AN ANALYSIS OF CONVERSATIONAL IMPLICATURES OF THE MAIN CHARACTERS IN INTO THE WOODS MOVIE

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Abstract

The purposes of this research were to analyse the types of conversational implicature in Into the Woods movie and to identify the maxim violations of conversational implicature in Into the Woods movie. Descriptive qualitative research was used as a type of research to discover and focus on the conversationalmeaning in the movie Into the Woods. There are some stepsto analyse the data: identifying data, classifying data,analysing data, describing data, explaining data, and concluding the data. To focus on the research, the researcher limits the data into 23 data which contains types of conversational implicature and violence of maxim. The results of this study analysis indicated that there were nine types of conversational implicatures in Into the Woods Movie. Then, four data of generalized conversational implicature and five data of particularized conversational implicature. These data have shown in conversations of the movie, some implicatures are found where the characters rally used those two implicature types both implicit or particularized implicature and explicit or generalized implicature. Then, the second analysis on the maxim violation, there were four types of the maxims, they are maxim of quality, maxim of quantity, maxim of relation and maxim of manner. There are 14 data including maxim violations. There are six data included maxim of quality, one data included maxim of quantity, three data included maxim of relation, then four data included maxim of manner. The impact of maxim violation is the hurt of someone because others do not comply the cooperative principle.Furthermore, the researcher suggested for other researchers to do the same study with different movie and bigger data to obtain richer results.

Keywords

Conversational implicature, linguistics, Into the Woods movie

A. INTRODUCTION

Language is used for a variety of functions in everyday life. As a result, everyone will have some difficulties when communicating with others. The implied meaning is one of the examples, which may be discovered in communication. The spoken language is primary; the written language is secondary and derivative. Some communities believe the same was true throughout the species' history. Some communities have both speech and writing, but the researcher is aware of a human community that has both a written and spoken language. Gestures and facial expressions are also important in linguistic communication, and the researcher understands that communicating on the phone is far less satisfying than face-to-face contact. It is also true that a remarkable sign language has been developed for use by the deaf. But the fact remains that speech is the primary form of language (Barber, 1993).

According to Yule (1996) Pragmatics is the study of the relationship between linguistic forms and the users of those forms. Only pragmatic allows people into the analysis in this three-part differentiation. The benefit of studying language using pragmatics is that it enables people to discuss people's intended meanings, assumptions, intentions or aims, and the types of activities (such as requests) that individuals execute when they speak, implicit meaning, etc. In linguistics, implicit meaning is a part of the assessment, concerned with the study of pragmatics. The study of the statement's implicit meaning is referred to as implicature. Levingson (1983) implies that implicature is related to the semantic meaning of what is said rather than its linguistic form, and therefore implicature cannot be removed from a statement simply by changing substitutes for the statement's terms.

In communication, language played a significant function. Depending on which theory is used, people's perceptions of language vary significantly. Language can be defined as a system of signs that is flexible and conversational. Regarding the characteristics of the system, language is systematic. Languages are systemic because language is a system or subsystem. Common language functions are a means of social communication. Every community is certain to have and use social communication tools There is no society without language, and there is no language without society (Zaki, 2018).

The role of language is very important in communication. People's understanding of language is very diverse, depending on what theory is used. Common language functions are a means of social communication. Every community is certain to have and use these social communication tools. There is no society without language, and there is no language without society (Soeparno, 2002). Language with nuances of humour, or language games (words) become a trend in the development of Indonesian today. Language games equipped with cartoons can provide other nuances and tend to provide certain content, sharp criticism, and are easy to understand. Without having to directly discuss the object of the problem, then the message that can be conveyed easily can be understood. Talking words that are given pictures sometimes seem funny, smart, and even entertaining, and able to give a certain impression of the object (Wijana, 2004)

