

Conversational Implicatures of Short Story in the Newspaper

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ABSTRACT

Humans communicate using language, a medium that facilitates understanding in conversations, allowing individuals to connect and share information. This form of communication has evolved over time as people have interacted and engaged with one another. Within conversations, individuals often convey their intended meaning through indirect communication, a phenomenon that is explored through the lens of pragmatic concepts. The research conducted employed descriptive qualitative methods to delve into this aspect. By utilizing Grice's implicature theory (1975) and the cooperative principle as frameworks, the study focused on observing and analyzing the various types of conversational maxims and implicatures in a short story from The Jakarta Post newspaper. The findings of the study revealed that the maxim of relevance was the most prevalent, accounting for approximately 43% of the instances, followed by the maxim of quality at around 33%, the maxim of manner at 19%, and the maxim of quantity at 5%. Additionally, it was noted that particularized conversational implicatures constituted 57.5% of the total, while generalized implicatures made up the remaining 42.5%. This research serves as a valuable resource for scholars and researchers in the field of linguistics, particularly those interested in exploring Grice's implicature theory and its application to conversational implicatures. This study contributes to a deeper understanding of language use and interpretation by shedding light on the nuances of communication within written discourse.

Keywords: *conversation, Grice's theory, implicature, language, linguistic study.*

1. INTRODUCTION

Language serves as a meaningful and articulate system of sound symbols generated through utterances that are both arbitrary and conventional, enabling communication within a community to convey thoughts and emotions (Evans & Levinson, 2009). The process of language acquisition occurs in a child's developing brain as they acquire their first language from their primary caregiver, serving various functions for communication and social interaction. However, communication goes beyond the mere transmission of factual information; individuals often embellish their messages to craft engaging

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narratives, persuasive arguments, diplomatic inquiries, and more, thereby constructing interpersonal meaning (Eggins & Slade, 2004; Halliday & Matthiessen, 2014; Martin & Rose, 2003).

Human communication primarily unfolds through language, allowing individuals to engage in conversations and interactions. Levinson (2000) defines conversation as informal dialogue where two or more participants freely alternate speaking, typically outside formal institutional settings. Effective communication in conversation requires addressing specific cultural and contextual factors, underscoring language's social role in conveying meaning within a given context. Language usage frequently involves indirect or implicit communication, where speakers convey hidden meanings through pragmatic concepts, relying on context for message interpretation (Grice, 1975; Levinson, 2000).

Implicit meanings, known as implicatures, play a pivotal role in communication, as individuals convey messages beyond literal interpretations. Grice (1975) delineated two types of implicatures: conventional implicatures, based on explicit words, and conversational implicatures, derived from conversational principles and assumptions, extending beyond linguistic meanings. Grice's theory outlines four maxims—sincerity, relevance, informativeness, and clarity—that guide efficient and cooperative communication, emphasizing the importance of providing adequate information in conversations.

Humans communicate by using language that can be understood by each other in a conversation. It occurred when people communicated and interacted with one another. Levinson (2000) defined conversation as the familiar kind of talk in which two or more participants freely alternated in speaking, generally occurring outside specific institutional settings. It was assumed that at least two participants, the speaker and the listener, carried out the conversation and exchanged roles. People cannot achieve a communicative purpose if words do not address specific cultural or contextual issues. Thus, language is seen as a social means to help humans convey meaning, but this meaning cannot be achieved if words are conveyed in isolation. As a result, contexts or situations in which more sentences and words can be placed are needed so that listeners or readers can grasp the reason behind utterances and words.

In conversation, people often use vague communication, they do not only give information of a concrete nature to each other that has some inherent 'truth' about it, but they also put their own 'spin' on the information they give to either create an entertaining or emotive story, a convincing argument, a diplomatic inquiry and so on. It means that people did not use direct communication to convey the meaning of their utterances. Sometimes, they express their meaning through indirect communication or implicit meaning, which is investigated in pragmatic concepts. Pragmatics studies language usage based on context (Levinson, 2000). People wanted to communicate or to inform more than what they said. The listeners might find obscure meanings in the context of the situation in conversation. In this condition, the use of language often has a hidden purpose or indirect ways (Grice, 1975). This means that when people produce implicit meaning, it can be defined as implicature (Rahayu & Safnil, 2016). A part of the dialog in the story text can be used as an example:

“Why are you calling me?” Reza asked the doctor.

