

CHAPTER I

INTRODUCTION

1.1. The Background Of The Study

Language is a communication tool in the form of a symbol system of sound produced by human being. Language has a position as a means of communication among community members. Everybody knows the various kinds of information, such as the current developments in the world nowadays through language. Language not only can be delivered directly face to face with the interlocutors but also can be delivered indirectly through the medium of intermediaries.

Talking about language is certainly talking about linguistics. McWhorter (2008: 3) said: “Linguistics is the study of human language, rather than an attempt to learn languages or changes how people express themselves through language.”

One of the field in linguistics is pragmatics. in generally, Pragmatics is a study of the relationship between the language and the context based on explanation of the meaning of language. the understanding of language refers to the fact that in order to understand a phrase / speech the language also requires knowledge beyond the meaning of the word and its grammatical relation, that is its relation to its usage context.

Pragmatics often related to semantics that has same discussion about meaning. the difference between semantics and pragmatics according to G. Leech, in his *Principles of pragmatics* (pp.5-6) holds the view that “can be traced to two different uses of the verb *to mean*:

[1] What does X mean?

[2] What did you mean by X?

Semantics traditionally deals with meaning as a dyadic relation, as in [1], while pragmatics deals with meaning as a triadic relation, as in [2]. Thus meaning in pragmatics is defined relative to a speaker or user of the language, whereas meaning in semantics is defined purely as a property of expressions in a given language, in abstraction from particular situations, speakers, or hearers.

Implicature is a part of pragmatics which is discussed about what is said and the meant. Implicature is a part of pragmatics discussion that shown by Grice.

Alan Davies and Catherine Elder (2004:327):

“implicature involve precisely those particles traditionally analyzed as instances of pragmatic. For linguistic pragmatics, the core of the Gricean system is the first Quantity submaxim, which is systematically exploited to yield upper-bounding implicatures. Like the pragmatic basis of semantics, dimensions of language use such as implicature (Grice) can be dealt with in pragmatics without interfering with the properly semantic study of the relations between words and their designate”.

The statement above means that implicature is related to pragmatic and as a subject which is discuss about meaning based on context and speaker’s expression.

If talking about implicature related to semantic, implicature just one of subject that discuss about word relation. Laurence R. Horn and Gregory Ward (2006:442):

“Some linguistic forms have a “pragmatic” rather than a “semantic” meaning: they have use-conditions but do not “represent” anything and hence do not contribute to the utterance’s truth conditions. Because there are such expressions – and because arguably there are many of them and every sentence contains at least one – it must choose: either semantics is defined as the study of conventional meaning not implicature basis, or it is defined as the study of words–world relations”.

on the other hand, implicature is a component of speaker meaning that constitutes an aspect of what is meant in a speaker’s utterance without being part of what is said. So, what are the differences between implicature, implied meaning and implication? According to english oxford living dictionary (2008: 285) difined that

implicature is the action of implying a meaning beyond the literal sense of what is explicitly stated. Implied meaning is the meaning that is Suggested but not directly expressed. While implication difined as the conclusion that can be drawn from something although it is not explicitly stated.

Usually implicature often discuss about the statements or utterances by people who are doing conversation. Speech activities are also called conversations. As social beings, humans engage in conversation to form interactions between individuals. Conversations are also done to nurture human social relationships between themselves. Conversation is a way in which people socialize and develop and sustain their relationships with each other. When people converse they engage in a form of linguistics communication but there is much more going on in a conversation than just the use of a linguistic code. Much that is important in conversation is carried out by things other than language ,including eye gaze and body posture, silences and the real-world context in which the talk is produced. in addition to exchanging information, conversations can be made to show the existence of other humans to their environment.

A language speaker sometimes deliberately distorts the use of language rules by using an implicit form of speech. This is done to convey a message to a speech partner with a specific purpose. The form of implicit speech can lead to distorted interpretation, if the message conveyed is not well received. In oral communication, speech is strongly influenced by context. Thus, its interpretation needs to involve context to encompass speech.

Aiming to state exactly what the speaker means, the speaker may speak in a unique phrase to fit the speech in context. This happens also to speakers who are involved in the conversation of introduction through social media, that is WhatsApp (WA). The feature that most often used by people in WhatsApp is WhatsApp Messenger. WhatsApp Messenger is a proprietary, cross platform instant messaging subscription service for smart phones and selected feature phones that uses the internet for communication. In addition to text messaging, users can send each other images, video and audio media messages as well as their location using integrated mapping features.

