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CONVERSATIONAL IMPLICATURE IN THE "TOY STORY 4"

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ABSTRACT

This research uses the film as the object of research entitled Conversational Implicature In The Toy Story 4 and this research focused on the character 's utterances. The researcher has taken the data from the Toy Story 4 Movie Script and the Movie from the internet. The character's utterance has an implicit meaning to deliver the message, in the pragmatics in the pragmatic scope it's called implicature. Based on that, the researcher tries to explain the hiding meaning from the implicature utterance and violated maxim using Grice 's theory. Grice classified the types of implicature into two that is generalized implicature and particularized implicature. In this research, the researcher found 13 data that contain conversational implicature and violated maxim. The characters more frequently used the violated maxim of relevance, the characters use 8 time or 61%. In ancother word, the characters provide more information and opinion.

keywords : conversational implicature, violated maxim, toy story

1. INTRODUCTION

1.1. Background Of Study

Pragmatics is one branch of microlinguistics that studies what the speaker means. Therefore, pragmatics focuses on the relationship between the users and the context of language. Communication between the speaker and the hearer surely has a meaning. Sometimes the speaker uses an implicit meaning to deliver the meaning of the message. So, in this case, the hearer must be understood the implicit meaning of the speaker. Implicit meaning is a part of the assessment in linguistics, especially in studies about pragmatics. One of the studies about pragmatics is implicature. Implicature studies to explain what the speakers can imply, suggest, or mean from the speaker said, therefore implicature studies about the implicit meaning from the utterance. According to Grice., there are two types of implicature; Conventional Implicature and Conversational Implicature. Conventional implicature does not depend on a special context for their interpretation. Therefore,

conversational implicature is an utterance that is used every day in conversation.

The writer uses the conversational from the " Toy Story 4" animation movie script because the writer finds some problems about the implicit meaning of the conversation between the characters in this movie. Besides identifying implicature, the writer is interesting to analyze violated maxim. Toy Story 4 movie was released on June 11, 2019, in Los Angeles and was released on Jtrne 21 in Indonesia. This movie is an American 3D computer- animated, romantic, and comedy film. This 100 minutes film is the fourth installment in the Toy Story series and the sequel to Toy Story 3 (2010). Not only that, Toy Story Movie becomes the second highest-grossing Pixar Film of all the time behind Incredibles 2 and first ranked in the box office. Toy Story 4 made \$1,072 billion worldwide which is just \$2 million higher than Toy Story 3 earned in 2010. This movie tells about a boy named Andy who has a collection of toys, Andy does not know that the toys are alive. Everyday, Andy plays with the toys, and so does her sister named Bonnie.

Andy has a toy that he loves the most, the cowboy toy named Woody. Toy Story has many implicit meanings in the conversation between the characters which can be analyzed by using Conversational Implicature and cooperative principles.

The utterance of the characters in Toy Story 4 movie is analyzed by using violated maxim. In this research, the researcher analyzes the implicit meaning of the conversation between the characters in Toy Story 4. The researcher expects can provide benefits to everyone who watches Toy Story 4 movie, especially to understand the implicit meaning of the character's utterances. In this research, the researcher uses Grice's theory to understand the conversational implicature and violated maxim. The researcher chooses this movie because the movie is one of the cartoon favorites in the world until now, therefore this movie has many daily conversations between the characters. In another word, this movie must be analyzed to tell the implicit meaning of the utterance between the characters.

1.2. Identification of the problem

Based on the problem, there are some question on the analysis to find the answer of the following questions

- 1.2.1. What are the types of violated maxim in Toy Story 4 movie script?
- 1.2.2. What are the function of each violated maxim in Toy Story 4 movie script?

1.3. Research objective

Based on the problem and questions, the main purpose of this research are to find the following :

- 1.3.1. Identify the types of violated maxim in Toy Story 4 movie script.
- 1.3.2. Determine the function of each violated maxim in Toy Story 4 movie script.

1.4. Research significant

The result of this research above can provide benefits to a people who want to watch Toy

Story 4 Movie. Furthermore, this research can to about the meaning of the pragmatics, especially implicature and maxim, and this research be useful for those who want make a research about the topic conversational implicature and violated maxim. Also, this research expects could give contribute to english literature in Al- Ghifari University. Therefore, the researcher hopes this research can be useful for everyone who wants to learn about conversational implicature and violated maxim.

