

# CONVERSATIONAL IMPLICATURE IN *MATA NAJWA'S* TALK SHOW

\*Swarman Rindu M. Siahaan  
\*\*Muhammad Natsir

## ABSTRACT

**Siahaan, Swarman Rindu M. 2112220017. Conversational Implicature in *Mata Najwa's* Talk Show. A Thesis. English and Literature Department. Faculty of Languages and Arts. State University of Medan. 2015.**

The objectives of this research were to find out the two types of conversational implicature, they are; generalized conversational implicature and particularized conversational implicature and to describe the reason of the most dominant type of conversational implicature. This research was conducted by using descriptive qualitative. The data was collected by applying documentary technique such as; collecting reference and journal related to the study, searching and selecting the source of data, downloading the data from *youtube*, and transcribing the script of the show. The data were taken from six segments of one episode of *Mata Najwa's* talk show. The two types of conversational implicature were occurred in the episode of *Mata Najwa's* talk show. The findings of data analysis showed that the total numbes of conversational implicature was 84 occurrences. The two types were Generalized Conversational Implicature 49 (58.33%) and Particularized Conversational Implicature 35 (41.67%). The most dominant type of conversational implicature was Generalized Conversational Implicature. It shows that the interviews usually used the clear, brief and straightforward statements in order to avoid the ambiguity and to make the listeners were able to understand what he/she said. And also this program is expected to give information, interested and give some positive lessons to the listeners.

**Keywords:** *Conversational Implicature, Mata Najwa's Talk Show.*

---

\* Graduate Status

\*\* Lecturer Status



## INTRODUCTION

Communication is the process of transferring information from a sender to a receiver with the use of a medium in which the communicated information is understood by both sender and receiver, Adrian and Friends (2010: 366). It is the act or process of using words, sounds, signs, or behaviors to express or exchange information or to express the ideas, thoughts, feelings, etc., to someone else. Leech (1983: 54) said that doing communication means using language. So, language is one system of communication which enables human to cooperate.

To understand the language and utterance is not enough if only sees from the real meaning or semantics side but it has to be seen from pragmatics side because the messages were not only conveyed directly but also implicitly. Yule (1996: 3) states that pragmatics is the study of speaker meaning. This study is concerned with meaning as communicated by speaker (or writer) and interpreted by a listener (or reader), and it has more to do with the analysis of what people mean by their utterances. The usage of pragmatics enables people to communicate not only explicitly but also implicitly.

Grice (1975, 1989) defines that implicature is additional conveyed meaning. There are two types of implicature namely conventional implicature and conversational implicature. This study would analyze about a specific implicature, it was conversational implicature. Conversational implicature means what is expressed literally in a sentence is different with what is hinted at by an utterance of the same string of words. There are two types of conversational implicature,



namely generalized conversational implicature and particularized conversational implicature.

Television used by many people around the world to show their thinking, their desiring or their feeling to people/watcher. Like politician or celebrities, television can be used to show their prestige in front of their audiences, fans, or supporters. Of course he/she used implicature to keep his/her image to audiences or sometimes implicature happens because he/she thinks the topic is embarrassing. Talk show is one of radio or television programming to represent the utterances that were usually used in people life as the object of research. It is a question and answer session in which a host interviews one person or a group of people and discusses various topics. There is one example of talk show's program in Metro TV namely *Mata Najwa's* talk show.

*Mata Najwa's* talk show is hosted by a senior journalist in Metro TV namely Najwa Shihab. *Mata Najwa's* talk show discuss and investigate the truth of particular current issues and crucial problems, like politics issue, economics, law enforcement, education, health issue and social phenomena. It is an exclusive talk show because she always invites well-known persons in Indonesia, like president, governor, minister, constitutional court, politicians, lawyer and also entertainer.

By capitalizing *Mata Najwa's* talk show, conversational implicature will be found from the utterances that has been transcribed. All the findings will be classified into the two types of conversational implicature. From the two types, the most dominant type of conversational implicature will be found. Lastly, it is to



describe the reasons why the most dominant type of conversational implicature is used.

## **REVIEW OF LITERATURE**

### *Linguistics*

Linguistics is narrowly defined as the scientific approach to the study of language, but language can be approached from a variety of directions. Gelfond (1992: 12) states that linguistics is one characteristic of all languages that have in common a systemic. By 'systemic' means that language consists of a finite number of ways and in which not all of the mathematically possible combinations occur. It seems that language is actually a system of interdependent and independent parts. In addition, Sapir in Pierre (2008) defines that the notion of linguistics from consists of the relation between linguistic form, which can be considered as morphemes, words, and sentences, grammatical process, such as affrication or internal modification and grammar concepts. There are many linguistics subfields concerned with particular aspects of linguistics structure, ranging from those focused primarily on form to those focused primarily on meaning, they were phonetics, phonology, morphology, syntax, semantics, and pragmatics.