Chatting is an internet facility that allows communication between users directly through the text media. Chatting can be also defined as a form of conversation activity conducted by person to person or discussion of two or more people through the internet media with a set of computers or smartphone that occur in real time and interactive in both directions (bidirectional). In addition to chatting, chat participants can also see the face of the interlocutor using videocall service provided by the WhatsApp application.

Therefore, the writer will analyze the debate between Tika Romauli Siregar with her prospective Mother-in-law through WhatsApp (WA) Chats. The Debate between Tika romauli siregar with her prospective mother-in-law had viral and horrendous results in social media, such as info especially in North Sumatra region. through the screenshot of WhatsApp (WA) chats between Tika and her prospective mother-in-law, there is a fierce debate that seems to have no end and no end result.

In short, this woman is offended by the words of her prospective mother-in-law who sends some painful chats through WhatsApp, one of them is "*emasmu setipis sangge-sangge*" or "your gold as thin as a leaf of lemongrass".

Considering, the words of her prospective mother in-law have insulted his self-esteem and family. in fact, she and the prospective husband have binded of premises promise or "*martumpol*" (batak toba language).

The writer chose the topic about the analysis of implicature found in the conversation between Tika Romauli Siregar with her prospective mother-in-law through WhatsApp (WA) chats because this chats had viral on 2 months in North Sumatra region even outside of sumatra, because there are some unique utterences in their whatsapp chats that most related to the implicature.

1.2. The Problem Of The Study

1. What are the types of Implicature found in the conversation between Tika Romauli Siregar with her prospective mother-in-law through WhatsApp (WA) chats?
2. What is the most dominant type of implicature found in the conversation between Tika Romauli Siregar with her prospective mother-in-law through WhatsApp (WA) chats?

1.3. The Scope Of The Study

The writer make a limitation about his research on pragmatics and will be focused in implicature on the WhatsApp chats between Tika Romauli Siregar and her prospective mother-in-law.

1.4. The Objective Of The Study

1. To find out the types of Implicature found in the conversation between Tika Romauli Siregar with her prospective mother-in-law through WhatsApp (WA) chats.
2. To find out the most dominant type of Implicature found in conversation between Tika Romauli Siregar with her prospective mother-in-law through WhatsApp (WA) chats.

1.5. The Significance Of The Study

1. Theoretically

The result of the research will be a contribution for the study of Pragmatics , especially in implicature discussion.

2. Practically

- a. For students, this study can be used as an additional reference for other students who are interested in studying further about implicature.
- b. The readers, can help the readers to understand the exact meaning of each utterances that found in the chats.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1. Theoretical Framework

Research is an investigation, examination, scrutiny, experiments that require thoroughness by using methods. research can be called a systematic effort to organize and investigate problems, and answer emerging questions, related to the facts, phenomena, or symptoms of the problem.

Research begins with a statement because it requires a clear description of the problem to be solved. but in a research, the researcher should limit its research so that the directions and answers of the study are not confusing or run from the proper path.

The theoretical framework in this research used the Grice's theory. Grice has an important role in the development of language in the pragmatic part that is based on utterances or conversations. the research on the conversations will be attributed to the implicatures that are divided into two kinds namely, conventional implicatures and conversational implicatures.

This research discussed about the case of statements uploaded in social media such as Facebook, WhatsApp, and another which is done by the human and related to the pragmatics study especially implicature. When two people are doing chatting, one will ask and the other will answer, and vice versa. The two participants

will exchange information with each other, and when one or both have interesting topics of conversation, chatting events may take a long time. But sometimes the spoken utterance can contain an action that must be understood by both parties who are chatting. Therefore, the conversation is very instrumental in a communication. In an introductory conversation through the media chat on WhatsApp is found a lot of expressive speech acts. The expressive speech act is manifested through phrases when talking and doing an conversation.

In speaking, speakers will also pay attention to the context, clarity of speech and ensure that the spoken is easily understood by the interlocutor. Although a speech has the same implications and spoken in two different situations, the volume and situation will be different. If the implications are not found in a speech, it can be assumed that speakers and spouses have not cooperated in communication or in other words the speaker has committed a violation of principles of co-operation and violation of the principle of decency. violation of these two principles are no exception occurs also in the conversation through the media chat on WhatsApp.