2. THEORETICAL FRAMEWORK

2.1. Review of Related Research

This research use five researcher paper which correlate with the conversational implicature in her thesis. First, Ivony Irma Romadhona (2016) the student of State Islamic University Syarif Hidayatullah Jakarta with this research entitled " *An Analysis Conversational Implicature On The Monster University Movie*. The data of conversational implicature in Monster University Movies was find 20 data that occurs on the utterance. This research finding proves that the common type of non-observe maxims occurred is flouting or maxim, and the common type of violating politeness maxim occurred is violating agreement maxim.

Second paper, is an analysis about " *Conversational Implicature On Chew Talkshow* " it is written by Nadya Alfi Fauziyah (2016) the student of Maulana Malik Ibrahim State Islamic University. The researcher use Grice's theory and found 15 generalized conversational implicature and 6 particularized conversational implicature. Also, the researcher argues there are five function used in conversation of The Chew Talkshow, those are informing, selfprotection, power and politeness, entertaining (create a sense of humor), and lack of of specific of information.

Third, the research paper is " *The Analysis Of Implicature in Bridge To Terabithia Movie* This research paper it is written by Muhinmatul Khoiroh (2017) the student of State Islamic University Sunan Kalijaga

Yogyakarta. Researcher use Grice's theory to analyze the paper, there are 63 data included types of conversational implicature and conventional implicature, the conversational implicature is about 25 data and the conventional implicature is about 38 data in *Bridge To Terabithia* Movie.

The fourth paper it is the thesis by Yunia Nirrita Aqidatul Izah (2019) the student of State Islamic University Maulana Malik Ibrahim Malang. The thesis entitled "*Conversational Implicature Analysis in "Aladdin" Movie*" The researcher found 25 data in the movie and classified into three : flouting maxim, infringing maxim, and violating maxim. In this research paper, the researcher use Grice's theory to analyze the data, and focuses analyze about the maxim of cooperative principles and the typed of conversational implicature.

The last is the research of Ratu Yayanglilis Septiamaylofa (2020) the students of State Islamic University Sultan Thaha Syaifuddin Jambi. She write the thesis entitled "*Conversational Implicature Beauty and The Beast Movie*" In her thesis, the writer use Grice's theory to analyze the data from the dialogue between the characters. The method that use in the thesis is qualitative research and descriptive. The data has collected by the researcher with reading the *Beauty and The Beast* movie script in Google, then watching the movie to check the accurateness of English transcription, after that, the researcher selecting the data, classifying data in form of conversational implicature. The last is arranging the obtainable data systematically.

2.2. Pragmatic

Pragmatic is a branch of linguistics that studies how to understand the meaning of words, in other words, pragmatics explains the implicit meaning of the message. According to Yule (1996:3) there is a point about pragmatics " Firstly, pragmatics is the study of utterances as communicated by a speaker and interpreted by a hearer. Secondly, pragmatics is the study of

contextual meaning. It requires a consideration of how a speaker organizes what he or she wants to say. Thirdly, pragmatics is the study of how the hearer gets the implicit meaning of the speaker's utterances. The last, pragmatics is the study of the expression of a relative distance". It is assumed the study of the relationship between linguistics forms and the users of those forms.

Pragmatics is one of the most important studies in society. Communication between the speaker and hearer can succeed if there are some understanding the implicit meaning by the hearer. So, with pragmatic there will be no more miss understanding. In another word, the pragmatics analysis aim to understand the hearer aim.

2.2.1. Implicature

The speaker delivers the information, and the hearer should be able to guess the intended meaning. The speakers maybe deliver the information with explicit or implicit meaning. In pragmatics, this study is called implicature. In another word, implicature is an imply, suggest or mean as distict from what the speaker says. Grice (In Levinson, 1983: 127128) divide implicature into two there is conventional implicature and conversational implicature. According to A Davis (1988) implicature is a Grice's term for what a speaker does not say but rather communicates, suggest, implies etc. Therefore, implicature is a way how people expressed by the truth condition of expression.

