CONVERSATIONAL IMPLICATURES OF
INDONESIA LAWYERS CLUB PROGRAM
ON TV ONE

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ABSTRAK

Penelitian ini mengkaji implikatur percakapan pada program Indonesia Lawyers Club di stasiun televisi TV One. Tujuannya adalah untuk (1) mengetahui tipe-tipe pelanggaran maksim yang berpotensi menyebabkan implikatur percakapan, (2) mengetahui tipe pelanggaran maksim yang paling dominan yang dapat menimbulkan implikatur percakapan, (3) memaparkan alasan munculnya tipe pelanggaran maksim yang paling dominan tersebut pada program Indonesia Lawyers Club dengan menggunakan Teori Prinsip Kerjasama Grice (Cooperative Principle Gricean). Analisis konten kualitatif digunakan dalam penelitian ini. Temuan dari penelitian ini adalah (1) ada 4 jenis pelanggaran maksim yakni maksim kuantitas, kualitas, cara, dan relevansi, (2) tipe pelanggaran maksim yang paling dominan adalah maksim kuantitas, dan (3) yang menjadi alasan timbulnya pelanggaran dominan adalah untuk menunjukkan rasa sakit dan inti masalah kepada penonton, untuk melindungi rasa malu, (3) membela kelompok tertentu dan menyalahkan pemerintah.

Kata Kunci: implikatur percakapan, prinsip kerjasama, pelanggaran maksim, Indonesia Lawyers Club

ABSTRACT

This study deals with the conversational implicatures on Indonesia Lawyers Club program on TV One. The objectives of the study are (1) to observe the types of maxim violation potentially cause conversational implicature, (2) to ascertain the maxim violation that dominantly causes conversation implicatures, (3) to give the reasons of the dominant type of violation that causes conversational that causes conversational implicatures on Indonesia Lawyers Club program by using Gricean Theory of Cooperative Principle. The study is conducted

by qualitative content analysis. The findings of the study are, (1) there are four types of maxim violations as maxim of quantity, maxim of quality, maxim of manner, and maxim of relevance, (2) the dominant type of maxim violation appeared is maxim quantity and (3) the reasons of the dominant type deal with, to show up pain and core of the problem to the audience, to save one face, to defend certain group and blame the government.

Keywords: conversational implicature, cooperative principle, maxim violation, *Indonesia Lawyers Club*

INTRODUCTION

Communication also functions as a mechanism to run authority (Shachter in Hikmat, 2010). It means that communication is the power in which it is also the main control to express one`s desires, beliefs, attitudes, and behaviors in social condition. Three significant components in communication are the speaker, listener, and the message. It can be inferred that communication is the human activity to understand the message (s) between the communicator (speaker) and the communicant (listener) and the result of it is to get the effectiveness of their understanding. Good communication occurs if the three components (the speaker, the listener, and the message delivered) are involved well in the conversational process. It means that to achieve the effectiveness of communication, the condition of the message uttered by the speaker(s) must be caught, understood, and comprehended well by the listener and the listener(s) as well comprehend what the speaker meant through the speaker's utterance must be provided.

In a communication a speaker and a hearer on the conversation are supposed to respond each other in their turn and exchange with the needed information that benefits both of them (Crowley and Mitchell, 1994). By giving the required information, they can understand each other`s utterances and their conversation become smooth. In fact, not all the speaker`s utterances in the conversation can be understood by the listener well. It is because an utterance(s) may obviously contain an implicature. Implicature is defined as anything that is inferred from an utterance but that is not a condition for the truth of the utterance (Gazdar, 1979). It means that there is an implied meaning of the speaker`s utterance and it is contrast to the truth of speaker`s utterance.

Cooperative Principles

The success of a conversation depends upon the various speakers' approach to the interaction. The way in which people try to make conversation work effectively is sometimes called as cooperative principle. To be cooperative, someone must obey the four maxims; known as conversational maxims. To be cooperative, someone must obey the four maxims; known as conversational maxims. The cooperative principle also draws how effective the communication in conversation is achieved in common social situations. Speakers and listeners must speak cooperatively and mutually accept each other to be understood in a particular way. Based on implicature theory, Grice states two theories, firstly he divides two sorts of meaning in the communication namely, natural meaning and non-natural meaning. Secondly, he leads one to be effective and efficient to utter the sorts of communication contents (Grice in Sumarsono, 2010).