2.2. Pragmatic

Pragmatics is the study about aspects of meanings and languages use that depend on speakers, recipients and other features of the speech context. Bublitz & Norrick (2011:19) said:

“Pragmatics is fundamentally concerned with communicative action in any kind of context. The multifaceted research paradigm of pragmatics has provided new

directions and perspectives in the arts and humanities, philosophy, cognitive science, computer science and the social sciences.

Pragmatic perspectives have been employed in information technology and in the social sciences, particularly in economics, politics and education. pragmatics has many studies that are often attributed to the meanings of many utterances spoken by people. pragmatics refers to context-based language use studies. Mira Ariel (2008:21) said:

“Pragmatics has been notoriously hard to define or rather, it has proven quite impossible to reconcile between the patterning of phenomena assumed to be classical pragmatic topics (deixis and reference, speech acts, conversational and conventional implicatures, presuppositions, functional syntax) and the common set of definitions for pragmatics (most notably, context dependency, inferentiality, nontruth conditionality and others).”

In order to resolve the delimitation problem of the field, it is forced to be the first abandon of the expectation that all the definitional criteria converge on classifying some phenomenon as pragmatic.

Wolfram Bublitz and Neal R. Norrick (2011:19) In the pragmatic perspective, language use and language users in interaction are primary, as opposed to language as a system of signs or a set of rules”. The pragmatic perspective scrutinizes neither just individual words nor sentences nor even isolated texts, but rather whole speech events or language games in real social contexts, considering both the present state of affairs and its connectedness with prior and succeeding actions. It rejects a localization of language in a limited segment of the acts of speaking, understanding and responding or within the conscious of the individual. It supplants a view of language as an

abstraction without variation by speaker, region or time, of language as a non-cultural, non-social, static, depersonalized fact independent of context and discourse.

2.3. Context

Context is seen as a dynamic construct, which is interactionally organized in and through the process of communication (Bublitz & Norrick 2011:34). Meanwhile, Yule (1996:24) discusses the context in relation to a person's ability to identify referents that depend on one or more of the person's understanding of the referenced expression. In connection with the explanation, Yule distinguishes context and co-texts. The context he defines as the physical environment in which a word is used. Co-text by Yule is a linguistic material that helps understand an expression. Co-text is the linguistic part of the environment in which an expression is used.

According to Michael L. Scott (2009:126) the context based on to the use of language can be divided into four kinds, namely as follows.

- a. Physical context that covers where the use of language in a communication.
- b. An epistemic context or background of knowledge shared by both speakers and their partners.
- c. A linguistic context consisting of sentences or utterances that precede and follow certain utterances in a communication event, this linguistic context is also called the term *koteks*.

- d. The social context of social relations and background that complement the relationship between speakers and partners said.

2.4. Cooperative Principle

Cooperative is a term often used in linguistic literature to characterise human behaviour in conversation (Nelson, D. & P. Foulkes, 2000:26). The cooperative as an essential factor in an interacting between the speakers and listeners, in other words, the listener suppose the speaker to convey true statements and say nothing except the listener is required.

Levinson (1983:38) the principle of cooperation with a number of maxims specializes in what the participants can do to speak in an efficient, rational, and cooperative way. When conveying information, between the speaker and the spoken partner must speak finely, relevantly, and clearly.

Grice (1991: 309) said:

“the conversation will lead to the equalization of elements in the original cooperation transaction is different. messages that can be said to be well on the participants said, it is necessary to consider the principle of clarity, principle of density, and principle continuity. These principles are fully incorporated into principles cooperation by Grice.”

The cooperative principle requires the speakers contribute to what kind of conversation is desired, at which stage the contribution is requested, and accordance with the objectives and direction already received from the communication. Thus, the

conversation must be clear, solid, and straightforward in order to be understood by the speaker or the other person.

The cooperative principle supported by conversations maxim based on Gricean Maxims theory, namely: maxim of quantity, maxim of quality, maxim relevance, maxim of manner. (Grice, 1989:26).

