

**THE IMPLICATURE IN MIRANDA PRIESTLY'S
UTTERANCES IN *THE DEVIL WEARS PRADA*
MOVIE**

A Pragmatic Study



A THESIS

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

By

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ENGLISH LITERATURE STUDY PROGRAM

FACULTY OF CULTURAL SCIENCES

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THESIS
THE IMPLICATURE IN MIRANDA PRIESTLY'S UTTERANCES IN *THE
DEVIL WEARS PRADA* MOVIE (A Pragmatic Study)

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And is declared to have fulfilled the requirements

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The Thesis by EUREKA ANABELLA ABBAS (Student Number: F21116331) entitled, *THE IMPLICATURE IN MIRANDA PRIESTLY'S UTTERANCES IN THE DEVIL WEARS PRADA MOVIE*, has been revised as advised during the examination on January, 15th 2021 and is approved by the Board of Undergraduate thesis Examiners:

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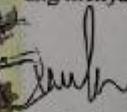
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Yang menyatakan,

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The Writer

TABLE OF CONTENTS

TITLE SHEET.....	i
LEGITIMACY SHEET.....	ii
AGREEMENT SHEET.....	iii
DECLARATION SHEET.....	iv
ACKNOWLEDGEMENT.....	v
TABLE OF CONTENTS.....	vi
ABSTRACT.....	vii
ABSTRAK.....	viii
CHAPTER I.....	1
A. Background of the Study.....	1
B. Identification of the Problem.....	2
C. Scope of the Problem.....	2
D. Research Questions.....	3
E. Objectives of the Study.....	3
F. Significances of the Study.....	3
CHAPTER II.....	5
A. Previous Studies.....	5
B. Literature Review.....	7
a. Pragmatics.....	7
b. Implicature.....	8
c. Grice's Co-operative Principle.....	12
d. Context.....	13
e. The Devil Wears Prada movie.....	15
CHAPTER III.....	17
A. Research Design.....	17
B. Data Collection.....	17
C. Data Analysis.....	18
CHAPTER IV.....	20

A. Findings.....	20
B. Discussion.....	22
CHAPTER V.....	30
A. Conclusion.....	30
B. Suggestion.....	31
BIBLIOGRAPHY.....	32
APPENDIXES.....	34

ABSTRACT

Eureka Anabella Abbas. 2020. This study entitled Implicature in Miranda Priestly's Utterances in The Devil Wears Prada Movie (supervised by Sukmawaty and Ainun Fatimah).

This study is designed to identify the types of implicature that used by Miranda Priestly in The Devil Wears Prada movie and also the implied meaning of the utterance.

This study used qualitative research method and using Grice's (1975) theory to categorize the types of implicature that used. The writer analyzed the implied meaning of Miranda Priestly's utterances by watching and read the manuscript that has been downloaded.

There were 6 utterances from Miranda Priestly that has implied meaning. The writer recognized those utterances as conversational implicature and categorized the utterances into generalized conversational implicature (3 utterances) and particularized conversational implicature (3 utterances).

Keywords: **Pragmatics, Implicature, Types of Implicature.**

ABSTRAK

Eureka Anabella Abbas. 2020. Penelitian ini berjudul *Implicature in Miranda Priestly's Utterances in The Devil Wears Prada Movie* (dibimbing oleh Sukmawaty dan Ainun Fatimah).

Penelitian ini dibuat untuk mengidentifikasi jenis implikatur yang digunakan oleh Miranda Priestly dalam film *The Devil Wears Prada* dan juga makna tersirat dari apa yang diucapkan.

Penelitian ini menggunakan metode penelitian kualitatif dan menggunakan teori dari Grice (1975) untuk mengelompokkan jenis implikatur yang digunakan. Penulis menganalisa makna tersirat dari ucapan Miranda Priestly dengan menonton dan membaca naskah yang telah diunduh.

Terdapat 6 ucapan dari Miranda Priestly yang menggunakan implikatur. Penulis menggolongkan ucapannya sebagai *conversational implicature* dan mengelompokkannya menjadi *generalized conversational implicature* (3 ucapan) dan *particularized conversational implicature* (3 ucapan).

Kata kunci: **Pragmatics, Implicature, Types of Implicature.**

CHAPTER I

INTRODUCTION

A. Background of the Study

People make interaction and good communication with other people to fulfill their needs, such as asking and giving help, also getting information. They have to communicate to fulfill them all. Their purpose can be recognized by other people by doing some acts. This is common when people say something. They are not only doing speaking but also doing something. They sometimes want an act from someone of what they are saying. Therefore, communications help them getting what they need.