The conversation will lead to the identification of some elements at the beginning of cooperative process with different ways, such: (1) perceiving the short-term goals, although the goal is eventually different or even contradictory, (2) it brings the contribution of participants among the speaker(s) and the listener(s) altogether to their needs, and (3) it is arranged for the speaker(s) and listener(s) to have the sense of the transaction took place with a certain pattern matching, except when the intended meaning is going to end. For this purpose, Grice suggests the cooperative principle make one`s conversational contribution such it is required during the speech based on the agreed goals of conversation. It is to take part of contributing what is required by the accepted purpose of the conversation. The principles used in a conversation consist of four maxims. These four maxims with those principles are called the Gricean maxims, specifying how to be cooperative and describing specific rational principles (maxims) observed by people who obey the cooperative principle. These principles lead one to be effective in communication. If one of the maxims in cooperative principles is flouted, the conversation fails and surely contains a conversational implicature. The principles (maxims) of conversation are intended to avoid misunderstanding between two or more participants in the conversation.

There are four types of maxim namely maxims of quantity, quality, manner and relevance. Maxim of Quantity means that the participant`s contributions should be as informative as it required for the current purposes of the exchange. The category of quantity relates to the quantity of information to be provided, and under it falls into the following principle (Grice: 1975) as, (1) the speaker makes the contribution as informative as required to the listeners (don`t give too much information or too little), (2) the speaker makes the strongest statement as he can to

the listener. Maxim of quality concerns on true telling, and has two rules as, (1) The speaker is expected not to say what s/he you believe to be false to the listener, (2) The speaker is expected not to say that for which s/he lacks the adequate evidence to the listener. Maxim of manner means that the participants have to be perspicuous and also they have to avoid obscurity of expression and ambiguity. The rules of the maxim of manner are to avoid obscurity, avoid ambiguity, be brief, and be orderly. Maxim of manner means that the participants have to be perspicuous and also they have to avoid obscurity of expression and ambiguity. The rules of the maxim of manner are to avoid obscurity, avoid ambiguity, be brief and be orderly.

Conversational Implicature

It was first introduced by Grice (1975) to solve the problem of meaning which cannot be solved by conventional theory of semantics (Nababan, 1987). An utterance may obviously contain an implicature. Implicature is defined as anything that is inferred from an utterance but that is not a condition for the truth of the utterance (Gazdar, 1979). It means that through the speaker`s utterance, there is other meanings and intentions hoped by the speaker and it is contrast to the truth of speaker`s utterance. This statement is also supported by Sumarsono (2010) that implicature is something implied in the utterance. Something implied means that the implicature is used to explain what will be interpreted, suggested, or intended by the speaker that is different from what s/he said (Yule in Grice, 1996).

There are some points considered to analyze the utterance such as, the participant (s) background, the context (s) /theme (s) of the utterance, speech even, and etc. Implicature is so important aspect in pragmatics. It is a theory of the relation among the expression, the meaning, the speaker`s intention, and its implication (Grice, 1975). Five benefits are proposed toward the topic (Levinson, 1983) as, first the concept of implicature offers some significant functional explanations of linguistic facts because the sources of this concept can be shown to lie outside the organization of language in some general principle for cooperative interaction. And yet the principles have a pervasive effect upon the structure of language. This makes implicature a paradigmatic example of the nature and power of pragmatic explanation of linguistic phenomena. Second, implicature provides some explicit account of how it is possible to mean more than what is actually said or written. Put differently, the concept allows an analyst to identify more than what is literally expressed by the conventional sense of the linguistic expressions uttered or written. Third, implicature seems likely effect substantial simplifications in both the structure and the content of semantic descriptions. It means that there is a slightly different among pragmatics and semantics. Pragmatics concerns on the implied

meaning of the utterances while semantics works on lexical/structural meaning of the utterances. Forth, the notion of implicature seems to be essential when various basic facts about language are to be accounted for properly. It refers to the problem of social utterances which cannot be answered only by linguistic structures. It needs more specific knowledge to answer the problem that is implicature. Last, the principles that generate implicature possess a very general explanatory power in the sense that few basic principles provide explanations for a large array of apparently unrelated facts.

Implicature is actually divided into three main parts namely, conventional implicature, non-conventional (conversational) implicature, and presupposition (Grice, 1975). This following scheme of implicature categorization based on Grice`s theory quoted by Harnish (1991) as follows:

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                    ┌──────────────┐
                    │ What is said │
                    └──────────────┘
            ┌───────────────┴────────────────┐
            ▼                                 ▼
    ┌────────────────┐              ┌────────────────────┐
    │ What is meant  │              │   What is implied  │
    │ (literally)    │              │   (implicature)    │
    └────────────────┘              └────────────────────┘
                        ┌───────────────┼───────────────┐
                        ▼               ▼               ▼
               ┌──────────────┐ ┌──────────────┐ ┌──────────────┐
               │ Conventional │ │Non-conventional│ │Presupposition│
               │ implicature  │ │ implicature  │ └──────────────┘
               └──────────────┘ └──────────────┘
                                       │
                              ┌────────────────────┐
                              │ What implications of│
                              │ one`s utterance    │
                              └────────────────────┘
                          ┌────────────┴────────────┐
                          ▼                          ▼
                 ┌─────────────────┐       ┌─────────────────┐
                 │ Particularized  │       │  Generalized    │
                 │ conversational  │       │ conversational  │
                 │ implicature     │       │ implicature     │
                 └─────────────────┘       └─────────────────┘
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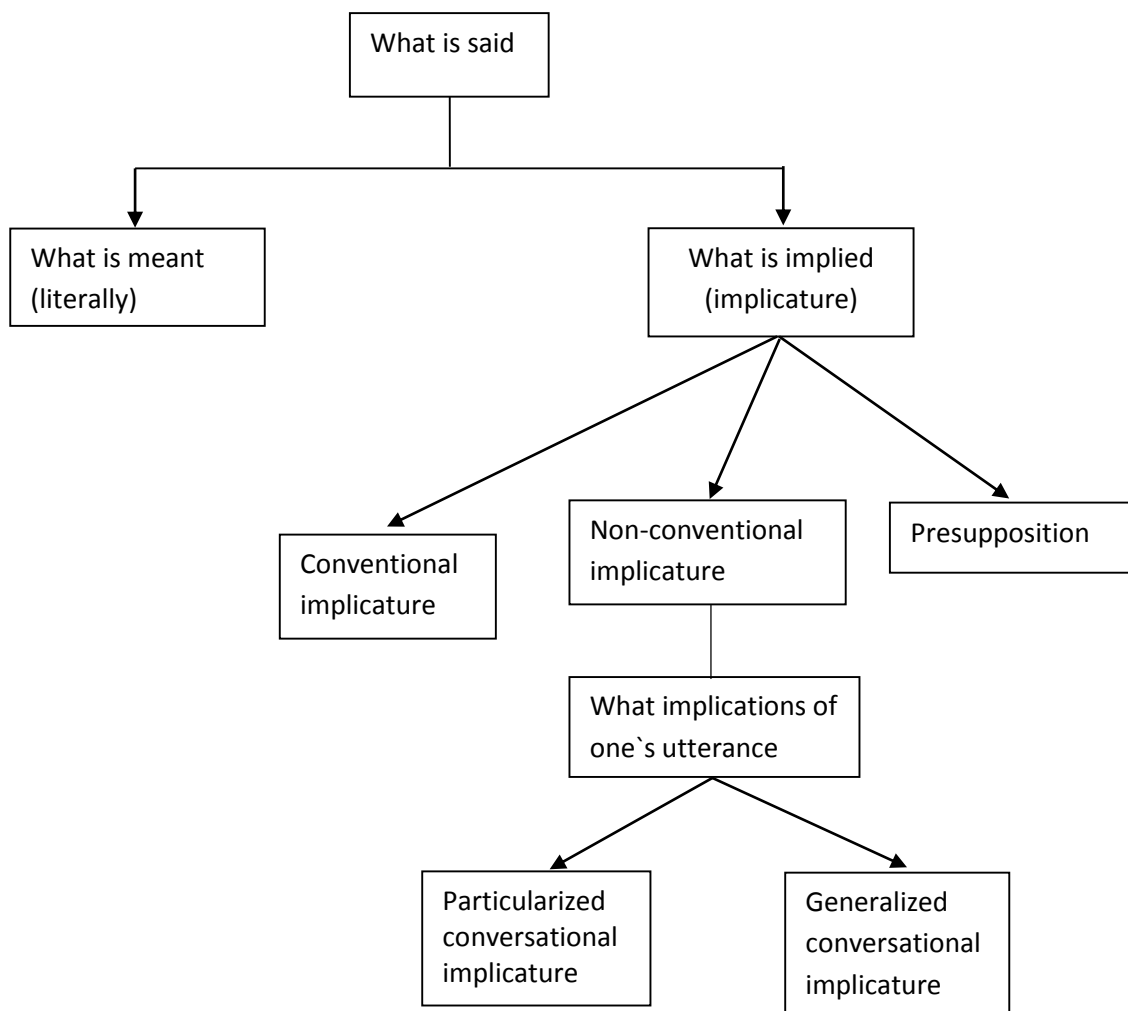
The explanation of the above scheme is that actually what the speaker says through his utterance contains what he means, and what he implies to the listener.

