CHAPTER I
INTRODUCTION

A. Background of the Study

People talk as their way to communicate with each other. In the communication, they do not always use a clear and explicit language. They modify how to deliver and change the content of what they talk to imply some intention. They use implicature for some reasons. For example; implicature can be applied to be sarcastic, implying humor, or delivering different intention from the speech act used. Whenever people delivering implicature, it means they also violate the cooperative rules in conversation. The violation of maxims is also conducted as the consequence of certain intention.

Implicature and cooperative principles are derived from the study of Pragmatics. “Pragmatics is concerned with the interpretation of linguistic meaning in context,”(Fromkin, et al, 1988: 182). Leech (1983:13) describes context as “any background knowledge assumed to be shared by speaker and hearer and which contributes to the hearer’s interpretation of what speaker means by a given utterance”. As the language itself has so many functions as communication media, pragmatics justifies various languages’ unique. For example people can use a pattern of language for so many intentions, such as they can direct people by asking question, commanding, offering or even by just declaring a statement. Of course, this can be done in correct situation or
context. Sometimes, by using that uniqueness, people do not speak directly to the point. They use utterance which has implication on it. In Pragmatics the utterance that has implication is called implicature.

Griffiths (2006:134) states that “conversational implicatures are inferences that depend on the existence of norms for the use of language, such as widespread agreement that communicators should aim to tell the truth”. Yule also states that the additional meaning of the word is called implicature (Yule, 2000; 35). Grice (1957) in Cummings (2005:9) defines implicature as “a intended the utterance of X to produce some effect in an audience by means of the recognition of this intention”. From all of the definition above, we can conclude that implicature deals with speaker’s intention and also hearer’s interpretation. The intention of speaker is delivered indirectly as the additional meaning of utterances by ignoring the conversational norms or maxims.

Norm or maxim of language is very important. Even there is no exact agreement about it; norm should be obeyed to deliver comprehensible utterances. In a conversation both of speaker and listener assume that everyone engages in the communication norms, that is how the meaning can be comprehended. The cooperative principles are maxim of Quality which settles the utterance to be truthful, maxim of Quantity settles utterance to be exactly informative to the hearer, maxim of Relevance keeps the utterance to be on the track or relevant, maxim of manner settles the utterance to be clear and explicit. For example; in conversation, people should give the
information as true as possible according to the fact and reality. Telling a lie will automatically broke the maxim of quantity, as one depend on the information given by the speaker. So, when the speaker implies another meaning from what they talk about and somehow breaks the norm, implicature is occurred.

This research analyzes the implicature on the comic strip serials. The title of the comic strip is Oh, Brother!. The comic strip is really interesting, simple and funny. There are so many implicatures and maxim violations that can be found in this comic strip. Here are the following examples of implicature and maxim violation that are found in the comic strip;

On the datum above, there are irrelevances conversations occur. First, It is on lily’s and Bud’s utterances. Lily said, “Here, have a lollypop”. It is a directive utterance, asked bud to eat a lollypop candy she gave him. She
asked him when he was crying because he fell down. Lily’s utterance actually is not only directing or offering Bud to have a candy but there is an implicature on it. She wanted his brother to stop his crying, and hoped her candy can cheer his brother up. In doing it, she breaks the maxim of relevance, as the information given by Bud that he had fallen down is not relevance with Lily’s response. Second, it is clear that Bud the little brother has implicature on his last utterance “I fell down twice”. It is not to give information to his sister lily that he fell more than once. Because by looking on the previous scene on the comic strip, Lily gave him a lollypop to stop his crying. He also breaks the maxim of relevance as his response does not suit with Lily’s utterance. The implicature of his utterance “I fell down twice” is actually asking more lollypop candy to lily.
The setting of this comic is in the restaurant. We can see from the scenes that it is the part of circumstances when they about to leave. We can see that bud has already finished his meal and lily asked the waitress if she might take her leftovers in a doggy bag. The implicature occurred when the waitress asked bud in her utterance “Would you like to take yours (leftovers) in a vacuum bag?”. This utterance actually is an offer which delivered using interrogative sentence. It becomes irrelevance to the context because she used the word “vacuum bag”. Vacuum bag is a bag that is attached on the vacuum cleaner, it is not for food, but used to collect dust, dirt or waste. Because of it, the utterance violates the maxim of manner. It contains obscurity. The waitress in here tries to be sarcastic. The real meaning of the waitress’ utterance is actually not to offer anything but to make bud notice that he should eat anything properly and not make a mess like what he did on his table.

The point which is focused on this comic is the aspect of joke. The writer is really interested in how to describe the joke, this is so, because there are not few English language learners where the writer studies, do not really understand it. They laugh not because they get the joke, but it is because the nice drawing or act that is shown in the comic, even not a few English language learners that barely smile or feel tickled by the joke, and when the writer asked if they got the joke or not, most of them said no. From this phenomenon, the writer describes the aspect of joke in the comic using pragmatic theory, especially using implicature.
Oh, Brother! Comic Strip Serials are serials of comic strip by Bob Weber Jr. and Jay Stephens which is published on the web by King Features Syndicate, a web which provides a ton of famous comic strip serials. Oh, Brother! Comic tells about Bud a smart, funny and naughty little kid and his sister who always patiently takes care of her brother. Lily is the sister; represent a care, responsible and nice character. The combination of them somehow brings a simplicity and funny atmosphere to the reader.

The writer is interested to conduct a further research about implicature on ‘Oh, Brother!’ comic strip serials with the title “An Implicature Analysis on ‘Oh, Brother!’ Comic Strip Serials”.

B. Limitation of the Study

In conducting this research, the writer limits this study that it will only concern on discussing utterances showing implicature on Oh, Brother comic strip serials. Then, the analysis will only focus on the kinds of implicature by Yule (1996) and the cooperative principles by Grice (1975).

C. Problem Statement

Based on the title and background of the study, the writer formulates the problem as follows:

1. What are the implicatures to occur in the “Oh, Brother!” comic strip serials?
2. What are non-observant maxims in the “Oh, Brother!” comic strip serials?
D. Objective of the Study

Based on the problem statement above this research tries:

1. To describe the implicatures to occur in the “Oh, Brother!” comic strip serials.
2. To describe the non observant - maxims in the “Oh, Brother!” comic strip serials.

E. Benefits of the Study

1. Theoretical Benefit

   This research will give contribution in pragmatics study especially on implicature research for the development of implicature theory.

2. Practical Benefit

   a. English Lecturers

      The result of the study is expected can help the lecturers on teaching about implicatures and give examples about how it applied in the daily activity from the data of comic

   b. Future Researchers

      This research also expected to inspire more ideas and creativity for future researchers to take pragmatics for writing research.

   c. English Students

      The writer hopes that the result of this study can give additional information to the students especially on implicature study.
F. Research Paper Organization

This research is organized into five chapters namely:

Chapter I is introduction which covers background of the study, limitation of the study, problem statement, objectives of the study, benefit of the study, and research paper organization. Chapter II is literary review and underlying theory. It deals with literary review, the notion of pragmatics, principle of pragmatics, speech act, implicature, kinds of implicature, cooperative principle, Non observant-maxims and felicity condition. Chapter III is research method. It consists of type of research, data and data source, method of collecting the data, and technique of analyzing the data. Chapter IV is data analysis and discussion, it presents of data analysis and discussion. Chapter V is conclusion and suggestion, Here the writer draws conclusion and suggestion.