To make a good communication, people must understand both in mastering language and context. Language can connect one person to others and the meaning can be understood by the context. The study of those relations between language and context is called Pragmatics.

In Pragmatics, a subdiscipline of Linguistics, an implicature is something the speaker suggests or implies with an utterance, even though it is not literally expressed. Grice (1975) quoted by Rosyid Eko Pranoto (2013) state that implicature can be defined as “indirect or implicit meaning of an utterance that is produce by the speaker”. Implicatures can be part of sentence meaning or dependent on conversational context and can be conventional or unconventional.

The writer chose *The Devil Wears Prada* movie because there are many implicature can be found. This thesis addresses the implicature that in “The Devil Wears Prada” movie that mostly heard by Miranda Priestly, a powerful fashion magazine editor to Andrea “Andy” Sachs, a college graduate who goes to New York City and lands a job as Priestly’s co-assistant.

B. Identification of the Problem

To limit the investigations of this research, the writer focused on the current problem as follows:

1. The types of implicature in Pragmatics.
2. The difficulty to classify implicature based on their types.
3. The difficulty to identify implicature in utterances.
4. The difficulty to analyze the implied meaning of an utterance that using implicature.

C. Scope of the Problem

This research will focus on one of the character utterances, which is Miranda Priestly. The writer would like to analyze the utterances of Miranda Priestly that used implicature and identify the types of implicature that the utterances used. After identifying the types of implicature that used, the writer analyzes the implied meaning of the utterances.

D. Research Questions

1. What are the types of implicature used in Miranda Priestly's utterances in The Devil Wears Prada movie?
2. What is the implied meaning of implicature that used in Miranda Priestly's utterances in The Devil Wears Prada movie?

E. Objectives of the Study

1. To identify the types of implicature are used in Miranda Priestly's utterances in The Devil Wears Prada movie.
2. To analyze the implied meaning of implicature that used in Miranda Priestly's utterances in The Devil Wears Prada movie.

F. Significances of the Study

The significance of the study is to give contribution both theoretically and practically in pragmatics, especially implicature.

1. Theoretical Benefits.

Theoretically, the findings of this research are going to be one of the references and alternative explanation about implicature, hopefully. Afterwards, this research is expected to be able to add the theoretical framework for pragmatic research, especially implicature from different phenomenon and object.

2. Practical Benefits.

In practically, the researcher wants to explore the reason of using implicature and also the implied meaning in *The Devil Wears Prada* movie, especially

Miranda Priestly's utterances. Hopefully, this research can inspire and increase resources to the reader for doing pragmatic based research on movie, especially implicature.

CHAPTER II

THEORETICAL BACKGROUND

A. Previous Studies

The writer tries to prove the originality by comparing the research to the other related researchers that deals with the pragmatic study. Based on the other researchers, the writer finds some similarities and differences both from the first and the second researcher.

There have been a lot of studies already done in relation to implicature. The first research is by Reni Safitri (2017) entitled, "Implicature in Spoken Advertisement Used by Male and Female (A Pragmatic Approach). In her research, she is using a descriptive qualitative method as the research design. She analysis the types of implicature used in advertisement and the differences of way in conveying the message of the advertisement used by male and female. She finds, in her research that there are two types of implicature applied by males and females as part of marketing strategies, those are generalized implicature (mostly used in male advertisement) and particularized implicature (mostly used in female advertisement). The differences are based on the use of the figurative language, the flouting of cooperative principles, the language forms and several advertisement goals such as reaching the selling target, making the advertisement more interesting and strengthening the message in the advertisement.

The second research is by Avinda NorHaniva Fitriany (2016) entitled, “Generating Conversation Implicature Strategies on The Advertisements of Vogue Magazines. She is focused on the strategies of generating the conversational implicature in the advertisements of Vogue magazine. In her research, she is using descriptive qualitative method as the research design because the purpose of this research is to provide a descriptive analysis of the data. The result of her research showed that (1) the copywriter of Vogue magazine October 2015 edition generated conversational implicature by observing the maxim of cooperative principle four times and violates the maxim twelve times in language of advertisements to give more attractive result to the reader of magazine and (2) (the copy October 2015 edition) generated conversational implicature in the language of advertisements to gain four reasons: interestingness, increase to force of message, compete goals, and politeness.

The third research is by Abi Pandu Wibawa (2017) entitled, “Implicature Used by The Main Character in Jane Austen’s: Pride and Prejudice”. In his research, he is using descriptive qualitative method to analyze the co-operative principles and implicature within the novel by conducting several procedures of data collection. He analysis the implied meaning or hidden meaning in conversation, specifically the main character in the novel. He finds that the main character violated the co-operative principle in order to generate implicature. The implicature itself contributes in the process of character development and influenced by the setting and plot of the novel.

