

IMPLICATURE IN THE MADAGASCAR 2 MOVIE SCRIPT

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Abstract

Pragmatics is part of the branches of linguistics, and in pragmatics we can learn implicatures. The purpose of this research is to analyze the dominant implicature and maxim violations contained in "Madagascar 2" movie script. This research used descriptive qualitative method, and the script was seen from the internet. The type of implicature being studied is the conversational implicature. The conversational implicature arises because of the violation of one of the four maxims, namely the maxim of quantity, maxim of quality, maxim of relationship, and maxim of the way. In this research, there were 25 implicatures found from the movie script. The result is a quality maxim has 5 words, a maxim quantity has 9 words, a maxim relationship 7 words, and a maxim manner has 4 words. The implicature function is reflected in the purpose of the speech spoken by the speaker to the interlocutor during the conversation. Speech acts are divided into four, namely assertive, directive, commissive, and expressive. From the above results, the dominant function of the speech act implicature used in the film "Madagascar 2" is the implicature function of expressive speech acts.

Keywords: Speech Acts, Implicature, Madagascar 2 Movie Script

INTRODUCTION

One example of the branch of pragmatic that will be examined in this study is implicature. Pragmatics is one of the branches of linguistics, according to Leech (1993:3) as cited in Haryani (2020) pragmatics is a study of meaning in relation to speech situations. Moreover, Yule (1996:4) as cited in Amin (2019) that the advantage of studying pragmatics helps to analyze the addressers', their intended meanings, their assumptions, and their goals. In other words, pragmatic is a linguistic branch that learns the structure of languages between speakers and listeners. To understand a language expression required the knowledge of meaning and context of its usage. Pragmatics are related to communication tools about interactions that take into account the context used (Wibowo, 2018). In other words, pragmatics studies the meaning of the speaker or the meaning in the speaker and is external in relation to the context. More broadly, pragmatics are the rules of language use, the choice of language forms, and the choice of words tailored to the intention of the speaker in accordance with the context and circumstances. Rahardi(2020) define, pragmatic studies focus on interpreting the meaning of an utterance and speaker's meaning on a discussion. Topics within the pragmatics are implicature, presupposition, speech act, and deixis. In pragmatic we can learn implicature. Implicature can be found in various media, for example songs, short stories, novels, news and films.

Here, present researcher implicature in pragmatic. Yule (1996:40) states "that implicature is an additional conveyed meaning". It means that the utterances is more than just the word means. Conversational implicature is related to the knowledge of what the speaker and listener in understanding the utterances that is said. Basuki (2005: 15) states that implicature is a phenomenon of language used in conveying messages or meaning in communication. Meaning or message is conveyed indirectly and covertly. Based on its function, Brown (2004:170) states

that the term implicature is used for explain what the speaker means is different from what is stated speaker literally. For example, in here is hot right?. The speech contains the implicature of speaker to speaker for the cooling machine to be turned on or the window opened.

According to, *Muhammad Natsir (2019)* implications can be found in various media, including songs, short stories, novels, news and films. This research discusses the various implication in the film script “Madagascar 2”, here the research wants to analyze the type dominant implicature and implicature. Several previous studies on implicature have been carried out, as follows : *first*, previous research by (Riani & Nasution, 2019) with entitled “An Analysis Of Implicature in “Peaceful Warrior” Movie script”. Their research used qualitative by using Yule’s theory of implicature. The result of this study reveals that there are 20 conversational implicatures found in the movie. *Second*, a research done by (Fauzia & Prakoso, 2019) in “A Study of Implicature in Daredevil Web Series Movi”. Their research is conducted by using a mixed (qualitative-quantitative) method. The research object of this study is about implicature and the violation of the maxim. The subject of this study is a web series movie script entitled Daradevil, the scripts are taken from season 1 episode 1 until 3. The result shows 25 implicatures in Daradevil web series movie that occur because of its violation of the maxim. There are 20% implicature by violating the maxim of quantity, 36% implicature by violating the maxim of quality, 26% implicature by violating the maxim of relation, 18% implicature by violating the maxim of manner. *Third*, a research (Rohmanti & Pradika, 2018) in “An Analysis of Flouting Maxims in “Coco” movie”. Their research used descriptive qualitative method. The data were accumulated by downloading the Coco movie and script, watching the movie, and collecting the data from the script. The data analysis wa conducted by organizing the data into narration, analyzing the data, and make the conclusion. The result of this research showed what type of maxim were flouted in the movie. In the movie script that will be examined this time, the researcher not analyzed everything, but there was scenes that contain implicatures. That scene is interesting because it contains all types of implicatures to be analyzed in accordance with aimed of the research. Here, researcher will analyze implicature in pragmatic. The implicature in the pragmatic branch of linguistics. Paul Grice (1975), implicature is what the speaker means differ from what the sentences used. It is most likely term to describe what a speaker imply, suggest, or mean as distinct of what the speaker literally says.

