

CHAPTER I INTRODUCTION

A. Background of the Study

According to Leech (1983) Linguistics was divided into phonetics, Phonology, Morphology, Syntax, Semantics, and Pragmatics. Pragmatics was the central topics of linguistic were those aspects of meaning which are dependent on context. Pragmatic was study of relationship between linguistic form and the users. Pragmatics is included deixis, implicature, speech act and discourse (Yule, 2018). Implicature is defined as an implicit meaning implication in a speech accompanied by context, even though the meaning is not part or fulfillment of what is said. In connection with that, the essence of implicature is the hidden meaning of an utterance uttered by (Grice et al., 1976) suggesting that implicature is an utterance that implies something different from what was actually said. Something different is the purpose of the conversation that is not stated explicitly. In other words, implicatures are hidden intentions, desires, or expressions of the heart. Implicature is also interpreted as a hidden meaning in the return of the speech. In other words, when someone speaks or writes, what is said or written is not what was meant.

Language has an important function for human life, especially the communicative function. By communicating, humans can fulfill their desires as social beings who are interconnected to express their thoughts and opinions and work together. Interaction between humans can be well established because of communication that is mutually understood between them. One of the tools used in communication is language. When

communicating, humans have goals and purposes in their speech. In speech, a speaker has an exclusive intention when saying something. The meaning contained in an utterance in a pragmatic context is called implicature. Sometimes people use certain words to imply something quite different from the literary meaning says, it makes interlocutor must relate it with the outside aspect of language such as culture, believe and background of interlocutor. If this occasion happens, it may lead us to Implicature (Yulianti et al., 2022).

The concept of conversational implicature was put forward by Paul Grice (1975) in his article entitled "Logic and Conversation". Grice (1975) as cited Brown and Levinson (1987) state that the term implicature is used that in the event of speech, a speaker may describe something that interpreted, implied or intended different from what is said. The implied meaning can be either conventional or conversational. Furthermore, Grice et al (1976) classified conversational implicature into generalized conversational implicature and particularized conversational implicature. Generalized conversational implicature refers to an implicature whose meanings are inferred without specific contexts. Generalized conversational implicature is implicature that emerges without any specific setting or situation. While, particularized conversational implicature refers to an implicature whose meanings are inferred to specific contexts and it is not depending on the context but rather on spoken proposition.

In the process of communication, speakers and speech partners are aware of each other that there are rules that govern actions and govern their language. Each speech participant must be responsible for the actions and deviations from the rules of language in the interaction. Cahyati (2017) says that in normal communication it can be assumed that the speaker articulates the speech and intends for the speech partner to understand what is being communicated. For this reason, speakers try to make their speech always clear, concise, always on the subject of discussion and easily understood by their speech partners. Speakers may find difficulties in comprehending the intention of other speaker in a conversation. In an effective talk the speakers and listener are assumed to communicate effectively by producing and inferring utterances. Khairunas et al (2020) set a standard of global imperatives in producing rationally effective utterances called cooperative principle which

included of four maxims. There are the maxim of quantity: make your conversational contribution informative, the maxim of quality: be true and evidence, the maxim of relevance: be relevant with the context, and maxim of manner: avoid ambiguity.

One of the communication media that is currently trending is podcasts on youtube. In this era of information disclosure, where the public or the public are increasingly critical of the news, public services are very necessary for the media to communicate to provide clear information and according to the facts in a good and correct way so that it can be accepted by the public. With the existence of social media, issues that are developing can certainly be minimized by publishing information openly and transparently and often used as a tool or media to carry out communication strategies, especially to promote or provide information to the public. Each social media has its own uses and characteristics. One of them is youtube social media. Youtube is a means of communication transparency to the public in providing information. As one of the most popular new media in world, the use of youtube media has the advantage that we can share videos for free, and the audience can view it in audio-visual media.