The fourth research is by Rosyid Eko Pranoto (2013) entitled “Implicature Analysis in Maher Zain’s Song Lyric on ‘Forgive Me’ Album”. In his research, he is using descriptive qualitative design. The purpose of the research is to get clearly about the detailed explanation about implicature in Maher Zain’s song lyrics on the “Forgive Me” album. He found that the lyric has meaning based on the author’s intention. The conversational implicature has found in the lyrics has two types, those are generalized conversational implicature and particularized conversational implicature.

In this study the writer has found the similarities and differences in data from above researches. All the researchers and the writer have the same analysis on the implicature used but the writer has the different object of analysis. The writer uses movie as the object of analysis also focusing on one character’s utterances. The next similarities are located on the objective of the study. The object all the researcher is the implied meaning. In this research, the writer is analyzing the implied meaning from Miranda Priestly’s utterances and the type of implicature that is used in the movie.

B. Literature Review

1. Pragmatics.

Pragmatics is one of the branches in Linguistics. Linguistics is the study of language which involves the analysis of language form, meaning, and language in context. He also focuses on how language grows and changes, particularly over an extended period.

In this thesis, the writer is going to discuss about pragmatics and the definition that suggested by some experts.

Levinson (1983:53) views pragmatics as an inferential process. He also state that:

“we can compute out of sequences of utterances, taken together with background assumptions about language usage, highly detailed inferences about the nature of the assumptions participants are making, and the purposes for which utterances are being used. In order to participate in ordinary language usage, one must be able to make such calculations, both in production and interpretation. This ability is independent of idiosyncratic beliefs, feelings and usages (although it may refer to regular and relatively abstract principles). Pragmatics can be taken to be the description of this ability, as it operates both for particular languages and languages in general.”

Yule (1996, p.3) views pragmatic as the study of meaning. According to this author, pragmatics is concerned with four dimensions of meaning:

“The study of speaker meaning
The study of contextual meaning
The study of how more gets communicated than is said
The study of the expression of relative distance. “

2. Implicature.

Implicature is something that the speaker suggests or implies with an utterance, even though it is not literally expressed. This phenomenon is part of pragmatics, a subdiscipline of linguistics. The philosopher, H. P. Grice coined the term in 1975. Grice also distinguished conversational implicature, which arise because speakers are expected to respect general rules of conversation and conventional ones, which are tied to certain words such as “but” or “therefore”.

Every utterance is considered to have a specific meaning. As Grice (1975:44) state that meaning of the speech is referred to as implicatum, which then is formulated with the term non-natural meaning. Implications means something involved in the conversation. Therefore, implicature indicates the differences between what is said and what is meant. These differences do not become a problem in the conversation because the interlocutors have already understood each other.

Grice (1975) divided implicature into two types. They are conversational implicature and conventional implicature. To have a better understanding writer would like to explain the two types of implicature according to Grice in *Logic and Conversation* (1975) below.

a. Conventional Implicature.

“In some cases, the conventional meaning of the words used will determine what is implicated, besides helping to determine what is said.” Grice (1975:44).

Conventional implicature is implications based on conventional meanings of the words occurring in an utterance. Conventional implicature does not depend on the special context, but deals with the specific word such as but, yet, therefore, however, and even.

Grice (1975: 25) said that conventional implicatures are determined by the meaning of a sentence.

Potts (2005:35-6; 2007:669) stronger claim that a sentence cannot be used with its conventional meaning without implicating its conventional implicatures.

The writer would like to give an example about conventional implicature below:

Rere is skinny but eats a lot.

The sentence above is logically equivalent to -that is, it has the same truth conditions as- *Rere is skinny and eats a lot*. Furthermore, the word “but” implicates a sense of contrast. Taken together, the sentence means “Surprisingly, Rere is skinny in spite of she eats a lot.”

b. Conversational Implicature.

In Pragmatics, conversational implicature is an indirect or implicit speech act: what is meant by a speaker’s utterance that is not part of what is explicitly said.

“What a speaker intends to communicate is characteristically far richer than what she directly expresses; linguistic meaning radically underdetermines the message conveyed and understood” L. R. Horn in *The Handbook for Pragmatics*.

Conversational implicature itself is divided into two types; generalized conversational implicature and particularized conversational implicature.

a) Generalized Conversational Implicature.

General conversational implicature contains information that is inferred in a prototypical way, as long as there is no specific information that denies or contradicts it. For example:

Ana has 5 children.

