AN IMPLICATURE ANALYSIS
ON “OH, BROTHER!” COMIC STRIP SERIALS

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COMIC STRIP SERIALS

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Surakarta, Maret 2013

Pembimbing I

Pembimbing II

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AN IMPLICATURE ANALYSIS ON “OH, BROTHER!”
COMIC STRIP SERIALS

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ABSTRACT

This study focuses on analyzing comic using theory of implicature and cooperative principles proposed by Grice. This study aims to (1) describe the implicatures to occur in the “Oh, Brother!” comic strip serials, (2) describe the maxims that are violated in the “Oh, Brother!” comic strip serials. This research applies descriptive qualitative method. The data analyzed are utterances containing implicature in 30 serials of “Oh, Brother!” comic strip. Based on the analysis the writer found that there are (1) 41 utterances in the comic contain implicature, (2) There are 45 implicatures which are categorized into three, they are; 1 conventional implicature (22.22%), 36 conversational implicature (5 generalized (11,11%) and 31 particularized (68.89%)) and 8 scalar implicature (17.78%), (3) 43 Non Observant - Maxims, they are 9 data violate the maxim of quality (9%), 13 data violate the maxim of quantity (30.23%), 9 data violate the maxim of relevance (20.93%) and 12 data violate the maxim or manner (27.90%). From Implicature aspect; there are three kinds of implicature occur in the comic, namely; conventional; is used to show the contrast meaning to what actually happen using certain words; ‘but’; even it is included on conversational act, conversational; occurs on conversational act; the particularized one occurs when the readers rely on the context of the comic to interpret the meaning, while the generalized one occurs when the utterance convey whole meaning if the implicature, so the readers do not need to rely much on the context to interpret it, and scalar; occurs when the scalar mark used contains another meaning than what is conveyed. According to the cooperative principle point of view, the Non Observant - Maxim can be varyingly used to infer the implication of the utterance. The writer concludes that, the violations are used to; (1) deliberately persuading the addressee to infer some implication, (2) showing irrelevance understanding between speaker’s background knowledge and the addressee’s, (3) deceiving the addressee to hide something.

Keywords: Implicature. Non Observant - Maxim
A. INTRODUCTION

“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. 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). 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.

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 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.

B. RESEARCH METHOD

This research applies a descriptive qualitative method. It is a kind of method which is conducted by collecting data, analyzing the data and drawing conclusion without making generalization.

The data of this research are utterances showing implicature. The data source is “Oh, Brother!” comic strip serials.

The writer uses documentation method research instrument. The steps that are used for collecting the data are as follows: Reading “Oh, Brother!” comic strip serials repeatedly, Classifying the serials which contain implicature, Underlining the utterances showing implicature in the comic, Coding the collected data in the list, in which each data list consists of the data number. For example, a datum is encoded 04/OB. The code 04 indicates the datum number; OB the title of the comic; Oh, Brother!.

The writer uses technique of analyzing data as follows: Determining the maxims violated from implicature using Grice’s cooperative principle, Describing the implicature utterances in of “Oh, Brother!” comic strip serials.

C. RESULT AND DISCUSSION

This subchapter discusses the writer’s analysis of the result and discussion. From the research of the comic strip serials, the result of the analysis is as follows:
Based on the Implicatures to occur in the “Oh, Brother!” comic strip serials, there are 4 kinds of implicature occur in the research data.

a. Conventional Implicature
   i. Story Context
      Bud broke the vase by a ball. He said “Lily, a creature from another galaxy entered my brain and made me throw a ball at a vase!”, Lily answered it by saying “that sounds ridiculous!”, then, Bud said “I know … but there’s the ball and there’s the vase!”
   
   ii. Utterance containing implicature
      Bud’s utterance: “I know … but there’s the ball and there’s the vase!”
      What was uttered by Bud contains contrast meaning as he used ‘but’. It means that Bud’s know whether his excuse sounded ridiculous but he still insisted that it was true by pointing the broken vase. Based on the conjugation ‘but’, there is contrastive information provided. As indicates that it is not part of truth conditions this implicature categorized as conventional implicature.

b. Conversational Implicature
   ➢ Particularized Implicature
   i. Story Context
      Bud asked Lily to prepare him breakfast. He said “I’m hungry! Get me breakfast!”, Lily replied “there’s the cereal,
there’s the milk, get it yourself!”, then Bud answered “I’m not that hungry” while walking away.

ii. Utterance Containing Implicature

Bud’s utterance: “I’m not that hungry”.

There is scalar mark ‘that’; it implies ‘that hungry’ is a level of hungry which may force him to eat and prepare his own breakfast. This implicature means that He does not want to prepare the breakfast by himself, and as he walking away, it conveys the meaning that he did not want to eat cereal. This utterance only can be comprehended by observing the context that is at last Bud walking away while saying “I’m not that hungry”, so it is categorized as particularized implicature.