More recently, the public media was shocked by the news about Gun Violence in America. Gun violence is a current global human rights problem. Gun-related violence threatens our most essential human right, the right to life. Gun violence is a each day tragedy affecting the lives of individuals round the world. more than 500 human beings die every day because of violence dedicated with firearms. anybody can be laid low with firearm violence however in certain situations gun violence disproportionately impacts communities of shade, girls and other marginalized companies in society. occasionally, the mere presence of firearms could make people feel threatened and frightened for their lives with extreme and lengthy-term psychological outcomes on individuals and whole groups. when human beings are fearful of gun violence, this could even have a negative effect on human beings's right to training or fitness care when they are too afraid to wait schools or health facilities or if those services are not fully functioning due to firearm violence of their community. Given the above background, the writer is interested in conducting research entitled "Conversational Implicatures between Characters in Rich Roll's Podcast *Gun Violence in America*"

B. Scope and Limitation of The Study

Based on the background above, there are the scope and limitation of this study:

1. This scope of the study focusses on conversational implicatures between guest and host in Rich Roll podcast *Gun Violence in America* episode.
2. The limitation of this study is will discuss the type of conversational implicature and cooperative principle include the maxim in conversation.

C. Research Question

Based on the background of the research and the point described above. Here are the research questions.

1. What kinds of conversational implicatures between guest and host in Rich Roll's Podcast *Gun violence in America* Episode?
2. How is conversational implicatures identified between guest and host in Rich Roll's Podcast *Gun violence in America* Episode?

D. Purpose of the Study

Based on the research questions above, here are the purpose of the study.

1. To describe the kinds of conversational implicatures between guest and host in Rich Roll's Podcast *Gun violence in America* Episode.
2. To analyze how the conversational implicatures identified between guest and host in Rich Roll's Podcast *Gun violence in America* Episode.

E. Significance of the Study

From the purpose of the above research, the benefits of doing this research are divided into two, namely theoretical benefits and practical benefits:

1. Theoretical Benefits

Theoretically, this research is expected to provide information or knowledge to readers about conversational implicatures.

2. Practical Benefits

This research is expected to provide a reference for the next researcher is about conversational implicature by using

different objects. This research is expected to provide knowledge to the reader about the implied meaning in a conversation between the speaker and the speech partner.

F. Definition of Key Terms

This Section serves to let the reader know the context and meaning of the term. Here are some important terms and definitions.

1. Conversational Implicatures

Conversational implicatures are a subset of the implications of an utterance: namely those that are part of utterance content. Within the class of conversational implicatures, there are distinctions between particularized and generalized implicatures; implicated premises and implicated conclusions; and weak and strong implicatures.

2. Podcast

Podcast presently is a new trend in talk show entertainment. Podcast is a series of digital video or audio broadcast that can be downloaded and played on mobile devices. It utilizes the voice which is the most influential tool that relates to audience very quickly. Lately podcast becomes a very popular media to share the information to public. The conversation arise in podcast runs like or extra human beings communicate at once. It is going continuously for the duration of the members within the podcast itself. As we recognize that communication is a continuous system wherein the participants cooperate with every different with the aid of maintaining sure policies and rules with the intention to build the interaction. one of commonplace interaction carried out is a verbal exchange, which carries out a reciprocal act.

3. Guest and Host

Guest podcasting is appearing on a podcast for an interview or conversations, or sometimes to teach, entertain or provide commentary or analysis. The guest's role is to add value to the show by providing new insights outside of the normal routine and intentions. while the host is someone who is the host of a podcast who manages how the podcast runs by preparing various questions to interact with guests.

4. Gun violence in America

Gun violence is a national public health epidemic that exacts a substantial toll on the U.S. society. Gun violence includes homicide, violent crime, attempted suicide, suicide, and unintentional death and injury. Gun violence is a each day tragedy affecting the lives of individuals round the world. more than 500 human beings die every day because of violence dedicated with firearms.