The researcher used the conversation from the movie because the researcher finds some problems with the implicit meaning in statements that are used by the characters. This movie tells about the baker and his wife, they are a couple who have always hoped for

a child. One day a witch comes and curses them for never having children forever. The witch explains that he cursed the baker and his wife because the baker's father had stolenhis wonder nuts and there could only be children if they got the four ingredients the witch needed. The four objects are a white cow with milk-white fur, a hood as blood red, hair as yellow as corn, and beautiful shoes as pure gold. The baker and his wife must fulfill the wishes of the witch three days before midnight. The characters use many implicit statements which can be analysed by using Conversational Implicature. Here is an example of conversational implicature from the movie:

Baker: Are you on your way to market young man?
Jack: Yes Sir!
Baker: How much do you want for your animal?
Jack: I'm to take no less than five pounds sir.
Baker: Five pounds! (To wife) Where am I to get such money!
Baker's Wife: Beans! We can't part from our beans! (This statement takes from the Into the Woods Movie)

The conversation above occurred when Baker and his wife saw one of the conditions of the magician so that he could have children. Namely, a milky white cow belonging to a boy named Jack. It just so happened that according to what the baker and his wife had hoped for, the cow was about to be sold by Jack, on the condition that they had to pay 5 pounds. Baker said "Five pounds! Where am I get such money", He said that because he didn't have that much money. Then his wife replied "Beans! We can't part of our beans" after hearing the baker's wife's response to the baker's statement, the baker assumes that the baker's wife violet maxim quantity. This statement can also be interpreted that they can buy the cow using the beans they have. As the baker's wife said "beans, we can't part from our beans!" is analysed with Grice's theory of four conversational implicature. The implicature of the baker's wife is she believes can buy the cow with beans because the beans have magical powers. Therefore, the statement of the characters in Into the Woods Movie is analysed by using conversational implicature. The researcher analysed the implicit meaning in the scene the character's statement in Into the Woods Movie.

There have been some studies about conversational implicatures. First, Zahrul Fauzi Makin, the student of State Islamic University Sunan Kalijaga Yogyakarta. He writes the paper entitled "The Analysis of Conversational Implicature and Its Violation Maxim inthe Movie Grownups 2 2013" he uses Grice's theory, and he used the qualitative method. The data are explained by showing the context of the situation, the implicature of statements, and the maxim. He finds three points as the result. First, he finds 12 data of generalized and 13 particularized. Second, he finds the most violation maxim is a maxim of quantity. The last, the implied meaning of conversational implicature types are to imply the opposite, previous event, other of similar kinds, contradiction with actual condition, and general knowledge inferences (Fauzi, 2015)

Second, Muhammad Vikry, the student of State Islamic University SyarifHidayatullah Jakarta. He researched the paper entitled "An Analysis of Conversational Implicature in Iron Man 3" he used Grice's theory for analyzing the conversational implicature found in the dialogue of the characters in the movie. He used the descriptive qualitative method to describe and identify the conversational implicature without using

any statistical procedure in the analysis. The data are collected by watching the movie and by talking notes dialogues that estimate as implicature in data cards. Then the selected data are analysed one by one using relevant theories about the research. He finds conversational implicature rising because of the statements of the characters non-observance maxims, and he also finds generalized conversational implicature and particularized conversational implicature. After analyzing Iron Man 3 Movie, the writer finds conversational implicatures rising because the utterances of the characters non-observance maxims, they are; flouting maxim of quantity (two), flouting maxim of quality (two), flouting maxim of relation (two), flouting maxims of manner (five), opting out maxim of manner (one), opting out maxim of quantity and manner (one) and violating maxim of quantity and manner (one). The writer also finds the existence of two types of conversational implicature, those are generalized conversational implicature (two) and particularized conversational implicature (therteen)(Vikry, 2014).

The third paper is An Analysis of "Conversational Implicature Found in Movie Abraham Lincoln: Vampire Hunter". It is written by Tuy Eni Wijayanti, she is a student in the English Education Department of Teacher Training and Education Faculty of Muria Kudus University. She analysed the statements of the three main characters and the type of conversational implicatures that are produced by the three main characters of that movie. She used Grice's theory of conversational implicature as the basis of the analysis of the study. She used qualitative research in which the data of the study are taken from the movie. She has some results of her research. From the findings, the writer found 104 implicatures from the three main characters: Abraham, mary, and Henry. Between the two types, generalized and particularized conversational implicatures, generalized conversational implicature take a bigger number 54. Whereas, the other one, the total of particularized conversational implicatures takes number 50. This study also reveals significant finding that may contribute to the theory of implicature itself and its applications so that it will useful for further reference (Wijayanti, 2013).