“It had a message on it.” The doctor continued.

From the preliminary data above, it can be seen that both the doctor and Reza had a conversation that can only be understood between them. In sentence (1), Reza asked

why the doctor had called him instead of his friend's family or other people. Another perception seems that Reza was angry and disturbed by the doctor's calling. In sentence (2), the doctor clearly gives the reason why he called Reza since he found a message that pointed to him from the hospital.

The concept of implicature was developed by Grice (1975). His concept was actually a theory about how people used a language. He proposed two types of implicatures: conventional implicature, which is based on the words occurring in an utterance, and conversational implicature, which is derived from the conversational principles and assumptions, relying on more than linguistic meaning words in an utterance. Related to implicature, Grice (1975) claimed that four basic maxims specify what the participants must do to converse in a maximally efficient, rational, cooperative way where they should speak sincerely, relevantly, orderly, informatively, and clearly while providing sufficient information.

Numerous studies have delved into the analysis of conversational implicatures in diverse contexts, ranging from public advertisements and social criticism to linguistic examinations of novels, movies, TV shows, daily conversations, and various forms of written texts. Researchers such as Handayani et al. (2014) and Ariani et al. (2016) have explored the intricacies of implicature in different communication settings. Some studies have specifically focused on short stories, like the works of Dewiyana (2019) and Sari et al. (2019), highlighting the role of conversational implicatures in shaping narrative dynamics.

By examining how characters utilize implicatures across various mediums, these studies underscore the significance of this concept in our daily interactions and storytelling. The collective body of research sheds light on the nuanced ways in which implicatures are employed to convey meaning, emotions, and intentions, enriching our understanding of communication processes in diverse contexts.

Hence, this study aims to uncover conversational implicatures within the communication depicted in a short story from The Jakarta Post online newspaper, specifically focusing on "The Men Who Stole the Stars" by Limina (2018) as the primary source of data. Building on the background information provided earlier, the research will delve into the various types of conversational implicatures and instances of non-observance of the maxims of the cooperative principle commonly observed in short stories. By analyzing the dialogues and interactions within the selected narrative, the study seeks to elucidate how these linguistic devices are employed to convey implicit meanings, enhance storytelling, and engage readers on a deeper level. Through this exploration, the research aims to shed light on the intricate ways in which language is utilized in narrative texts to create compelling narratives and evoke reader interest and emotional engagement.

This research observed one of two types of implicatures: conversational implicature. It focuses on language which is uttered by people in conversation from three short stories from The Jakarta Post Online newspaper to convey information or messages between the speakers and listeners. To analyze four basic maxims of conversation as the aspect of implicatures: Maxim of Quality, Maxim of Quantity, Maxim of Relevance, and Maxim of Manner, which were used or appeared in the short story texts. This research focused on identifying what kind of implicatures people use in newspaper short stories. Furthermore, this research observed and analyzed every clause that appeared in the short story from The Jakarta Post Online newspaper. By observing and applying Grice's implicature theory and cooperative principle, this study aims to answer the question of

what kind and how are conversational implicatures used in The Jakarta Post newspaper's short story. Focusing on analyzing the sentences in the story's conversation, it was intended to investigate and explain the way conversational implicature is used in the story texts. It is hoped that this study can be a reference for future researchers who study linguistics and benefit the student in determining implicatures in conversation according to Grice's theory.

2. RESEARCH METHODS

The methodology employed in this study is descriptive qualitative research, which encompasses a broad range of approaches and methods for investigating natural social phenomena. Qualitative description involves collecting and analyzing primarily nonquantitative data, including textual materials like interview transcripts, field notes, and documents, as well as visual materials such as artifacts, photographs, and video recordings that capture human experiences and social interactions (Saldana, 2011). This research tradition is well-suited for exploring research questions that seek to uncover the 'who, what, and where' of events or experiences, as well as gaining insights from participants about poorly understood phenomena.

