CONVERSATIONAL IMPLICATURE USED IN *WARUNG KOPI PODCAST* ON THE *HAS CREATIVE* YOUTUBE CHANNEL

IMPLICATUR PERCAKAPAN YANG DIGUNAKAN DALAM PODCAST WARUNG KOPI DI KANAL YOUTUBE HAS CREATIVE

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Abstract

This study aims to identify the types and meaning of conversational implicature used in *warung kopi* podcast. This research is a descriptive qualitative study which data is obtained from a *warung kopi* podcast conversation played by Praz Teguh and Mael Lee. This research uses Grice's (1975) theory of implicature to analyze the data. The data collection techniques in this research are observation method and note-taking method by Sudaryanto (2015). Based on the results of the analysis, 30 implied utterances were found in the Club Random podcast episode with Howie Mandel. Of the 30 utterances, 22 utterances are included in the particular implicature, and 8 utterances are included in the generalized conversational implicature. Particularized conversational implicature is more dominant in this study. With context, the meaning conveyed can differ from what is actually said.
Keywords: Pragmatic, Implicature, Conversational Implicature, Podcast

Abstrak

Penelitian ini bertujuan untuk mengidentifikasi jenis dan makna implikatur percakapan yang digunakan dalam podcast *Warung Kopi*. Penelitian ini merupakan studi deskriptif kualitatif dengan data yang diperoleh dari percakapan dalam podcast *Warung Kopi* yang diperankan oleh Praz Teguh dan Mael Lee. Penelitian ini menggunakan teori implikatur Grice (1975) untuk menganalisis data. Teknik pengumpulan data dalam penelitian ini adalah metode observasi dan metode catat sebagaimana diuraikan oleh Sudaryanto (2015). Berdasarkan hasil analisis, ditemukan 30 ujaran implisit dalam episode podcast *Club Random* bersama Howie Mandel. Dari 30 ujaran tersebut, 22 ujaran termasuk dalam implikatur percakapan partikular, dan 8 ujaran termasuk dalam implikatur percakapan generalisasi. Implikatur percakapan partikular lebih dominan dalam penelitian ini. Dengan konteks, makna yang disampaikan dapat berbeda dari apa yang sebenarnya diucapkan.

Kata kunci: Pragmatik, Implikatur, Implikatur Percakapan, Podcast

Introduction/Pendahuluan

Hildana (2013) states that pragmatics studies the intent of the utterance, that is, what the utterance is for; asking what someone means by a speech act; and linking meaning to who speaks. With a speech act; and relates meaning to who speaks to whom, where, and how. To whom, where, and how. In general, pragmatics is one of the sciences that studies the meaning of speech that is related to the speech situation. Such as the elements of the addresser and addressed, context, purpose, illocutionary acts, and speech; it can also be added to the elements of time and place (Wiryotinoyo, 2010). Based on some of the above opinions it can be concluded that pragmatics is part of the science of language related to aspects of the wearer that are adjusted to the context and situation of language. Adapted to the context and language situation.

Some linguistics put forward definitions of implicature. Wulandari & Iskandar (2018) implicature is the relationship between the utterance and what implied and is not semantic, but the relationship between the two is only based on the background underlying the two propositions. Sulistyowati (2013) states that implicature is related to the era of meaning conventions that occur in the communication process. The concept is then understood to explain the difference between what is "said" and what is "implied". Mulyana (2005) explains that within the scope of discourse, implicature means something that is involved or becomes the subject of conversation. Grice through Mulyana (2005) and Zamzani (2007) state that there are two types of implicature, namely (1) conventional implicature, and (2) conversation implicature.

(Sari Lubis, 2021) defines Generalized conversational implicatures occur without reference to any particular features of the context. In other words, special background knowledge or inferences are not required in calculating the additional conveyed meaning. (Emike & Iyiola, 2015) states this type of implicature is characterized by, "the application of a certain form of words in an utterance (in the absence of special circumstances) would normally carry such implicature". Generalized implicature is a conversational implicature that is inferable without reference to a special context.

In software version 2.0 Fachriza (2020), the podcasting process is the act of recording audio, such as music, news, or speeches, and then uploading it as digital sound to a website or blog. The words "iPod" and "Broadcast," two media player technologies, were combined to create the term "podcast," according to Sangkala et al., (2015). The term "podcasts" first originated in 2004 to describe the online publication of audio content. Podcasts are audio recordings that may be downloaded and played on mobile devices including smartphones, laptops, and MP3 or MP4 players. Songs, jokes, stories, poems, and numerous language specific aspects like pronunciation, vocabulary, and grammar that can be used as teaching aids will all be included in the curriculum. Podcasts are standard digital audio and video broadcasts that may be downloaded and played on mobile devices, such as iPhones and iPods, according to Rajpal et al., (2012).

