CHAPTER I

INTRODUCTION

1.1 Background of the Study

Persons need language to communicate with each other. However, language is not just a tool, but has become a one broad field of knowledge to study. Language is a complex subject. Therefore, there is a field of science called "Linguistics" for studying language as a whole.

According to Birner (2013), linguistics is not only about competence, but also performance. What is meant by competence is a common knowledge of the language form or language context. While, on the other hand, what is meant by performance is what people do linguistically.

By what people do linguistically is, in further and complex understanding, known as Pragmatics. According to Stalnaker (1972:383), Pragmatics is "The study of linguistic acts and the contexts in which they are performed". Pragmatics studies the meaning of an utterance. This go in accordance with Birner (2013) who states that pragmatics is the study of language use in context.

Birner (2013), gives an illustration of pragmatic case as follow:

1. *My day was a nightmare.*

   If a speaker is saying that he or she is having a hard day, the speaker may tell the hearer or reader that his or her day has been a nightmare – but of course the speaker does not want the hearer or reader to take the meaning

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literally. The day is not a dream that the speaker went through or dreamt about, but with the context in which the speaker performed in the utterance, he or she intends to tell that "I am having a hard day."

Moreover, in some pragmatic cases, there are people who do not always say what they mean. For instance, when there are two people in a room with a hot temperature, one of them says that the temperature there is hot to the other. But, what he/she really tries to do is to convince the other one to turn on the air conditioner in the room.

The phenomenon above is called "Implicature". Grice (1975:23) states that "The expressions, as used in natural speech, cannot be regarded as finally acceptable, and may turn out to be, finally, not fully intelligible". That is to say, for some cases, an utterance – especially in the mentioned case above, cannot be taken literally in meaning, but it has to be analyze beyond its literal meaning. Furthermore, Horn (2012:85) states that "Whether conversationally or conventionally triggered, implicatures are generally understood to constitute a proper subset of speaker-meant implications". This means that broadly – in linguistics, implicatures is the right tool to examine the implications of what is meant by the speaker.

Regarding the above statement, people have to interpret meaning from what the speaker said to get what is implicated in an utterance. According to Grice (1975), implicatures is a speaker meaning which builds an aspect of what is meant in a speaker's utterance without being part of what is said. The speaker's meaning is what the speaker intends, it includes the literal sentence

from the speaker, but it may extend beyond the literal meaning. Interpreting meaning in one's utterance has been a more difficult task in everyday practice than its discussion, because it requires a complete understanding on the idea that lies within the utterance.

Moreover, according to Grice (1975), there are two kinds of Implicature, they are conventional and conversational implicature. First, conversational implicature – usually happened in a conversation. Thereby, its characteristic is temporary, conversationally implicated when the conversation occurs. Second, the conventional implicature – a kind of implicature that is not only implicated by its convention but also commonly general knowledge. Its implication is generally known.

According to Huang (2017), both conventional and conversational implicatures are associated with speaker or utterance expressed meaning behind the sentence and does not affect the truth condition of the utterance – however, there are five properties stated by Huang to divine conventional from conversational as follows; 1) Conventional implicatures is not derived by any cooperative principle and maxims as Grice claims for conversational implicatures but are attached by convention to particular lexical items or linguistic constructions. 2) Conventional implicatures are not calculable, it has to be stipulated because they are not calculable via any natural procedure and is given by convention. 3) Conventional implicatures are not cancellable. 4) Conventional implicatures are detachable. And 5) Conventional implicatures tend not to be universal. By the properties given, the writer sees that the analysis

of conventional implicatures is a quite interesting analysis because the conventional implicatures detached from the visible meaning and its implication is given by convention. And by doing the analysis of the speaker's utterance, it indirectly enrich the knowledge about the speaker or the utterance in the context given for the analyzer.

Human talks with each other in a various way, and to know the implication of what is said in the speaker's utterance means not only to know the context, but also the linguistic acts performed by the speaker. Therefore, knowing and studying language, pragmatics and implicatures has helped learner to know the speaker's implication in a deeply complex understanding.

According to Grice (1975:25), "Conventional meaning of the words used will determine what is implicated, besides helping to determine what is said". This go in accordance with Huang (2017:176) who claims that "Conventional implicature arises solely from any general considerations of cooperation and rationality from the saying of what is said because of the conventional features attached to particular lexical items and or linguistic constructions". Moreover, Horn (2007), states that conventional implicatures are thus part of encoded but not truth-conditional content. Conventional implicature can be embedded as implicatures and not as "said" content, and can affect judgments of both assert-ability and validity.

With various theories and understandings that have been explained by the writer, the writer finds that Conventional Implicature plays an important role in analyzing the meaning in someone's utterances. Because, nowadays, the

spread of information becomes wider and faster by the help of development in today's technology that helps human. In daily information absorption, knowledge of the subject or idea contained in the information is required.

