CONVERSATIONAL IMPLICATURE IN INDONESIAN PRESIDENT CANDIDATES DEBATE ON METRO TV

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Abstract

The purpose of this research is to identify kinds and meaning of conversational implicature, especially in President Candidates' utterances based on context that used in the Indonesian President Candidates Debate on June 2014 in METROTV Television. The data is obtained by identifying the utterances that have implicature, in videos form that have been recorded via mobile phone and downloaded from social media site, it means to make easy in identifying. Then, the identified data are transcribed and analyzed by using Yule's theory and some books that related and supported the theory. Next, the data analysis is presented by using informal method. The result of the analysis shows that President Candidates' utterances in the debate contain two kinds on conversational implicature. They are, particularized conversational implicature, it is an implicature that can be assumed by knowing the specific context and also needs special knowledge of the listener. Then, generalized conversational implicature, it is an implicature that does not need context to assume the utterance.

Keywords: Implicature, Converasational Implicature, Debate.

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I INTRODUCTION

Implicature is one of pragmatics analysis which is interested o be analyzed by the researcher. Implicature is a part of meanings of words from speaker said indirectly. Yule (1996:35) said that implicature is additional information unspoken that occur when make a conversation conveying meaning more than the words mean. Moreover, implicature sometimes can be identified by using maxim in its conversation.

Yule (1996:3) describes that pragmatics as the study of speaker meaning, contextual meaning, study of how more gets communicated than is said and the study of the expression of relative distance. Pragmatics is the study of speaker meaning is a study that focus to the meaning analysis that communicated by speaker. It means that as listeners, they have to understand what is communicated through the words or phrase that used. Therefore, a communication absolutely needs more than one participant because participants of communication will understand every utterance that communicated if they a good cooperation. It can be said that pragmatics is study of language based on the context used. Context itself can be defined as an environment of language used and the user of language, they can be a situation, time and place.

According to Leech (1982:13), there are five relevant aspects of context, they are:

1. Participants, speaker and listener. Speaker is a person who extends a message and listener is a person who receive and interprets a message.
2. The context of an utterance is aspect of physical or social setting and also be any background knowledge that shared by speaker and listener.
3. The goal of utterance is the function of utterance, in preference to talking about its intended meaning of speaker's intention in uttering. It means for what and aimed for what.
4. The utterance as a form of act or activity. Act form refers to the verbal act in particular context.
5. The utterance as a product o a verbal act. The utterances are a verbal action.

Based on the explanation above, Yule (1996:370) said that in learning of implicature nedds context and maxim. Then, Yule states that maxim is the formula of the communication or interaction between speaker and listener to be fluent, so that they can cooperative each other in implicature. In other words, implicature cannot be easily to understand, it sometimes needs analysis based on the context what the speaker talks about. In addition, implicature can occur in some the utterance of conversations, as an example, it can also occur in the debate.

Debate in Indonesian Dictionary (Definisi Debate, 2014) is a discussion or exchanging opinion about something with give reason to depend the opinion. Bull (2011) states that debate is a formal discussion on a particular situation as in a public meeting or legislative assembly, which opposing arguments.

Indonesian President Candidate debate is one of new program that occur in the television, this program is held by the Public Election Committee (KPU), it is broadcasted through the television stations. The debate is held because there is President Election that will be in Indonesia. More important, it is given for the society, so the society can know the candidate of the President that will be chosen.

Based on the explanation above, the researcher wants to make the purpose of the research is to explain the kinds and meaning of conversational implicature that occur in Indonesian President Candidate debate on METROTV Television.

II RESEARCH METHODS

In this research, the researcher uses descriptive qualitative method. According to Mahsun (2011:257), qualitative method focuses on the meaning and describes tha data which are not a group of number but rather of oral words and written words. Therefore, the researcher uses descriptive qualitative method because the researcher describes the data that have been collected through spoken to the written data especially from conversation.