2.4.1. Maxim of Quantity

In the maxim of quantity, a speaker is expected to be sufficient and informative as may be required. Such information should not exceed the information that the speaker needs.

- Quantity maxim :
1. Make its contribution as informative as is required.
 2. Do not make your contribution more informative than required.

Example of maxim of quantity: dialogue 1

A : I want to choose Ana to be my girlfriend than Novita.

-Improper:

B : wow, that is a good idea, Ana is a beautiful girl.

-Proper:

B: I think Novita is more beautiful than Ana.

B gives the sufficient information properly about Ana and Novita also told him the clear and honest information.

2.4.2. Maxim of Quality

The maxim of Quality, join the provision of contributions which are genuine rather than spurious (truthful rather than mendacious), does not seem to be just one among a number of recipes for producing contributions; it seems rather to spell out the difference between something's being, and (strictly speaking) failing to be, any kind of contribution at all. False information is not an inferior kind of information; it just is not information. (Grice 1989: 371).

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

Example of maxim of quality: dialogue 2

A : Why did you choose Herni to be your girlfriend?

-Improper:

B : Herni has a sharp nose and straight hair, her skin is smooth and white, she also has a good eyes.

-Proper:

B : Herni is beautiful.

B contribute the the truthful to A and does say the statement that has no evidence.

2.4.3. Maxim of Relevance

The Maxim of relevance requires that each conversation participant make a contribution relevant to the subject matter of the conversation. In the maxims of relationship or relevance, it is stated that in order to establish good cooperation between speakers and listeners, one should be able to make a relevant contribution about something being said.

Maxim of Relevance : 1. Be relevant

Example of maxim of relevance: dialogue 3

A : *There is somebody at the door*

B : *I'm in the bath.*

When A tells B that someone is coming in their doorstep and hopes B to open the door for the guest, then B says that he was in the bathroom at the time. B's answer implies that he expects A to understand where B is at that moment, so B can not open the door and see who is coming at that moment.

2.4.4. Maxim of Manner

Maxim of manner stated that the contributions of the speakers should be perspicuous.

- Manner maxim :
1. Be perspicuous.
 2. Avoid obscurity of expression.
 3. Avoid ambiguity.
 4. Be brief. (Avoid unnecessary prolixity.)
 5. Be orderly.

Example of maxim of manner: dialogue 4

A : Mom, let's out to have a lunch

B : Ok, but not in M-c-D-O-N-A-L-D

In the dialogue above, A rejected to have a lunch in McDonald with her child through the spelling of word "McDonald".

2.5. Implicature

The notion of implicature, proposed by Grice (1967) is well known as a part of pragmatics discussion. In order to characterize the way in which implicatures contribute to changes in the representation of the context, I will recall some of their salient features. Implicature can be interpreted as additional meanings conveyed by speakers that are sometimes not contained in the speech itself. Laurence (2006: 3) said:

“Implicature is a component of speaker meaning that constitutes an aspect of what is meant in a speaker’s utterance without being part of what is said. what a speaker intends to communicate is characteristically far richer than what she directly expresses; linguistic meaning radically underdetermines the message conveyed and understood”.

Speaker (abbreviated with S) tacitly exploits pragmatic principles to bridge this gap and counts on hearer (abbreviated with H) to invoke the same principles for the purposes of utterance interpretation.

Davis (2007: 5) said that Implicature is what a speaker's utterance implies (or means) is commonly equated with what the speaker implies rather than what the sentence uttered, or the uttering of it, implies. implicature as technical terms denoting "the act of meaning or implying something by saying something else." Consider the following dialogue 1:

(1) ANN: Where can I get gasoline?

BOB: There's a station around the corner.

In the case above, Ann is getting a trouble to find out the place of gasoline sale and then Bob ask Ann to go to the station. Nevertheless, Bob did not actually say that Ann can get gasoline there. So Bob has implicated it. What Bob said, and therefore did not implicate, is just that there is a gasoline station around the corner.

2.5.1. The types of Implicature

2.5.1.1. Conversational Implicature

The conversational implicature is an implicative statement such as what the speaker meant, implied or intended is different what the speaker is said in a conversation. Kasmirli (2016: 2), conversational implicature is the practice of conveying one thing by saying another. The conversational implicature often occurred because the fact on a utterance which has implication such as argument that is not actually part of the utterance.

