A PRAGMATIC ANALYSIS OF IMPLICATURES USED IN THE SPORT COLUMN OF THE JAKARTA POST NEWSPAPER

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ABSTRACT

This study is a qualitative research on implicatures entitled" a pragmatic analysis of Implicatures Used in The Sport Column of The Jakarta Post newspaper". It answers the categories of Implicatures Used in The Sport Column of The Jakarta Post newspaper, aiming at finding their types and functions. Data of this research are qualitative in type and sentence containing Implicatures taken from The Jakarta Post. In gathering the data, this research used *metode simak* (observing method). *Extraingual* method was used to analyze the data to find out the principles or rules of implicature types. This research shows that there are three types of implicatures most frequently used in the Jakarta post headlines published on June 2013 namely conventional and conversational implicature. Conventional implicature tells the non-truth conditional in the sport column of The Jakarta Post newspaper which inferences that are not derived from super ordinate pragmatic principle like the maxims, but are simply attached by convention of particular lexical items or expression. Particularized conversational implicature is also used to express the condition in a particular or special contex .

Keywords; Implicatures, pragmatic analysis, The Jakarta Post newspaper.

1. Introduction

Language as a mean of communication has a main position in human life which is needed by all people in the world to interact with others and to convey some information. Chaer (2004:12) defines language as a system; phonological system, morphological system, syntactic system and lexicon system. Hadi (2011) proposed in his research that language is a system or a unit of system produced by people to speak or to convey some information. People always communicate to build their relationship to the each other. Sometimes to build their interaction they found kinds of difficulty. The difficulties mean, that people use langguage as utterance they also create a habitation which formed as a pattern in communication. One of ways to surpass kinds of difficulties with learning pragmatic theory. In pragmatic theory we should know how to translated the implied meaning of the utterances. In pragmatic theory we can know, how to understand the hidden meaning of the sentences or uterances.

Pragmatics is a term traditionally used to label one of the three major divisions of semiotics along with semantics and syntactic (Perdhani: 2013). In modern linguistics, it has come to be applied to the study of language from the point of view of the users, especially of the choices they make, the constraints they encounter in using language in social interaction, and the effects their use of language has on the other participants in an act of communication (Crystal:1991). Pragmatics has many aspects, namely deixis, speech act, and conversational implicature. This study focuses on the conversational implicature since as Levinson (1992:97) states that the notion of conversational implicature is the single most important ideas in pragmatics. In a case of conversational implicature the hearer crucially makes the assumption that the speaker is not violating one of the conversational maxims, relevance, in formativeness, or clarity. This, in fact, has a contradiction in real daily conversation. It makes possible for the use of implicature to give more elaboration on the lingual phenomenon.

There are some other reasons for the researcher to study the phenomena of implicature. First, using implicature is crucial in many aspects of life, such as political, social, cultural aspects and in the process of daily interaction, because in using the implicature, the user will be safe and will not lose his face. Second, implicature is essential in communication especially in the news media because without it, the commentator or the writer would not have a shield. Third, implicature is the instrument of keeping the relationship in good way between reader and writer or speaker and listener. Finally, implicature that is a part of language it appears in spoken and written language.

In fact, the purpose of this study is to investigate the categories of implicature used in Sport column of the Jakarta post newspaper. At the end, the researcher is interested in conducting a research entitled "A pragmatic analysis of Implicature used in the sport column of the Jakarta post newspaper.

2. Review of Related Theory

2.1. The definition of Pragmatic

Pragmatics was defined by Yule (1996) as the four areas that pragmatics is concerned with. First, Pragmatics is the study of the speaker meaning. It has, consequently, more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves. Second, Pragmatics is the study of contextual meaning. It requires a consideration of how speakers organize what they want to say in accordance with who they are talking to, where, when, and under what

circumstances. Third, Pragmatics is the study of how more gets communicated than is said. This approach necessarily explores how listeners can make inferences about what is said in order to arrive at an interpretation of the speaker's intended meaning. This type of study also explores how a great deal of what is unsaid is recognized as part of what is communicated. Fourth, Pragmatics is the study of the expression of relative distance. On the assumption of how close or distant the listener is, speakers determine how much needs to be said. In addition, Levinson (1983) states that pragmatic theory concerns with the inference of presuppositions, implicature, and participant's knowledge of the world and general principle of language usage. Based on the given definitions, we may conclude that studying language via pragmatics is that one can talk about people's intended meanings, their assumptions, their purposes or goals, and the kinds of actions (for example, requests) that they are performing when they speak.