Even though some investigations have been done to explore implicatures in conversation, however, these numbers are still few especially in movies. Therefore, the researchers were still curious to know more the implementation of implicatures in different movies. Besides, we were also interested in knowing about the possibilities of maxim violation practices as something that often occur together in human conversations. In the research, the researchers investigated types of conversational implicature and maxim violations based on Grice's theory on the movie of Into the Woods. The researcher chose this movie as the data resource because the movie is one of the famous movies in the world, and in addition, it tells about some words that were implied by the speaker in the daily conversation between the close people. It is necessary to study how the implicatures and maxim violations took place.

B. RESEARCH METHOD

Based on the formulation of the problem, the researcher used the descriptive qualitative method in the research. It is appropriate for the aim of the qualitative research procedure which results in a descriptive method. The data is collected in the form of the words which consisted of 23. The descriptive method is done by describing the fact and

then following with further analysis. In this research, the researcher took the data from the Into the Woods Movie and from the script that the researcher took from the internet in fandom.com. This movie has a duration of two hours. The researcher observed the conversation with the main characters which contained implicit meaning. To enrich deeper information from the research subject, the researcher needed another researcher who has been experienced in this field. The researcher used triangulation to validate the information and to reduce the refraction in this research. This research used investigator triangulation(Nugrahani, 2014).

C. FINDING AND DISCUSSION

A. The Result of Data Analysis
1. Conversational Implicatures
In analysing the data, the researcher used Miles and Huberman's theory which provides some steps to be followed, namely: The data were concluded from the documentto give meaningful meaning and it would help in concluding the last process to know two type of Conversational Implicature namely: generalized implicature and particularized implicature. A generalized implicature is a conversational implicature that is inferable without reference to a special context. In this section of discussion from *Into the Woods* Movie. we concluded that there were four utterances that belong to generalized conversational implicature. Particularized conversational implicature is a conversation that has a special meaning which requires a special context in understanding the meaning implied inside. In this research, it was concluded that there were five utterances that belong to particularized conversational implicature. Below are some examples:

1.1. Generalized Conversational Implicature

Datum one
Baker's wife   : WITCH's beans? We will take them with us
Baker   : **No, you are not coming.**
Baker's Wife : I know you are fearful of the woods at night

Context of Situation
Baker is getting ready to go to the forest and look for all the conditions asked by the witch to break the curse, but he does not want his wife to go into the forest because it is very dangerous there.

Analysis
Baker and his wife decided to comply with all the requirements of the witch to break the curse. All these conditions exist in the forest, and the forest is very dangerous. Baker didn't want his wife to come with him. In the word "no, you are not coming". From this explanation, it can be concluded that this conversation is included in the generalized conversational implicature because it is not specific.

Datum two
Baker : I had a brother?
Witch : **No. but you had a sister (9.35 minute)**

Context of Situation
In this conversation, the witch comes to explain to the baker and his wife why they have not have a child and the witch tells the baker that in fact, he has a sister.

Analysis
The witch is very angry with the baker's father because he once stole beans from the witch's garden. Then the witch cursed the baker so he couldn't have children. The witch explained the reason and she said that the baker had a sister who had been taken by the witch. In the word "No. but you had a sister" from the explanation it can be concluded that this conversation is included in the generalized conversational implicature.

Datum three
Baker : where did you find it?
Baker's wife : I pulled it from a maiden in a tower (49.55)

Context of Situation
Baker's wife went to the tower and called Rapunzel, Rapunzel thought it was the prince who called her. Then he let his hair down, but Baker's wife pulled it off. Then Baker's wife went into the forest to tell Baker that she had got golden hair.