➢ Generalized Implicature

i. Story context

Lily asked bud about what he was writing, Bud answered that he were writing a thank-you card note to his grandmother, then, Lily told him “thank her for mine you ate that one, too!”.

ii. Utterance Containing Implicature

Bud’s Utterance: “thank her for mine you ate that one, too!”.

Lily’s utterance contains sarcastic intention. She told him to thank their grandma by the allusion of what Bud has done to his chocolate easter bunny. As she still touch the case. As the meaning of
implicature can be derived directly from the utterance, it is categorized as generalized implicature.

c. Scalar Implicature

i. Story context

The comic above takes setting on the way home from school. It is indicated as homework complaining or topic is commonly discussed after school activity. The comic tells about Bud’s beefing about his homework. He said “I get way too much homework”. Lily gave response “just wait ‘till next year, you will be getting a lot more”, and then Bud twisted it by saying “big deal, how much harder can it be to ignore more?”

ii. Utterance Containing Implicature

Bud’s utterance: “I get way too much homework”.

There is scalar mark on his utterance ‘too much’. The implication is that Bud feels tired on getting homework which he thinks that it was overly given. As the utterance contains scalar mark that imply meaning, the implicatures are categorized as scalar implicature.
Table

The Implicatures to occur in the “Oh, Brother!” comic strip serials

<table>
<thead>
<tr>
<th>Conventional Implicature</th>
<th>Conversational Implicature</th>
<th>Scalar Implicature</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Generalized</td>
<td>Particularized</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>5</td>
<td>31</td>
<td>45</td>
</tr>
<tr>
<td>2,22 %</td>
<td>11,11 %</td>
<td>68,89 %</td>
<td>17,78 %</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>100%</td>
</tr>
</tbody>
</table>

Non Observant - Maxims in the “Oh, Brother!” comic strip serials

<table>
<thead>
<tr>
<th>Maxim of Quality</th>
<th>Maxim of Quantity</th>
<th>Maxim of Relevance</th>
<th>Maxim of Manner</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>13</td>
<td>9</td>
<td>12</td>
<td>43</td>
</tr>
<tr>
<td>20,93 %</td>
<td>30,23 %</td>
<td>20,93 %</td>
<td>27,90 %</td>
<td>99,99 %</td>
</tr>
</tbody>
</table>

From the 30 data of comic provided, the writer finds that there are (1) 41 utterances containing implicature, (2) 45 implicatures which are categorized into three, they are; 1 conventional implicature (2,22%), 36 conversational implicature (5 generalized (11,11%) and 31 particularized (68,89%)) and 8 scalar implicature (17,78%), (3) 43 Non Observant - Maxims, they are 9 data violate the maxim of quality (9%), 13 data violate the maxim of quantity (30,23%), 9 data violate the maxim of relevance (20,93%) and 12 data violate the maxim or manner (27,90%).

From the table above, the writer found that most of the data; 68,89% from all of the data are categorized as particularized implicature. It means that the joke is brought mostly using special contexts provided in the comic or
background knowledge which bound the meaning of the utterance. The Implicatures to occur in the “Oh, Brother!” comic strip serials provides several data which categorizes one sentence containing implicature into more than one implicature category; there in the datum number 16 and 19. The writer also found one overlap of Non Observant - Maxim which provided one utterance containing two Non Observant - Maxims; it is the data number 18. One conventional implicature is found in the data number 18, this data shows a contrast meaning to the truth evidence.

D. CONCLUSION

Based on the analysis, the writer can draw some conclusions of Implicature on ‘Oh, Brother!’ Comic Strip Serials as follows:

1. Related to Implicature
   a. There are three kinds of implicature occurred in the comic, namely; conventional, conversational and scalar implicature. The conversational implicature is divided into two, namely particularized and generalized implicature.
   b. In the comic, Conventional Implicature is used to show the contrast meaning to what actually happen using certain words; ‘but’; even it is included on conversational act. Conversational Implicature occurs on conversational act; the particularized one occurs when the readers rely on the context of the comic to interpret the meaning, while the generalized one occurs when the utterance convey whole meaning if the implicature, so the
readers do not need to rely much on the context to interpret it. Scalar implicature occurs when the scalar mark used contains another meaning than what is conveyed.

2. Related to Non Observant - Maxim

a. In the comic above, there are 4 maxims which is violated; namely; Quality, Quantity, Manner, and Relevance.

b. The Non Observant - Maxim Quality occurs when the speaker speaks lie or untrue condition. The Non Observant - Maxim Quantity occurs when the speaker give less or too much informative contribution to the addresser. The Non Observant - Maxim of Manner occurs when the speaker used unclear or invent utterance to addresser. The Non Observant - Maxim of Relevance occurs when there is irrelevance background knowledge between speaker and addresser which then produce misunderstanding, it also occurs when the speaker talk out of the context of conversation.

c. The Non Observant - Maxim can be varyingly used to infer the implication of the utterance. The writer concludes that, the violations are used to; (1) deliberately persuading the addressee to infer some implication, (2) showing irrelevance understanding between speaker’s background knowledge and the addresser’s, (3) deceiving the addresser to hide something.


