Conversational Implicature in “Sarah Sechan” Talk Show of Go Green Episodes

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Abstract

This study focuses on utterances that flout the maxims of cooperative principle based on Grice’s theory. The aim of this study is to analyze the utterances that flout the maxim in “Sarah Sechan” talk show. There are three data which had analyzed in this study, such as Gerakan Bye- bye Plastic Bag, agar Bali Bebas Kantong Plastik, by Issabel and Melati, Gerakan Diet Kantong Plastik, by Tiza Mafira and Perubahan Hal Kecil di Lingkungan sekitar Kita, by Stenny Agustaf and Nugie. The writer analyzed the data by applying Grice’e theory of Cooperative Principle and conversational implicature. In study used qualitative method to interpret the data, because it analyzed the meaning and understanding through the words. Finally, the writer found that the most frequently maxim flouted occurs ten times in maxim of relation or 48 % from the total maxims. The reason between the host and the guest flouts the maxim of relation because they want to provide an opinion, jokes and give further information.

Keywords: talk show, cooperative principle, flouting maxims, conversational implicature

Introduction

Every day, television broadcasts various types of programs such as information programs (hard news and soft news), entertainment programs (drama, game show, and music) (Fahmi, 1997, p. 23). One of popular TV stations in Indonesia is NET TV. NET TV has many brilliant and different programs from other TV stations. NET TV achieved awards from Komisi Penyiaran Indonesia (KPI) in 2015. One of the award winners is Sarah Sechan for her talk show program (Wowkeren, 2015); as the favorite female presenter. A talk show is hosted by a presenter who is responsible for guiding and setting the limits on the talk show (Timberg, 2004, p. 2). ‘Sarah Sechan’ talk show was broadcasted on June 26th, 2013 until now. The talk show does not only invite celebrity, but also ordinary people who are able to inspire many people. As the host of the program, Sarah Sechan has the knowledge to handle various topics of discussion with the guests. ‘Sarah Sechan’ talk show discusses different topics in every episode. Some of the topics are about phenomena which happen in our daily life such as education, social, art and other. The talk show invites guests such as celebrities, public figures and communities to share interesting stories of their lives. This talk show gains high rating on the NET official website, especially for its inspiring and actual episodes. One of inspiring episodes is talking about “go green”. Sarah Sechan invites guests from a social initiative driven by children to say no to plastic bags on Bali by 2018, Tiza Mafira, Stenny Agustaf and Nugi in her talk show. Lately, supermarkets and grocery stores in Indonesia require consumers to pay for the plastic bag, the plastic bag is not free anymore. The consumer has the option to use the paid plastic bag or not to use it by bringing his/her own grocery bag. The writer focuses on the use of language in Sarah Sechan talk show, since a TV talk show program involves a conversation between two people or more who discuss about the latest events in different respects of life, such as politic, social, economic, education, and so forth. A TV talk show is supposed to direct its discourse to a large number of overhearing audience and to provide information and entertainment through conversations and talks (Ubaidt, 2011). Conversation is constructed with spoken rather than written language. Speech happens spontaneously by its nature. It is also temporary because it would be gone as soon as it’s spoken (Pridham, 2001, p. 2). In addition, meaning in conversation is conveyed not only through words, but also through the way of interaction between the speaker and the hearer in a particular context. The concept of being an expected amount of information provided in conversation is just one aspect of the more general idea that
people involved in a conversation will cooperate with each other (Yule, 1996, p. 36). The writer is interested to know conversational implicature between the host and the guests in Sarah Sechan talk show, so this study uses a pragmatic approach as a support. In this respect, the conversation is derived from one of the entertainment program in NET, Sarah Sechan talk show, to assess the flouting of cooperative principle and conversational implicature. Besides identifying the phenomenon of implicature, it is also important to analyze its maxims. Maxim is a kind of conversational rule that should be obeyed by the speaker during the conversation (Yule, 1996, p. 37). The maxim may explain the meaning contained in the speech of speakers. There are four maxim of cooperative principle, which are regulated in conversation: 1) maxim of quantity, 2) maxim of quality, 3) maxim of relevance, and 4) maxim of manner.

The statement of the problems of this article will be hat is maxim in conversational implicature that are most frequently flouted in the conversation of ‘Sarah Sechan’ talk show?