In technique of collecting data, the researcher uses observational method. The researcher applies some technique of the data collection. They are: non-participant technique, record technique, and note technique. According to Sudaryanto (1993:134), non-participant technique is the researcher is an observer. In other word, the researcher observes the utterances that occur in the conversation process. It means that a technique that researcher does not act in the dialogue or conversation; so that the researcher does not follow the conversation process. The researcher does not act as a speaker or listener in the conversation. The researcher is only full observer that listens what is conveyed (not what is spoken) by the people in the dialogue process.

The second technique is record technique. Record technique is the technique done by the researcher by using media or technology as the tools. The researcher uses television, mobile phone of OPPO and social media site; youtube.com. Beside that, to make the data more completely and accurately, the researcher has to watch, identify, transcript and analyze to the written form, it means of note technique.

Finally, as a result of the explanation above, the researcher makes some steps to the data collecting, they are as bellow:
1. Recording or taking the data from the television and download from youtube.com site.

2. Watching and identifying the conversations that contain implicatures.
3. Transcribing the data that have founded.

Analyzing the data base on the kinds and meaning of conversational implicature by using Yule's theory and some books that supports.

III RESULTS AND DISCUSSION

The analysis of implicature that occur from the conversation or utterance in Indonesian President Cadidates Debate on METROTV explained in the below. To explain the data below, the researcher uses some theories from experts such as Grice (1975) and Yule (1996).

2.1 Kinds and Meaning of Conversational Implicature.

According to Yule (1996:40), the basic assumption in conversation, unless otherwise indicated, the participants are adhering to the cooperative principle and the maxim. It can be said that conversational implicature is hidden information that followed by cooperative principle and maxim. Then, Yule (1996:37) defines that cooperative principles mean make your conversational contribution such as required, at the stage at which it occurs, by the accepted purpose or directions of the talk exchange in which you are engaged. Then, Grice (1975) formulated these principles as follows:

a. Maxim of Quantity means give what you want to give as that actually required, do not give it too much or less. The main principles of the maxim of quantity are: (1) make your contribution as informative as is required (for the current purposes of the exchange); and (2) do not make your contribution more informative than is required.

b. Maxim of Quality means has to be real, do not give something fake. Contain a fact and true information. The main principles of the maxim of quality are: (1) do not say what you believe to be false, and (2) do not say that for which you lack adequate evidence.

c. Maxim of Relation means relate what does speaker wants with what listener gets or to be relevant.

d. Maxim of Manner means to be clear, do not make it complicated. The main principles of the maxim of manner are; (10 avoid

obscurity of expression, (2) avoid ambiguity, and (3) be orderly.

Based on the Yule's theory, in the research found the clasification of conversational implicature into two kinds, they are generalized conversational implicature and particularized conversational implicature.

1. Generalized Conversational Implicature

Generalized Conversational Implicature is a part of information of utterance meaning that need specific information of the context to infer the meaning that occur. It does not need special knowledge to calculate the additional meaning (Yule, 1996:40). It means that how to make assumption, we do not have to know another aspect of the utterance. Look at the conversation below:

Conversation 1
Context
Participant : Indonesian President Candidates and Moderator
Time/ Place : Sunday, June 15th 2014/ on METROTV Televison
Theme: A debate about *"Pembangunan Ekonomi dan Kesejahteraan Sosial"*.
The Economy Development and Social Prosperity.
In this season, moderator gives time to the President candidate to extend the vision and mission about theme of today.
Moderator : Kita berikan kesempatan kepada Bapak Prabowo Subianto untuk menyampaikan visi dan misinya, waktunya sama 4 menit 30 detik, dimulai dari sekarang, terima kasih.

(We give time to Mr. Prabowo Subianto extends your vision and mission, you have 4.30 minutes, started from now, thank you).

Mr.Prabowo: Malam ini membahas pembangunan ekonomi dan kesejahteraan sosial. Kita mengerti bahwa tujuan kita bernegara adalah untuk mencapai kemakmuran bersama, masalahnya adalah bagaimanamencapai itu! **Banyak** program indah, bagus ini, kita harus membangun itu pendidikan gratis, kesehatan gratis. Masalahnya, dari mana uangnya?

