

SNOW WHITE AND THE SEVEN DWARFS DRAMA: CONVERSATIONAL IMPLICATURE

Jasar Hartana, Sholihatul Hamidah Daulay

Universitas Islam Negeri Sumatra Utara (UINSU), Medan, Indonesia

E-mail: sholihatulhamidah@uinsu.ac.id

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Abstract

Conversational implicature is one of the most important ideas in pragmatics. The importance of conversational implicatures as a means of conveying messages is directly well established. In conducting this research, the researchers used a qualitative descriptive method. This research is qualitative because the data are in the form of words and analyzed based on the setting or natural context. Qualitative research is a type of research in which data are studied naturally without any treatment or intervention by researchers. Related to teaching English, this research helps students to know about figure of speech – how they are expressed in the context of certain situations. Referring to implicature theory, students know that conversation is more than just a series of exchanges; it consists of exchanges ideas according to norms of conversational cooperation, which can be manipulated to create various meanings. The application of conversational implicatures in *Snow White and the Seven Dwarfs* is in the learning process in the classroom between teachers and students. Conversational implicatures in *Snow White and the Seven Dwarfs* can provide several benefits and lessons for all students in learning to speak by increasing students' motivation, interest, and understanding of the learning material.

Keywords: *Conversational implicature; students' motivation; Qualitative*

1. Introduction

At this time many phenomena occur in our daily lives. One of them is the communication. People spend more time communicating than they realize. However, sometimes they do not realize. When we communicate, we reveal something deeper through the words we make. The speech can be in the form of a long sentence or a short sentence. Daulay (2019) argues that the meaning of each utterance depends on listener's interpretation. One speaker may say something, but the two listeners may have different interpretations of the utterance. Understanding how the communication process works is as important as having good communication skills. It often happens that what is meant contains something deeper than what is said (Baker, 2013, et al.) Discourse analysis holds a study how ideology and power relations are expressed in language. Therefore, even if someone says something in short speech, the meaning can go beyond that because every sentence we issue can have a different meaning and according to the perspective of other people.

Conversational implicature is one of the most important ideas in pragmatics (Mey, 2001). The importance of conversational implicatures as a means of conveying messages is directly well established. It has a very useful contribution. It is important to know that it is the speaker who communicates meaning through implicatures and it is the listener who recognizes those meanings communicated through inference. In this study, the researchers used drama as a data source. Drama is a good object for linguistic research especially in the field of education because drama provides language phenomena in its dialogue such as implicature. Drama is the art of dialogue and acting. Drama dialogue has great value in linguistic studies and is also very interesting to analyze. They not only imitate everyday conversations but also make creative arts by using modified sentences.

In this research, the data of the conversational implicatures are taken from the drama of *Snow White and the Seven Dwarfs*. This study is also tied to pragmatics, a branch of linguistics that studies the meaning and structure of language externally, namely how the linguistic unit is used in communication. This is in line with Rahardi (2005: 49) who says that pragmatics is a science that studies the conditions of human language which is basically very much determined by the context that embodies and underlies the language. For Trillo (2012) pragmatics is something relatively new, but at the same time the discipline of linguistics is multifaceted, covering many theoretical aspects and applying approaches to real language and its various interpretations. This is in line with the previous opinion of Wijana & Rohmadi (2010: 3-4) who state that pragmatics is a branch of linguistics that studies the structure of language externally, namely how the linguistic unit is used in communication. Pragmatics is about the construction of meaning and understanding which is the result of the interaction between two sides of the world knowledge: individual world knowledge packaged in lexical items/ concepts in the minds of producers-translators and world knowledge of society present in the actual situational context where the interaction takes place and is internalized by the producer-translator in the communication process (Kecskes, 2013). Pragmatics is the study of the speaker's intentions and as a result, this study is more concerned with the analysis of speech intent than the separate meaning of the words or phrases used in the speech itself (Yule & Widdowson, 1996: 3). According to Tarigan (2009: 30) pragmatics examines specific utterances in special situations and focuses attention on the various ways that constitute various social contexts.