In this study, a sentence-by-sentence analysis of the short story "The Men Who Stole the Stars" from The Jakarta Post online newspaper was conducted. The focus was on examining the conversations within the narrative to identify and interpret conversational implicatures and instances of non-observance of the maxims of the cooperative principle. By closely examining the language and interactions in the text, the research aims to reveal how these linguistic devices are utilized to convey implicit meanings, enhance storytelling, and engage readers. Through this qualitative approach, the study seeks to provide a deeper understanding of the nuances of language use in narrative texts and its impact on reader interpretation and engagement.

To calculate the percentage of the frequency of conversational implicature, the researcher uses the following formula by Subana (2000):

$$FK \text{ rel} = Fk / (\Sigma F) \times 100\%$$

FK rel = Frequency of relative cumulative (the result of percentage)

FK = Frequency of cumulative (the number of occurrences of implicature types)

ΣF = Frequency of total (the number of the whole occurrences of implicature types)

In their research, Gibson and Zillmann (1998) explored the impact of quotes and paraphrases in print journalism, focusing on the use of direct quotes in news stories. By analyzing a story text titled "The Men Who Stole the Stars" from The Jakarta Post, they aimed to understand how different forms of textual representation can influence the reader's engagement and perception of the news. The study revealed that direct quotes were more effective in conveying the message and capturing the reader's attention compared to paraphrases. Direct quotes were found to be more authentic and engaging, allowing readers to connect emotionally with the story. This highlights the importance of using quotes strategically in news reporting to enhance the overall quality and impact of journalism. By incorporating direct quotes from relevant sources, journalists can add credibility and depth to their stories, making them more memorable and compelling for the audience (Gibson & Zillmann, 1998).

Systematic observation plays a crucial role in qualitative research, requiring self-awareness and careful planning (DeWalt, 2001). Following the initial observation phase, researchers move on to phenomenological reduction, where they aim to uncover the essence of the phenomenon under study (Patton, 1990). In the context of analyzing conversational implicatures in short stories, data collection involved examining texts from newspapers to identify instances of implicatures. Each clause was then categorized as either a generalized conversational implicature or a particularized conversational implicature, with a focus on the function of implicatures within the dialogue and their alignment with Gricean maxims.

The data collection process relied on intensive reading and observation of the short story texts to identify conversational implicatures. The theoretical framework surrounding conversational implicatures guided the identification of relevant data, with the researcher acting as the primary instrument for data collection (Sugiyono, 2021). Observations, in this case, were instrumental in capturing the nuances of conversational implicatures within the dialogues, providing valuable insights into the communication dynamics at play.

Observation, as a data collection tool, is particularly valuable in qualitative research. It allows researchers to examine phenomena within their natural context and capture rich, detailed data. By focusing on the reading activity and noting data within its context, researchers can gain a deeper understanding of the intricacies of conversational implicatures and their significance within the narrative structure.

3. RESULTS AND DISCUSSION

Table 1. Types of conversational implicature.

<i>No.</i>	<i>Type of conversational implicature</i>	<i>The use of utterances</i>	<i>Percentage</i>
1.	Generalized Conversational Implicature	34	42.5%
2.	Particularized Conversational Implicature	46	57.5%
Total		80	100%

The distribution of General and Personalized Conversational Implicatures in the short story “The Men Who Stole the Stars” sheds light on the intricate layers of communication within the narrative. The data from Table 1 reveals that General Conversational Implicatures appeared 34 times, making up 42.5% of the total implicatures identified. In contrast, Personalized Conversational Implicatures were more prevalent, occurring 46 times and constituting 57.5% of the total implicatures.

The dominance of Personalized Conversational Implicatures suggests a narrative rich in nuanced interpersonal dynamics and individualized interpretations. Each instance of a personalized implicature reflects the characters’ unique perspectives, emotions, and motivations, shaping the dialogue in profound ways. By emphasizing personalized implicatures, the story invites readers to delve deeper into the intricacies of the characters’ relationships and the underlying subtext of their interactions.