It most likely term to describe what a speaker imply, suggest, or mean as distinct of what the speaker literally says. Therefore context in the implicature is considered as crucial. One small utterance can give a drastic change of meaning if it’s applied in different context and situation.

According to Grice (1975:45) as cited in A.J Litbagay,, (2018) implicature has two types of implicature as follows :

1. Conversational implicature

Conversational implicature is temporary, and non-conventional. In other words, the conversational implicature occurs when the communication process takes place and what is implied has no direct relationship with the utterances conveyed by the speakers. Therefore, in the conversational implicature, what is uttered by a speaker is different with the meaning, depending on the context contained in the utterance. Levinson (1991:117)

2. Conventional implicature.

The conventional implicature is one general and conventional. In general, it means that everyone already knows and understands implication or meaning of a case. As to understand the implications made conventionally the listener or reader has experience and general knowledge. Levinson (1983:127)

According to Grice, (1975) the implicature if the conversatiob emerged due to violation of one of the four maxims, that is maxims quantity, maxims quality, relation maxims and manner maxims. Meanwhile, in conventional Grice implicature argues that conventional implications emerge from words that have meaning conventional.

Formulation of rules or maxim of conversation in the cooperative principle (following Grice 1975) .

The maxims :

a. Maxim Quantity

1. Make your contribution as informative as is required (for the current purposes of the exchange).
2. Do not make your contribution more informatiotive than is required.

b. Maxims Quality try to make your contribution one that is true.

1. Do not say what you believe to be false.
2. Do not say that for which you lack adequate evidence.

c. Relation maxims be relevant.

d. Manner maxims be perspicuous.

1. Avoid obscurity of expression.
2. Avoid ambiguity.
3. Be brief (avoid unnecessary prolixity).
4. Be orderly

METHOD

Descriptive qualitative method was applied in this study. According to Creswell (2009) in *Muhammad Natsir (2019)* qualitative research is the process of researcher involves emerging questions and procedures, data typically collected in participant's setting, data analysis inductively building from particulars to general them, and the researcher making interpretations of the meaning of the data. This method use to analyzed and described the utterances of conversational implicature in Madagascar 2 movie.

The technique used in data collection in this study is by use the refer method. In this study researchers used the method of listening and followed by an advanced technique, a free and involved conversation technique and note taking technique :

- a) The method of referring to the intention of the researcher is to get the speeches between characters in the film MADAGASCAR 2 by listening to conversations delivered verbally in the film.
- b) Listen free of charge means that the researcher only observes the use of language in interlocutory utterances in the film MADAGASCAR 2, but did not get involved inspeech event on the film.
- c) The technique of noting the intention of the researcher is to record the interpersonal utterances in the film MADAGASCAR 2 when applying see method.

RESULTS AND DISCUSSION

Results

Based on his findings these implicatures aroses because of one of the four maxims there were four types of implicatures found in the text. They are maxim quantity, maxim quality, maxim relation, maxim way.

Table 1. Frequency of the implicature occurrence

No	Implicature of conversation	Frequency	%
1	Violating of the maxim quantity	9	46%
2	Violating of the maxim quality	8	38%
3	Violating of the maxim relation	4	22%
4	Violating of the maxim manner	3	18%

The implications resulting from a violation of maxims are divided into the four types described above. Breaking the quantity of the maxims, breaking the quality of the maxims, breaking the relation of the maxims, breaking the method of maxims.

1. Quantity

Make your contribution as informative as is required (for the current purposes of the exchange).

Melma : “I guess I’ll go back” (1)

Julian : “Where’s your body?” (2)

Context : Melma and Julian speech occurs when Melma enters the aircraft business class which Julian inside.

Julian who was asking for food from the plane slaves in the form of nuts on a silver plate. And Melma suddenly entered into the business class of Julian’s plane so that Julian felt disturbed by the arrival of Melma.

