AN ANALYSIS OF CONVERSATIONAL IMPLICATURES FOUND IN THE DIALOG BETWEEN INDONESIAN PRESIDENT JOKO WIDODO AND CHRISTIANE AMANPOUR FROM CABLE NEWS NETWORK (CNN) TV

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ABSTRACT

The objective of this study entitled: "An Analysis of Conversational Implicature Found in the Dialog Between Indonesian President Joko Widodo and Christiane Amanpour from Cable News Network (CNN) TV" is to investigate how utterance can go beyond its literal meaning by flouting cooperative principles by the speaker in communication. There are three research problems being investigated: 1) What are the implicature which occur in the interview between Indonesian President Joko Widodo and Christiane Amanpour on January 26, 2015 at 2 pm at Cable News Network (CNN) TV channel? 2) What types of conversational implicature are found? And what are the functions of the implicature? The research design of the study is qualitative approach which employs content analysis. Each type of implicature is identified based on the theory of implicature proposed by Grice (1975) and the function of each implicature is analyzed based on the theory of Speech Act proposed by Searle (1975). The result of the study reveals that President Joko Widodo generally always fulfills the cooperative principles in communication. From the 38 utterances, only 5 utterances are found to contain implicature which indicate that President Joko Widodo has violated maxim of manner. In this way, he indirectly answered the interviewer's questions to show his power as the president of Indonesia and to be careful with what he says in commending his point of view about some recent sensitive issues, such as the airline accident, the conflict between police and KPK, and the issue of hardline Moslem extremists in Indonesia.

Keywords: *Implicature, Cooperative Principle, Speech Act*

INTRODUCTION

Communication is one of human being activities. Communication is sending and receiving information and message to convey ideas and feelings in human's mind. Communication can be in the forms of oral communication (speech) or in written communication (e.g. letters, emails, text or sign language).

Oral communication is the most common form of communication. To understand the message conveyed in communication, listeners and speakers must speak cooperatively and effectively. That is why, Grice (1975) proposes *Cooperative Principles*. It describes how effective communication in conversation is achieved in common social situations. He sets out four conversational maxims which people generally follow when communicating efficiently, namely: maxim of quality (never say what is believed to be false), maxim of quantity (give the most helpful amount of information), maxim of relevance (be relevant) and maxim of manner (put what is said in the clearest, briefest, and most orderly manner).

Grice (1975) differs what is said by speaker of a verbal utterance and what is implied. What is implied might be either conventional (largely generated by the standing meaning) or conversational (dependent on the assumption that is speaker obeying the rules of conversation to the best of their ability). Levinson (1983) states that conversational implicature is essentially connected with certain general features of discourse, and the general features of discourse arise from the fact that if our talk exchanges are to be rational, they must consist of utterances that in some ways connected to each other. While Grice (1975) differentiates conversational implicature into generalized implicature and particularized implicature. Generalized implicature is a conversational implicature that is inferable

without reference to any special context. While particularized implicature is conversational implicature that is derivable only in specific context.

Conversational implicature can be found in an interview, for example an interview between a politician and an interviewer. The politician may perform interestingly in front of the audience or the interviewer to attract people's interest. Moreover, if it is through the mass media, like television or radio, the speaker will try his best to make his statement understood and accepted.

Based on the explanation above, in this study, the writer is interested in analyzing the transcript of interview between Indonesian President Joko Widodo and Christiane Amanpour on January 26, 2015 at 2 pm at Cable News Network (CNN) TV channel. This interview was conducted to evaluate Joko Widodo's work during his first 100 days after the presidential election. In this interview, Joko Widodo was asked about some crucial issues in Indonesia under his rule.

This study is important to be conducted in order to investigate the violation of principle of being cooperative in interview especially when it is dealing with sensitive issues in Indonesia, such as the conflict between KPK and police, airline accident and hardline Muslim radicalism. Through this research, the writer expects to catch Joko Widodo's goals behind the language he uses.

THEORY & METHODOLOGY

Cooperative Principles

Meaning in communication, either oral or written is studied in Pragmatics. Yule (1996) says that pragmatics is the study of contextual meaning. Pragmatics analyzes the interpretation of what people mean in particular context and how the context influences what is said. By the system of language and the language itself, human can understand each other in their communication in order to explore the meaning from the speaker to the listener. Speaker should be able to understand what is said and the listener should be able to make inferences about what is said in order to arrive at an interpretation of the speaker's intended meaning. The success of conversation depends on the various speakers approach to the interaction. The way in which people try to make conversations work is called *Cooperative Principle*. The Cooperative principle is a basic underlying assumption people make when speak to one another to construct meaningful conversations. Grice (1975) proposes the Cooperative Principle which states "make your conversational contribution such is required, as the stage at which it occurs by the accepted purpose or the direction of the talk exchange which you are engaged". In other words, speakers should contribute meaningful, productive utterance to further the conversation.