Analysis
Through the words spoken by the baker's wife "I pulled it from a maiden in a tower", she implies that he has gone to a palace to find the object that the witch asked for the curse to disappear. And she secretly cut the golden hair of a girl who lives in a high tower and does not have a door. The sentence without special knowledge and implicature that she hasstolen the golden hair of a girl in a palace so that the phrase is included in the generalized conversational implicature.

Datum four
Rapunzel : It was lonely atop that tower
Witch : Was I not company enough?
Rapunzel : I am no longer a child. I wish to see the world (55.39)
Context of Situation
Witch saw the prince with his horse leave the palace after meeting Rapunzel, the witch was very angry with Rapunzel because she did not allow Rapunzel to meet strangers from outside the palace.

Analysis

Rapunzel says "I wish to see the world" to express that she wants to go out of the palace and see the outside world. Because since she was little she only lived in the palace with her mother, Rapunzel's mother did not allow her to leave the palace. Rapunzel's mother always said that there were a lot of bad people out there who would hurt her. The older Rapunzel thinks that the outside world is not what her mother says. Based on the analysis, Rapunzel's utterance is categorized into generalized conversational implicature

1.2. Particularized Conversational implicature

Datum one

Baker : **the spell is on my house. Only I can lift the spell, the spell is on my house.** (14.21)

Baker's wife : No, no, we must lift the spell together, the spell is on our house.

Context of Situation

Baker and his wife argue about going to the forest. Baker wanted to go alone because he felt that this curse was caused by his father.

Analysis

Baker's words to his wife meant that the curse was his responsibility because it was an act of his father. Therefore he decided to find the conditions himself without his wife. Based on this analysis, this conversation is included in the particularized conversational implicature.

Datum two

Baker   : and what are you planning to do there?
Jack   : **sell my cow, sir. No less than five pounds**.
Baker   : five pounds! (to wife) Where am I to get five pounds?

Context of Situation

When Baker and his wife were arguing in the forest, suddenly they saw Jack walking with his white cow. Then baker and his wife approached Jack and asked what Jack was doing in the forest with his white cow.

Analysis

In that conversation, Jack conveyed additional meaning through the implicature "sell my cow, sir. No less than five pounds". Because the baker asked what Jack was doing in the woods with his white cow. Therefore, Jack will need special knowledge to understand it thus this conversation is classified into particularized conversational implicature.

Datum three

Baker's Wife   : what are you to do without that sum?
Jack   **: I had not thought of that. I suppose my mother and I willhave no food to eat. (24.52)**

Context of Situation

Jack gets lost in the woods when he wants to go to the market to sell his cows, then he meets the baker and his wife.

Analysis

The meaning of the words "I suppose my mother and I will have no food to eat" is used by Jack to describe the condition of himself and his mother at that time. Jack and his mother do not have the money to make ends meet. Therefore, Jack sold his cow for 5 pounds according to what his mother said before he went to the forest. This explanation can be concluded that the conversation is included in the particularized conversational implicature.

Datum four

Cinderella	: I must get home
Baker's wife	: wait! I need your slipper!
Cinderella	: what for? And I only have one left, I wouldn't give it up.
Baker's wife	: it's a long story—**a curse I really want to have a child. (1.04.17)**

Context of Situation

Cinderella was running to the forest to avoid the prince, then she met Baker's wife. And the baker's wife saw Cinderella carrying the slipper. Then she forced Cinderella to give the shoes to him.

Analysis

Through the words "a curse I really want to have a child." she implied that during her marriage she was not blessed with a child. All of this happened because of someone's curse. Therefore, she wanted Cinderella's slipper, but Cinderella was confused, about what curse was meant by the baker's wife. She had not had time to ask many things, Cinderella had to leave the baker's wife because the prince had come looking for her. Based on this analysis,it can be concluded that the conversation is included in the particularized conversational implicature.

Datum five

Cinderella's prince	: I have been looking all night for her.
Rapunzel's prince	: her?
Cinderella's prince	: **the beautiful one I danced the evening with. (42.44)**

Context of Situation

When Cinderella's Prince was riding in the forest, she met Rapunzel's Prince. Then he told Rapunzel prince that he was looking for the girl he had danced with.