In the above data, according to the context of the principle, the violation of the quantity maxim is contained in the quote (2) spoken by Julian that is “*Where’s your body?*” the contribution of information is not as informative as needed because the contribution he makes in the conversation does not match what is needed for the statement given by Melma. Meanwhile Julian gave information and turned to Melma with the statement “*where’s your body?*” according to the contextual meaning the statement submitted by Melma should be answered first and not turned to ask question, so that the information given by Julian was not as informative as Melma needed. The speech of Julian seems to say “*Yes, go away*”, the answer is in accordance with the purpose of Melma’s speech and its contextual meaning.

2. Quality

Do not say what you believe to be false

Gloria : “Other.....other guys? What do you mean, other guys?” (1)

Melma : “Darn it! What is holding up that beverage service?!” (2)

Context : Gloria and Melma’s speech above happened while on the plane and between them were talking about their trip to Madagascar so excited, finally they could all leave.

In the middle of the trip there was a plane damage so some of them felt there was something strange. Gloria and Melma begin the conversation of what Gloria wants after arriving in Madagascar. Then Gloria revealed she wanted to be a nanny and meet another man. Melma was jealous of Gloria’s words.

Violations of the quality maxims in the discourse above are found in quote (2) spoken by Melma. In maxims the quality of the speaker is expected to contribute to conversations that he believes to be true and in accordance with the facts of truth. Melma’s utterance says “*Forget it!*” is a violation of the quality maxim because what he says does not have the truth or he is lying because he is jealous of the words spoken by Gloria. If Melma does not

feel jealous, Melma's speech might not violate the quality maxim. The violation of the quality maxims gave rise to conversational implicature.

3. Relation Be relevant

Gloria : "Melman, why I'm happy and you're sad?" (1)

Melma : "Why do you have fun when I'm sad?" (2)

Context : Alex, Martin and Melma are in a serious conversation. Suddenly Gloria came to say that she was very happy to be dating a man named Moto Moto.

Melma felt burning with jealousy at Gloria's words. Gloria highly praised Moto for his good looks and sexy body. Shortly afterwards Melma asked what was the meaning of Moto Moto, and Martin answered sexy sexy.

Gloria and Melma's speech violates the maxim of relevance or relationship. As a result of the violation of the maxims of this relationship comes the implicature. During the conversation Mema's response violated the relationship maxim of Gloria's question. Gloria asked why I'm was happy Melman was sad, but Melman did not anser "*don't know*" or "*that's not what I meant*" instead Melma repeated Gloria's question. Melma's utterance "*Why do you have fun when I am sad*" is not just repeating Gloria's question, but it contains implicative meanings, namely : (1) Melman feels jealous of Gloria's speech so he repeats Gloria question.

(2) Melman cannot answer Gloria's questions because the situation is not supportive.

4. Manner Be perspicuous

Statement of cryptically Speakers

Alex : "Who'd be a good match for me?" (1)

Makungga : "Well, I wish I could help." (2)

Context : The above speech occurs when Alex is preparing for an exam to join, a test for joining ancestral traditions in Madagascar.

Then Makungga came over to Alex intentionally, and as if Makungga accidentally passed by to give a prayer, hopefully Alex will pass the test to join. Makungga suggested that Alex choose the right opponent, even though the suggestion was to plunge Alex.

The speech above violates the maxim of the way, which requires the speaker to speak unclearly and not contribute to clarity. Violation of the maxim of the way will not occur if Makungga directly answers "*Maybe I will choose Teetsi*" thus Makungga's speech is in accordance with the purpose of Alex's question and contextual meaning, so it can be said not to violate the maxim of the way because the contribution given by the speaker is clear and easily understood by the speech partner, so an effective conversation will be created.

The conversation implication that emerged from Makungga's speech was Makungga's speech which made Alex confused, because he didn't explain.

The implicature can be said to be a speech act that has a function. The implicature function is reflected in the purpose of the speech uttered by the speaker to the interlocutor during the conversation (Leech, 2014). Divides speech acts into five, namely assertive, directive, commissive, expressiv. From the above results, the dominant function of the speech act implicature used ini the film "MADAGASCAR 2" is the implicature function of expressive speech acts. In this study, the implicature function taken from the single theory is focused on three functions.