In other words, what someone means and what he implies are the representative of what he says through his utterance. It means that in certain utterance, sometimes there must be an implicature. Implicature is divided into three parts namely conventional implicature, non-conventional (conversational) implicature, and presupposition. Conversational implicature also can be divided into two types as particularized and generalized. Conversational implicature is a proposition or implicative statement of an utterance in a conversation. The concept of conversational implicature is stated to explain what can be intended, inferred, and interpreted by the speaker in a conversation (Grice, 1975).It is also defined as a proposition that is implied by the utterance of a sentence which needs a context. Yule in Grice (1996) stated that conversational implicature is considered as something important to understand. Conversational implicature occurs due to the fact that an utterance has implication in the form of proposition which is actually not part and not the consequence of the utterance (Gunarwan, 1994). It is the pragmatic implicature appeared in the utterance as the result of the violation of cooperative principles. Conversational implicature is also stated as the proposition or "implied" utterance in which what intended, implied, and interpreted by the speaker is contrast with what he says through his utterance (Grice, 1975). This statement is also supported by Mey (1994) that implicature is something implied in the utterance which refers to something which is left implicitly in actual language use.

Indonesia Lawyers Club Program

Indonesia Lawyers Club as one of the talk shows is broadcasted on *TV One* twice a week on live and replying session. It is a talk show program that is interactive and beautifully packaged for its viewers. It always brings primary sources of a hot issue from different perspectives and point of views. The characteristic of the program is talking about the foremost law and politics. The topic is developed into several themes which refer to the topic. The language style of law should be descriptive, evaluative, and prescriptive. First, descriptive means it can be sought for the truth or the mistake. Second, evaluative means it may be accepted or rejected (because not all the languages are logic). The last is prescriptive means that it forms an order, permission, and prohibition (the rule of law). Its characteristics should require on the specialized terms, composition and style. The use of law language should be clear, proper, precise, simple, objective and exact in order to be easily understood and avoid the unobscured and ambiguity. In line with the first statement, the fact shows that the language is in the special use of law that

is interpretable (Bastian, 2011). It means every person has his own interpretation or different view to decide something.

This program is hosted by a senior journalist who has a background as a scholar of law and journalistic, Karni Ilyas, and supported by the experts in their field. Most of them are lawyers, while the rests are polices, the members of Regional Representative Council (DPR), politicians, layman, journalists, editors, judges,literary and cultural persons, and those related to the cases. They freely talk the events which have an issue that is being hotly discussed in the community. It generates open discussion among them and Indonesian society. People invited are generally from different field but still related to the happening topic which is being discussed. However, there is one thing occurred in each part that is the humanist, Sujidwo Tedjo, is always presented in all sorts of parts. Although, he is actually not related to law and politics, he is absolutely invited to stand by on the program. He functions as an analyst of the participants` utterances, point of views, and opinions. Those are analyzed in terms of language and culture.

RESEARCH METHOD

Qualitative Content Analysis (QCA) was conducted in the study. Hsieh and Shannon (2005) pointed that Qualitative Content Analysis (QCA) is a research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns. QCA goes beyond merely counting words or extracting objective content from texts to examine meanings, themes, and patterns that may be manifest or latent in a particular text. It allows researchers to understand social reality in a subjective but scientific manner. The data of the study were the corpus document of some conversation on *Indonesia Lawyers Club* program on TV One with the topic of *Ecstasy Driver and 9 Souls*. Those were taken from the video of conversation or utterances between the interviewer (the host) and interviewees (the guests) during the program broadcasted for two sessions that was on January 16th and January 30th, 2012. The utterances of the video were made into written text. The data source were all downloaded from the video site of www.youtube.com. The data were collected by recording then saved into such video recorder or data saver (flash disc). The data were analyzed by using Miles and Huberman (1994) with the three phases of data analysis, i.e. (1) data reduction, (2) data display, and (3) conclusion and verification. There were nine parts (parts I to IX) of one topic in that program including 300 utterances.

FINDINGS AND DISCUSSION

After analyzing the conversational implicatures, it was found that four types of maxim violations (maxims of quantity, quality, manner, and relevance) occurred in all parts of *Indonesia Lawyers Club (ILC)* program. The violation of quantity maxim was the most dominant type found on the program particularly on parts V and IX. Next followed by maxim of manner on parts V and VIII, then maxim of relevance on part V, and the last maxim of quality on parts V and VIII. From the explanation of data analysis previously showed that the four types of maxim violations that potentially cause conversational implicatures occurred in all parts of *Indonesia Lawyers Club* program. It occurred as the results of violating cooperative principles on four maxim violations namely maxims of quantity, quality, manner, and relevance. It was supported by the Gricean theory that the conversational implicature would have occurred if the cooperative principle was flouted. The purpose of cooperative principle was to run the conversation smoothly and effectively. It means that the participants (the speaker and the hearer) had to obey the cooperative principles which consist of four maxims during the conversation in order to achieve the purpose of the conversation. To grasp the notion of communication as well, context happened to be completely important since speaker and hearer had to know the context in which the conversation took place. Therefore, understanding context could be a helpful way to know the speaker and hearer`s intention.