Analyzing these personalized implicatures not only enhances the reader’s understanding of the characters but also enriches their overall experience of the narrative. Through these subtle cues and implicit meanings, readers can decipher the complexities of the characters’ thoughts and intentions, adding depth and nuance to the storytelling.

Ultimately, the prevalence of Personalized Conversational Implicatures in “The Men Who Stole the Stars” underscores the significance of individualized communication cues in driving the narrative forward and shaping the reader’s perception of the characters and their world. By paying attention to these personalized implicatures, readers can unravel the intricacies of the story and appreciate the depth of the characters’ interactions on a more profound level.

Table 2. Types of maxim conversational.

<i>No.</i>	<i>Type of maxim conversation</i>	<i>The use of utterance</i>	<i>Percentage</i>
1.	Maxim of Quantity	4	5%
2.	Maxim of Quality	26	33%
3.	Maxim of Relevant	34	43%
4.	Maxim of Manner	15	19%
Total		79	100%

In Table 2 above, the distribution of Gricean maxims in the analyzed short story reveals interesting patterns. The Maxim of Relevance emerges as the most frequently used, appearing in 34 utterances, constituting 43% of the total maxims identified in the conversations. This indicates a strong emphasis on maintaining relevance in the characters’ dialogues within the narrative. The Maxim of Quality is represented by seven utterances, accounting for 33% of the total maxims, highlighting the characters’ commitment to truthfulness and accuracy in their communication. The Maxim of Manner is observed 15 times, making up 19% of the total maxims, suggesting a focus on clarity and coherence in the conversations. Conversely, the Maxim of Quantity is the least utilized, appearing only four times and comprising about 5% of the total maxims, indicating a lesser emphasis on providing just enough information in the dialogue. This distribution offers insights into how the characters in the short story adhere to or deviate from Gricean conversational maxims, shaping the dynamics of communication within the narrative.

The analysis of conversational implicatures in the short story “The Men Who Stole the Stars” sheds light on the prevalence of Particularized Conversational Implicature in the dialogue between the characters, Ahmad and Reza. This dominance of particularized implicatures can be attributed to the storyline’s focus on specific circumstances and shared knowledge exclusive to the characters and their interlocutors. The narrative intricately weaves a web of implicit communication to effectively convey meaning, relying on contextual cues and situational awareness to navigate the complexities of their interactions.

Ahmad and Reza’s exchanges are characterized by a reliance on implicit meanings that require readers to infer and interpret the unspoken nuances within their dialogue. By utilizing particularized conversational implicatures, the characters enhance the depth and subtlety of their communication, adding layers of meaning that enrich the storytelling experience. This deliberate use of implicature serves to engage readers in unraveling the implicit intricacies embedded within the dialogue, inviting them to decipher the hidden messages and shared knowledge between the characters.

The strategic deployment of particularized conversational implicatures not only enriches the narrative but also showcases the characters’ adeptness at navigating implicit communication to convey their intentions effectively. By delving into the nuances of implicature within the dialogue, readers are invited to explore the intricacies of interpersonal communication and the subtle ways in which meaning is conveyed through

shared knowledge and contextual cues. Ultimately, the use of particularized implicatures in “The Men Who Stole the Stars” adds depth and complexity to the storytelling, inviting readers to unravel the layers of meaning hidden beneath the surface of the characters’ interactions.

The analysis of conversational implicatures in The Jakarta Post newspaper’s story texts reveals a predominant use of Particularized Conversational Implicatures, accounting for approximately 57.5% of the total implicatures identified in the short story texts. In contrast, Generalized Conversational Implicatures constitute about 42.5% of the total implicatures used, indicating a higher prevalence of context-specific implicit meanings in the narratives. The emphasis on Particularized Conversational Implicatures suggests a nuanced and personalized approach to communication within the storytelling framework, allowing for intricacies and subtleties tailored to the characters’ specific knowledge and circumstances.

Furthermore, the examination of how conversational implicatures are utilized in The Jakarta Post newspaper’s story texts reveals a significant reliance on the Maxim of Relevance. This relational process is evident in the documentation of the maxim in relational form, highlighting the importance of relevance in shaping the characters’ dialogues and interactions. For instance, providing testimonials in conversations exemplifies a relational or relevant process, underscoring the direct and purposeful nature of communication within the narrative. Thus, the utilization of relevant forms in delivering direct sentences in the newspaper’s story texts underscores the strategic and intentional use of implicatures to convey meaning effectively and engage readers in the intricacies of the storytelling process.