2.2.2. Cooperative Principle

The communication will be effective when the hearer can understand what the speaker said. The way in which people try to make some conversation successful is called the cooperative principle. H. P. Grice (1975) purpose the cooperative principle which states " make your conversational contribution such is required, at the stage at which occurs, by the accepted purpose or direction of the talk exchange in which you

are engaged". Grice divided the cooperative principle into four maxims

- A、 Maxim of quantity : to persuade the speakers to give the informative utterance.
- B、 Maxim of quality: which serve the true or factual disclosure.
- C、 Maxim of manner : to give the information directly and clearly.
- D、 Maxim of relevance : the speakers telling the truth, relevant, and trying to be as clear as the speaker can.

2.2.3. Violated maxim

Violated maxims are ways to do for deviate in conversation. H. P. Grice (1975) states in the violated maxim, the hearer wont to realize or keep quiet in used violated maxim. Then, the violated maxim occurs when the speaker gives untrue information, irrelevance, or redundant. There are four types of the violated maxims : violated maxim of quantity, violated maxim of quality, violated maxim of manner, and violated maxim of relevance.

3. RESEARCH FINDING

3.1. Research Design

Based on the problem, the researcher uses qualitative research and descriptive as a method to analyze the data. The data was collected According to Creswell, J.W. in book " Research Design :Qualitative, Quantitative, and Mixed Methods Approaches." (2018 : 278) " Research that is guided by the qualitative paradigm is defined as : qualitative design occurs in a natural setting where human behavior and events occur. Based on the explanation, qualitative is conducted in a natural setting, in another words, qualitative method involved all aspects of human life.

Based on the statement, qualitative research can use a picture, formed with words, information and focus on the natural object. Qualitative research involved all aspect of a human life, in other words, qualitative can express by pictures, information, words, phrase, or clause.

According to Creswell (2018:41) qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to social or human problems.

To complete this research, the researcher download a Toy Story 4 Movie script in internet to collecting the data, classifying into violated maxim, analyzing the types of violated maxim and conclude the result.

3.2. Technique of Collecting Data

Data is a material needs to be processed to produce the information, both qualitative and quantitative the data must be shown the fact. In another word, the data is information about the object of the problem. Usually, the data can be found through interviews, documentation, observation, etc. Documentation is another method that is usually used in qualitative research, documentation is used to check the accurate evidence by recording specific sources of information from the essay, books, laws, etc.

According to Creswell (2018: 263) qualitative documents, these may be public documents (newspapers, minutes of meetings, official reports) or private documents (personal journals and diaries, letters, e-mails). Documentation is a process of collecting, investigating, searching, and providing documents. The researcher checks the accurateness between the movie and the script, after that the researcher takes the data based on the dialogue of the movie.

Based on the explanation, To complete this research, the researcher used steps to collect the data. There are five steps to collecting the data :

1. Download the movie script of Toy Story 4 on a website, and watch the movie on the Netflix with good quality picture and sounds. The researcher download the movie from Netflix and the script in content/uploads/2019/12/ toy- story-4-script-1.pdf
2. Check the accurateness with watching the movie, therefore the researcher can find the accurateness between the movie and

the script.

3. Classifying the data in forms violated maxim and conversational implicature.
4. Analyzing the types of violated maxim and conversational implicature.
5. Conclude the result.

3.3. Technique of Analyzing Data

According to Bogdan as cited by Sugiyono (2014: 244) data analysis is the process of systematically searching and arranging the interview transcripts, field notes, and other materials that can be accumulated to increase researcher's own understanding of them and to enable the researcher to present what the researcher have discovered to others.

Based on the explanation, data analysis is a process of searching the data, usually, it can be found from the interview, field notes, and other materials so it can be easy to understand. In analyzing the data, the researcher concludes all of the data has complete to imderstand the data that were collected.

To find the answer to the formulation of the problem, there are four steps of technique analyzing data

1. Identifying

The writer identifies the data which has the implicature, especially identifying the type of cooperative principle that is violated maxim in Toy Story 4 movie script.

2. Classification

In this part, after identifying the data, the researcher classified the data based on the utterance that has violated maxim.

3. Analysis, Describing, and Explaining

The researcher analyzes, describes, and explains the data based on the theory which supports the material violated maxim in Toy Story 4 Movie.

4. Conclusion

In the last section, finally, the researcher can conclude after identifying, analyzing, and explaining the data based on the theory.

3.4. Organization of Writing

Chapter I Introduction, explain about the Background of Problem, Identification of Problem, Research Objectives, Research Significance, Conceptual Framework.

