CHAPTER 1

INTRODUCTION

This chapter presents background of the study, statement of the problem, objective of the study, significances of the study, scope and limitation, and operational definition.

A. Background of The Study

Language is part of a communication tool to convey information. According to Walija (1996:4) in Nur (2018), language is the most complete and effective communication medium for conveying other people's ideas, messages, intentions, feelings, and opinions. In communication, people often use figurative language or certain symbols that contain implied meanings, and the meaning of the language or symbols can be generally understood. There is a linguistic science that discusses meaning in human language, namely Pragmatics. According to Levinson (1983, p. 21) in Saifudin (2019), pragmatics is the study of the relationship between language and context which is the basis for understanding the meaning of language.

The meaning of language in figurative form can hinder understanding in communication. This is caused by differences in figurative language in various places in interpreting something. As for the use of figurative language, according to Salim (2023), figurative language can strengthen a message, provoke humorous thoughts, or help describe a situation more vividly. Figurative language has a more complicated meaning and may not be

understood directly. This is because the figurative meaning is implied because it uses connotative meaning. According to Ramadhani (2022), connotative is the meaning of words that are not actual, refers to figurative meaning, and contains imagination, or things that are intended to arouse feelings. Therefore, figurative language has an implied meaning and is not understood directly.

In pragmatics, there is a branch that studies implied meaning in communication, namely implicature. According to Black (2011) in Asdar, Andi and Asia (2021), implicatures are elements of a message that are not encoded directly, but which can be understood based on the assumption that the listener can make the right conclusions. In this implicature theory, Grice (1975:50) explains that there are two types of implicature, namely conventional implicature and conversational implicature.

These two types of implicature have different meanings, according to Mulyana (2005) in Febriyani, Patriantoro, and Muzammil (2020) that conversational implicature has a more different meaning and understanding, while conventional implicature has a general meaning and understanding. Therefore, the durability of meaning in the two types of implicature is different, namely that conversational implicature only has a temporary meaning and conventional implicature has a long-lasting meaning. Therefore, it is necessary to know the general understanding to know the meaning in the form of conventional implicature language.

Conventional implicatures are associated with common usage and meaning. According to Yudhistira (2021), conventional implicatures are implicatures whose meaning is generally known. There is another opinion, according to Muntadiroh (2020), that conventional implicature is an indirect or implied meaning contained in utterances that contain a specific purpose and are general. Therefore, conventional implicatures can help understand the implied meaning in a sentence without having to state it explicitly. Conventional implicatures often arise because words or phrases have certain meanings that are conventionally associated with certain situations or contexts. Conventional implicatures can occur in everyday communication when speaking or interpreting other people's speech often relies on understanding conventional implicatures to interpret messages correctly.

Based on the explanation above, the use of conventional implicatures in communication can provide freedom of expression and allow the speaker to convey messages more subtly or persuasively. In the use of conventional implicatures, speakers can avoid direct expression and rely on shared understanding or cultural knowledge to convey additional meaning. Therefore, it is important to learn and understand the concept of conventional implicature language so that there are no misunderstandings in communication.

As technology develops, communication can take place without meeting face to face using the help of the internet. According to Kuncoro (2021), the flow of information can be accessed easily via the internet, make it easier to obtain information. One form of technological development to facilitate

communication is Social Media. According to Nusuf (2022) in Safrina (2022), Social Media can be an effective means of conveying messages and information in various forms, one of which is through writing. One type of social media platform that is often used to facilitate communication is WhatsApp.

WhatsApp is a popular social media platform that mainly focuses on instant messaging and communication. According to Dihni (2021), WhatsApp is the instant messaging application with the most users in Indonesia and is ranked third in the world. The existence of WhatsApp can make it easier to interact with other people without having to physically meet face to face. However, communication without face to face can cause misunderstandings. This is caused by several reasons. According to Yasmin (2020), misunderstandings often occur in non-face-to-face communication because of limitations in non-verbal communication. Limitations in nonverbal communication can cause difficulties in conveying the meaning of the language form conveyed, especially if certain language forms are used to interpret something implicitly, such as conventional implicature speech. Therefore, it is important to deepen your understanding of conventional implicatures regarding language, context and culture by frequently reading or communicating to improve skills in identifying utterances.

