of State Islamic Sunan Kalijaga Yogyakarta. She uses Grice’s theory in research. Data are explained by showing the context of situation, the types of conversational implicature, the maxim that can be considered, and the implicature of the utterance. She finds two points as the result, they are three main characters use both generalized and particularized but they use generalized implicature more frequently than particulariezed implicature. She also finds about how the hearer respond generalized conversational implicature utterances.

Septiany (2013), *The Realization of Refusal Strategies by Parents and Children in the Family Domain*. This study was aimed to discover the realization of refusal strategies by parents and children when refusing requests in a family domain. This study engaged a family including a father, a mother, and two children as the subject of the study. Observation was conducted by recording and noting some conversations in order to collect the data. The collected data were

analyzed by applying a theory proposed by Aziz. The theory was used to analyze the types of refusal strategies. The findings reveal that there are ten out of eleven strategies proposed by Aziz found in the family domain. Parents tend to use giving reason or explanation, showing hesitation and offering alternative strategy in their refusal statements whereas children mostly apply showing hesitation, giving reason or explanation, and postponements strategy. The result shows that power asymmetry in speaker-hearer relationship between parentschildren and the hearers influence the selection of refusal strategies. The strategy of giving an explanation and reason is used by both parents and children frequently when refusing powerful hearers' requests while hesitation strategy is applied when refusing the requests from equal power hearers. It is discovered that in terms of the nature of request, both parents and children have similar tendency to use giving reason and explanation strategy when refusing high imposition nature of request

Meanwhile the difference of those research above with this research is target analysis and theory. Considering that researcher have attempted to determine these for finding function implicature namely: changes the topic. Under pragmatics within conversational implicature into functions by Brown and Levinson (1978) are to create a sense of humor by Micheal (1967: 51).

B. THEORETICAL REVIEW

1. Pragmatics

Implicature is one of scope in Pragmatics. Some linguists define pragmatics in their own ways among others are definition from Leech (1983:6) who said that pragmatics is the study of meaning related to the speech functions while Yule (1996:3) said that pragmatics is the study of contextual meaning. Those two definitions above mention that pragmatics is the study of meaning and it relates with the context. For example we may use different terms from the same language when we talk to someone who is older or younger than us in certain situation. Levinson (1983) states that pragmatics is the study of the use of language communication. In this study, people try to see the relation between language and contexts. While, implicature has been defined well by some linguists. Grice (in Levinson, 1983) defines implicature as “what the speaker can implies, suggests or means as something different from what the speaker literally says”. Therefore, to understand a speaker’s message, the hearer should be able to guess the intended meaning because sometimes the speaker delivers information more than what she or he is really said. The speaker may deliver the message both explicitly and implicitly. In addition, Yule (1996) argued that implicature is an additional expressed meaning, or it is something that must be more than just the words mean. Moreover, it is a primary example of more being communicated than is said.

Pragmatics is a branch of linguistics which focuses on study of language from the point of view of its users. This branch of linguistics gives so much importance to extralinguistic factors, the context of use, and user's choice have to make in a communication event. Its purpose is to interpret language which uttered by the speaker to the hearer in the hope that both sides could create a good communication (Rajimwale, 2006:181).

Based on Cruse (2000:16), pragmatics is differed from semantic which deals with conventionalized meaning. Pragmatics concerns the aspects of information conveyed through language which are not encoded by generally accepted convention in linguistic forms in the widest sense.

According to Griffiths (2006: 1), pragmatics is about the interaction of semantic knowledge with knowledge of the world which is considering to the context of use. Levinson (2008: 9) defined pragmatics as the study of the relationship between language and context that are encoded in the structure of language.

Based on Bublitz and Norrick (2011: 24), pragmatics is frequently conceptualized as the science of language use, the study of context dependent meaning and the study of speaker-intended meaning, presupposing the existence of language, language user and context on the one hand, and context-independent meaning on the other.