### *Pragmatics*

According to Yule (1996: 3), pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). There are four areas that pragmatics is concerned with, they were 1) it is the study of speaker meaning, 2) it is the study of contextual meaning, 3) it is the study of how



more gets communicated than is said, and 4) it is the study of the expression of relative distance. The advantage of studying language via pragmatics is that one can talk about people's intended meanings, their assumptions, their purposes or goals, and the kinds of the actions (for example, requests) that they were performing when they speak. There are four types of Pragmatics, they are; Deixis, Presupposition, Speech Act, and Cooperative Principle and Implicature.

### *Implicature*

Yule (1996:35) states that implicature is an additional conveyed meaning. In other word, implicature is a technical term, which refers to what is suggested in an utterance, even though neither expressed nor strictly implied. There are two types of implicature, namely Conventional Implicature and Conversational Implicature.

### *Conversational Implicature*

Conversational implicature is an additional unstated meaning that has to be assumed in order to maintain the cooperative principles. In another word, conversational implicature is conveying different meaning according to different context. Grice in Sarah (2002: 12-13) said that conversational implicature provides an explicit account for how it is possible to mean more than what is actually said. Conversational implicature is distinguished into two: generalized conversational implicature and particularized conversational implicature.

### **Generalized Conversational Implicature**

Yule (1996: 40-41) also said that generalized conversational implicature is an additional unstated meaning that does not depend on special or local knowledge.



Generalized conversational implicature arise without the need for any particular context. It can be cancelled in a particular case. It maybe explicitly canceled by the addition of a clause that stated or implies that the speaker has opted out, or it may be contextually canceled if the form of the utterance that usually carried it is used in a context that makes it clear that the speaker is opting out.

### **Particularized Conversational Implicature**

Particularized conversational implicature is an additional unstated meaning that depends in special or local knowledge. However, most of the time, our conversations take place in very specific context in which locally recognized inferences is assumed. Such inferences were required to work out the conveyed meaning. Particularized conversational implicature is typically just called implicature, Yule (1996: 43).

#### *Metro TV*

Metro TV has gotten a broadcasting license from PT. Media Televisi Indonesia on October 25, 1999 (<http://en.wikipedia.org/wiki/MetroTV>). It is a subsidiary of the Media Indonesia Group, headed by Surya Paloh as President Main Director's father, who was a wealth of experience in the local media industry and he is the publisher of Indonesia's third largest newspaper, Media Indonesia.

#### *Program on Metro TV*

Metro TV is the only TV station that offers Mandarin news and no electronic cinema programs in Indonesia. There were some news programs such as Headline News, Breaking News, 8-11 Show, Metro Siang, Mario Teguh Golden Ways, and



etc. and Metro TV also launched one top talk show programs which is called *Mata Najwa's* talk show.

#### *Mata Najwa's Talk Show*

*Mata Najwa's* is one of Metro TV talk show programs which hosted by a Metro TV senior journalist called Najwa Shihab. This talk show is held every Wednesday at 20.05 until 21.30. It was launched since November 25, 2009 after today. *Mata Najwa's* talk show focuses on an interesting topic that recently happens in Indonesia. This talk show is also investigating the truth of particular current issues and crucial problems, like politics issue, economics, law enforcement, education, health issue and social phenomena.

#### *Najwa Shihab*

Najwa Shihab is a successful journalist and a popular reporter in Metro TV. She was born in Makassar, September 16<sup>th</sup>, 1977. She is a news anchor in Metro TV programs, the programs were Prime Time *Metro Hari Ini* and *Mata Najwa's* talk show programs. Najwa is Quraisy Shihab's daughter, Ministry of Religious Affairs in The Seventh (VII) Development Cabinet in Soeharto's era.

## **METHODOLOGY**

In conducting this research, the design of this study used descriptive qualitative data. The term of qualitative according to Miles and Huberman (1994: 1) is a source of well-grounded, rich descriptions and explanations of processes in identifiable local contexts. With qualitative data, writer can preserve



chronological flow, see precisely which events led to which consequences, and derive fruitful explanations.

## RESULTS

After analyzing the data and determining the types of conversational implicature in Mata Najwa's talk show, the findings are presented in table 1.

Table 1. Types of Conversational Implicature

NO	Types of Conversational Implicature	Frequency (F)	Percentages (X)
1.	Generalized Conversational Implicature	49	58.33%
2.	Particularized Conversational Implicature	35	41.67%
Total (N)		84	100%

Table 1 shows that the two types of conversational implicature occurred in the six segments of one episode of *Mata Najwa's* Talk Show. They were Generalized Conversational Implicature (49) and Particularized Conversational Implicature (35). See the examples below to prove the occurrences of the two types of Conversational Implicature.