The exploration of philosophical conversational implicatures in The Jakarta Post newspaper’s story texts raises intriguing questions regarding the underlying meanings and motivations behind their usage. To delve deeper into this aspect, conducting interviews with the media company or the authors would be essential to gain insights into the deliberate choices and intentions shaping the narrative discourse. However, such an endeavor may pose challenges due to procedural constraints and the writers’ limitations, necessitating a structured approach to further research on the subject.

A subjective perspective may offer some insights into the reasons behind the specific utilization of conversational implicatures in the newspaper’s story texts. It is conceivable that the strategic deployment of implicatures serves to uphold the objectivity of the media company’s point of view, ensuring a balanced and nuanced portrayal of the events and characters depicted in the narratives. This approach may contribute to fostering a sense of credibility and integrity in the storytelling process, aligning with journalistic standards and ethical considerations.

Moreover, the cultural context of the Indonesian people, rooted in Eastern traditions and communication norms, plays a significant role in shaping the use of indirect language and implicit meanings in conversations. Compared to Western cultures, where directness and frankness are often valued in communication, Indonesian individuals tend to convey their intentions, purposes, and meanings subtly and indirectly. This cultural distinction underscores the importance of understanding the socio-cultural influences on language use and interpretation, highlighting the intricate interplay between cultural background, communication styles, and the deployment of conversational implicatures in narrative discourse. Further exploration of these cultural dynamics could shed light on the nuanced ways in which language is employed to convey meaning and navigate interpersonal interactions within the context of storytelling in The Jakarta Post newspaper’s story texts.

4. CONCLUSION AND SUGGESTION

The analysis and discussion of conversational implicatures in “The Men Who Stole the Stars” shed light on the nuanced ways in which implicit meanings are woven into the narrative fabric. The interplay between generalized and particularized conversational implicatures adds depth and complexity to the interactions between the characters, Ahmad and Reza, revealing subtle layers of meaning that enrich the storytelling experience. The prevalence of the maxim of relevance underscores the importance of context and relational dynamics in shaping the characters’ dialogues and interactions, highlighting the intricacies of communication within the narrative framework.

In the realm of education, raising awareness about conversational implicatures can have significant benefits for both teachers and students. Integrating lessons on implicature into academic settings, such as schools and universities, can enhance students’ understanding of the subtle nuances inherent in language use and interpretation. By familiarizing themselves with the concept of implicature, individuals can develop a deeper appreciation for the complexities of communication and textual analysis, equipping them with the skills to navigate diverse forms of discourse effectively.

Educators play a crucial role in imparting knowledge about conversational implicatures to students, enabling them to decipher implicit meanings and subtle cues in conversations and written texts. By incorporating discussions on implicature into classroom activities and assignments, teachers can encourage critical thinking and analytical skills, fostering a deeper engagement with language and communication. Through interactive exercises and real-world examples, students can practice identifying implicatures and exploring the layers of meaning embedded in everyday interactions.

Furthermore, understanding conversational implicatures can have practical applications beyond academic settings, extending to professional and personal contexts. By honing their ability to recognize implicit meanings, individuals can enhance their communication skills, build stronger interpersonal relationships, and navigate complex social dynamics with greater insight and sensitivity. The awareness of implicatures can empower individuals to communicate more effectively, convey their intentions clearly, and interpret others’ messages accurately, fostering mutual understanding and collaboration in various spheres of life.

In conclusion, the study of conversational implicatures offers a valuable opportunity for educators and learners to deepen their understanding of language and communication. By embracing the complexities of implicature and integrating this concept into educational curricula, individuals can cultivate a more nuanced and sophisticated approach to interpreting and engaging with the world around them. Ultimately, the awareness of implicatures can enrich interpersonal relationships, facilitate meaningful dialogue, and promote a deeper appreciation for the intricacies of human interaction.

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