Mey (2004: 6) asserted the definition of pragmatics as the study of how human use language in communication as it is determined by the situation of its

user and society. In addition, he also stated that pragmatics in linguistics can be described as a shift from the paradigm of theoretical grammar to the paradigm of the language users. Therefore, the notion of the language user becomes the particular importance to study pragmatics

Investigation of pragmatic aspect is important. For the reason that pragmatics gives the way to obtain deeper understanding of how human mind works, how human communicate, and how they manipulate each other. Generally, pragmatics is how to get know how human use language (Mey, 2004:12)

2. Implicature

Implicature denotes the act of meaning, implying, or suggesting one thing by saying something else. So the case in which what a speaker means differs from what the sentences used by the speaker means can be viewed as an “implicature” symptoms. See example 1,

Alan: Are you going to Paul's party?

Alice: I have to work.

Alice's answer above implicated that she is not going. Alice's answer here is an implicature. The differences between saying and implicating affects whether meaning something one does not believe is a lie. If Alice knew she did not have to work, then she was lying in dialogue. If she knew she was going to Paul's party, she might be guilty of misleading Alan, but not of lying. This sample of implicature is said to be conversational. Implicature is not part of the

conventional meaning of the sentence uttered but depends on features of the conversational context. A key feature was the question Alan asked. Had he asked 'What are you going to do today?', Alice could have implicated something completely different— I am going to work—by saying the same thing. One other contrasted side of a conversational implicature is a conventional implicature, by which the meant one that is part of the meaning of the sentence

Conversational implicature is divided into two categories those are conventional and conversational implicature Yule (2005). But this study will only focus on the conversational implicature which talk about implied meaning which out the context of the utterance

3. Conversational Implicature

People exchange meaning and their intention in their communication. They express their ideas and feeling. They do this to get information from their surroundings. They need communication to interact with other people in their social life. Put in another word, they do conversational interaction. In their conversational interaction, they provide meaning. There are two ways in expressing meaning, explicitly or implicitly. Expressing meaning explicitly means that the actual conversation is stated. While expressing meaning implicitly means that there are more hidden meaning in that conversation. In this case, the conversation which carries meaning more than what is stated in the speaker's utterance. It is what is called by implicature (Saragi, 2011).

Conversational implicature refers to the implications which can be deduced from the form of an utterance, on the basis of certain co-operative principles which govern the efficiency and normal acceptability of conversations, as when the sentence “there’s some chalks on the floor” is taken to mean you ought to pick it up.

Conversational implicature is triggered by “certain general features of discourse” rather than by the conventional meaning of a specific word (Grice, 1975). He also stated some features as follow: (1) linguistic exchanges (conversation) are governed by cooperative principle, in the detailed context of Grice’s maxims and its sub-maxims, (2) when one of the participants of conversation is not following the cooperative principle, then the hearer will assume that the speaker seems contrary to appearances, the principle have to observe deeply.

There are two types of conversational implicature those are generalized conversational implicature and particularized conversational implicature which will be explained in the following point.

a. Generalized Conversational Implicature

Generalized Conversational Implicature is type in which the interlocutors do not require special knowledge to know the meaning of a conversation because the context used in this type is a general conversation that makes an interlocutor directly understand the meaning of the conversation (Grice, 1975 cited in Saragi, 2011). As an example of generalized

conversational implicature, Grice suggests the use of a/an X, which carries the implicature that X is only remotely related in a certain way to some person indicated by the context. When someone says “John is meeting a woman this evening”, he certainly means that is, conversationally implicates “The woman John is meeting this evening is not his mother, his sister or his wife”.

b. Particularized Conversational Implicature

Particularized conversational implicature is a type in which the interlocutors indirectly require more assistance to understand the meaning of a conversation because the context used in this type is not general in nature. Some assumed knowledge which is required in very specific context during conversation is called particularized conversational implicature. As an illustration, consider an example where Lara’s response does not appear on the surface to adhere to relevance. It is simply relevant answer would be “yes” or “no”.

Carol: Are you coming to the party tonight? Lara:

I’ve got an exam tomorrow.

(Taken from Yule, 2006, p. 131)

In order to make Lara’s response relevant, Carol has to draw on some assumed knowledge that Lara will be spending that evening with his parents, consequently, he is not at the party. The conclusion of both generalized conversational implicature and particularized conversational implicature is that, if a speaker utters a sentence with implicit meaning and the hearers can interpret it well it means that the utterance is generalized conversational

implicature. Conversely, if a speaker utters a sentence with implicit meaning and the hearers cannot interpret it well it means that the utterance is particularized conversational implicature. Moreover, a sentence with intended meaning but do not show by the speakers. In this case, the purpose of some intended meaning of speaker utterances will be explain as functions of implicature in the following point.

