

Implicature Analysis on Blanche Du Bois' utterance in *A Streetcar Named*

***Desire* Movie**

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ABSTRACT

Tujuan dari studi ini adalah untuk mempelajari lebih mendalam tentang makna implisit yang terkandung dalam Bahasa lisan. Topik yang diambil penulis adalah implikatur percakapan yang terdapat dalam ujaran pemeran utama dalam film *A Streetcar Named Desire*. Metode penelitian yang digunakan adalah metode studi kualitatif dengan metode Simak Bebas Libat Cakap sebagai metode pengumpulan data dan menggunakan teknik mencatat atau *Note Taking Technique* sebagai teknik lanjutan. Populasi pada penelitian ini adalah seluruh ujaran dari pemeran utama film *A Streetcar Named Desire*, Blanche Du Bois. Pengambilan sampel dengan menggunakan teknik purposif atau *purposive sampling technique*. Sedangkan dalam menganalisa data, penulis menggunakan metode padan dari Sudaryanto dengan mengaplikasikan teori *Cooperative Principle* dan *Implicature* dari Grice ke dalam data. Hasil analisis menunjukkan bahwa dua belas ujaran pemeran utama yang dikaji oleh penulis terbukti mengandung implikatur percakapan, dimana implikatur terjadi karena penutur melakukan pelanggaran terhadap keempat maksim percakapan. Tujuh tuturan tergolong kategori *violate*

dan lima tuturan tergolong kategori *flout*. Penutur menggunakan berbagai pelanggaran maksim percakapan untuk menyembunyikan fakta, menyampaikan lelucon, merayu, mencemooh, dan juga untuk mengungkapkan harapan.

Kata kunci: ujaran, prinsip kerjasama, makna implisit.

1. Introduction

Although language is used by a speaker to convey messages, ideas, concepts or purposes, what a speaker means by his/her utterance can go beyond what the utterance means. Thus, it is important for us to reveal the intention behind the utterance that is being said by a speaker to avoid misunderstanding. Pragmatics is a subfield of linguistics which is suitable to analyse the language meaning and use that are dependent on the speaker and the context of utterance. As a part of pragmatic study, Implicature is a term used to describe something that is conveyed beyond the semantic meaning of the words. It means what the speaker actually means is much more than what he/she directly expresses.

In this study, the writer analyses the implied meaning behind Blanche Du Bois' utterances in *A Streetcar Named Desire* movie. It is a movie directed by Elia Kazan in 1951, which was originally a play written by Tennessee Williams. The analysis is done using Theory of Conversational Implicature and Cooperative Principles by Grice (1975). *A Streetcar Named Desire* story revolves around conflicts between the two main characters, Blanche DuBois who is an emotionally troubled lady from the South and Stanley Kowalski who represent the image of an industrial worker from the North.

There are two studies that are closely related with this topic. The first one is Ester Okta Alfina's final project (2016) entitled "The Maxim Violation on Mata Najwa Talk Show: *Selebriti Pengganda Simpati*", which was done to reveal the motivation behind the speaker's violation of a maxim by identifying the kind of maxim violation and the motivation behind those violations using Grice's Implicature and Cooperative Principle Theories. The second one is Yuniar Dea Savitri's study (2015) entitled "The Use of Implicature in Indonesia Cigarette Advertisement Slogans".

This study only focuses on the Conversational Implicature resulted from Blanche Du Bois' intriguing utterances. The writer chose to only analyse Blanche's utterances because she is the only character in the movie who frequently says something vague and irrelevant, while the other main characters, especially Stanley, tend to be more straightforward and direct. The writer choose Implicature Analysis on Blanche Du Bois' utterance in *A Streetcar Named Desire* Movie as the topic of the study because the writer aims to find out kinds of Cooperative Principles violations used in her utterances and the intended meaning that is resulted from it.

2. Theoretical Framework

This research uses Pragmatic theories of Theory of Conversational Implicature and Cooperative Principles by Grice (1979).

1. Cooperative Principles

Grice's Cooperative Principle Theory (1975:45) is expressed as follows "Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged". It is based on four sub principles or conversational maxim, as follows (Grice, 1975: 26-27).

1) The Maxim of Quantity (be informative)

It expects the speaker to give contribution as necessary as needed. In a precise amount, this is not more or less informative.