Concerning with his *Cooperative Principle*, Grice divides Cooperative principle into four basic conversational maxims: quality, quantity, relation and manner. Maxim of quantity as one of the cooperative principle is primarily concerned with giving information as it is required and that not giving the contribution more informative than it required. Therefore, each participant's contribution to conversation should be just as informative as it requires. It should not be less informative or more informative. Maxim of quality proposes that the speaker should tell the truth in a conversation in order to communicate cooperatively. Grice (1975) states that when engaged in conversation, maxim of quality requires speakers not to say what is believed to be false and lack adequate evidence. Maxims of relation means that the utterance must be relevant which the topic being discussed. This maxim is fulfilled when speaker gives contribution that is relevant to the topic of preceding utterance. Therefore, Grundy (2000) says that each participant's contribution should be relevant to the subject of conversation. Maxim of manner is fulfilled when speakers can communicate in clear and understandable manner. From the elaboration above, it can be concluded that *Cooperative Principles* are very crucial to be fulfilled in order to make effective communication. Flouting is deliberate and apparent violation of maxim. Grundy (2000) claims that flouting maxims particularly salient way of getting an addressee to draw an inference and hence recover an implicature.

Implicature

The term *implicature* was first used by Grice (1975), who defined it as what is communicated less what is said. Gazdar (1979) defines *implicature* as anything that is inferred from an utterance but that is not a condition for the truth of utterance. Yule (1996) states that *implicature* is an additional conveyed meaning. It is something that is more than just what the word means.

Grice (1975) divides the term *implicature* into conventional *implicature* and conversational *implicature*. Conversational implicature is related to the knowledge of what the speaker and the listener in understanding the utterances said that the speaker and the listener must also comply with all rules. Then, conversational implicature is divided into; generalized conversational implicature and particularized conversational implicature (Yule, 1996).

Generalized conversational implicature is generated by saying something that is inferable without reference a feature of the context. It occurs where these of certain forms of words in an utterance would normally carry such as implicature or type of implicature. Generalized conversational implicature commonly applies more important issue particularly to what according to logic conversation or the logical constant conversation.

Particularized conversational implicature has a wide range of applications that illustrates the informative expression. This implicature always calculated the expression with special knowledge of any particularly context, however most of the time, the conversation take place in very specific context in which locally recognized inferences is assumed (Yule, 1996).

Speech Act

Mey (1994) states that each utterance includes some particular functional uses of language. Speech act is a way of expressing human's thought through words. Speech acts are words that do things. When an utterance is produced, it is not merely a combination of words. It has deeper intention. There are numerous speech acts in people's utterances and Searle (1975) classifies them into five groups: 1) Representative or Assertive (speech acts which commit the speaker to the truth of something for e.g. asserting, claiming, reporting) 2) Directive (It occurs when the speaker expects the listener to do something as a response) 3) Commisive (It operates a change in the world by means of creating an obligation) 4) Expressive (It expresses the psychological state about some affairs) and 5) Declarative (It expresses an inner state of the speaker which is essentially subjective).

The Searle's *Speech Act* classification is helpful to determine the purpose of the utterance that being uttered by speaker toward hearer in communication. The type of utterance"s function can be determined by identifying the context or situation of communication.

Methodology

The study investigated conversational implicature found in the interview between Indonesian President Joko Widodo and Christiane Amanpour on January 26, 2015 at 2 pm at Cable News Network (CNN) TV channel. It was aimed to investigate how the conversational implicature being formed in the interview, determine the type of conversational implicature and determine the function of implicature found in the interview. Then, this research involves the theory of implicature which is proposed by Grice (1975) to identify the forming process of conversational implicature and determine the type of conversational implicature. The writer also used the theory of speech acts classification which is proposed by Searle (1975) to determine the function of implicature.

In this study, the writer uses qualitative approach and content analysis as the research design. Qualitative research methods are used to examine questions that can best be answered by verbally describing how participants in a study perceive and interpret various aspect of their environment (Crowl, 1996: 16). One can undertake qualitative in a natural phenomena where the writer works as the primary instrument of data collection that compiles words, analyzes then inductively, concerns with the meaning of participants, and describes an expressive language processes (Creswell, 1998).

FINDING & DISCUSSION

There are three research questions in this study, they are: *1) What are the implicatures which occur in the interview between Indonesian President Joko Widodo and Christiane Amanpour on January 26, 2015 at 2 pm at Cable News Network (CNN) TV channel? 2) What types of conversational implicature are found? And 3) What are the functions of the implicatures?* To make sure that the research questions have been answered, the data gained from the instrument were summarized in the following table.