2. Literature Review

From some of these opinions, it can be concluded that pragmatics is a branch of science that studies and examines the meaning conveyed by speakers or writers and interpreted by readers or listeners by looking at the conditions and situations of the context of the delivery. Grice (2002) in his implicature theory has started the concept of maxims. The maxim is an assertion of a principle known as the cooperative principle – a principle that is necessary to account for pragmatic interpretation, saying: “Making your contribution as it is necessary, at the stage in which it occurs, with the aim of being accepted or the direction of the exchange of talks in which you are involved”. Grice divides the cooperative principle into four basic conversational maxims (Pasaribu, Daulay, & Nasution, 2022).

1. Maxim of Quantity

The maxim of quantity as one of the principles of cooperation is primarily concerned with providing the necessary information and not contributing more informatively than is required. Example:

A: Where is the hospital?

B: Next to the shop.

It can be seen that B's information is quite informative and contributes considerably to A's question about the exact location of the hospital.

2. Maxim of Quality

The Maxim of Quality proposes that the speaker must tell the truth in a conversation to communicate cooperatively, for example:

A: Where is the Eiffel tower located?

B: In Paris

Here, B gives the correct answer which shows the actual facts.

3. Relational Maxims

Relational maxims mean that the utterance must be relevant to the topic being discussed. For example:

A: How about your score Jane?

B: Not too bad

Here, Jane's speech fulfills the maxim of relevance, because the answer is relevant to question.

4. Maxim Manner

Maxim of manner requires that the speaker's speech should be clear and unambiguous, of unclear prolixity. For example:

A: What do you think about the drama?

B: I really like the action of each player. They can play their role to the best of their ability.

Answer B is categorized as maxim of manner; he can answer questions from his partner about drama clearly. From the explanation above, we can conclude that although it is very difficult to obey and use all the cooperative principles and their maxims in saying or writing sentences, the cooperative principle must be followed in order for communication to run more effectively. This explanation is relevant to Cook's assumption that when people follow the cooperative principle, this does not mean that they can consciously and explicitly formulate it themselves. This means that people act as if they know the principles as much as they act as if they know the rules of grammar - although very few people can even begin to formulate them, and no one can formulate them at all. The existence of maxims then allows the occurrence of conversational implicatures (Muslimin, 2015). Conversational implicature allows the speaker to convey meaning beyond what is literally expressed. These maxims in turn can be manipulated to create irony, sarcasm, metaphor, and various inferential meanings.

3. Research Method

This section is designed for beginners to research or for researchers with disabilities experience (Allison, Owen, Rothwell, 2016). In conducting this research, the researchers

used a qualitative descriptive method. This research is qualitative because the data are in the form of words and analyzed based on the setting or natural context. Qualitative research is a type of research in which data is studied naturally without any treatment or intervention by researchers (Punch, 2005). Regarding descriptive research, Allison et al., (2016: 14) state that descriptive research sets out to find accurate and adequate descriptions of activities, objects, processes, and people. The descriptive method applied here deals with verbal descriptions not numerical descriptions. Considering that this research is descriptive-qualitative, it does not use the problem formulation hypothesis as is usually applied in quantitative methods. In order to facilitate the classification and analysis of data, each datum will be coded; 1. Datum number, 2. Character, 3. Figure of speech used, and 4. The page where dialogue can be found in the text of the play.

4. Results and Discussion

4.1 Results

A. Conversational Implicatures Used in the Drama *Snow White and the Seven Dwarfs*

Snow White and the Seven Dwarfs is a 1937 American animated film produced by Walt Disney Productions and released by RKO Radio Pictures. Based on the German fairy tale by the Brothers Grimm This is the first and earliest full-length cel-animated feature film in the Walt Disney Animated series Classics.

The researchers use the drama for the object of the research. Snow White is a princess who lives with her stepmother, a vain and evil queen who is thought to have taken over the kingdom after the death of Snow White's mother and father. Worried that Snow White's beauty exceeds her own, the Queen forces her to work as a kitchen maid and asks Her Magic Mirror every day "who is the most beautiful of all". For several years the mirror always replies that the Queen is beautiful. The Magic Mirror tells the Queen that Snow White is now the most beautiful in the land. The jealous queen orders a reluctant hunter to bring Snow White to forest and kill her. She further demands that the hunter should return Snow White's heart in a silver box as a proof of the deed. The hunter meets Snow White but decides not to hurt her. He cries for forgiveness, revealing the Queen's plan and then he and urges her to flee into the forest and never return, bringing back the pork liver instead.