Analysis

The sentence spoken by the prince explained that last night he danced with a girl he did not know, but had a beautiful appearance. He looked for the girl because after dancing with him the girl suddenly went and entered the dark forest, so the prince was difficult to find her again. Through this explanation, it can be concluded that this conversation is included inthe conversational particularized implicature.

2. Conversational maxim

Maxim of quantity Violations of quantity maxim can occur in a speech if the speech partner does not respond according to the contribution needed by the speaker. In this research, from *Into the Woods* Movie we concluded that only one utterance belongs to violence maxim of quantity. Maxim of quality in a speech, if the speech participant does not tell the truth, it can be said that the speech participant is violating the quality maxim. In this movie *Into the Woods* Movie, it was concluded that there were 6 utterances belong to the violence maxim of quality. Maxim of relation will occur when Speakers and interlocutors must have the same perception in communication. It is intended that the speech participants have an interpretation that is the same or relevant to the context of the conversation. From the analysis *Into the Woods* Movie, we concluded that two utterances belong to violence maxim of relation. Finally, Maxim of manner or A violation of the implementation maxims is committed by the speech participant if the delivery of a speech is unclear, taxa, or not coherent. In this section investigation from *Into the Woods* Movie, it was known there were four utterances belong to violence maxim of manner. Here are some examples of the maxim:

2.1. Violence of Maxim of Manner

Datum one

Wolf	: and where might you are grandmother live?
Little red riding hood	: **further in the woods; under three large trees.** (18.58)

Context of Situation

Little riding hood is on her way to his grandmother's house and she meets a cunning wolf who intends to eat little riding hood and her grandmother.

Analysis

The sentence uttered by the little riding hood is ambiguous because she calls it "further in the woods; under three large trees." Where in the forest are many big trees, and under which big tree is called the little riding hood as her grandmother's house. In other words, the little riding does not answer the wolf`s question directly Based on the analysis, the conversation is included in a violence of manner.

Datum two

Baker	: I can't just take a cloak from a little girl. Why do not you take it!
Witch	: **if I could, I would! But I ...** (21.58)

Context of Situation

Baker went to the forest and met a girl wearing a red cape and after the girl left suddenly a witch came over to her.

Analysis

The witch asked the baker in an angry tone why he didn't take the red cape from the girl immediately. And the baker asked why he didn't take the red cape and the witch replied ": if I could, I would! But I ..." from the answer, it can be seen that the sentence is ambiguous and unclear because she did not explain why he didn't take the red cape herself. Based on the analysis, it can be concluded that the sentence is included in a violence of manner

Datum Three

Baker's wife   : BEANS! We must not give up our beans! Well.. if you feel we must (to Jack)
Beans will bring you food, son. (25.43)
Jack   : beans in exchange for my cow?

Context of Situation

Baker and his wife met Jack in the woods carrying his cow. And they intend to buy the cow but they have no money.

Analysis

The sentence spoken by the baker's wife to Jack has an ambiguous meaning. Since "Beans will bring you food, son" doesn't make sense, how can beans provide food for Jack and his mother. Based on the analysis, the sentence spoken by the baker's wife is included in a violence of manner.

Datum four

Little riding hood   : My granny made it for me.
Baker   : is that right? I would love a red cloak like that (22.49)

Context of Situation

Baker meets little riding hood in the woods picking flowers for his grandmother.

Analysis

Baker's answer is an ambiguous sentence because "I would love a red cloak like that" is strange if it is said by a man. Because the red cape is worn by women, and the baker doesn't explain why he likes the little riding hood's red cape. Based on the analysis, the sentence is included in a violence of manner.

2.2. Maxim of Relation

Datum one

Baker	: will you please go home?
Baker's wife	: **and maybe they are really magic. Who knows**? (25.48)

Context of Situation

        Baker and his wife argued after buying the cow and asked his wife to come home with the cow.

Analysis

        Baker told his wife to come home with the cow, but his wife replied "and maybe they're really magic. Who knows?" Baker's wife's statement is irrelevant to Baker's question. From the analysis, the sentence is included in the violence of relation.