Data	Utterance	Implicature	Types of Implicature G	Types of Implicature P	Function
1	Q: People are saying why doesn't President Joko Widodo intervene on behalf of the anti-corruption force? A: I think all of these institutions have to cooperate and support each other to handle corruption, to eradicate	I will not intervene the process since it is a law enforcement which can be done by one of the institutions: either KPK, or police.		v	Assertive
2	Q: How bad is corruption in this country and how much does it weigh on your ability to have progress and to expand the economy and to generally have rule of law? A: We need time, of course and, of course, with law enforcement, firm law enforcement, nothing else.	The corruption in Indonesia occurs severely and happens in almost all institution. It seems impossible to eradicate, but with great effort (e.g. law enforcement) and time, the problem can be solved.		v	Assertive
3	Q: What do you think needs to happen now to make sure this kind of situation doesn't happen again? A: What we want to fix is the administration system. We are going to fix this. This is a momentum to fix the administrations related to the airline industry. This is to deal with the system. But the amendment of systems and administration is not related to the airline accidents.	The airline accident has nothing to do with the administration system. However, this is the thing that we want to fix in airline industry.		v	Assertive
4	Q: Are you afraid that this hardline Islam could creep into this moderate country again? A: In my opinion, if the process, as I said before, the cultural approach, the religious approach are conducted extensively, going into the people, I am sure that anything related to radicalism, to extremism, I think will be much better, because security approach doesn't solve the problem. It will not solve the problem.	I am not afraid of hardline Islam. Since to prevent the radicalism and extremism, I do not rely on security approach only, but also on the cultural and religious approaches.		v	Assertive
5	Q: I don't think any of the generals ever got on a bicycle and cycled through Jakarta, did they? A: So we have very high expectations.	Yes, none of the generals ever got on a bicycle and cycled through Jakarta. However, I highly expect that they can do it someday.		v	Expressive

The first elaboration will be related to research question number 1 *(What are the implicatures which occur in the interview between Indonesian President Joko Widodo and Christiane Amanpour on January 26, 2015 at 2 pm at Cable News Network (CNN) TV channel?)*. From the 38 questions and answers of the interview between Christiane Amanpour and President Joko Widodo, it is found that 5 of them contain conversational implicature. It can be said that the way to generate conversational implicature in the interview is disobeying or flouting maxim of manner. Flouting the maxim of manner occurs when speaker's contribution is not perspicuous and it may be obscure, ambiguous and not reasonable direct.

The next elaboration will be related to the research question number 2 *(What types of conversational implicature are found?)*. Based on theory of implicature which is proposed by Grice (1975), there are two types of conversational implicature. They are generalized implicature and particularized implicature. The implicature is called generalized implicature when the participants hear the information from the speaker, they do not need to draw background knowledge to infer what the speaker's intended meaning or the participants do not depend on special feature or context to understand the intended message. It is usually called context-free. Then implicature is called particularized implicature when the participants need to draw background knowledge to infer the intended meaning of the speaker. Particularized implicature is context-bound means that if the participants want to understand the implied message of speaker that being conveyed, they need special feature of context.

All implicature found the interview is particularized implicature which is bound to the specific context. The speakers give the hints of specific context toward hearer to recover implicature.

And the last elaboration will be related to the research question number 3 *(What are the functions of the implicatures?)* To determine the function, the theory of speech act is used. There are four particular functions of utterance: Representative (which commits speaker about the truth of something), Directive (which commits hearer to do something), Expressive (which commits speaker to express his inner state toward something in the world) and Comissive (which commits speaker to do some future action). From all implicature found, four of them function as assertive and only one of them functions as expressive.

CONCLUSION

All findings which have elaborated above lead to the the conclusion that the three research questions have been answered. For the first research question about what implicature found in the interview between Christiane Amanpour and President Joko Widodo, it can be concluded that 5 conversational implicature are found in the interview. For the second research question about what types of conversational implicature are found, it can be concluded that all implicature found are classified into particularized conversational implicature. It means that to understand the implied message of President Joko Widodo that being conveyed, the interviewer needs special feature of context. And for the last research question about the function of the implicature, it can be concluded that four out of five implicature function as assertive and only one of the implicature functions as expressive.

From the occurrence of implicature found, it can be concluded that President Joko Widodo generally always fulfills the cooperative principles in communication. From the 38 utterances, only 5 utterances are found to contain implicature which indicate that President Joko Widodo has violated maxim of manner. In this way, he indirectly answered the interviewer's questions to show his power as the president of Indonesia and to be careful with what he says in commending his point of view about some recent sensitive issues, such as the airline accident, the conflict between police and KPK, and the issue of hardline Moslem extremists in Indonesia.

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