By these stories, the researchers get the relevant data for the findings.

NO	Figure of Speech	Abbreviate	Sentence	Situation Context	Speech Data Interpretation
1	Personification	1/QUE/PE/6	For I have a mirror that tells me everything	When Queen Malevolent is in her laboratory and she tells about a magic potion that has been given for centuries and developed using all the demonic powers	The speaker means to say something like a magic mirror that can say whatever she asks
		2/QUE/PE/6	Thank you my precious mirror that never lies	Queen Malevolent asks a mirror who is the most justifiable in the country	The magic mirror always tells the truth honestly

2	Tautology	3/CHA/TA/7	Oh it's too much – I say it's too much!	Lord Chamberlain enters and unknowingly asks the people in the throne room to be quiet as they dance and sing to celebrate Snow White's 18th birthday	Lord Chamberlain pronounces it in tautological way of communicating by using repetition without further explanation
		4/HAN/TA/8	Out of the way, out of the way	There are a lot of noises offstage, but suddenly everyone falls silent and Handy Andy walks in	The above speech can be expressed in other ways such as excuse me, give me a way
3	Sarcasm	5/SA/MAN/7	Oh come on Lord Chamberlain. Don't be such a wet blanket!	There is a conflict between the man and Lord Chamberlain	It is known that the utterances are used for the purpose of sarcasm – a way of communicating that is intended to give harsh criticism to hurt other people's feelings
		6/WOM/SA/7	Don't be such a spoilsport, you old fuddy duddy!	He clarifies that his name is Lord Chamberlain and he is angry with the people calling his name as they pleas, "Wet Blanket".	The phrase could be described that the woman's anger is to stop Lord Chamberlain's constant temper - the phrase is then meant to create sarcasm
		7/MAN3/SA/7	... and then he had to go and marry that dreadful Queen Malevolent	Lord Chamberlain couldn't believe it is Snow White's 18th birthday, he thinks as if it is only yesterday when the King dangles from his knees.	The man's answer, literally, seems irrelevant.
		8/CHA/SA/9	Oh, you are the closest thing to a nincompoop!	Handy Andy says that he he holds a very important position in the castle	Handy Andy believes the Evil Queen says she has an important position in the castle; it as a general factotum

		9/QUE/SA/12	A party to celebrate the birthday of scullery maid!	In this context Dame does it all, Andy, and the choir sing a song together	The Malevolent Queen wants to be the most beautiful woman in the land; she can be very angry with others who say there is a woman more beautiful than her, the Malevolent Queen
		10/HAN/HY/8	I hold very important position in this castle	Handy Andy constantly defies what Lord Chamberlain says or orders	The description is used to tell Lord Chamberlain how much he is saluted because of his important position in the castle
4	Simile	11/CHA/SI/9	...that sounds like a recipe for disaster!	Lord Chamberlain does not agree with the celebration of Snow White's 18th birthday. He knows how angry Queen Malevolent is to find out that her palace is holding a celebration of Snow White's 18th birthday	Lord Chamberlain tries to relate the term "recipe of disaster" to Queen Malevolent's anger when she learns that there are lots of people dancing and singing with lots of food to celebrate Snow White's 18th birthday.
		12/HAN/SI/10	...she looks like a wrinkled up old prune!	Since the morning Snow White does not appear, Handy Andy asks where she is in the morning.	The speaker means to say that Queen Malevolent's face has wrinkled like a prune.
5	Erothesis	13/HAN/ER/10	Will you do that?	Handy Andy gives Snow White a rose as a birthday present	His words are also motivated by their great love for Snow White.
		14/SNO/ER/18	Dame Do it all, would you help me?	Queen Malevolent does not allow her to have a new dress for a long time; she does not think she has anything suitable.	Dame Doitall will help Snow White in every way

6	Symbol	15/DAM/SY/17	I always used to be the belle of the ball.	Handy Andy shares these feelings with the Dame, who ends up with sad feeling.	Dame Doitall all considers that he is the primadona of the ball that many people are fighting for.
7	Metonymy	16/QUE/MY/30	I feel a tango coming on!	Princess Rupert does not ask permission to continue the dance and goes out to get some air.	Queen Malevolent uses metonymy to refer to the dance that will be performed

4.2 Discussion

By looking these findings, the researchers find some conversational implicature, namely:

1. Personification

1/QUE/PE/6 : *For I have a mirror that tells me everything (1)*

a. Situation Context

Monologue from Queen Malevolent takes place in Queen Malevolent Laboratory. When Queen Malevolent is in her laboratory, she tells about a magic potion that has been given for centuries and developed using all the demonic powers. The potion can change anyone who drinks it to stay young. To know her beauty, Queen Malevolent asks the magic mirror.

b. Data Interpretation

The mirror says things that cannot be meant as they are not said literally. A mirror is an inanimate object so it is impossible to say it is deaf. In a literal sense, the utterance is blatantly wrong, so it does not appear to conform to the maxim of quality. To maintain the cooperative principle, sense of purpose statements such as rhetorical speech are used to achieve a deeper sense of meaning. In this context, the speaker means to say something like a magic mirror that can say whatever asked.

2/QUE/PE/6: *Thank you my precious mirror that never lies (2)*

a. Situation Context

Scene one it is spoken by Malevolent Queen and is meant to mirror. The dialogue takes place in the Evil Queen's Laboratory. After drinking the magic potion, Queen Malevolent asks the mirror who is the most justifiable in the country. Then, the mirror replies, "You are the most beautiful in the land."

b. Data Interpretation

A mirror cannot say anything because it is a thing. In this context, the mirror here is a magic mirror. Based on the story, the magic mirror always tells the truth and honestly, the magic mirror never lies. In this context, it does not seem to conform to the maxim of quality.

2. Tautology

3/CHA/TA/7: *Oh it's too much –I say it's too much!* (3)

a. Situation Context

In Lord Chamberlain's scene, he addresses the man. The dialogue takes place in the throne room in the castle. Lord Chamberlain enters and unknowingly asks the people in the throne room to be quiet as they dance and sing to celebrate Snow White's 18th birthday. Chamberlain, "Wet Blanket". So, the data are Lord Chamberlain's responses to the speech of the man who says not to be a Wet Blanket!

b. Data Interpretation

Expressed in other ways such as "Don't call me as you please, my name is Lord Chamberlain. I just want it not be too overwhelming like that." Instead of saying with more informative way as expressed above, Lord Chamberlain pronounces it in tautological way of communicating like that by using repetition without further explanation. Since expressions are, literally, intrinsically uninformative, the interlocutor assumes that the speaker intends to provide more information than is actually said.

4/HAN/TA/8: *Out of the way, out of the way* (4)

a. Situation Context

In scene two Handy Andy speaks to the people in the throne room. There are a lot of noises off stage, but suddenly everyone falls silent and Handy Andy walks in.

b. Data Description

The above speech can be expressed in other ways such as "excuse me, give me away. I brought a special package". This utterance actually uses the maxim of quantity, so that the information can be received clearly.

3. Sarcasm

5/SA/MAN/7: *Oh come on Lord Chamberlain. Don't be such a wet blanket!* (5)

a. Situation Context

In scene the man speaks to Lord Chamberlain. The dialogue takes place in the throne room. There is a conflict between that man and Lord Chamberlain. The man is uncomfortable with Lord Chamberlain's orders to stop dancing and singing. Then, the man calls Lord Chamberlain an evil call.

b. Data Interpretation

In the above narration, the man does not mention Lord Chamberlain by name because he does not like Lord Chamberlain's orders to stop dancing and singing. Looking at these contradictory statements, it is known that the utterances are used for the purpose of sarcasm – a way of communicating that is intended to give harsh criticism to hurt other people's feelings.

6/WOM/SA/7: *Don't be such a spoilsport, you old fuddy duddy!* (6)

a. Situation Context

In scene two the women speak to Lord Chamberlain. The dialogue takes place in the throne room in the castle. Lord Chamberlain does not accept the given name, "Wet Blanket".

He clarifies that his name is Lord Chamberlain and he is angry at people calling his name as they please, "Wet Blanket". His anger causes the women to be angry with him as well.

b. Data Interpretation

In this context, Lord Chamberlain does not accept his call. Of course, his anger causes him to get angry back at the women. He says that his anger would stop their bullshit. The phrase could describe the women's anger to stop Lord Chamberlain's constant temper - the phrase is then meant to create such sarcasm. That is how the women feel angry with Lord Chamberlain, because they are always angry with people dancing and singing.