Koutoupis (2005:13) said: “conversational implicature, therefore, is worked out on the assumption that the cooperative principle is observed”. it means that every assumption in observation that contained about conversational implicature must be related to cooperative principle. however, it is mostly generated via an apparent violation of it. A participant in a talk-exchange may fail to fulfil a maxim in a variety of ways.

Lewis (2013:23) said: “Conversational implicature bridges the divide between direct speech acts (generally referred to as “literal meaning” in the experimental literature) and indirect speech acts (“speaker meaning”). The challenge for

computational-level theories of implicature is to explain the logic of the relation between these two levels of meaning.

Yule (1996: 39) said: “conversational implicature is derived from “a general principle of conversation plus a number of maxims which speaker normally obeys.

A. Generalized Conversational Implicature

Generalized Conversational Implicature is the implicit which does need the special context. Generalized conversational implicatures, on the other hand, are not on text dependent in this way; the words used ‘would normally (in the absence of special circumstances) carry such-and-such an implicature or type of implicature’ (Grice 1975/1989:37). Laurence (2006: 6) said that: “the inference – that the speaker does not know in which of the two locations the cat can be found – is induced in the absence of a special or marked context. The context of implicatures allows a meaningful functional explanation of linguistic facts that are unattainable by linguistic theory. The concept of implicature provides an explicit explanation.

Implicature Can provide explanations of meaning or linguistic facts that are unattainable by linguistic theories even can provide a firm explanation of the outward difference of the intended of the language user. Conaplin (2012: 9) “For example, when it says that some people have already arrived, we also imply that not all people have arrived. The second refers to an inference by an addressee concerning the truth of a proposition expressed in a particular subordinate or coordinate clause. The

addressee infers that the proposition may or may not be true. If we believe that tomorrow will be raining, it is also possible that tomorrow will be sunny.

Example: dialogue 2

Anto : did you invite Rido and Della to my birthday party?

Herman : I invited Della.

Anto is celebrating his birthday's party and herman attends it. When Anto asking herman about his invitations to Rido and Della, Herman answers that he just invited Della. Herman said "*I invited della*" but he did not say to Anto that he did not invite Rido to Herman's party. By the Herman utterance, Anto can conclude that Herman did not invite Rido or Forgotten.

B. Particularized conversational implicature

Particularized conversational implicature is strongly tied to the particular features of the context. In this specific context, locally recognized inferences are assumed (Yule 1996: 42). Generally, this conversational implicature will lead to the violation of Gricean's maxims. When someone asks whether the wedding goes well, and the answer is that some young men got really drunk, we can imply that the wedding did not go well.

Bart Geurts (2010: 54) said: particularized conversational implicature which is a nonconventional implicature based on an addressee's assumption that the speaker is

following the conversational maxims or at least the cooperative principle. For example: dialogue 3

Joey : Mind if I sit down?

Lorelai : Actually, I'm meeting someone.

In Lorelai's answer is irrelevant with Joey's question. She rejects his request with an information which has an implication that Lorelai minds Joey sits beside her because she has an appointment with someone. Lorelai's utterance in rejection Joey's request flouts the maxim of relation.

2.5.1.2. Conventional Implicature

The conventional implicature is the implicature that determined by the meaning of the words used". The point is a general sense, all people generally already know about the purpose or understanding of certain things. Davis (2007: 133) said: "a convention is a regularity in the voluntary action of a group that is socially useful, self-perpetuating, and arbitrary. To be socially useful is to serve a mutual interest, something that people want not only for themselves but for others or for society as a whole. Linguistic conventions are socially useful because they serve a mutual interest in communication.

Davis (2007: 188) said: “implicature conventions can attach to the meanings expressed rather than the particular words expressing them, and the same meanings are often expressed widely.

Example: dialogue 4

Rudi : Hi, I am Rudi, I came from Medan

Daniel : Are you Bataknese? Your accent is too rude.

The implication of Daniel's saying is that speaking with Rudi's rough accent is a consequence because he is a Bataknese. If Rudi is not a Bataknese person, it certainly does not imply that he speaks in Rudi's rude accent because he is Bataknese.