**Cooperative Principle**

Cooperative principle is the basic assumption between speakers and hearers when they speak to another, that they are trying to cooperate with one another in a talk exchange, and share knowledge. Speakers can give information and listeners can interpret inferences beyond the conventional force of an utterance, in large part by comparing ‘what is said’ to ‘what might be said’ of the talk exchange. Grice stated that the Cooperative Principle makes your conversational contribution such as is required, as the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged (Yule, 1996, p. 37). By applying cooperative principle, the speaker allows the hearers to draw assumptions about the speaker’s intentions and the implied meaning. Grice (1975) divided four maxims of Cooperative Principle, these maxims generally happen by participants in a talk exchange

1. **Maxim Quantity**: Make your contribution as informative as is required.
   Do not make your contribution more informative than required.
2. **Maxim Quality**: Do not say that you believe to be false.
   Do not say that for which you lack adequate evidence
3. **Maxim of Relation**: Be relevant
4. **Maxim of Manner**: Avoid obscurity of expression
   Avoid ambiguity
   Be brief (avoid unnecessary prolixity)
   Be orderly (qtd. in Yule, 1996, p. 37).

These maxims generally happen by participants in a talk exchange. Thus, these maxims specify what participants have to do in order to converse in a maximally efficient, rational, cooperative way (they should speak sincerely, relevantly, and clearly, while providing sufficient information) (Levinson, 1983, p.102).

**Flouting maxim**

The definition of flouting a maxim is blatantly not following some maxim in order to exploit it for communicative purposes. In conversation, between speaker and hearer can work well if the speaker obeys all of the maxims of cooperative principle, but sometimes they blatantly do not obey some maxim, in order to exploit it for communicative purposes (Levinson, 1983, p.65).

Furthermore, flouting maxims occurs when the speaker blatantly fails to observe a maxim, not with any intention of deceiving or misleading, but because the speaker wishes to prompt the hearer to look for a meaning which is different from, or in addition to, the expressed the meaning. When flouting the maxims, the speaker assumes that the hearer knows that their word should not be taken at face value and that they can infer the implicit meaning (Thomas, 2013, p. 65).

**Implicature**

According to Grice (1975), implicature is the first to systematically study cases in which speaker meaning differs from sentence meaning. He introduced the verb implicate and the cognate noun
implicature as technical terms denoting “the act of meaning or implying something by saying something else.”

The word implicature is derived from the verb to imply, as it is cognate ‘implication’. Originally, ‘to imply’ means ‘to fold something into something else. Hence, that is something which is left implicit in actual language use. In everyday talk, we often convey the propositions that are not explicit in our utterances but are merely implied by them (Mey, 2001, p. 45).

Conversational Implicature

A conversational implicature is something which is implied in conversations, that something which is left implicit in actual language. They can be explicitly denied or alternatively reinforced in different ways. We can distinguish between what a speaker has said by virtue of the conventional meaning of the words or sentence and what a speaker conventionally implicates by saying those words, Grice in Levinson (2000, p. 15). Conversational implicature is the way we understand the utterance in conversation in accordance with what we expect to hear (Mey, 2001, p. 46). Grice distinguished two types of conversational implicature, there are generalized implicature and particularized implicature. In Generalized implicature, the utterances do not have particular contexts to infer the meaning. On the other hand, particularized implicature, the utterances have inferences which are required to work out the conveyed meanings.

Talk Show

Nowadays, there are various TV talk show programs in Indonesia. TV talk show program involves a conversation between two people or more who discuss about the latest event in different respects of lives, such as politic, social, economic, education, and so on. Since TV talk show is a live program, it involves spontaneous conversation between participants who are usually a host and a guest, and sometimes there are more than one guest. A TV talk show is supposed to direct its discourse to a large number of overhearing audience and to provide with the information and entertainment through conversations and talks (Ubaidt, 2011).

Related Studies

Related to Grice’s theory of cooperative principle study, there are several related studies, the first was conducted by Sinta Prastyaning Miftachul in 2011, entitled “The Study of flouting maxims of Grice’s Cooperative Principle in Online Talk Show Broadcasted on January 20th and February 23rd 2010. Miftachul analyzed the flouting of the maxims of Grice’s Cooperative Principle produced by the speakers in talk show program entitled Online. The second related study is “Conversational Implicature in Kick Andy Talk Show Broadcast on Friday, September 18th to October 9th, 2009” by Irfaur Rasyidah in 2010. Rasyidah analyzed the type of conversational implicature found in Kick Andy talk show. She found out that conversational implicature, consists of generalized and particularized implicature based on Grice’s theory.

Method

The writer uses the qualitative method to interpret the data. Qualitative research is much more than just a research which uses non-numerical data. It is a way of thinking, or an approach, which similarly involves a collection or cluster of methods, as well as data in non-numerical or qualitative form (Punch, 2014, p. 3). The characteristic of qualitative approach is that it is naturalistic, preferring to study people thing and events in their natural setting (Punch, 2014, p. 118). The writer identifies and analyzes the research questions by interpreting the data and then describing it. It is also called as descriptive qualitative approach, since the purpose is more descriptive than predictive.