2) The Maxim of Quality (be true)

It expects the speaker to give real information based on the fact or clear fact.

3) The Maxim of Relation (be relevant)

It requires the speaker to give relevant contribution

4) The Maxim of Manner (be perspicuous).

It expects the speaker to say something brief, orderly, and also avoid obscurity and ambiguity.

Grice suggested the four categories of maxims with intention to give guidelines to the speaker and the hearer of how to manage a successful conversation. Nonetheless, in actual conversation, people often refuse to be cooperative by does not observe or fulfil the maxims. For that reasons, Grice (1989) also proposed four major ways of Non-Observance of a Maxim, which are violating, flouting, opting-out, and infringing.

1) Flouting A Maxim

Flouting or 'to deliberately disobey a maxim' is an obvious non-observance way of talking, without intention to deceive or mislead (Grice, 1989, as cited in Thomas, 1995:64). When a speaker flouts a maxim, his /her intention is not to deceive the hearer, but instead to make the hearer look for the other meaning.

2) Violating A Maxim

Grice, in Thomas (1995:73), says that violating a maxim is a blatant non-observance of a maxim. Therefore, when a speaker violates a maxim, he/she will prone to deceive. Here, the speaker is purposely do not fulfil certain maxim, they also often use Implicature with the intention to mislead.

3) Opting Out a Maxim

This kind of disobeying cooperative principle happened when a speaker cannot or does not want to give information as required.

4) Infringing a Maxim

Infringing is a type of non-observance where the speaker accidentally produces Implicature (Thomas, 1995:74). A speaker who is infringing a maxim has no intention to use Implicature nor have intention to mislead. Infringing of a maxim usually occurs because of the speaker's inability to make a successful conversation, such as the speaker is an infant, in a state of drunkenness, nervousness, etc.

2. **Implicature**

Implicature is an element of speaker meaning which contributes as aspect of what is actually aimed in speaker's utterance without being part of what is said (Horn, 2004:3-4).

Grice (1975:44) also stated that there are two kinds of Implicatures, Conventional and Conversational Implicature. Conversational Implicature is an added implicit meaning linked with the use of particular word. Meanwhile, Conventional Implicature consists in the meaning of the words in a sentence and as such it is pure semantic entailment (Katz and Langendoen, 1967:13).

3. Research Method

Based on analysis approach, this study is considered as qualitative research. According to the purpose of the study, this study belongs to library research, because the source of the study is dialogue from a movie entitled "A Streetcar Named Desire". The data of this research come from the main character utterances that contain Conversational Implicature. In this research, the writer uses primary data. The writer obtains the data from the internet, particularly from <http://www.springfieldspringfield.co.uk>. The population in this research is all utterances produced by the main character of 'A Streetcar Named Desire' Movie. In limiting the sample, purposive sampling technique is used since the writer only chose Blanche DuBois's utterances which contain Conversational Implicature.

In this research, the writer uses Documentation Method from Arikunto (1995:135) to collect data. In this case, before gathering the data, the writer uses *Simak Bebas Libat Cakap* Method or Non-Participant Observation from Sudaryanto (1993:133) as a method of collecting data through observing the

language use. And then, the writer uses the Note Taking Technique by Sudaryanto (1993:139). In analysing the data the writer uses Identity Method or *metode padan* from Sudaryanto (1993:13) as a method of analysing data where the researcher analyses the non-linguistic elements. The sub method that the writer uses is Referential Identity Method by analysing the data with the reference of the world.

4. Data Analysis

1. Maxim of Quality

a. Flouts that exploit the Maxim of Quality

The Maxim of quality is flouted when a speaker purposely says something untrue or lacks of adequate evidence. Flouting of the Quality Maxim often initiate figurative languages, namely metaphor, sarcasm or irony. If the cooperation is not assumed, the implicature would not work.

- 1) Context : Blanche finds her personal trunk is opened and in a complete mess.
Blanche : **“It looks like my trunk has exploded”**
Stanley : “I and Stella was helping you unpack”
Blanche : “You certainly did a fast and thorough job of it”

The conversation above happened after Blanche emerges from the bathroom and found that her newly arrived trunk is in a complete mess. She seems to know that Stanley is the one who rummaging her personal trunk without her permission. However, instead of confronting him, she chooses to implicitly show her reaction over the situation by saying, “It looks like my trunk has exploded.” In reality, the trunk is not really exploded as she is

just using figurative language namely ‘hyperbole’ to subtly insult Stanley’s act.