Datum two

Baker's wife   : I see you have the red cape

Baker   : yes, I have the cape. Only two items left to locate. I've the cape and then Where is the cow?

Baker's wife   : **one, I have slippers as pure as gold**! (40.56)

Context of Situation

        Baker was running in the woods chasing Jack when he accidentally met his wife. Then they argued about the terms they had to collect.

Analysis

        They met in the forest, then they argued about the things they collected. When the baker asked about where the cow was entrusted to his wife. But his wife did not answer where the cow was, she instead said "I have slippers as pure as gold!" Based on the analysis above, the conversation is included in the violence maxim of manner.

2.3. Maxim of Quality

Datum one

Little Riding hood : Oh dear. How uneasy I feel. Perhaps it's all the sweets. I'veeaten.Good day grandmother. My grandmother, you are looking very strange. What big ears you have!

Wolf   : **All the better to hear you with my dear**. (29.29)

Context of Situation

        This conversation occurs when the Little red Riding hood back from the village to get bread to eat for her grandmother. And she saw someone sleeping under her blanket which should be her grandmother waiting for her to come home. This conversation took place in the evening at grandmother's house.

Analysis

From the question given by Little Ridinghood, she knows she suspected that the person in the blanket was not her grandmother because she saw that the person's ears were bigger than her grandmother's.

Datum two

Baker   : what are you doing here?
Baker's wife   : **you forgot your scarf**— (23.56)

Context of Situation

Baker was walking alone in the forest, suddenly his wife came to him, even though Baker had asked his wife to stay home because it was not safe in the forest.

Analysis

Baker asked his wife to stay at home and let Baker go to the forest alone because the forest was not safe for his wife. But his wife suddenly came by saying "you forget your scarf". The sentence was the reason the baker's wife wanted her to go to the forest and help her husband to find the things that the help asked for. Based on the analysis above, it can be categorized into quality hardness.

Datum three

Jack   : could I buy my cow back someday?
Baker   : **well.. possibly (25.18)**

Context of Situation

Jack is talking to the baker and his wife, the baker and his wife intend to buy the cow with the beans he has.

Analysis

Jack loved his white cow very much, but he was forced to sell it. Then jack asked the baker "could I buy my cow back someday" and the baker replied "well.. possibly" when in fact the cow is a condition for breaking a curse and it is impossible to return it to Jack again. Based on the analysis, baker's words are included in the violence of quality.

Datum Four

Cinderella's prince : have you seen a beautiful young woman in a ball gown pass through?
Baker's wife   : **I do not think so, sir**.
Steward   : I think I see her over there

Context of Situation

One a night the prince and his guards went into the forest to look for the girl in the dress who had danced with him. Then he met the baker's wife and asked if he saw the girl in the dress passing in front of her.

Analysis

That night Cinderella met the baker's wife, then Cinderella said to the baker's wife if a prince came looking for her then just say that the baker's wife didn't see her. Based on this analysis, the baker's wife did not tell the truth, so the conversation was included in the violence maxim of quality.

Datum 5

Cinderella's prince   : oh, where is the young lady?
Baker's wife   : what lady? (48.33)
Cinderella's prince   : do not play a fool, woman!

Context of Situation

The prince looked for Cinderella who ran away to the forest, then the prince met the baker's wife. Which was previously the baker's wife met Cinderella.

Analysis

When the prince asked the baker's wife where Cinderella was, the baker's wife answered "what lady", even though the prince had just seen the baker's wife with the woman, namely Cinderella. But the baker's wife did not tell the prince the truth that she had just met Cinderella who ran away in a hurry to avoid the prince. Based on this analysis,it can be concluded that the conversation is included in the violence maxim of quality.

Datum 6

Witch   : You have all the objects?
Baker's Wife   : Yes.
Witch   : That cow does not look as white as milk to me.
Baker's Wife   : Oh, she is. She is! (1.10.46)
Witch   : This cow has been covered with flour!

Context of Situation

Baker looks for a substitute cow to be a condition for removing the curse, but the cows he meets are not as white as milk. So he put flour on the cow's body. And the witch realized that the cow was not a real milky white cow.