To study and know the framework of conventional implicature is important because conventional implicature is a subject that studies not only the meaning contained in someone's utterances, but also provides a deeper understanding of reasoning in the context of the meaning or ideas uttered by the speaker. Language or various choices of words that are built in linguistic constructions are relevant because conventional implicature lies in them. The writer considers research on conventional implicature important because by knowing and deepening knowledge about the topic, it is hoped that there will be no information gaps that occur in the recipient of the information, whether by ambiguity, miscommunication, or misinterpretation of the meaning contained in the information.

Grice is the person who define implicatures as a subject in pragmatics area. However, the notion, description and triggers of conventional implicature is not set and have to be examined further, unlike conversational implicature. Based on various theories and explanations from experts as mentioned and explained, conventional implicature is a study that has existed for a long time. However, the notion about conversational implicature has become a topic that is more ogled by pragmatists, this is because Grice as the person who proposed the theory of conventional implicature only gave a little exposure to the topic

of conventional implicature, and the boundaries of conventional implicature are not as broad as the topic of conversational implicature.

After the writer conducted an in-depth search on the topic of conventional implicature, the writer was interested in studying the topic of conventional implicature because, on related research conducted by pragmatists in recent years, the dimensions of the topic of conventional implicature became wider and structured in its use. Moreover, Huang (2017) claims that the notion of conventional implicature is examined further by many pragmaticist, including Horn. That is why the writer uses the trigger of conventional implicature from Horn because of the development of conventional implicature given.

To do the research of conventional implicature as explained above, the writer chose two speech delivered by Queen Elizabeth which entitled *The Queen coronavirus address: 'We will meet again'* on April 5th 2020 in *BBC.com* and *The Queen common wealth day message 2021* on March 7th 2021 in *royal.uk* as the data for the research to analyze the conventional implicature contained. Because, as the object of this research, both speeches were delivered during a pandemic. Due to the global situation and conditions, the speech is not only able to provide data of general knowledge and experiences created by pandemic for conventional implicature research which have been analyzed by the writer, but also able to provide a broader picture of the pandemic period that is currently being passed by all countries in the world.

1.2 Statement of the Problem

1. How the Conventional Implicature occurs in the speeches delivered by Queen Elizabeth?

2. What is the meaning of each conventional implicature found in the speeches?

1.3 Purpose of the Study

The purpose of this research is to conduct a pragmatic analysis on the speeches delivered by Queen Elizabeth based on Conventional Implicatures' theory proposed by Laurence R. Horn from the expansion on Paul Grice original model and theory. In particular, this study is designed to:

1. To examine the Conventional Implicatures found in the speeches delivered by Queen Elizabeth.

2. To provide the meaning of Conventional Implicatures found in the speeches delivered by Queen Elizabeth.

1.4 Significance of the Study

This research is expected to give benefit for the readers as seen below:

1. It gives information to the readers about the Conventional Implicatures, and how it is occurred.

2. It gives more information to readers who want to know more about linguistics construction contained in Conventional Implicatures.

1.5 Methodology of the Study

The method used in this research is a descriptive method with a qualitative approach. The writer used qualitative approach to explain and analyzed the data which in the form of utterances. According to Marshall (2006), qualitative approach typically relies on four methods for gathering information: 1) participating in the setting, 2) observing directly, 3) interviewing in depth, and 4) analyzing documents and material culture. The writer used documentation in collecting the data (speeches by Queen Elizabeth) from qualitative approach. The writer obtained the documentation from the speeches by Queen Elizabeth using note-taking technique. The method used in this research is a descriptive method because, the writer sought to develop meaning and understanding on the conventional implicatures found and explained the social situation within the object of the research into a descriptive explanation.

The subject of this research is Conventional Implicature, while the object of this research is speeches delivered by Queen Elizabeth during the Covid-19 pandemic. The data of this research were utterances from the speaker of the speeches (Queen Elizabeth) that triggered conventional implicature. The writer acts as the key instrument and the data analysis is based on interpretation.

Moreover, Lincoln and Guba (1985) in Sugiyono (2013:219) stated that "*Naturalistic sampling is, then, very different from conventional sampling. It is*

based on informational, not statistical considerations, and its purpose is to maximize information, not to facilitate generalization". The determination of the sample in qualitative research is not based on statistical calculations. The selected sample served to obtain maximum information, and the information obtained was not to be generalized.

Proportionate Stratified Random Sampling method is applied in collecting the data. The data used for the analysis is determined by using the Proportionate Random Sampling method because the data from the speeches that was taken using documentation methods is heterogeneous while proportionally stratified. According to Sugiyono (2013), Proportionate Stratified Random sampling is a probability sampling, a sampling technique that provides equal opportunities for all data to be selected as members of the sample to be analyzed.