When a speaker flouts a maxim, he/she must have a particular goal. In this case, Blanche is flouting the Quality Maxims for she does not have any intention to deceive or mislead Stanley. She only wants Stanley to grasp the insults that lies behind her words.

b. Violation of Quality Maxim

The Maxim of quality is violated when a speaker is not being sincere and saying something that is untrue with intention to mislead. In *A Streetcar Named Desire* Movie, Blanche Du Bois violates the Maxim of Quality more frequently than any other maxims. Her tendency to lie throughout the movie has something to do with her anxiety and mental condition.

- 1) Context : Stanley asks whether or not Blanche want to have a drink.
Stanley : “You want a shot?”
Blanche : “**No, I rarely touch it**”
Stanley : “Well, there's some people that rarely touch it, but it touches them often”

The conversation above happened in the Kowalski’s residence at the first time Blanche met Stanley. Stanley offers her a drink, but she politely decline his offering by saying, “No, I rarely touch it.”, meaning that she is not fond of alcoholic drink. However, Stanley somehow can see through her act and says, “Well, there are some people that rarely touch it, but it touches them often.”

As the violation of Quality Maxims happens when a speaker states something false, Blanche’s utterances declining Stanley’s offer and telling

him a lie are violating the maxim. In the previous scene, it turns out that Blanche chooses to order a scotch of grape instead of a pop or a soda just like what her sister recommended her to drink. When her sister says, “Would you like some pops?” she answers, “Honey. Pop? Not with my nerves tonight, scotch for me, please.”

The reason why Blanche violates Quality Maxim is that she wants to build a good image in front of Stanley. She knows very well that she needs alcoholic drink to help her calming her nerves, but she wants to keep her image as a proper lady who drinks no alcoholic drink. At that time, she does not know that Stanley is not a person who can be easily manipulated as this conversation happened on their first meeting.

2. Maxim of Quantity

a. Flouts that exploit the Maxim of Quantity

The Maxim of Quantity is flouted when a speaker gives less or more information to the hearer with several intentions, like trying to be polite or to make jokes.

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| 1) Context | : Blanche insults Stanley attitude. |
| Blanche | : “What sign were you born under?” |
| Stanley | : “What sign?” |
| Blanche | : “Astrological sign. I bet you were born under Aries. Aries people are forceful and dynamic. They dote on noise! They love to bang things around! You must have had lots of banging around in the army and now that you're out, you make up for it by treating inanimate objects with such a fury!” |
| Stella | : “Stanley was born just five minutes after Christmas.” |
| Blanche | : “Capricorn--the Goat!” |

The scene begins with a mad Stanley throws a shoe for not being able to find its other pairs. Blanche, who is annoyed on how easy Stanley gets into a tantrum, decides asking him a question regarding his Astrological Sign. Stanley, who thinks that he is too masculine to mind about girly stuff replies, “What sign?” which implies that he does not exactly know about what she is talking about. By asking this, Stanley wishes that Blanche will explain to him more about what ‘sign’ means. However, his efforts is futile, for she is putting her distaste towards his barbarian and domineering attitude by comparing him with Aries, an astrological sign that is forceful and tend to make noise.

From his expression in the movie, we can clearly see that Stanley is irritated. Does not want to see her husband’s wrath, Stella meddles into the scene and says, “Stanley was born just five minutes after Christmas”, in hope for Blanche to cooperate and gives positive feedbacks. Still, she makes him angrier by saying, “Capricorn, the Goat!”

Blanche’s responds indicates that she has no intention in cooperating with Stanley and Stella by giving not suitable answers. As the Quantity Maxim expects a speaker to give information as informative as required, Blanche’s responses flouts the quantity maxim for she blatantly gives more information than required in intentions to make fun of Stanley.

3. Maxim of Relation

a. Violate Maxim of Relations

The violation of Relation Maxim happens when the speaker makes the conversation unmatched with the topic with intention to avoid talking about something or to hide a fact.