4. Refusal

Refusal strategies is one kind of illocutionary speech act. Searle and Vanderveken (2000) difine the speech act of refusal is the negative counterparts to acceptances and consenting are rejections and refusals. Just as one can accept offers, applications, and invitations, so each of these can be refused or rejected. The way people refuse has many differences. In deffrent cultures, how someone says “no” is task that needs special skill. Based on the ethnicity and the cultural-linguistic values, the speaker must know the appropriate form, its function, and when to use it. The skill of refusing another’s offer, request, or invitation without makking hard feeling is very important.

People express kind of promise, commit, or something happens in the future. In this type, not only delivering statement, request, declare; but also delivering swear, complaint, refusal, and so on. Refusal are face-threatening acts and belong to the category of commissives because they commit the refuser to not performing an action. Refusals has a function becomees a response to an

initiating act and are considered a speech act by which a speaker fails to engage in an action proposed by interlocutor.

According to Felix-Brasdefer (2006) refusals are complex speech acts that need not only long sequences of negotiation and cooperative achievements, but also “face saving maneuvers to accommodate the noncompliant nature of the act”. Moreover, refusal in response is term of ‘face threatening acts’ for its performance potentially clashes with the face wants of requester. Furthermore, refusals are complex speech act, for they require both long sequence or negotiation, and cooperative achievements and face saving strategies tonadapt to the perceived ‘disobedient’ nature of the act. Sometimes, the interlocutor does not expect the refusal. To use refusal strategies, it is needed a high level of pragmatic competence.

4.1 Types of Refusal Strategies

There are some types of refusal strategies supported by Saeed (2007) namely :

a) Directive Strategies

This strategies is commonly followed by certain utterances which indicate performative verbs and non-performative statement. The direct strategies is divided into two statements, namely :

1. Performative Statement

Performative statement is also called mitigated refusal. It is a refusal

strategy that often mitigated by hedges (internal modifications) that diminishes the negative effect of the direct refusal or non performative statement that might have had on the interlocutor. Performative verbs such as refuse reject. The example: I refuse, it appears I cannot come to work

2. Non-performative Statement

Non-performative verb namely directly saying “no” or showing negative willingness such as: “ I can’t”, “I won’t” only. Addressor makes a statement which a non-performative verb combined with showing negative willingness in it. Example: “No. I can’t make it this weekend”

b) Indirect Strategies

Indirect strategies are performed with hedges. There are eleven indirect strategies, namely:

1. Statement of regret: Regret happens when receiving the invitations, the participants often responds with an expression of regret for not being able to accept the invitation. This expression is signified with showing that the speaker regrets the situation because s/he cannot accept the offering, the signifier of statement of regret is the word ‘sorry’ or the other words which have similar meaning. Example: I’m sorry. Sorry it can be
2. Wish: wish is also called positive opinion. It appears when the participants express a positive opinion of the invitation/the situation or wishes him well after refusing the invitation. Example: I wish I can do it

for you. Hopefully, you have a great fun then

3. Excuse/reason/explanation: Indirect refusal may be expressed through giving a reason or explanation such as stating a principle as “I do not know how to do it because I never do it before”, setting a condition for acceptance like “If it is earlier, I would...” or making a promise which indicates with word “promise” or “will” . before saying the reason or explanation, the addressor can express a statement of regret such as: “soory” or saying word “wish”. Example : “sorry that I can’t help you because I have a lot of things to do”
4. Statement alternative: to say an alternatives, refuser can state X , which refers to the alternative that the refuser wants the initiator to do, instead of Y, which deals with the refuse’s offers, request towards the refuser e.g: “I prefer going tomorrow than today”. Also, the refuser can suggest another option. Example:”you can ask her for a help instead of me”
5. Set condition for future or past acceptance: set condition for the future of past acceptance is usually to comply. It appears after refusing the invitation. The participant expresse their desire to accept it if it was possible for him/her to do so. Example: I will try to come if can finish my problem. Oh, I’ve checked my e-mail earlier, I wouldn’t have another plans
6. Promise of future acceptance: Promise of future acceptance usually appears after the participant refused the invitation and’or made future