Three speech act function:

a. Assertive

The function of assertive implicature is that it includes stating acceptance or giving reasons. Assertive in the form of giving reasons or clarity.

Example :

The implicature function said Zuba in speech (2) is included in the architectural function. The architectural function in Zuba's speech is to give an explanation. The sentence "*A traditional coming of age ceremony*" expressed by Zuba has a function to express an explanation of the question Alex gave that in a group of lions there is a special ceremony for lions who reach adulthood.

b. Directive

Directives are those kinds of speech acts that the speaker use to get someone to do something (Yule, 1996:54). A directive is a type of speech act that a speaker uses to make someone else do something.

Directive in the form of advice or enter.

Example :

Makungga : "But if it was me out there, I'd choose Teetsi."

The function of the implicature in the above quote is included in the directive function. The function of Makungga's speech directive is that he gives advice and so Alex does what Makungga says. The sentence "*But if it was me out there. I choose Teetsi*" said by

Alex : "What is it? What's this rite of passage? (1)

Zuba : " A traditional coming of age ceremony" (2)

Makungga aims to provide advice for Alex to do what was said by Makungga to choose Teetsi as an opponent when fighting later.

c. Expressive

Expressive are those kinds of speech acts that state what speaker feels (Yule, 1996:53). Expressive is a type of speech act that states something the speaker feels. Expressive speech acts vary greatly, according to what is felt by the speaker. There are expressive speech acts that express pleasure, sadness, difficulties, disappointment, praise, condolences, and so on.

Expressive in mocking form.

Example :

KudanilBetina : "Why don't you have a man? You got worms?"

The implicature function in the above quote is included in the expressive function. The expressive function of the Kudanil Betina utterance is that he mocked. The sentence "*Why don't you have a man? You got worms?*" which was told by Kudanil Betina it aims to mock Gloria because until the age of adult Kudanil Betina she did not have a life partner.

Discussion

Base on the research result obtained above, the researcher found the implications of conversation due to the violation of four maxims, maxims quantity, maxims quality, maxims relation, maxims manner, and there is an implicature function from the movie script of Madagascar 2.

1. Maxims quantity

The type that can also be used to indicate that a speaker is aware of a maxims of quantity, such as note of a caution or a hedge on an initial phrase. Example of conversations that violate the quantity principle can be found in the latest rumor involving the speaker.

A : "What happened to the separation of the classes?" (1)

B : "*I'm sure this democracy thing is just a fad*" (2)

2. Maxims quality

Cooperative interaction in English is important in a maxims of quality, perhaps it can be measured by the number of expressions we use to show that what we are saying is not completely accurate.

A : “You look familiar. Do I know you?” (1)

B :“ *How could you survive the hunters?*”

3. Maxim relation

In a conversation, the marker associated with the expectation of relevance (maxims relation) can be found in the middle of the conversation when they are thinking, then say the word like ‘oh’, ‘by the way’. Usually the word is to mention some unrelated information during the conversation. It is also possible for the speaker to use expressions such as ‘anyway’, or ‘well’.

“ *Well*, I this is all very awkward”

4. Maxim manner

The expectations generated by the maxim of manner of means can also direct the speaker to produce the fence that has been show at the outset as an awareness of the expectations of manner.

A : “ What happened to the plane?”

B :“ *What did you all do to the plane?*”

CONCLUSION

The conclusion of this research is to study pragmatics which is focused on the implications of conversation in the use of language which includes speech acts, conversational interactions related to the speaker’s intent, context and circumstances. Researcher analyze four violations of the maxim which consists of maxim quality, maxim, quantity, maxim relation, maxim manner. Person refers to the people between the speaker and listener. Researcher also found more implicature findings in the film Madagascar 2 that violated the proverbial utterances uttered by characters that had implied meanings. To understand how the implicature is done, the writer identifies the context of the speech. The characters in the film Madagascar 2 tend to use indirect responses to answer for some reason. In this case, the implied meaning in the implicature that occurs because of violating maxims is usually research in the form of agreement.

ACKNOWLEDGMENTS

Alhamdulillah, SWT has given me health so I can do this research to the end. I do not forget to express my special thanks to my supervisor Mr. Mu’man who has provided guidance during the work process. Thank you also to friends who have provided support over the years. And to my parents, thank you for the support in the form of prayers. And to my beloved husband, thank you for your moral and financial support. Hopefully this research is useful for other as a reference in working on project analysis.

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