7/MAN3/SA/7: ...and then he had to go and marry that dreadful Queen Malevolent (7)

a. Situation Context

In scene two, there are three people. The dialogue takes place in the throne room in the castle. Lord Chamberlain could not believe it is Snow White's 18th birthday, he thinks as if it is only yesterday when the King dangles from his knees. It is a happy time.

b. Data Interpretation

Responses from the three men are they argue about this situation. In the past, Snow White and her father live happily, until the King marries a prince named the Evil Queen. After the death of the King, she takes over the reign of the entire kingdom and things go from bad to worse. The man's answer, literally, seems irrelevant.

8/CHA/SA/9: Oh, you are the closest thing to a nincompoop! (8)

a. Situation Context

In scene two, it is spoken by Lord Chamberlain addressing the people. The dialogue takes place in the throne room in the castle. Handy Andy says that he holds a very important position in the castle. Actually he is Snow White's friend. The data are Handy Andy's responses to Lord Chamberlain's speech saying "The Queen told me when she gave me the job that I would be general factotum!"

b. Data Interpretation

There are utterances that contain implicatures in this data. Lord Chamberlain does not like Andy's statement so he tries to tell people that Handy Andy is an idiot. Handy Andy believes the Evil Queen says he has an important position in the castle; it is as a general factotum. Lord Chamberlain thinks it is a stupid thing and tries to find out about people; the utterance is deliberately flouting the maxim of quantity because his information is less informative than needed and also does not contribute enough to the listener. It provides uninformative information to the public.

9/QUE/SA/12: A party to celebrate the birthday of scullery maid!(9)

a. Situation Context

In scene two Queen Malevolent speaks to Handy Andy. The dialogue takes place in the throne room in the castle. In this context Dame Doitall, Andy, and the choir sing a song together. Suddenly, Queen Malevolent comes into the throne room and asks what all the noise means. Snow White's nurse explains that the noise is due to SnowWhite's18th birthday celebration.

b. Data Interpretation

The Evil Queen's statement violates the maxim of quality. She gives incorrect information about something. Actually Snow White is a beautiful princess. The researchers assume the reason Queen Malevolent says so because Queen Malevolent does not like Snow White; she could not accept the fact that there is someone prettier than he. Snow White has many things that no one else has; she is the most beautiful woman in this country. Malevolent Queen wants to be the most beautiful woman in the land and she can be very angry with others who say there is a woman more beautiful than she, Malevolent Queen.

10/HAN/HY/8: *I hold very important position in this castle (10)*

a. Situation Context

In scene two, Handy Andy addresses Lord Chamberlain. The dialogue takes place in the throne room in the castle. Handy Andy constantly defies what Lord Chamberlain says or orders. The Lord is angry, and then he comes up to Handy Andy and starts poking him in the chest. Handy Andy leans back and finally kneels down looking at Chamberlain.

b. Data Interpretation

The above statement is Andy's way of not being abused by Lord Chamberlain. It is depicted as if he has a very important position in the castle. The description is used to tell Lord Chamberlain how much he is saluted because of his important position in the castle. Finally, Handy Andy says that he is a factotum.

4. Simile

11/CHA/SI/9: *...that sounds like a recipe or disaster! (11)*

a. Situation Context

In scene two, one woman says "Yes, they are back down at the (Local Supermarket) now getting everything we need". At first, Lord Chamberlain does not agree with the celebration of Snow White's 18th birthday. He knows how angry Queen Malevolent is to find out that her palace is holding a celebration of Snow White's 18th birthday.

b. Data Interpretation

Lord Chamberlain's statement willfully violates the maxim of manner; he gives unclear information. Lord Chamberlain's speech does not contain a clear explanation of the term "disaster recipe" because "recipe" can mean many things like food, drink, medicine, etc. In this context he uses "recipe" for "disaster". Lord Chamberlain tries to relate the term "recipe of disaster" to Queen Malevolent's anger when she learns that there are lots of people dancing and singing with lots of food to celebrate Snow White's 18th birthday. Malevolent Queen is akin to a disaster.