2.6. Conversation

All of people in this world must have doing conversation with each other. usually they often doing conversations with the people who are closest to them like their father, mother, brother and their friends even also the stranger. conversation is an interaction between two or more people in order to make a good relationship one each other or solve the solution of some problems. Conversation is one of the most prevalent uses of human language. All human beings engage in conversational interaction and human society depends on conversation.

Liddicoat (2009: 1) said: “Conversation is the way in which people socialize and develop and sustain their relationships one each other. when people converse they

engage in a form of linguistic communication, but there is much more going on in a conversation than just the use of a linguistic code. Much that is important in conversation is carried out by things other than language, including eye gaze and body posture, silences and the realworld context in which the talk is produced.

Brennan (2010:3): “Conversation is a joint activity in which two or more participants use linguistic forms and nonverbal signals to communicate interactively. A conversation is not simply a sequence of messages expressed as speaking turns, produced by speakers, and received and decoded by addressees.

2.7. Social Media

Social media is a medium to socialize with each other through online that allows humans to interact with each other without being limited to the space and time. Social media is used for many things in life, such as connecting with others, entertainment, networking with colleagues and college friends.

The use of social media does not only change the way people communicate, but also change people in business, change government communication, and change people's lives.

Baruah (2012:2) “The term Social Media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue”. Social media takes on many different forms including magazines, Internet forums, weblogs, social blogs, microblogging, wikis, podcasts, photographs or pictures, video, rating

and social bookmarking. With the world in the midst of a social media revolution, it is more than obvious that social media like facebook, twitter, orkut, myspace, skype etc., are used extensively for the purpose of communication. This form of communication can be with a person or a group of persons.

Nowadays, WhatsApp (WA) is one of the most popular social media that often used by people especially in indonesia.

2.7.1. WhatsApp (WA)

WhatsApp (WA) is an instant messaging application for smartphones, when viewed through its function WhatsApp is almost similar with the regular SMS app that often used by people in old phone. but WhatsApp does not use pulses, but internet data. Mefolere (2016: 14) said:

“WhatsApp is an application available on the new generation smart phones like iPhone, Android, Blackberry, Samsung, Sony that allows users to send text messages to each other for free. Users are not charged for a text sent through WhatsApp”.

This is because WhatsApp sends messages through an internet data connection also.

Samuel Babu (2017: 11) “WhatsApp is the most globally popular messaging app. WhatsApp Inc. was founded in 2009 by Brian Acton and Jan Koum to make communication and the distribution of multimedia messaging more easily and faster.

Everybody who has smartphone can download WhatsApp application through the playstore application for free.

2.8. The Culture Change in Batak Society

Started from the case of viral post Batak girl who failed marriage some time ago, finally the topic of discussion about the relationship between mother-in-law and daughter-in-law be booming. In one article that written when the Batak people do not get along between mother-in-laws and daughter-in-law have a bad relationship.

In batak culture long times ago, the relation between mother-in-law with the daughter-in-law was very respecting one each other. [J.C.Vergouwen](#) (2004:79) said "The daughter-in-law's (Parumaen) attitude towards the mother-in-law (marsimatua boru) in Batak Toba should be hesitant and respectful with a sense of protection. On the contrary, the mother-in-law to the daughter-in-law are merciful. Their relationship is free respect for each other, even the call of "my host" is often replaced by Namboru (aunt), because it has been considered a sister of her own father."

But nowadays, the relationship between mother-in law and daughter-in-law is often no harmony. In fact, their relationships often caused of different assumption. The mother-in-law assumes that siparumen (her daughter-in-law) keeps her son away

from her and the siparumaen(daughter-in-law) assumes that her mother-in-law keeps her husband away from her.

There are some assumptions that often make conflict between mother-in-law and daughter-in-law:

1. Daughter-in-law is more pro-her family than her husband's family.
2. Daughter-in-law is often considered by mother-in-laws as a third person between husband and mother. The mother-in-law thought that because of her, she has no longer to receive the full attention of his son.
3. The mother-in-law often judge the daughter-in-law from what she has, from the level of economics, education until attitude and behavior. Moreover, if the economic level of the daughter-in-law is much lower than her family, may-be daughter-in-law will always be the subject of waffle.