Chapter II : Theoretical Foundation consist of source of relevant theory

Chapter III : Methodology consist of Research Design, Sample of Data, Souce of Data, Technique of Collecting Data, Technique of Analyzing Data, and Organization of Writing.

4. DISCUSSION

4.1. Finding

This chapter heading illustrates the findings derived from the backgrotmd of the problems in which the first question that is the types of conversational implicatures based on Grice's theory (1975). The result of the study there are two types of conversational implicature (generalized implicature and particularized implicature) and the violated of maxim. The researcher found 12 data that obtained conversational implicature:

Datum 1

ANDY (O.S.) : Mom, where's Woody?

ANDY'S MOM. : Andy! Come inside!

ANDY : I can't find Woody!

This conversation occurred when

Andy lost his sheriff toy named Woody, and then Andy asked to his mom " Mom, where's Woody?". To answer Andy's question, his mom provided a relevant answer, but in this case, his mom has violated the maxim of relation because she give the irrelevant answer " Andy! Come inside!". Andy's mom wants to Andy come inside.

In this case, Andy's utterance is categorized into generalized implicature,

because this conversation does not depend on any special context to understand the meaning.

Datum 2

BONNIE'S DAD : Bonnie? Go get your shoes on, we gotta go. You don't want to be late for kindergarten orientation do you?

BONNIE. : But...I don't want to g°-

BONNIE'S DAD : We talked about this. We're going to meet your teachers, see your classroom—

BONNIE. : Can I bring a toy?

In this conversation, bonnie's dad and bonnie are ready to go to kindergarten. On the other side, it is the first time to Bonnie go to kindergarten, and she does not go to kindergarten and asked to her dad to bring a toy. Here, bonnie violated the maxim of relevant because she answer an irrelevant with the topic that is " Can I bring a toy?" In this case, Bonnie's utterance is categorized as generalized implicature because it does not depend on any particular context to understand the utterance.

Datum 3

BO : Situation?

WOODY : Lost toy. Side yard

BO : (hushed, urgent) Billy. Goat. Gruff. Raise the blinds.

In this conversation, Bo and Woody are talked about the situation in the home yard Andy's. Woody violated the maxim of manner because he does not give a direct information. The word " side yard" is ambiguous, because the yard has 4 sides. Woody's utterance is categorized into particular implicature because it needs a special knowledge or context to imderstand where " side yard ".

Datum 4

FORKY : Why do I have Bonnie's name written on the bottom of my sticks?

WOODY : Because she —(tries a new tactic) look, she plays with you all the time.

Right?

FORKY : Uh, yes.

This conversation, Forky wants to go to the trash, because Forky feels that he made from the fork and the better place is trash. Woody explains to Forky that he is Bonnie's toy not a trash, but when Forky asked Woody why he has Bonnie's name on the bottom of his sticks, Woody can't explain it " Because she— (tries a new tactic) look, she plays with you all the time. Right?". In another word, Woody violated the maxim of quantity, because Woody does not give a complete information about Bonnie's name on Forky sticks. Woody's utterance is categorized as particularized implicature, which means to understanding Woody's utterance it needs special knowledge.

Table 1

| No | The maxim | Violated | |
|-------|--------------------|----------|----------|
| | | N | Percenta |
| 1. | Maxim of quantity | 2 | 61% |
| 2. | Maxim of quality | 1 | 9% |
| 3. | Maxim of manner | 2 | 15% |
| 4. | Maxim of relevance | 8 | 15% |
| Total | | 13 | 100% |

Table 1 explains the totals of violated maxims in Toy Story 4 movie script. There are 13 violated maxims fotrnd in Toy Story 4 movie script. The most common violated violated is the violated maxim of relevance which is 61%. As the explanation above, violated maxim of relevance occurs when the speaker gives the irrelevance information or tries to change topic. Therefore, the characters in this movie has other information and opinion to discuss.

5. CONCLUSION

The process and the result of conversational implicature based on Grice's

theory in Toy Story 4 Movie have led some conclusions. According to Grice's theory, conversational implicature is divided into two types that is generalized implicature and particularized implicature. Based on the conversational utterance in the movie, there are 13 data that contain conversational implicature and violated maxim. Based on the research finding, the researcher found the most common type of violated maxim is violated maxim of relation, because the characters want to provide information and opinion.

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