Analysis

A milky white cow is one of the conditions that must be gathered by the baker and his wife to remove the curse from the witch. They got the cow, but the cow died later, and they looked for another cow, and then they gave the cow flour to make it look white like what the witch asked for. But the witch realized that the baker and his wife had been trying to trick her. "Oh, she is. She is!" is an expression uttered by the baker's wife to believe that the cow is the cow she asked for. Based on this analysis, Baker's wife's expressions can be grouped into generalized conversational implicatures.

2.4. Maxim of Quantity

Datum one
Rapunzel's Prince : My Rapunzel has run off.
Cinderella's Prince : Run off?
Rapunzel's Prince   : **She is a changed woman. She has been subject to hysterical fits of crying. Moods that no soul can predict. I know not what to do. (43.40)**

Context of Situation
Rapunzel's Prince and Cinderella's Prince meet in the forest and tell about the girl they like.

Analysis
      In this situation Cinderella's Prince asks Rapunzel's Prince where the question is "Run off?" but Rapunzel's Prince didn't answer the question properly. Instead he said something else, which was not the answer to the question. Based on this analysis, the utterance of Rapunzel's Prince is categorized as violence of maxim quantity.

D. DISCUSSION

      The goals of this study were to know the types of conversational implicature and to identify the maxim violations of conversational implicature in *Into the Woods* movie.

      Regarding the first purpose, the gotten data had shown that all implicatures which mentioned by Grice were really found in *Into the Woods* movie. The implicatures are generalized and particularized implicatures. A generalized implicature is a conversational implicature that is inferable without reference to a special context. In this research, from *Into the Woods* Movie, we concluded that there were four utterances that belong to generalized conversational implicature. Particularized conversational implicature is a conversation that has a special meaning which requires a special context in understanding the meaning implied inside. In this study, *Into the Woods* Movie, we found that there were five utterances that belong to particularized conversational implicature. This finding is similar to the data of Zahrul Fauzi from UIN Jogjakarta who observed *grown up two* movie and Muhamad Fikri from UIN Jakarta who studied *Iron man three*. They did almost the same investigations. This research results are in line with those studies where generalized implicatures are less compared with particularized implicatures. The difference was found on the research of Tuy eni Wijayanti who analysed the movie of *Abraham Lincoln: Vampire Hunter* and found that generalized implicatures are bigger that generalized one.

      About the second purpose, the collected data revealed that all maxim violations were really done in *into the Woods* movie. There were 14 data of maxim violations which consist of six data of maxim of quality, one data of maxim of quantity, three data of maxim of relation, then four data of maxim of manner. The result shows the most-violated maxim in the film *Into the Woods* Movie was the maxim of quality. If this research results are

compared with three studies above, the similarity is that all the researches had found each violation of maxim and distinctions were found on the types of violation frequency. Zahrul fauzy met maxim of quantity as the highest, and Muhamad Fikri found maxim of manner as the biggest. Whereas, Tuy Eni Wijayanti did not find maxim violation.

E. CONCLUSION

Based on the type of conversational implicature in *Into the Woods* Movie, there were two types. They were generalized conversational implicature and particularized conversational implicature. There were nine data including types of conversational implicature. There were four data including generalized conversational implicature. Then, five data about particularized conversational implicature. The type of conversational that most commonly occurs in the film *Into the Woods* Movie was particularized conversational implicature. Then, based on the maxim violation, there were four types of the maxims. They were maxim of quality, maxim of quantity, maxim of relation and maxim of manner. There were 14 data including maxim violations. There were six data included maxim of quality, one data included maxim of quantity, three data included maxim of relation, then four data included maxim of manner. The result shows the most-violated maxim in the film *Into the Woods* Movie is the maxim of quality.

Based on the findings above, the writer concluded that in the conversational implicature in the *Into the Woods* Movie, there are many meanings contained in conversation, as well as in everyday life we must pay attention to the conversational implicature because sometimes the implicature can imply satire or praise. Conversational implicature is very important in our daily life, therefore we have a lot to learn about conversational implicature, especially the function of conversational implicature and maxim violation.

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