Several studies have explored implicature in different contexts, each using qualitative descriptive methods. Tri and Prihadi (2023) analyzed conventional and conversational implicatures in conversations between Praz Teguh and Mael Lee, also identifying code-mixing forms such as outward and inward code mix. Sari (2021) focused on implicatures in public service advertisements on social media, using documentation techniques, and highlighted differences in the objects of study, as her research examined advertisements while this study focuses on podcasts. Despite this, both studies share similarities as pragmatic studies using Grice's theory.

Hikmah et al. (2021) examined implicatures in memes through text-based utterances and triangulation techniques, contrasting with this research, which studies spoken utterances using listening and note-taking methods. Similarly, Ilham Putra (2014) analyzed implicatures in interviews, focusing on non-observance of maxims to reveal how implicatures facilitate information exchange and effective communication. Lastly, Nadya Alfi studied conversational implicatures in *The Chew* talk show, finding generalized implicatures more common than particularized ones, as the latter requires specific contextual

knowledge. All these studies demonstrate diverse applications of Grice's implicature theory while differing in their research objects and techniques.

Method

This research used descriptive qualitative method. Walliman (2011), qualitative research depends on clear definition of the meaning of words and development of concepts and variables. The data of this research are conversations between characters that contain implicatures in the podcasts of Praz Teguh and Mael Lee, and the main data source in this research is conversations on the podcasts of Praz Teguh and Mael Lee. The form of data in this study is in the form of sentences in speech that contains implicature. The data source is the subject from which the data is obtained. As for this research, the data is obtained from the results of observing and understanding what is discussed in the has creative podcast. In this research, the researcher collects the sources from podcast in YouTube. These sources provide valuable information in helping researcher understand central phenomena in qualitative studies Creswell (2012). The steps for analyzing research data involve several systematic stages. First, the data is prepared in the form of speech fragments to be analyzed. Next, the data is classified based on the types of conversational implicature according to Yule's framework. Following this, each data fragment is described in detail by identifying the type of conversational implicature and interpreting its meaning. Finally, the results of the data analysis are summarized to draw conclusions.

Result and Discussion

Types of Conversational Implicature
Data 1
Praz Teguh   *: "masak?"*
Mael lee   *: "aku jalan agak mereng gini nih"*

Praz Teguh   *: "karena?"*

Mael lee   *: "gak tahu**, tulang aku sakit aja gitu, komanya pun bukan ada karena ada benturan kepala tapi kayak di leher gitu tuh benturannya kata dokternya**"*

In this conversation, Mael Lee is experiencing significant pain, there is no definitive diagnosis yet, and the pain is not caused by head impact but is related to the neck area. Mael Lee seems to want to indicate that this condition is quite serious and requires medical attention even though the cause is not yet completely clear. Mael Lee's utterance reflects **particularized implicature** because it refers to specific information and Mael Lee's individual situation that is relevant only in the context of this conversation.

Data 2

(on call)

Praz Teguh   *: "Halo Yanti, Dimana lu? Gak masuk rumah lu? **Rumah lu bocor pada rembes ya panggil tukang aja gua gak bisa masa gua yang ngcatin lagi enak aja lu nyuruh-nyuruh gua ya udah iya ntar deh gua catin**"*

Mael lee   *: "……"*

Praz Teguh   *: "lagi galak banget ngancem gua, Dih Yanti nih masih aja ngelunjak, teman-teman rumahnya pada ngerembes air netes di mana-mana malah nyuruh gua yang ngcat, mana enggak masuk lagi Hah Untung gua masih ada Nipon elastex".*

This sentence implies that the speaker feels that home leak repairs are best done by a professional and that he feels uncomfortable or unable to handle the job himself. There is a sense of dissatisfaction or compulsion in fulfilling the request or order given. This implicature depends on the context of the conversation and the relationship between the parties involved, so it is a **particularized implicature**.