Ana has no more than 5 children.

b) Particularized Conversational Implicature.

Particularized conversational implicature are closely linked to specific or particular contexts; that is, the success of these inferences is linked to knowledge about very specific contextual information. For example:

(B, who is short, does not like to go out with tall women, and A knows this.)

A: Do you want Phoebe's phone number so you can go out with her?

B: Phoebe is quite tall.

B does not want A to give him Phoebe's telephone number to go out with her.

Grice (1975) quoted by Listiani (2011) state that it is implication or proposition in conversation which appears because of violating the conversational principle in which the speaker's intention is expressed differently in the speaker's actual utterance. The principle represents four basic maxims which show rules for how the communication should be. Grice who joins the rules in a general principle has been identified the rules and it is called Grice's Co-operative Principle.

3. Grice's Co-operative Principles.

People sometimes speak in irrational way, so they may say something that has intention and implied meaning which are not stated in their actual utterances. The way of people converse is adjust by some kind of rule. This rule represents four basic maxims of co-operative principle. They specify what participants have to do in order to converse in a maximally efficient, natural, co-operative ways they should speak sincerely, relevantly, and clearly while providing sufficient information (Levinson 1983:102).

In his conversational principle, Grice identified the rules of conversation. They are showed in Grice's co-operative principle theory. The cooperative principle is about to make your contribution such as required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged. In Levinson (1983:101), Grice expresses these principles as follows:

1) The 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.

In this case, the speaker should give suitable information that is needed by the hearer in a conversation.

2) The maxim of quantity.

- i. Make your contribution as informative as is required for the current purposes of the exchange.
- ii. Do not make your contribution more informative than is required.

It means that the speaker should give a contribution that they believe to be true.

3) The maxim of relevance.

When the speakers give relevant information, they have to be cooperated with the maxim of relevance. In this case, they have to give information based on the topic of conversation.

4) The maxim of manner.

- i. Avoid obscurity.
- ii. Avoid ambiguity.
- iii. Be brief.
- iv. Be orderly.

By understanding rules above, we may know people who are against the rule and have no ability to make conversation work. There are 3 types of violating maxims from speaker's utterances from the conversations, such as: (a) violating manner maxim; (b) violating quality maxim; and (c) violating relevance maxim.

4. Context.

The text is all of the linguistic form not only the printed words but also all of communicative expression, such as speech, music, picture, and so on,

while context is all of situation form out of the text which influence the language use such as language users and situation where language is produced (Cook in Sobur 2001:56). That means the meaning of text depends on the context.

Context is the most important influence on how messages are interpreted state by Brown and Yule in Dey and Abowd (2000). There are 6 types of context: physical context, inner context, symbolic context, relational context, situational context, and cultural context. These kinds of context became the reasons of using generalized and particularized implicature.

a. Physical Context.

Physical context includes the material objects surrounding the communication event and any other features of the natural work that influence communication.

Example: furniture and how it is arranged, size of the room, colors, temperature, etc.

b. Inner Context.

Inner context includes all feelings, thoughts, sensations, and emotions going on inside of the source or receiver which may influence how they act or interpret events.

Example: hungry, angry, sleepy, anxious, etc.

c. Symbolic Context.

Symbolic content includes all messages (primarily words) which occur before or after a communication event and which influence source or receiver in their actions or understandings of the event.

Example: red roses are symbol for love, black colour is symbol for death, emoticons, etc.

d. Relational Context.

Relational context is the relationship between the sender and the receiver(s) of a message.

Example: father-son, husband-wife, mother-daughter, schoolmate, workmate, etc.

e. Situational Context.

Situational context is what the people who are communicating think of as (label) the event they are involved in.

Example: having class, being on a date, etc.

f. Cultural Context.

Cultural context had the rule and patterns of communication that are given by (learned from) our culture and which differ from other cultures.

Example: Indonesian, American, etc.

5. 'The Devil Wears Prada' movie.

The Devil Wears Prada movie is a 2006 American comedy-drama film directed by David Frankel and produced by Wendy Finerman. The

screenplay, written by Aline Brosh McKenna is based on a 2003 novel by Lauren Weisberger with the same name. The film adaptation stars Meryl Streep as Miranda Priestly, a powerful fashion magazine editor; Anna Hathaway as Andrea “Andy” Sachs, a college graduate who goes to New York City and lands a job as Miranda Priestly’s co-assistant. Emily Blunt and Stanley Tucci co-star as co-assistant Emily Charlton and Nigel Kipling. This film also stars Adrian Grenier, Simon Baker and Tracie Thoms as key supporting roles.