Population and Sample

The population of data collection was taken from Sarah Sechan talk show that was broadcasted on May 19, 2013. Sarah Sechan talk show was chosen by the writer on this study because it presents a good issue which happens in social life. The talk show broadcasted on Monday to Friday at 13.00 on NET and the duration of the talk show is 60 minutes. Every episode on Sarah Sechan talk show has three segment times which have different guests. The length of each segment is about 10-15 minutes. The guests usually come from different background such as celebrities, communities, and public figures.
Furthermore, the sample of the data is taken from three episodes talking about go green in Sarah Sechan talk show. The writer takes three episodes of go green in order to analyze the application of Grice’s theory of cooperative principle; flouting the maxims in Sarah Sechan talk show.

The topics are:
2. Gerakan Diet Kantong Plastik, by Tiza Mafira.

**Technique of Data Collection**

In collecting the data, firstly, the writer searches the videos of Sarah Sechan talk show from www.youtube.com/SarahSechanNet. The writer takes the episodes which are about “go green” in Sarah Sechan talk show. Thus, the writer downloads three episodes of go green in Sarah Sechan Talk Show. After that, the writer watches the video and transcribes all the utterances in written form.

**Technique of Data Analysis**

In obtaining the data, the writer first transcribes the data while watching the video. Then, the writer reads through the transcribing of Sarah Sechan talk show’s data to find out the conversation that flouts the maxim of cooperative principles, which include maxim of quality, quantity, relation, and manner. Next, the writer reads and identifies the transcribing data of Sarah Sechan talk show and highlights the conversation which are flouted the maxim of quality, quantity, relation, and manner. After getting the identification of the flouting maxims, the writer examines the utterances which are flouted based on Grice’s theory of Cooperative Principle. The writer then, classifies the type of conversational implicature into generalized or particularized implicature in the conversation. Finally, the writer describes the conversational implicature and finds the implicit meaning if there is flouted maxims in Sarah Sechan talk show.

**Finding and Discussion**

In the episode of Gerakan Bye- bye Plastic Bag, agar Bali Bebas Kantong Plastik, by Issabel and Melati there are six conversations that contain conversational implicature produce by the host and the guests. For example:

**Conversation 1.**


Melati : “Ya. So, kita siswa dari green school mmm itu sekolah hijau.”

Sarah : “Sekolah hijau di Bali, mereka selalu berbicara tentang hal-hal untuk melestarikan alam ya.”

The conversation occurred after Sarah Sechan talked about two girls who came from Bali. They had a community which is called “A Social Intiative Driven by Children to Say No to Plastic Bag in Bali”. Then, she invited Issabel and Melati in the studio of Sarah Sechan talk show. The conversation above discussed about free plastic bag in Bali.

In this conversation, Sarah asked to Issabel and Melati “Dan mmm jadi kalian terinspirasi orang-orang hebat ya. Boleh disebutin lagi?”. To answer’s Sarah question, Melati provided irrelevant information by explaining about the origin of their school. It shows that Melati flouted the maxim of relation because she connect Sarah’s question by telling that she came from green school. Melati’s utterance “Ya. So, kita siswa dari green school mmm itu sekolah hijau”, she wants to deliver to the audience that she proud to be students from green school. Because green school often teach about conserve of environment as Sarah Sehan said in the conversation.

The conversational implicature occurred in this conversation when Sarah gave response Melati’s utterances. It showed when Melati explained that she were came from green school, then Sarah stated that “sekolah hijau di Bali, mereka selalu berbicara tentang hal-hal untuk melestarikan alam ya.” In this case,
Sarah’s utterance is categorized as generalized implicature. Sarah’s utterance is clearly explained that the aim of green school in Bali is to conserve the nature. This utterance do not have particular contexts to infer the meaning.

While in the episode of Gerakan Diet Kantong Plastik, by Tiza Mafira, there are six conversations that contain conversational implicature produce by the host and the guests. For example:

**Conversational 2.**

**Sarah**

"Jadi ada yang namanya, “this is social movement, social movement”. Gerakan mmm Indonesia diet kantong plastik. Tapi sebelum ngomongin diet kantong plastik. Mmm apa yang terjadi kalo disekeliling kita berserakan kantong plastik? Sebenarnya itu kenapa? Nggak boleh?"

**Tiza**

“Banyak sekali loh, apa namanya akibat kita make kantong plastic berlebihan mmm kita, tanpa kita sadari kantong plastic yang kita pakai 10 menit paling maksimal dua hari untuk buang sampah gitu kan. Tapi dia, dia hanya nongkrong terus dilingkungan kita selama ratusan tahun.”