plans to see their friends. Example: I'll do it next time

7. Statement of principle: The example of statement of principle is "I don't believe in fad dieting"
8. Statement of philosophy: The example of statement of philosophy is "Help one, help all"
9. Attempt to dissuade interlocutor: There are three ways to attempt to dissuade interlocutor. They are:
 - a. Threat/statement of negative consequences to the requester
 - b. Criticize the request/the requester, etc
 - c. Let the interlocutor off the hook. The example is: That's OK; don't worry about it
10. Avoidance: There are two categories of avoidance, as follows:
 - a. Repetition of part request, etc., e.g. Borrow money ?
Postponement/indefinite reply
11. Adjunct to refusal: There are three types of adjunct to refusal, those are:
 - a. Statement of positive opinion/feeling/agreement
 - b. Statement of sympathy, e.g. While, I appreciate
 - c. Gratitude/appreciation

In an early attempt to classify the realization of refusals, Ueda (1972) listed 16 ways to avoid saying no in Japanese (Vague no, silence, delaying answers,

among others). Some years later, Rubin (1983) claimed that there were the following 9 ways of refusing across a number of cultures:

1. Be silent, hesitate, show a lack of enthusiasm
2. Offer an alternative
3. Postponement.
4. Put the blame on a third party or something over which you have no control.
5. Avoidance.
6. General acceptance of an offer but giving no details.
7. Divert and distract the addressee.
8. General acceptance with excuses.
9. Say what is offered is inappropriate

Turnbull and Saxton (1997) examined the use of modality (e.g., can, may, would, perhaps) in 70 refusals to comply with a request. Data collection consisted of telephone conversations with previously contacted university students who had agreed to take part in a psychological study. As it involved reactions to electric shock, the authors expected participants' refusals to such a demanding request. Analysis of the data revealed that modal expressions occurred frequently in the five categories Turnbull and Saxton (1997) proposed, which are as follows: - Negate requests (9%): "No"; "I don't think so" - Performative refusal (7%): "I pass"; "I better say no" - Indicate unwillingness (7%): "I don't think I want to do that kind of thing" - Negated ability (44%): "I can't"; "I won't be able to do it" - Identify impeding statement (33%): "I have to work"; "I'm busy"

3. Functions of Implicature

The function of implicature, as listed by Brown and Levinson (1978) are to create a sense of humor and politeness and Micheal (1967: 51) uses language to convey some information. While Channel (1994:194) explored below in English Communication Used listed such as lack of knowledge and/or vocabulary and self-protection

a. To Give Information

Micheal (1967: 51) uses language to convey some information. He stated that language can also function as giving message literary or implicitly from their self to the hearers.

b. To Entertain the Audiences (Joking)

As Brown and Levinson point out "joking is a basic positive politeness technique" (1987:124). Joking is often used for the purpose of enhancing friendship, especially in western countries. Indirect utterances sometimes expressed in order to entertain others by joking. In doing communication especially in informal communication, people sometimes using some jokes in order to create kinds of relaxing atmosphere

c. Lack of Specific Information

Speakers sometimes make use of implicature to convey meaning in situations where they do not have at their disposal the necessary words or phrases for the concepts they wish to express.

The researcher relates the functions of utterances which are containing

implicature based on the purpose of context and situation which happened during the conversation. As stated by Lubis, (2011: 5) that the functions of language personally, interpersonally and others cannot be separated from the context and situation of the place where the function occurs.

By understanding those functions, it helps the researcher to analyze the data. In this case, the example of each topic has same proportion example data to this research. Thus, it can comprehend the process of finding data

4. Text

Text can be said as the representation of implicature. The word text is simply a convenient term to label the units of written language that we deal with every day from notices to newspaper articles; album or CD sleeves note, textbooks or even cookery recipes. Besides, there is also spoken text, but when we analyze them we will be looking at them in a written form. Roccoeur (2001) as quoted by Istifadah (2005) said that text is spoken language implemented into written form. Furthermore, Halliday and Hasan in Ariani (1995:27) said that text can be in the form of spoken or written, prose or verse, dialogue or monologue, it may be anything from a single proverb to a whole play, from a momentary cry to help to an all day discussion on a committee. Language users employ text to convey their message to other people through the specific codes that are interpreted by the receiver to arrive at the speaker's or writer's intended message. Besides, text is a technical term to refer to the verbal record of communicative act (Brown and Yule, 1983; 6). In the study of discourse analysis we can't separate

between text and context. Text is a unity of sentence or language that has function in certain context (Halliday in Ariani, 1995). Text refers to all linguistic aspects in written or spoken natural language, i.e. the words used to form the utterance or written text. It could be a word, a sentence, a paragraph, or a longer stretch of language, in order words any lengths of words used to create text. In the linguistic theory what is meant by text is not more than groups of letters, words, and sentences which use conventional sign system which it can reveal its intended message (Sobur and Alex, 2001:54).