- 1) Context : Stanley confronts Blanche.
Stanley : “If I didn't know that you was my wife's sister, I would get ideas about you.”
Blanche : “Such as what?”
Stanley : “Don't play so dumb. You know what.”
Blanche : **“All right. Cards on the table. I know I fib a good deal. After all, a woman's charm is 50 percent illusion. But when a thing is important I tell the truth. And this is the truth: I never cheated my sister, or you, or anyone else on earth as long as I lived.”**

The dialogue above happened when Stanley gets enough of Blanche small talks and flirtations in attempts to distract him from talking about ‘Belle Reeves’. When Blanche playfully sprays her perfume on him when he wants to talk about Napoleon Code, he snaps and says, “If I didn't know that you was my wife's sister, I would get ideas about you.” With this line, Stanley seems to miss the implication of Blanche’s small talks and flirtatious actions correctly, as he thinks that Blanche is truly making a move on him.

Blanche feigns innocently by saying, “Such as what?” with the intention that Stanley will just drop the act and get over it. However he continues to push her until she gives him a somewhat vague answer which helps us understand a bit of her character by saying, “All right. Cards on the table. I know I fib a good deal. After all, a woman's charm is 50 percent illusion. But when a thing is important I tell the truth”. The phrase “Cards

on table” linked to their prior conversations which states that Stanley prefers a woman whose ‘lay her cards on the table’, which means a woman who says exactly what she is thinking or shows exactly what she is offer. By adding that phrase in her answer, it looks like Blanche implicitly decides to perform insults on Stanley.

By asking the question to Blanche, Stanley expects Blanche to get embarrassed and feels ashamed of herself because she acts like an improper lady or a prostitute. Blanche who gets the insults responds with a lengthy explanations about how she does lie quite a bit, but it is all white lies as she says that she never lies on important matter and she will never deceives her families. Her responds is indicates that she is unwilling to cooperate in the communications because her statements is not relevant with Stanley’s question.

4. Maxim of Manner

a. Flouts that exploit the Maxim of Manner

The Maxim of Manner is flouted when a speaker intentionally fails to observe the maxim by saying something disorderly and vague, not being brief, and using obscure language. When a speaker flouts the Maxim of Manner, he/she creates an Implicature which makes the hearer look for an additional set of meaning. From the data of this study, the writer found that Blanche flouts the Maxim of Manner mostly to build one’s belief and to convince her conversational partner.

- 1) Context : Blanche distaste of light.

Blanche : “Put it over the light bulb. Will you, please?”
Mitch : “I’d be glad to.”
Blanch : **“I can't stand a naked light bulb no more than I can
rude remark or vulgar action.”**

The conversation above happened not long before Blanch and Mitch know each other name. She performs Directives Act by asking Mitch to wrap the lamp with a paper lantern which Mitch gladly comply. Then she says, "I cannot stand a naked light bulb any more than I can a rude remark or a vulgar action." With this line, she vaguely tells Mitch her reason for covering the light bulb which also implicates her interests in Mitch, who acts differently from the rude and violent poker players outside. However, if we look closely, Blanche’s statement above is also an attempt to distract Mitch from questioning her strange request further. Blanche does not want Mitch to realize her real age, thus, she needs to avoid the lamp’s light because it will emphasize her wrinkles and signs of aging

5. Conclusion

From twelve utterances of the main characters that contains Conversational Implicature, the writer founds that Blanche flouts the maxim 7 (seven) times, and violates the maxim 5 (five) times. Hence, the writer does not found any utterances that opting out and infringe the maxim. The violation of the maxim happens mainly under the Quality Maxim, where the flouting mostly happens under the Manner Maxim. Meanwhile, the violation of Relation Maxim happens only once and the flouting of Quantity Maxim twice.

Blanche flouts the Quality Maxim to insult Stanley's distasteful attitude and

violates the maxim when she intends to hide the truth, which she does repeatedly to Mitch and Stanley. The flouting of the Manner Maxim occurs in situations where she does not want to directly state her true intentions to Mitch in order to get his reaction and to defend herself or to insult others, namely Stanley, by saying something unclear or ambiguous.

The violation of Maxim of Relation happens when she is unwilling to answer Stanley's question by giving an irrelevant answer, while the flouting of Quantity Maxim occurs to offend Stanley and to express her distress over Stella's act.

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