Data 3

Praz Teguh : ***"Nah, teman-teman rumahnya pada ngerembes air netes di mana-mana malah nyuruh gua yang ngcat mana enggak masuk lagi hah untung gua masih ada nipon elastex nah buat teman-teman yang rumahnya suka rembes air pada netes beresin aja pakai nipon elastex"***

Mael lee : *"Assalamualaikum lihat Bang hah lihat ya baru sekali nih aku nih ke sini. (kissing the forehead)"*

Praz Teguh : *"duduk situ, ini bintang tamunya guys, made in Sumatera nih"*

The implication of the sentence is that "Nipon Elastex" is an effective solution to water leaks at home. You are frustrated with the situation of unaddressed leaks and recommend this product as a way to fix the water seepage problem. The sentence contains **particularized implicature**. This is because the use of "Nipon Elastex" is aimed at the specific situation where there is a water seepage problem.

Data 4

Praz Teguh : *"kok bisa sebagus itu suara kau wak?*

Mael Lee : ***"dulu sering ngaji, kan ngaji pake nyanyian pak"***

The implicature of the conversation is that Mael lee's good voice quality is due to his habit of ngaji, which involves singing. In other words, Mael Lee's experience in singing during ngaji is considered as the main factor that improved her vocal ability, although Mael Lee did not explicitly state that. The implicature in the conversation is a **particularized implicature** because Mael Lee's answer relates voice quality to a specific experience in ngaji that involves singing. This implicature is relevant in the specific context o f the conversation and does not apply generally outside the situation.

Data 5

Mael Lee : ***"awalnya pinjam motor ya kubilang buat buat konten, dia pun suka ngonten ngonten, akhirnya akun aku naik terus gak lama yauda nih ku bayarin aja motor ini"***

Praz Teguh : *"Berapa kau bayar wak?"*

Mael Lee : *"hari itu ku bayarin seingatku sepuluh juta"*

The meaning of this Implicature indicates that the success of the content generated by the use of the motorcycle had a positive impact on Mael Lee's account, so Mael Lee decided to buy the motorcycle as a reward. The sentence includes a **particularized implicature**. This implicature depends on the specific details of the situation described by Mael Lee and does not apply generally to all similar situations. This implicature only applies to contexts where motorcycle loans and content creation have a direct impact on account popularity.

Data 6

Praz Teguh : *"setelah menjadi bapak, baru ada perubahan banyak kepada kita"*

Mael Lee : *"betul, iya iya"*

Praz Teguh : *"aku tunggu lagilah anak selanjutnya"*

The phrase "*setelah menjadi bapak, baru ada perubahan banyak kepada kita*" implies that the experience of becoming a father brings about significant changes in one's life and self. It implies that the new responsibilities and roles of fatherhood affect various aspects of life, both personally and socially, and may include changes in ways of thinking, behavior and life priorities. In other words, the changes include the profound transformation felt by individuals in various aspects of their lives after assuming the role of parenthood, suggesting that this new role brings a broad and substantial impact in their lives. the sentence "*setelah menjadi bapak, baru ada perubahan banyak kepada kita*" belongs to the **particularized implicature**. This implicature emphasizes that the changes that occur after fatherhood are unique to the individual's personal situation and experience, rather than a generalization of how fatherhood affects everyone in general. It reflects that the changes are specific to their personal life experiences.

Data 7

Mael Lee : *"kalau kau berapa rencana?*

Praz Teguh : *"rencanaku tuh juga pernah ada empat lima rencanaku anak, dua lahir cowok dua duanya"*

The sentence "*rencanaku tuh juga pernah ada empat lima rencanaku anak, dua lahir cowok dua duanya*" implies that the speaker previously had a plan to have four or five children, but so far only two children have been born and both are boys. This implicature shows that although the speaker had plans or hopes to have more children, the current reality is that only two of the expected children have been born, and both are male. This reflects the difference between the ideal plan and the real outcome, as well as possibly emphasizing how the plan has changed or been affected by reality. the sentence belongs to the **particularized implicature**. In this case, the sentence reflects the speaker's personal experience regarding their plan to have four or five children, but currently only two children have been born, and both are boys. This implicature is specific to the speaker's personal experience and situation, revealing the difference between their ideal plan and the current reality.

Data 8

Praz Teguh : *"terima kasih buat semua teman teman yang sudah nonton dan juga preman terkuat di bumi, senang kali aku akhirnya ngobrol sama kau, berkali-kali ku bilang aku ngefabs sama kau"*

Mael Lee : *"akupun ngefans"*

Praz Teguh : *"nda ada"*

The sentence "*terima kasih buat semua teman teman yang sudah nonton dan juga preman terkuat di bumi, senang kali aku akhirnya ngobrol sama kau*" implies that the speaker feels very appreciative of the support of the friends who have watched, as well as honored and satisfied to finally be able to talk to someone who is considered to be very influential or accomplished, referred to as "the strongest thug on earth." This implicature reflects a deep sense of gratitude and excitement for the opportunity to interact with this person, suggesting that the speaker considers this interaction to be an

important achievement or precious moment in their life. the sentence belongs to the particularized implicature. This **implicature is particularized** because it relates to the speaker's specific situation, including their experiences with friends and interactions with specific individuals who are considered influential or important in their context.