In this conversation, Sarah and Tiza is talked about the damage of the garbage. Tiza is the Co-Founder of Gerakan Diet Plastik. Here, Tiza flout maxim of manner because she said “nongkrong” to refer “stay”. Tiza’s utterance is categorized as particularized conversational implicature because we have to find the relevant point in order to get the inference. The way to get the inference is by searching the word “nongkrong” with KBBI (Kamus Besar Bahasa Indonesia). The Word “nongkrong” in KBBI is the squat activities while chatting and it could take a long time. But in this case, Tiza used the word “nongkrong” refer to the plastic garbage which stay in a long time.

In the episode of Perubahan Hal Kecil di Lingkungan sekitar Kita, by Stenny Agustaf and Nugie there are 13 conversational implicature. For example:

**Conversational 3.**

**Sarah**

"Satu cowok kece mantan mmmh model dan sekarang dia seorang influencer mmmh dilingkungan kita ini.m dia katanya juga go green. Apakah artinya kalau dia marah menjadi hijau seperti Hulk? Ada Stenny Agustaf.

**Stenny**


**Sarah**

"Disini. Kamu sehat?"

In this conversation, Sarah had invited Stenny. Sarah and Stenny would discuss about “go green”. Stenny flouts maxim of relevance because he does not provide an appropriate answer in responding Sarah’s question. Stenny’s utterance is categorized as generalized implicature because we do not need the specific knowledge to infer the utterance. Based on Stenny’s point, we may infer that Stenny was in “Sarah Sechan” talk show as the guest. The aim of conveying “Papa nggak pulang-pulang disini. Di Sarah” is to make an opinion that he was in “Sarah Sechan” Talk show.

**Conversational 4.**

**Sarah**

"Dirumah, dirumah. Apa yang dibiasain dirumah. Ini yang nonton, mmm yang paling penting adalah yang kita mulai dilingkungan yang paling simple adalah dirumah kita, keluarga kita. Dirumah dibiasain”.

**Stenny**

"Di rumah ada LED sih. Pasti. Paling nggak itu bisa menghemat ± 80% selain biaya, ekonomi. Disitu pasti semua lampu-lampu."

In this conversation, Sarah and Stenny had talked about the simple thing in the house to keep the environment. Sarah was asking the question to Stenny about the activity in the house in order to keep the environment. In this conversation, Stenny flout the maxim of quantity because he does not give complete information about the certain activity when he is in the house. Stenny’s utterance is categorized as particularized implicature. The writer infers that Stenny’s utterance want to convey that in his house, there are many lamps. The uses of the lamps as needed could save our economy.
Interpretation of the Finding

<table>
<thead>
<tr>
<th>No</th>
<th>The maxim</th>
<th>Flouting maxim</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Maxim of quality</td>
<td>N: 6, Percentage: 24%</td>
</tr>
<tr>
<td>2.</td>
<td>Maxim of quantity</td>
<td>N: 5, Percentage: 20%</td>
</tr>
<tr>
<td>3.</td>
<td>Maxim of relation</td>
<td>N: 12, Percentage: 48%</td>
</tr>
<tr>
<td>4.</td>
<td>Maxim of manner</td>
<td>N: 2, Percentage: 8%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>N: 25, Percentage: 100%</td>
</tr>
</tbody>
</table>

The table 1 presents the total of the flouting maxim that occurs in three episodes of ‘Sarah Sechan’ Talk Show. There are 25 flouting maxims found in the analysis of this study. From the data above, the most frequently maxim flouted occurs ten times in maxim of relation or 48 % from the total maxims. As the previous explanation above, maxim of relation relates on how the speaker delivered something to the hearer. It means that, the conversation always on the topic which is still being discussed. Based on the analysis above, flouting maxim of relation is produced both by the host and the guests. The guests flouted this maxim because they have different perception when giving response to Sarah. Therefore, the guests failed to deliver the relevant answer. Besides, the host, Sarah flouts the maxim of relation when she response Sarah’s utterance. As the host of the talk show program, Sarah Sechan has an important role to handle this program on the topics. The reason between the host and the guest flouts the maxim of relation because they want to provide an opinion, jokes and give further information.

Conclusion

The writer took three episodes of “Sarah Sechan” talk show. The topics are Gerakan Bye- bye Plastic Bag, agar Bali Bebas Kantong Plastik, by Issabel and Melati, Gerakan Diet Kantong Plastik, by Tiza Mafira and Perubahan Hal Kecil di Lingkungan sekitar Kita, by Stenny Agustaf and Nugie. In those episodes, the writer found that the hosts and guests often flout one of the maxims in cooperative principle. Based on the analysis above, flouting maxim of relation is produced both by the host and the guests. The reason between the host and the guest flouts the maxim of relation because they want to provide an opinion, jokes and give further information.

References