It was found that the violation of maxim quantity was the most dominant type followed by maxim of manner and maxim of relevance and the lowest violation is maxim of quality. Several reasons were dealt with the most dominant type of violation found on *Indonesia Lawyers Club* program in the form of matrix. The data were lined into two variables, namely horizontal line and vertical line. The horizontal line was described as the speaker`s purpose through his utterance, while the vertical one was identified as the part of the video that violated the maxim of quantity.

Table 7. The Matrix of the Dominant Maxim Violation

SPEAKERS / PARTS	B	G	F	K	M	O	Q	R	I
I	# VQ								
II		# VQ							
III			# VQ						
IV				# VQ					
V					* VQ				
VI						* VQ			
VII							* VQ		
VIII								0 VQ	

IX									0
									VQ

The speakers are:

B   : Mas Teguh
G   : Mr. Beni
F   : Apriani`s mom
I   : Mr. Saud
K   : Mr. Gusman
M   : Edo
O   : Mr. Hendri
Q   : DPP BNN
R   : Mr. Adrian Malite

Explanations of the symbols:

VQ : Violation of Maxim`s Quantity
: to show pain & core of the problem
* : to save someone`s face
0 : to defend certain group & blame the
 government

Based on the matrix above, it was concluded that the violation occurred in all parts of episode. Parts I to IV, the reasons of violating the maxim were to show pain and core of the problem to the audiences. The context on 1st part was the host only asked the speaker about his wife condition. However the speaker (B) explained about his wife`s condition in details and told how he saved his family when the accident happened. He certainly had violated the maxim of quantity and gave more information to the audiences. It was because he wanted to show up his pain to all audiences due to his feeling condition. This condition also occurred on the 3rd part. The context was Apriani`s family (in this case her mom) wanted to say sorry to the family`s victims. Fortunately, Mr. Teguh`s family had forgiven her. Her mom couldn`t say anything. She was depressed. Actually, she really wanted to say sorry but she was not able to do so. That`s why she had violated the rule of maxim`s quantity that gave little information. It was done because she wanted to: a) show up her feeling condition due to Apriani`s fault, b) save her face from the audiences. Then the reasons of violating parts V to VII were to save one`s face. It was supported with the utterance on the 5th part. The context was Edo as the speaker (M) was the drug`s ex-user. The host asked him whether he had recovered well from the drug. He had answered the host`s question but on the other hand, he blamed the government. He taught the government ignored the young generation. That`s why when the host asked him whether he had been recovered, he gave detail information. It was because he wanted to blame the government and also defended the users` side. The condition was also in line on the 6th and 7th parts.

The last was on parts VIII and IX. The context was the host asked the informant (Mr. Saud as the Head of Social and Human Relationship of Indonesian Polices) about the reason of police to use the matter of 338 KUHP objected to Apriani`s case. From Mr. Saud`s answer, it can be seen that he gave more detail explanations based on three facts of accident occurred chronologically as the proves to decide Apriani`s case to the host, he surely obeyed the cooperative principle and the implicature would not occur. As the consequence, through his explanation he had to explain the reason of using the matter in details. That`s why, he had purposely violated the rule of maxim quantity that was giving more information than it was required and caused conversational implicature). It can be concluded that the violation of maxim`s quantity was the most dominant type on *Indonesia Lawyers Club* program. It was obtained that the speakers violated in all parts of the program on the purposes of three reasons, as: a) to show up pain and core of the problem to the audiences, b) to save ones face, c) to defend certain group and blame the government.

CONCLUSIONS

Since the conversation has to follow the cooperative principles, the speaker, the hearer and the message delivered have been understood well. That is why the maxim violation must be avoided by both communicator and the communicant. In line with the research problems above, it can be concluded that there are four types of maxim violations that potentially cause conversational implicatures on *Indonesia Lawyers Club* program. They are the violation of maxims quantity, quality, manner, and relevance. Among three hundreds utterances during the program presented, the dominant type of maxim violation found on the program is the maxim of quantity. The reasons revealed of the dominant type on *Indonesia Lawyers Club* program are caused by three reasons, namely: a) to show up pain and core of the problem to the audiences, b) to save ones face, c) to defend certain group and blame the government.

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