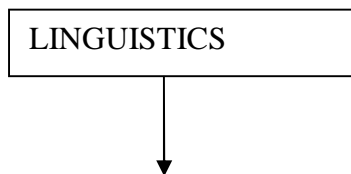
2.9. The Debate between Tika Romauli Siregar with her prospective Mother-in-law

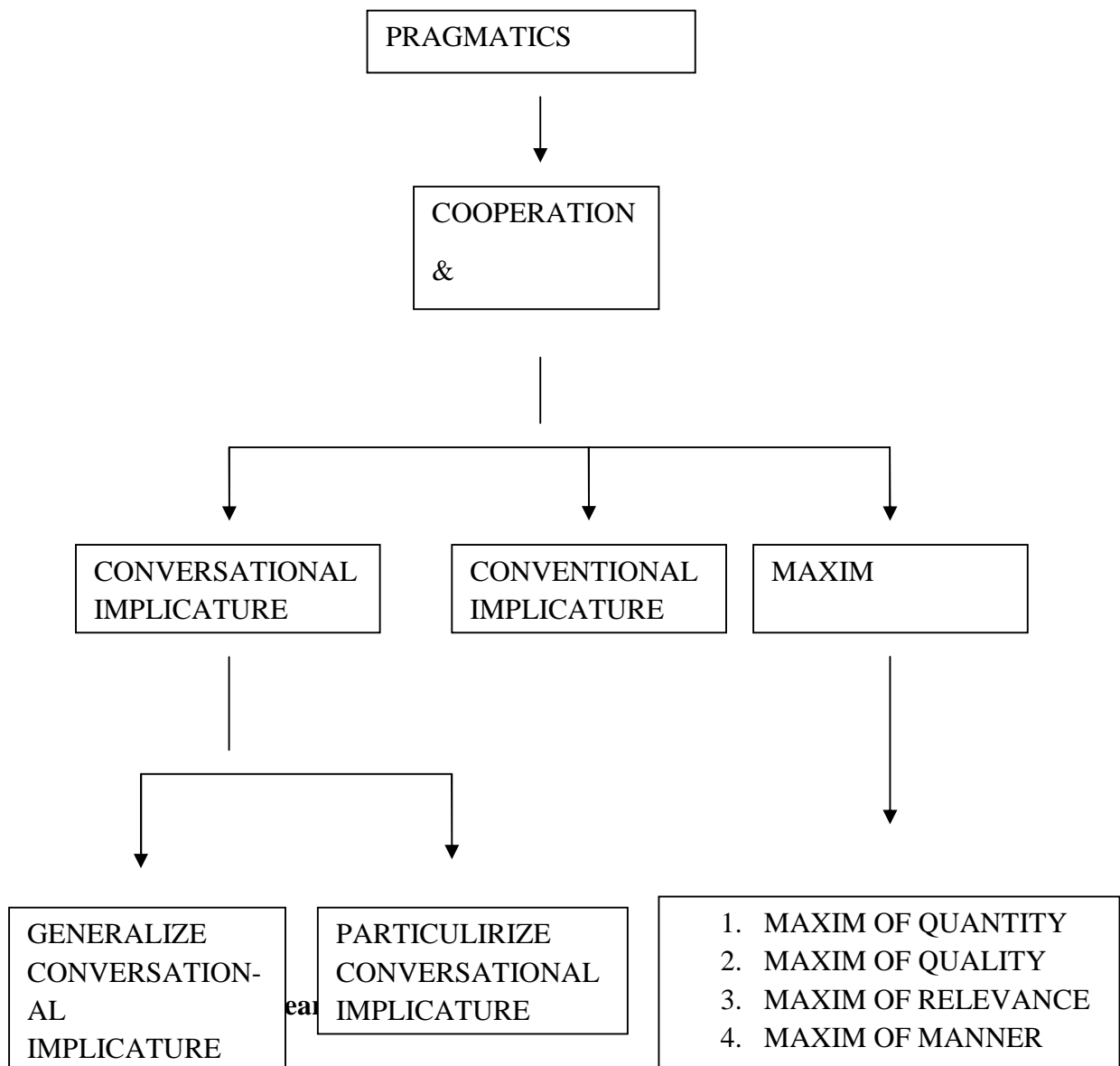
The Debate between Tika Romauli Siregar with her prospective Mother-in-law happened when Tika's prospective Mother-in-law who named Sumihar Simanjuntak had sent some unreasonable utterances also painful through the WhatsApp application and had a rejection purpose to make Tika to be her son's wife. The name of her prospective husband is Windra Simangunsong who is the son of Sumihar Simanjuntak. This debate also had viral around North Sumatra because Tika

Romauli siregar had posted her chats with her prospective mother –in -law on her facebook that formed as screenshot. one of the most painful utterances that had sent by Tika’s prospective mother-in-law is “emasmu setipis sangge-sangge” in english:”your gold is thin as leaves of lemongrass”. in fact, Tika and her prospective husband have binded of premises promise or “*martumpol*” (batak toba).