5. Context

Context is very important to determine the meaning of an utterance. According to Cook (1989: 10) context is knowledge of the word outside of the language which people use to interpret. If the context does not exist, people find difficulties to generate meaning a text. Actually, a text always occurs in two contexts, those are context of culture and context of the situation. When the people think of the differences in forms of address, in ceremonies, in politeness and in significant activities between one culture and another, they are bringing some ideas of the importance of context of culture in determining meaning.

Within the context of culture, people use language in many more specific contexts of situations. This is a useful term to cover the things going on in the word outside the text that make the text what it is. These are the grammatical patterns that people use consciously or subconsciously to construct text of different varieties and that their audience uses to classify and interpret. Context

of situation relates some categories; those are verbal and nonverbal action of participants, relevant direction or goal and the effect of the verbal action.

Knowing the context of the utterances or sentences will help the hearer to understand the meaning of it because same utterances or sentences spoken or written in different context will yield different meaning. Therefore learning the context will help someone to understand the meaning. Context is divided into the feature and the kinds of it as follows: a. Features of context According to Parera (1987) the features of context are setting; activity and relation. Setting is divided into place and time where the situation happens they are: (i) materials components

around the language interaction; (ii) place is where the communication takes place and (iii) time is time sequence occurs in language interaction. Another component is activity which means that all behavior occurred in language interaction, it covers the language interaction itself, non-verbal interaction, reaction, perception and feeling of the communicator and communicant. The last component is relation. It means the relation among participants which can be identified from the sex, age, social status, etc. (as cited in Prillia, 2017). b. Kinds of context There are four kinds of context according to Hasan Lubis (1993, as cited from Prillia, 2017) namely: 1. Physical context This type of context covers the place where the language is used in communication; the objects presented in the communication and the acts of the communicators and communicants. 2. Linguistic context It covers speech acts found in the

sentences or utterances or certain speech in communication. 3. Social context This social context means the relation between the communicator and the communicant. 4. Epistemic context This type of context is about the concept of message found between the communicator and communicant.

6. Movies

The Pursuit of Happiness synopsis ; based on a true story man named Christopher Gardner. Gardner has invested heavily in a device known as a “bone density scanner”. He feels like he has it made selling these devices. However, they do not sell well as they are marginally better than x-ray at a much higher price. As Gardner works to make ends meet, his wife leaves him and he loses his apartment. Forced to live out in the streets with his son, Gardner continues to sell bone density scanners while concurrently taking on an unpaid internship as a stockbroker, with slim chances for advancement to a paid position. Before he can receive pay, he needs to outshine the competition through 6 months of training, and to sell his devices to stay afloat

The Help synopsis ; Set in Mississippi during the 1960s, Skeeter (Stone) is a southern society girl who returns from college determined to become a writer, but turns her friends' lives and a Mississippi town upside down when she decides to interview the black women who have spent their lives taking care of prominent southern families. Aibileen (Davis), Skeeter's best friend's housekeeper, is the first to open up to the dismay of her friends in the tight-knit black community. Despite

Skeeter's life-long friendships hanging in the balance, she and Aibileen continue their collaboration and soon more women come forward to tell their stories -- and as it turns out, they have a lot to say. Along the way, unlikely friendships are forged and a new sisterhood emerges, but not before everyone in town has a thing or two to say themselves when they become unwittingly and unwillingly caught up in the changing times.

The tourist synopsis ; Elise (Angelina Jolie) sits next to an American tourist, Frank (Johnny Depp), on a train going to Venice. She has chosen him as a decoy, making believe that he is her lover who is wanted by police. Not only will they need to evade the police, but also the mobster whose money her lover stole. ??