(We discuss about economy development and social prosperity tonight. We know that the purpose of the making a nation is to raise prosperity together, but the problem is how to raise it? There are so many beautiful programs, good programs, we have to develop free payment for education, for healthy. But the problem is where the money is).

From the data above (Conversation I), the researcher shows the conversation contains implicature, that is generalized conversational implicature, it is identified from scalar implicature, additional information that communicated through the using a word that contain a scale of values, such as identifying a quantity, as shown in bold word. The word *banyak* "many" implicate "not all', not all there is not all program is good. It shows a quantity value.

Conversation 2
Context
Participants : Indonesian President Candidate and Moderator
Time/Place : Sunday, June 15th 2014/ On METROTV Television station

Theme : A debate about *"Pembangunan Ekonomi dan Kesejahteraan Sosial"*

Based on the data above, moderator lets the president candidate asks to other President Candidate around theme of the day. Here, Mr. Prabowo asks about 12 years education to Mr. Widodo.

Mr.Widodo :**Pembangunan manusia dimulai dari pendidikan. Oleh sebab itu, pendidikan menjadi sebuah hal yang utama bagi kami tapi memang pendidikan ini harus ada evaluasi dan harus ada perubahan.**
(Human development is begun from an education. Of course, education is the primary thing for us but education must be evaluated and changed)

The researcher classifies the bold statement is generalized conversational implicature, there is no extra information or special background to calculate the meaning of the statement. Mr. Widodo will use education as the basic program in leading the nation and he wants to make education be good. Of course, he has same idea for education, he agrees with Mr. Prabowo's opinion. In the debate, if they have same idea, they often imply the idea. Mr. Widodo shows an agreement.

2. Particularized Conversational Implicature

Particularized Conversational Implicature is implicature that need special background, special knowledge of the context to infer he extra information. It means that Particularized Conversational Implicature needs special information of any particular context to make assumption about the additional meaning from the utterance (Yule, 1996:42).

Conversation 3
Context
Participants : Indonesian President Candidate and Moderator
Time/Place : Sunday, June 15th 2014/On METROTV television station

Theme   : A debate about *"Pembangunan Ekonomi dan Kesejahteraan Sosial"*

In this opportunity, Moderator gives time to the second President candidate to extend the vision and mission about theme of today.

Moderator   **:** Kami persilahkan kandidat nomor urut dua, Bapak Joko Widodo untuk menyampaikan visi dan misinya terkait '*Pembangunan Ekonomi dan Kesejahteraan Sosial'*.
(As the second candidate, please Mr. Joko Widodo extends your vision and mission about *"Economy Development and Social Prosperity)"*.

Mr. Widodo   **: Saya berdiri di sini karena saya saat bertemu Ibu Eli tukang cuci dari Manado, Sulawesi Utara, saya bertemu pak Abdullah nelayan dari Belawan, Sumatera Utara dan saat saya ke Banyumas, saya bertemu Ibu Saptinah buruh tani yang setiap hari bekerja di sawah dan saya juga bertemu Pak Asep seorang guru di Jawa Barat dan jutaan orang di Negara ini menitipkan pesan, yang menitipkan harapan-harapan kepada kami….untuk membangun sebuah ekonomi yang lebih, … memajukan ekonomi Indonesia lebih baik.**

(I stand to be here as a President because I met Mrs. Eli as a laundrywoman from Manado; North Sulawesi, I met Mr. Abdullah as fisherman from Belawan; North Sumatera and when I went to Banyumas, I met Mrs. Saptinah as farmer that everyday works in rice field and also I met Mr. Asep as a teacher in West Java and

million people in this country entrust message, entrust hopes to us to build an good economy, to develop Indonesian Economy to be better).

From the conversation (3) above, in the bold statement has additional information. Here, it needs special background to infer the utterance meaning. If Mr. Widodo is capable of being more specific (more informative, following the maxim quantity), he will say I will develop Indonesian Economy to be better because I have looked that the economy condition as present is poor. Therefore, I want to develop the Indonesian economy, make all jobs are better. Of course, Mr. Jokowi does not only look at few jobs in Indonesia but he also knows the society condition at present time.