Redaction of (jurnalsumut.com, 2017) explained that Tika's post on her Facebook account (on october,05th 2017) about the end of her love story with her prospective future husband was the notice to her close friends that her marrige was failed that would be held on October, 06 2017. Tika’s prospective mother-in-law got bad comments and low values from the nitizen especially in North Sumatra. through the screenshot of WhatsApp (WA) chats between Tika and her prospective mother-in-law, there was a fierce debate that seemed have no end and result. Finally, the utterance: “perhiasanmu setipis sangge-sangge” had made to become some memes by most of nitizens in North Sumatra.

2.10. Conceptual Framework





This research is related to pragmatic study that discussed about implicature. Some of the results that have similarity with this study listed by writer are Anamariyatul Fauziyah (2005) with title *“The Analysis on Implicatures found in the movie script entitled “in time”*. She analysed the implicature that found in the conversation script of “in time” movie. The seconds, Sheila Nanda (2012) that entitled *“Conversational Implicature of The Presenters in Take Me Out Indonesia”*.

Sheila took the data from the utterances of Master of Ceremony and participants. She just analysed the one type of implicature, that is conversational implicature.

The third result is from Muhamad vikry (2014) in title “*An Analysis of conversational Implicatures in Iron Man 3*” His data was taken from the utterances of actors or actress in the movie of Iron Man 3. Muhamad also just analysed the conversational implicature that found in the movie of Iron Man 3. The last result is Intan Mustika Pratiwi(2012) in title “*An Analysis of Implicature: Flouting Maxims in the Novel entitled Uncle Tom’s Cabin written by Harriet Beecher Stowe*”. The data was taken from the novel of Harriet Beecher Stowe entitled Uncle Tom’s Cabin.

CHAPTER III

RESEARCH METHODOLOGY

3.1. The Research Methods

Research Method is the most important thing to find out the result of a research. In this research, the writer will use the Descriptive Qualitative Method.

According to Lambert (2012:7) “Descriptive qualitative method is purely data-derived in that codes are generated from the data in the course of the study. Like other qualitative research approaches, qualitative descriptive studies generally are characterized by simultaneous data collection and analysis”. The goal of qualitative descriptive studies is a comprehensive summarization, in everyday terms, of specific events experienced by individuals or groups of individuals.

Meanwhile, Thimoty (2013:27) said: “A descriptive research method is a widely used qualitative research method used to gather information about particular situation”. the data in the research will be taken from the chats of individuals or group of individuals through the sosial media.

3.2. The Source of Data

The source of data in this research will be taken from the chats of WhatsApp between Tika romauli Siregar and her prospective Mother-in-law. the process of creating, modifying, and deleting metadata (Valley Ariyanto 1999:16). Inmon (2005:41) “data is facts collection, concepts, or instructions on the storage that used for the communication, repair and processed automatically presenting the information which is understandable by the human”. In the WhatsApp chats between Tika romauli Siregar and her prospective Mother-in-law, there were so many utterances that contain implicatures.

3.3. The Technique of Collecting Data

There are totally 21 screenshots of chats that formed as smartphone's screenshot. the collecting data will be taken from google that uploaded on internet and the writer will read the chats overall to be analysed in implicature.

3.4. The Technique of Analysing Data

The writer will analyze the data based on the steps below:

1. Searching and copying the WhatsApp chats between Tika romauli Siregar with her prospective Mother-in-law that formed as smartphone's screenshot through the internet.
2. Reading the WhatsApp chats overall
3. Translating the WhatsApp chat overall
4. Classifying the chats on the WhatsApp chats that defy the Grice's theory.
5. Analysing the implicature and the reasons
6. Making a conclusion about the Impicature related to the chats