Library research method is applied in analyzing the data. This research used library research because the writer conducted research on Conventional Implicature. According to Zeid (2004), library research is a research method that used library sources to analyze the data. The writer used library research method and made use of library sources to collect theories and analyzed the data. As stated by George (2008:1), "*Library research is a form of structured inquiry with specific tools, rules, and techniques*". The writer then drew and integrated the ideas from analysis to make the conclusion. In this research, the writer used some sources such as articles, books and internet as references for the theories of Conventional Implicature to do the analysis for the research.

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Narrative analysis is applied as the approach to analyze the qualitative data (documentation of speeches by Queen Elizabeth). The purpose is to understand how the context of social situation that was being changed by Covid-19 pandemic uttered by Queen Elizabeth in her speeches formed meaning and triggered conventional implicature.

The data were analyzed by using the theory of Conventional Implicatures' triggers proposed by Laurence R. Horn to find out how the Conventional Implicature occurs in the speeches delivered by Queen Elizabeth entitled *The Queen coronavirus address: 'We will meet again'* on April 5th 2020 in *BBC.com* and *The Queen common wealth day message 2021* on March 7th 2021 in *royal.uk*.

Steps of Doing the Research:

1. Collecting the data from both speech delivered by Queen Elizabeth entitled *the Queen coronavirus address: 'We will meet again'* on April 5th 2020 in *BBC.com* and *the Queen common wealth day message 2021* on March 7th 2021 in *royal.uk* by watch the video then turn it to text and takes notes on the conventional implicature found.

2. Data selection. The writer read the data and every sentence containing conventional implicature is marked as data.

3. Classifying each conventional implicature data into its triggers.

4. Data analyzing based on the theory of conventional implicature by Grice which furthermore is extended by Horn that explains the triggers of conventional implicature.

5. Writing the *skripsi*.

1.6 Scope and Limitation of the Study

This pragmatic research focuses on the Conventional Implicatures' theory proposed by Laurence R. Horn from the expansion on Paul Grice original model and theory. The scope of this research are two speeches delivered by Queen Elizabeth entitled; 1.) *The Queen coronavirus address: 'We will meet again'* on April 5th 2020 in *BBC.com* and 2.) *The Queen common wealth day message 2021* on March 7th 2021 in *royal.uk*. The limitation of this research is the conventional implicature contained in both speeches that triggered by discourse particles, expressives and definiteness conditions which will be mentioned further in chapter II.

1.7 Status of The Study

This research is not the first research to do an observation about conventional implicature. Veronica Surya Dewi Widjaja from Universitas Katolik Widyamandala in Surabaya has published a thesis entitled "*Conventional and Conversational Implicatures in Utterances by Huckleberry Finn and Jim in Mark Twain's The Adventures of Huckleberry Finn*" in January, 2004. In her research, Widjaja focuses on the implicature used by both major and minor characters in a novel. She uses a qualitative approach to conduct the research. She analyze both conventional and conversational implicature. In the

analysis of conversational, she analyze both generalized and particularized types. Meanwhile, in the analysis of conventional implicature, she uses the theory by Yule that classified conventional implicature into entailment, existential presupposition, factual presupposition, non-factual presupposition, lexical presupposition, structural presupposition, counter factual presupposition, and conventional metaphorical meaning.

Even though the writer's study and Widjaja's study talk about conventional implicature, both of the studies are different. The writer focuses on discourse particles, expressives and definiteness conditions that triggers conventional implicature which occurs in the speeches delivered by Queen Elizabeth entitled *the Queen coronavirus address: 'We will meet again'* on April 5th 2020 in *BBC.com* and *the Queen common wealth day message 2021* on March 7th 2021 in *royal.uk.*. On the other hand, as has been mentioned before, Widjaja's study focuses on discussing both conventional and conversational implicature. It also gives a difference on analyzing the conventional implicature, Widjaja uses the proposed theory by Yule that gives presuppositions and entailment as the triggers for conventional implicature.

1.8 Organization of The Study

This *"Skripsi"* consists of four chapters as could be seen from down below:

Chapter One: Introduction

This chapter consists of background of the study, statement of the problem, purpose of the study, significance of the study, methodology of the study, scope and limitation of the study, status of the study, and organization of the study.

Chapter Two: Review of Selected Literature

Chapter two focuses on literature review which provides information to investigate the research problems. The theories focus on the triggers for Conventional Implicature.

Chapter Three: Findings and Discussion

This chapter contains the data analysis of the *Conventional Implicature Found in The Speeches by Queen Elizabeth* based on the theories given on chapter two.

Chapter Four: Conclusions and Suggestions

The last chapter contains conclusion of the result data analysis and suggestions for other researchers about Conventional Implicature.