In conventional implicatures in WhatsApp chats, one of the problems was found, namely the difficulty of understanding the meaning of language forms in the form of implied figures of speech due to non-face-to-face communication. However, another fact was found that the speaker had understood the speech

using conventional implicature language forms but the interlocutor had not been able to grasp the speaker's intended meaning because he had not communicated face to face. This causes a mismatch between ideal conditions and the reality that occurs. Therefore, it needs to be understood that conventional implicatures require a broad understanding of language form. It should be noted that words containing certain Conventional Implicatures in one place are not necessarily the same as in other places. Not only that, in certain words in Conventional Implicature, speakers use indirect or complicated language to convey messages, such as figurative language and idioms.

Previous research on this topic has investigated the meaning of conventional implicatures in various communication contexts in contexts on TV shows. Not only that, previous research can help understand the topic in this research.

In research by Rahayu (2018) with the title "*Implikatur Konvensional Dalam Acara Stand Up Comedy Indonesia Season 7 Di Stasiun Kompas Tv*", namely explaining the meaning of speech that contains conventional implicatures on the show Stand Up Comedy Indonesia Season 7 and describing the types of speech that contain conventional implicatures on that show. Data analysis was carried out using matching techniques. The research method is descriptive qualitative. The data results in this study were classified based on the meaning of the meaning.

Another research written by Halid and Handayani (2021) with the title "*Implikatur Konvensional dalam Acara Republik Sosmed Segmen 4 (Roasting)*

Di Trans Tv" aims to describe the conventional implications in Republic of Social Media Segment 4 (Roasting) on Trans TV. This research has similarities with previous research in that it examines TV shows and uses descriptive methods. However, there is also a difference, namely analyzing speech that contains allusions (Roasting).

The explanations from the two relevant previous studies above seem to have similarities and differences with this research. The similarities can be seen from the research method, namely descriptive qualitative. Not only that, previous research also describes the meaning of speech contained in conventional implicatures. However, there are also differences in the data sources. Previous research used TV show data as the source, while this research uses WhatsApp application data as the source. Based on the explanation above, to find out more about the research topic, researchers are interested in exploring conventional implications in WhatsApp chat which is an interesting step. Researchers decided to choose WhatsApp chat because they wanted to provide a deeper understanding of how conventional implicatures are used in the context of digital communication.

B. Statements of the Problem

The problem statement of this research is:

1. What types of conventional implicatures found in Whatsapp chats?

2. What are the meanings of conventional implicatures found in whatsapp chats?

C. Objectives of the Study

The objectives of the study are:

1. To identify the types form of conventional implicatures in WhatsApp chat.

2. To describe the meaning of language types of conventional implicature in WhatsApp chats.

D. Significances of the Study

1. Students

This research is expected to help students in studying the branch of pragmatics, namely conventional implicatures in digital communication. Not only that, it is hoped that this research will be useful for develop a good communication style by using figurative language or idioms according to the correct meaning of the language and can be applied to assignment projects in courses, for example, drama, poetry, and others.

2. Teachers

This research is expected to become additional guidance for teachers in teaching pragmatics, increase teaching creativity, support student learning, and contribute to the progress of language education.

3. Future Researchers

The researcher hopes for further research as a useful reference for further research to continue to advance knowledge of the branch of pragmatics, namely conventional implicature, and make a meaningful

contribution to this field. Furthermore, the researcher also hopes future researchers can encourage development and innovation in sustainable research.

E. Scope and Limitation

This research focused on analyzing conversations on the researcher's WhatsApp. This is caused by time limitations in conducting research. The scope of the research object were taken from the chat produce by 3 students from seventh semester at PGRI Delta Sidoarjo University in the English Language Education department. The research object were selected because they often send messages with implied meaning as a short and interesting communication style. Not only that, participants can also communicate digitally well. The languages used are Indonesian and Javanese which are translated into English.

F. Operational Definition

There are three terms that need to define operationally in order to make a clear illutration about the research.

1. Conventional Implicature

The meaning of conventional implicatures is not temporary, meaning that the meaning lasts longer. Observation of conventional implicatures will be measured by identifying implicit meanings generally accepted in certain language conventions. The identification process involves examining language norms, word usage conventions, and related cultural understanding. Simply put, conventional implicatures occur because a word

is used continuously to have a meaning based on general, long-lasting, and implicit understanding.

2. The Utterances

Utterances in the conversation will be identified that have implied meaning. The identification process will pay attention to special meanings that are not expressed directly. After that, utterances that have conventional meanings are identified. The utterances in this research were obtained from real communication. Real communication refers to pragmatic utterances, namely the use of language in a communicative context. This involves understanding how language is used in real communication situations including social context, communication goals, and implicatures.

3. WhatsApp

Usage of the WhatsApp conversation feature will be measured by identifying specific contacts who frequently send messages. The identification process will pay attention to the subject and object of research. After that, focus on reading the entire conversation that has been identified.