2.2. Implicature

Grice in Brown and Yule (1983: 31) stated implicature is used to account for what a speaker can imply, suggest, or mean, as a distinct from what a speaker literary says. So the speaker does not directly utter what the speaker intends to. The speaker tends to make certain utterance, that contain implied meaning and listener can understand it. Yule (1996: 36) said that implicature is a primary example of more being communicated than is said, but in order for them to be interpreted, some basic cooperative principle must be assumed first to be in operation. Implicature is inductive inference which the hearer draws, and may therefore be cancelled. Furthermore, (Grundy, 2000: 81) stated that an implicature is a result of an addressee drawing an inductive inference as to the likeliest meaning the give in the context. It is caused when someone is trying to tell us something, it will give rise to quite different implicature from that inferred. For example: *Do you have any T-shirt on you?* It means *I do not have any T-shirt; can I borrow any T-shirt from you?*

Grice in Brown and Yule (1983: 32) also divided implicature into two kinds of implicatures, they are: conventional implicature and conversational implicature. Conventional implicature is non-truth conditional inferences that are not derived from super ordinate pragmatic principle like the maxims, but are simply attached by convention of particular lexical items or expression, for example, when the children once choose of the tootpaste on the grounds that it had colored stripes in it and the legend

on the tube said "*actually fight decay*". The lexical item *"actually"* has a literal meaning or entailment—it means in reality or actuality, because it is closely associated with the particular lexical item, so, it can be said as conventional implicature. In addition, Levinson (1992: 126) distinguishes conversational implicature into *generalized* and particularized *conversational* implicatures. He asserts that generalized conversational implicatur is implicature that arises without any particular context or special scenario being necessary. Besides, Grundy (2000:81-82) states that generalized conversation implicature arises irrespective of the context in which it occurs and it has little nothing do with the most relevant understanding of un utterance; it drives entirely from the maxim, typically from inferable without reference to special context. For example, (1) *I walked into a house* (1a) *The house was not my house*. In addition, Grice divides conversational implicature into generalized and particularized conversational implicatures. Generalized conversational implicature is the implicature which is not required from the particular context of situation in inferring the meaning, all of them got only from the maxim, especially maxim of quantity and maxim of manner (Paltridge, 2000: 45). When there is no special or particular context that follows to give the additional meaning of the utterances it is called generalized conversational implicatures.

Another type of conversational implicature is particularized conversational implicature. The particularized conversational implicature can be defined as the assumption of the hearer in understanding the utterances by relying on the context of situation maximally (Yule, 1996: 42-43). In short, particularized conversational implicature is expressed in a particular or special context. In contrast with generalized conversational implicature, particularized conversational implicature do required such specific context. It means that conversational implicature is derivable only in a specific context (contextbounded). Besides, all implicatures that arise from the maxims of relevance are particularized for utterances are relevant only with respect to the particular topic or issue at hand. In addition, most of exploitation or flouting maxims can be categorized as particular implicature (Levinson, 1992: 126) for example, the sentence in (2) will only implicature (2a) if (2) occurs in particular sort of setting illustrated in (2): "*The dog is looking very happy*'. (2a) "*Perhaps the dog has eaten the roast beef*". (2b) A: '*What has opened to the roast beef*?" B: *The dog is looking very happy*".

2.3. The Cooperative Principle

Conversation is a social activity, which always involves two or more participants. Conversation cannot emerge if one is talking to oneself. And once the conversation has emerged, it needs some efforts from the participants to make it good and smooth. H.P Grice (1975) defines implicature as a term to account for what a speaker can imply, suggest or mean as distinct from what the speaker literally says. Of much greater interest to discourse analysis is the notion of conversation implicature, which is derived from a general principle of conversational plus a number of maxims, which speakers normally obey. The general principles are called Cooperative Principle In his observation. Based on this theory, the sender of a language obeys the four maxims: quantity, quality, relation, and manner.