12/HAN/SI/10: *...she looks like a wrinkled up old prune! (12)*

a. Situation Context

In scene two It's Handy Andy says to Snow White. The dialogue takes place in the throne room in the castle. Since the morning Snow White does not appear, Handy Andy asks where she is in the morning. Queen Malevolent tells her to clean her bedroom and then Snow White has to fetch water from the well to wash everything.

b. Data Interpretation

From the speech above, it is known that Handy Andy conveys his message in a simile way. The term “wrinkled old prune” implicitly describes Handy Andy's anger and then, Queen Malevolent's face becomes an old prune. The speaker means to say that Queen Malevolent's face has wrinkled like a prune. Andy's statement intentionally violates the maxim of quantity; he provided less informative information. He says something about the Evil Queen but he does not say anything about the Evil Queen.

5. Erothesis

13/HAN/ER/10: *Will you do that?(13)*

a. Situation Context

In scene two, Handy Andy addresses the public. The dialogue takes place in the throne room in the castle. Handy Andy gives Snow White a rose as a birthday present. He notices everyone waiting for their responses.

b. Data Interpretation

By choosing not to give a 'yes' or 'no' answer, the speaker intends to convey an implied message in his utterance. Through an erotic expression that says *Will you do that?* Handy Andy would imply that everyone can do as he says to keep the roses and when someone is going to pick them up they should call Handy Andy. His words are also motivated by their great love for Snow White.

14/SNO/ER/18: *Dame Do it all, would you help me?(14)*

a. Situation Context

In scene three, Snow White talks to Dame Doitall. The dialogue takes place in the corridor in the castle. Snow White wants to prepare herself to celebrate her birthday that night. However, Queen Malevolent does not allow her to have a new dress for a long time; she thinks Snow White has nothing suitable.

b. Data Interpretation

The above erotic expression is used by Snow White to ask Dame Doitall for help. She is Snow White's nurse; she has accompanied Snow White since she is born. Dame Doitall will help Snow White in everyway. For another opinion, Snow White does not need to ask the case. Dame Doitall loves Snow White very much, so she does everything for Snow White as long as she could. Speech spoken in a loving way is usually meant to imply a certain communication effect. This is expressed by using questions that do not require any answers because it is assumed that the recipient will be able to understand the implied message. It can be concluded that there is a violation of the maxim of etiquette, namely "The maxim of etiquette requiring the speaker's speech to be clear.

6. Symbol

15/DAM/SY/17: *I always used to be the belle of the ball.(15)*

a. Situation Context

In scene two the speech by Dame Doitall is intended for Handy Andy. The dialogue takes place in the corridor in the castle. Handy Andy has a dream to be Snow White's partner. But Andy could not take it because he does not dare to go through it. Handy Andy

shares these feelings with Doitall Dame, who ends up with a sad feeling feeling because Snow White is preferred by Prince Rupert.

b. Data Interpretation

Dame Doitall's remarks fully violate Manner's roommate principles. He provides prolixity information. Dame Doitall considers that he is the prima donna of the ball that many people are fighting for. Those words are used to convince Handy Andy that he is no less attractive than Snow White.

7. Metonymy

16/QUE/MY/30: *I feel a tango coming on!* (16)

a. Situation Context

The party is still going on, Prince Rupert is standing to one side, a bit sad. The Queen tries to get him to dance with her, which she reluctantly does. Princess Rupert does not ask permission to continue the dance and goes out to get some air.

b. Data Interpretation

Queen Malevolent uses metonymy to refer to the dance that will be performed. As it is well known, metonymy is a figure of speech in which one word or phrase is replaced by another related closely. It can be concluded that there is a violation of the maxim, the manipulation of the maxim gives rise to several figure of speech.

This research helps students to know about figure of speech in teaching English, especially in the context of a particular situation. Referring to implicature theory, students know that conversation is more than just a series of exchanges, interpreted according to norms of conversational cooperation, which can be manipulated to create various meanings. This knowledge, then, can be transferred to other situations in which students need to make interpretations.

5. Conclusion

Based on the analysis of conversational implicature in *Snow White and the Seven Dwarfs* drama, the researchers use four basic conversational maxims from Grice. The conversational implicatures in Maxim of Quantity are tautology, sarcasm, and hyperbole. There are three other figurative languages in the Maxim of Quality, namely; personification, hyperbole, sarcasm. In the maxim of relationship, there is only one figurative language, namely eroticism. In the last maxim, Maxim of Manner, there are three figurative languages, namely sarcasm, simile, and eroticism.

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