I care a lot synopsis ; Poised with sharklike self-assurance, Marla Grayson is a professional, court-appointed guardian for dozens of elderly wards whose assets she seizes and cunningly bilks through dubious but legal means. It's a well-oiled racket that Marla and her business-partner and lover, Fran, use with brutal efficiency on their latest "cherry," Jennifer Peterson - a wealthy retiree with no living heirs or family. But when their mark turns out to have an equally shady secret of her own and connections to a volatile gangster, Marla is forced to level up in a game only predators can play - one that's neither fair, nor square.

Gifted synopsis : Frank Adler (Chris Evans) is a single man raising a child prodigy - his spirited young niece Mary (Mckenna Grace) in a coastal town in Florida. Frank's plans for a normal school life for Mary are foiled when the seven-

year-old's mathematical abilities come to the attention of Frank's formidable mother Evelyn (Lindsay Duncan) whose plans for her granddaughter threaten to separate Frank and Mary. Octavia Spencer plays Roberta, Frank and Mary's landlady and best friend. Jenny Slate is Mary's teacher, Bonnie, a young woman whose concern for her student develops into a connection with her uncle as well

Fatherhood synopsis ; A father adopts his baby daughter as a single father after the unexpected death of his wife who died the day after the birth of their daughter.

The confession of shopaholic synopsis : Struggling with her debilitating obsession with shopping and the sudden collapse of her income source, Rebecca Bloomwood (Isla Fisher) unintentionally lands a job writing for a financial magazine after a drunken letter-mailing mix-up. Ironically writing about the consumer caution of which she has not abided, Rebecca's innovative comparisons and unconventional metaphors for economics grants her critical acclaim, public success, and the admiration of her supportive boss Luke Brandon (Hugh Dancy). But as she draws closer to her ultimate goal of writing for renowned fashion magazine Alette, she questions her true ambitions and must determine if overcoming her "shopaholic" condition will bring her real happiness

The Princess switched synopsis ; Stacy, a type-A planner with a penchant for schedules, takes a spontaneous trip to the charming land of Belgravia at the suggestion of her sous chef and best friend, Kevin. While preparing for the Royal Christmas Baking Contest, Stacy faces an identical stranger and a strange request.

Free-spirited but royally obligated, all Duchess Margaret Delacourt really wants is one last chance to experience life as a "normal person" before she dutifully marries the Crown Prince of Belgravia,

The Princess switched : switched again synopsis ; When Duchess Margaret unexpectedly inherits the throne to Montenaro and hits a rough patch with Kevin, it's up to her double Stacy to save the day before a new lookalike, party girl Fiona foils their plans.,

to all the boys I've loved before synopsis ; Lara Jean Covey writes letters to all of her past loves, the letters are meant for her eyes only. Until one day when all the love letters are sent out to her previous loves. Her life is soon thrown into chaos when her foregoing loves confront her one by one.,

To All the boys : always and forever synopsis ; Senior year of high school takes center stage as Lara Jean returns from a family trip to Korea and considers her college plans - with and without Peter. ,

To all the boys: ps. I still love you synopsis ; Lara Jean and Peter have just taken their relationship from pretend to officially official when another recipient of one of her old love letters enters the picture

CHAPTER III

RESEARCH METHODOLOGY

A. Research Method

According to Suparyanto, research design is a plan on how to collect and processing the data in order to can be implemented to achieve the research objectives. Elements of the study design are: the type of research, target population, sampling methods, data collection method, data processing method

The method used for analyzing the data was descriptive qualitative method. Qualitative research method is defined as a research procedure which produces descriptive data in the form of words written or spoken of the person (Bogdan and Taylor, 1975:5 in Moleong, 2002:3). In this research the writer used descriptive research approach. According to Arikunto (2010:3) descriptive research is the study intended to investigate the situation, condition, circumstances, events, and other activities, and the result presented in the form of the research report. The data that had been collected from the movie and the script were analyzed by using pragmatic theory by Grice (1975), and analyzed functions by Brown and Levinson (1978) are to create a sense of humor and politeness and Micheal (1967: 51) to give information, Lack of specific information. Conversations in the movie that classified as conversational implicatures were separated into two according to the types of conversational implicature by using the pragmatic theory by Grice (1975). Several of the collected data were selected for analysis by using