It can be called as the implicature that appears in statement is needs particular context to interpret what the speaker said. The listener must know the background that spoken, that is form of particularized conversational implicature. Mr. Widodo tries giving information.

Conversation 4
Context

Participants   : Indonesian President Candidate and Moderator
Time/Place   : Sunday, June 15th 2014/On METROTV television station.
Theme   : A debate about *"Pembangunan Ekonomi dan Kesejahteraan Sosial"*.
The Economy Development and Social Prosperity.

In this session, Moderator gives time to the first President candidate to extend the vision and mission about theme of today.

Moderator   **:** Kita berikan kesempatan kepada Bapak Prabowo Subianto untuk menyampaikan visi dan misinya … waktunya sama 4 menit 30 detik, dimulai dari sekarang, terima kasih.

(We give time to Mr. Prabowo Subianto to extend your vision and mission … you have 4.30 minutes)

Mr. Prabowo : Malam ini membahas pembangunan ekonomi dan kesejahteraan sosial. Kita mengerti bahwa tujuan kita bernegara adalah untuk mencapai itu! **Banyak program indah, bagus ini, kita harus membangun itu pendidikan gratis, kesehatan gratis. Masalahnya dari mana uangnya?**

(We discuss about economy development and social prosperity, so we know that the purpose of the making a nation is to raise up prosperity together, but the problem is how to raise it? There are so many beautiful programs such as we have to develop free payment education and healthy … but the problem, where is the money?)

The researcher finds the conversation contains the maxim quantity especially in bold statement. Grice's theory of maxim quantity is to give the information that asked as required, as informative enough, do not give too much or less. It is not shown there.

Based on the explanation above, the researcher concludes that the statement above has implicature that followed by the flouting of maxim of quantity. Mr. Prabowo does not only try to share to the audience that there are some programs that will be applied by other candidate, Mr. Prabowo also tease the other candidate that has many programs and those programs do not make a sense. Of course, to suspend the meaning, listener needs special information about Mr. Prabowo said, it is kinds of particularized conversational implicature that he tries teasing.

Conversation 5
Context

Participants	: Indonesian President Candidate and Moderator
Time/Place	: Sunday, June 15th 2014/On METROTV television station.
Theme	: A debate about *"Pembangunan Ekonomi dan Kesejahteraan Sosial".* The Economy Development and Social Prosperity.

In this session, Moderator asks the first President Candidate. Here, moderator asks about the solution of the population in Indonesia that has to be done by Mr. Prabowo.

Mr. Prabowo : Benar ... kita mengalami ledakan penduduk, 5 juta orang tiap tahun lahir. Justru itulah strategi kami, tutup kebocoran, amankan kekayaan Negara, dapat uang tunai ini, kita investasikan kepada kesehatan dan pendidikan.

(That's right, we explode our popoulation around 5 billions people every year. But that is our strategy, stop the national wealth lost, save, maximize it, when get the cash, we invest in the health and education form).

1. In this session, the reseacher identifies the bold statement in categorize as particularized conversational implicature. Mr. Prabowo does not only try to use and maximize the nation wealth to make the societies be prosperous but he also informs that this nation loses the wealth because there is corruption done by some people or groups in this country. Therefore, it needs special context to infer the implicature. It means that particularized conversational implicature shows Mr. Prabowo gives information.

IV CONCLUSION

From the data above, it can be concluded that there are two kinds of conversational implicature which are used in the Indonesian President Candidate Debate on METROTV, especially in President Candidates' utterance. In utterances that extended, they have different meaning such as giving information, teasing or rejecting a statement, giving a warning, agreement and lack of understanding.

In Indonesian President Candidate Debate, the kinds of conversational implicature generally used are generalized conversational implicature and particularized conversational implicature. It is fact that utterances of the President Candidate tend to use particularized conversational implicature rather than generalized conversational implicature because in extending their vision and mission in the debate, the president candidates want that listener have to discover their knowledge, so the use of the particularized conversational implicature is more often that generalized conversational implicature.

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