2.3.1. Maxim of Quantity

Maxim of Quantity the participant makes as informative as is required for the current purpose of the exchange. They should not make their contribution more or less informative, because the communication between the addresses and the addressor will be misunderstanding.

Example:

An answer may depend on how much information someone feels is appropriate: A: "Where does Shyam live?"

B: "In the India" or B: "In Hyderabad" or B: "In Lingampalli"

Violation: This maxim can be violated in order to purposefully mislead someone: Context: A asks where Sita is and B knows exactly where Sita is, but also that Sita does not want to see A.

A: "Where is Sita?"

B: "I think she moved to the south of India

2.3.2. Maxims of Quality

Maxim of Quality indicates that participants do not say what they believe to be false and they may not say which they lack adequate evidence.

Example:

A: "What's the weather like today?"

B: "It's snowing"

(A will assume that B is providing true information)

2.3.3. Maxim of Relevance

Maxim of Relevance is used when the participants just the convey ininformation relevant. Example:

A: "Do you want to see a movie tonight?"

B: "I have to study for an exam"

(B in this case is not being relevant)

2.3.4. Maxim of Manner

Maxim of Manner means that the participants have to be perspicuous and also they have to avoid obscurity of expression and avoid ambiguity. The utterances of the participant produces are brief (avoid unnecessary prolixity) and orderly.

Example:

Obeying: Friend: Where was Taufiqillah yesterday? Mother: Taufiqillah went to the market and bought some foods. The mother's answer obeys the manner maxim 'be orderly' since she gives a clear explanation where Taufiqillah was.

2.4. Review of Related Study

Furthermore, some previous studies done by researchers that conducted the research in this area will also be discussed as the additional references. Some students who have done the research on implicature are as he following.

Syaifullah (2002), for example, examined implicature of Headlines Used in Jakarta Post based on Grice''s theory of implicatures. He focused his study on the cooperative principles. In his study, Syaifullah found two kinds of conversational implicature: generalized implicature and particularized implicature. He also gave a description about Floating and Hedging Maxims.

Ahmadi (2003) who analyzed the implicatures in Headlines of Breaking News METRO TV also found two kinds of implicatures: generalized and particularized. Another relevant study was carried out by Harianto (2003). His study focused on the conversational maxim and the special terms used by Indonesian Chatters. In his study, he found that short/special terms and abbreviation/short message are often used to express their facial expressions, he also made a conclusion that maxim of quantity are often flouted and hedged.

However, these previews studies are still far from perfect due to the various kinds of the object of the research. The less object of the study in a research, the more effective

the result. For this reason, the writer only will focus on the types of implicature used in The Jakarta Post newspaper published on June 2013.

Research Problem

Based on the description above, this study is conducted to answer the research problem on what are the types is of implicature used in the Sport column of the Jakarta Post newspaper published on June 2013?

3. Methodology

3.1. Data Collecting

In gathering the data, the writer used library method and writing technique as a continuation technique. In the library method, the written sources are used, such as: magazines, newspapers, general reading books, etc. (Subroto: 1992: 41-43). In this research, the writer used a qualitative descriptive study, because this research doesn't take the percentage, average, chi – square and other statistical computations, so that the writer becomes the main instrument in the research. The writer investigated Sport column of the Jakarta Post newspaper; thus the data were implicatures that used in Sport column of the Jakarta Post newspaper. It is also descriptive because the writer describes implicatures that used in the sport column of the Jakarta Post newspaper.

3.2. Population and Sample

The writer takes Sport column of the Jakarta Post newspaper as the population to be generalized. Due to the limitation of time, cost, and energy, the writer only takes one sample edition of The Jakarta Post headlined to generalize the other editions. It is related to Samarin (1988) in Mahsun (2007:28), only one good sample is needed to generalize the language syntactic aspects. The writer doesn't include the informant because this study is not related to spoken or body language research.

4. Finding and Discussion

Based on the research problem, this research is conducted to concerning of implicatures. This term will be discussed by analyzing the word one by one in order to make a good research. The words are taken from the sport columns in *The Jakarta Post* newspaper published on June 2013. They have implicatures that can be understood by linking it to the existing context.