### 1. Generalized Conversational Implicature

a. *Host (Najwa)* : *Hukum perdata, jadi tentang kontrak, jual beli, dagang?*

*Syahrini* : *Bukan, tentang kontrak-kontrak wanita di puncak.*

b. *Host (Najwa)* : *Tentang nikah bawah tangan, nikah sirih? Jadi meneliti langsung kesana?*



*Syahrini : Langsung, kan dekat rumahku di Bogor dulu.*

## 2. Particularized Conversational Implicature

*Syahrini : Tadinya kalo nggak pengen nanya mau pacaran?*

*Radit : Oh, aku gabiasa ditembak langsung jadi gatau.*

The total number of conversational implicature was 84. The most dominant type of conversational implicature was Generalized Conversational Implicature (58.33%). Generalized Conversational Implicature was the most dominant type because even though the invited guest were a politician, actress and comedian that are mostly use implicit meaning, but they usually conveyed statements clearly, briefly and straightforward when doing conversation to avoid the ambiguity in order to make the listeners see that she/he an honest person. Sometimes the politicians conveyed an additional meaning but actually their response are relevant with every questions so their partner and listeners were able to understand what he/she said.

## DISCUSSION

After collecting and transcribing the data, the sixth segments of one episode of *Mata Najwa's* Talk Show were analyzed by using Yule's theory. Based on the result of research findings, the most dominant type of Conversational Implicature was Generalized Conversational Implicature namely 49 occurrences from 84 that lead the listeners to implicit meaning that helps to know the strong and clear meaning inside of the utterances. According to this dominant type, there was no



extra knowledge to extract the meaning, so the expectation of interviewer and interviewee in this program can easily understand each other and the talk show can inform, inspire, interested and give some positive lesson to the listeners.

## CONCLUSION

After analyzing and determining the types of conversational implicature from the conversation that has been in the transcripts of the two episodes in *Mata Najwa's* Talk Show, the conclusions are presented as follows;

1. The two types of conversational implicature were occurred in the two episodes of *Mata Najwa's* Talk Show, they were Generalized Conversational Implicature (49) and Particularized Conversational Implicature (35).
2. The most dominant type of conversational implicature was Generalized Conversational Implicature conveyed by guests or interviewees with 49 occurrences (58.33%) which is showed in *Mata Najwa's* Talk Show.
3. The guests or interviewees conveyed statements briefly, clearly and straightforward so that the host or interviewer and the listeners can easily catch the meaning without having special background knowledge. According to this dominant type was explained that the expectation of interviewer and interviewees in this program were giving the understanding of what he/she desire and think and also this talk show can inform, inspire, attract and give some positive lesson to the listeners.



## SUGGESTION

By considering the research findings and the conclusions, there are some suggestions which are presented as follows;

1. The students are suggested to comprehend Pragmatics especially knowledge about conversational implicature so that they can catch the meaning in the conversation whether it's explicitly or implicitly.
2. English teachers are suggested to increase their learning style and enrich their teaching materials by choosing television program like talk show to improve the students' ability and to attract the student's interest in conversational implicature.
3. Other researchers are suggested to conduct a more in depth research of conversational implicature.

## REFERENCES

- Akmajian, A., Demers, Richard. A., Farmer, Ann. K., Harnish, & Robert. M. 2010. *Linguistics: An Introduction to Language and Communication, Sixth Edition*. Cambridge, London: The MIT Press.
- Blackwell. Sarah. E. 2002. *Implicature in Discourse*. Amsterdam/Philadelphia: John Benjamins Publishing Company.
- Gelfond, L. 1992. *Convention of Meaning in Linguistics*. Washington D.C: Rinehart and Winston.
- Grice, H.P. 1989. *Studies in The Way of Words*. Cambridge, London: Harvard University Press.
- Leech, G.N. 1983. *Principles of Pragmatics*. London and New York: Longman Group Limited.



Miles, M.B. and Huberman, A.M. 1994. *Qualitative Data Analysis*. London: Sage Publication.

Swigger, Pierre. 2008. The Collected Works of Edward Sapir, I: *General Linguistics*. Berlin and New York: Mouton de Gruyter.

Yule, George. 1996. *Pragmatics*. New York: Oxford University Press.

<http://en.wikipedia.org/wiki/MetroTV> . Accessed on March, 13 2015. 15.30.

[http://id.wikipedia.org/wiki/Daftar\\_acara\\_Metro\\_TV](http://id.wikipedia.org/wiki/Daftar_acara_Metro_TV). Accessed on March, 13 2015. 16. 56.

<http://www.matanajwa.com/read/about>. Accessed on March, 01 2015. 12.35.