The following are some types of implicatures used in the *The Jakarta Post* newspaper published on June, 2013:

Data 1.

Rio Haryanto finishes second at Silverstone

The Jakarta Post, Jakarta | Sports | Mon, July 01 2013

   The situation on the above news describes that Rio Haryanto, Indonesian racing driver, stood on the second step of the podium in race two of round five of the GP2 series sprint race at the Silverstone circuit, England. The conventional implicature is that Rio Haryanto never finishes in the second. He had had some good races, but he did not manage to be on the podium. So this is the first time he is on the podium.

Data 2.

Brazil beats Spain 3-0 to win Confederations Cup

Tales Azzoni, The Jakarta Post| Sports | Mon, July 01 2013

   The situation above really tells the readers that Brazil beats Spin 3-0 in the final of confederations Cup. The conventional implicature found here is that the writer mentions 3-0 for the winning of brazil against Spain. The result ended Spain's 26-match unbeaten streak. Spain itself had never been lost since a 1-0 result England in a friendly in London in 2011. Its last loss in an official competition had happened 29 matches ago, in the 2010 World Cup opener against Switzerland.

Data 3.

Maradona says there is no contract for "coaching clinic"

The Jakarta Post | Sports | Sun, June 30 2013

   In this situation, the writer tells the readers that Maradona says there is no contract for "coaching clinic" in context of Maradona's shchedule in Indonesia. Diego Armando Maradona insisted that he did not want to be held responsible for the cancellation of the 'coaching clinic' activities, scheduled to take place at Gelora Bung Karno (GBK) Stadium in Senayan, South Jakarta, on Saturday. On the one hand, The Indonesian People Soccer Agency (BASRI) also did not want to be blamed over the incident, however, saying that there was a contract that required Maradona to lead the coaching clinic. The conventional implicature found here is tha there was a class between Maradona and the committee. It describes the committee have a bad professionally habit due to their miscommunication with the agent.

Data 3.

Spain beats Italy 7-6 on penalties to reach final.

The Jakarta Post| Brazil | Sports | Fri, June 28 2013

The situation above really tells the readers that Spain beats Italy 7-6 on penalties to reach final of confederations Cup. The conventional implicature found here is that the writer mentions 7-6 on penalties to reach final. This news may make the readers interested because Spain is most well known as the world cup championship and have the most attractive play in the world. The news also tells the reader that the match between Spain against Italy was a great heavy match, because it goes until extra-time and penalty shot.

Data 4.

Wild day at Wimbledon: Federer, Sharapova lose

London | Sports | Thu, June 27 2013

This is the example a conversational implicature, the writer uses wild day to describe a shocking unpredictable play in that day. Federer lost in the second round at the All England Club, his earliest Grand Slam exit in a decade, ending his record streak of reaching at least the quarterfinals in 36 consecutive major tournaments. Another situation also happened on that unpredictable Wednesday, including four-time major champion Maria Sharapova's loss to a qualifier, and the injuries that forced seven players to leave because of withdrawals or mid-match retirements, believed to be the most in a single day at a Grand Slam tournament in the 45-year Open era.

Data 5.

Neymar scores, Brazil tops Japan 3-0 at Confed Cup

The Jakarta Post, Brasilia, Brazil | Sports | Sun, June 16 2013

In this situation, the writer tells the reader that Brazil beats Japan 3-0 in the context of confederation cup. The conversational implicature found here is that the writer tells the goal scorer, Neymar. Moreover Neymar becomes he most interesting topics in football due to his move to play at Barcalona FC. Neymar started to live up to the huge expectations of a demanding public only three minutes into the Confederations Cup on Saturday, scoring an early goal to help Brazil beats Japan 3-0 in the opening match of the tournament.

5. Conclusion

Based on the data finding and the discussion above, the researcher concluded that there are two types of implicatures most frequently used in the Jakarta post headlines published on June 2013 namely conventional and conversational implicature. Conventional implicature tells the non-truth conditional in the sport column of the Jakarta post

newspaper which inferences that are not derived from super ordinate pragmatic principle like the maxims, but are simply attached by convention of particular lexical items or expression.

The conversational implicature is also found in the sport column of the Jakarta post newspaper. In this case, particularized conversational implicature is used to express the condition in a particular or special context.

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