Generalized Conversational Implicature

General conversational implicatures do not require special knowledge or background to understand or conclude a conversation.

Data 9

Praz Teguh   : *"itu yang merah tulisannya apa?*

Mael Lee   : *"**namaku asli**"*

The implicature of this conversation is that the red writing asked by Praz Teguh is Mael Lee's real name, clarifying that the writing refers to Mael Lee's self-identity. This implicature is included in the **generalized implicature** because it implies that the information displayed on the object in this case, Mael Lee's real name shows a deeper personal relationship, indicating that the object has a special value or meaning for Mael Lee.

Data 10

Praz Teguh   : *"dilayar aku lihat bisa mak dia standing standing begitu, ada gak pernah kecelakaan?*

Mael Lee   : *"**pernah, aku pernah kaki kanan aku disini nih di pergelangan kaki retak gara gara aku jatuh naik motor, jadi aku cornering jatuh retak, aku sebulan gak syuting**"*

This conversation implies that Mael Lee's accident had a significant impact on her physical abilities and professional activities at work, thus providing an explanation for the possible instability or changes in her appearance on screen. This implicature is included in the **generalized implicature** because generalized implicature occurs when general information can be inferred from the conversation without the need for specific context or explicit additional assumptions. In this case, Mael Lee's statement about the accident and its impact on her filming activities gives a generalized understanding that the accident affected her physical and professional abilities.

Data 11

Praz Teguh   : *"ketemunya dimana kalian?"*

Mael Lee   : *"**ketemunya tuh dia tuh dia bawa kawan aku juga aku lagi ngonten dulu aku tinggal di cilengsi, dia datang ikut ikut main**"*

The meaning of this statement implies that in the past, when Mael Lee lived in Cilengsi, they had a friend or acquaintance who came to join in social activities there. This shows that there is social closeness and quite intimate interaction between Mael Lee and the person, with the activities carried out being casual and informal. This implicature includes **generalized implicature** because from the statement "*dulu aku tinggal di cilengsi, dia datang ikut ikut main*" is that when someone lives in a place, friends or acquaintances will usually come to visit and join in social activities. This reflects the general principle that social interaction involves visits from friends and participation in shared activities in the location where one lives.

Data 12

Mael Lee   *: "terus dia main-main banyak yang suka ku kasih karakter itu akhirnya tuh kita naik tuh bareng-bareng ya udah bikin bareng lagi"*

Praz Teguh   *: "Oh bikin bareng"*

Mael Lee   *: **"tapi tetap di YouTube ku, di Instagram aku gitu, dia jatuhnya juga penulis juga, aku gaji juga gitu"***

This sentence implies that the person is involved in activities on Mael Lee's social media platforms (YouTube and Instagram) and functions as a writer in projects or jobs managed by Mael Lee, receiving a salary as a form of compensation for their contribution. This sentence reflects **generalized implicature** in the context of the general principle of employment and compensation. It suggests that someone who works on social media platforms (such as YouTube and Instagram) in a professional capacity, such as a writer, usually receives financial compensation. This reflects the general rule that individuals with professional roles on social media will be paid for their contributions, although the statement also refers to the specific situation recounted by Mael Lee.

Data 13

Mael Lee   *: **"ini pacah paruik ini harus colab sama aku nih"***

Praz Teguh   *: "aku pengennya gitu"*

Mael Lee   *: "ayolah"*

Praz Teguh   *: "next yaa, janji kau ini"*

The implicature in this conversation lies in the fact that Mael Lee seems to be emphasizing the need for collaboration or cooperation, while Praz Teguh expresses a desire to do so and asks for a promise from Mael Lee to make it happen. The main implicature here is the importance of the expected collaboration and the need for assurance or commitment from Mael Lee. This sentence is a **generalized implicature**. The generalized implicature of this sentence is that collaboration with the speaker is considered important or necessary in a general context. This can be translated as a message that collaboration or cooperation with the speaker is common or important in many situations.

Data 14

Praz Teguh   *: "kenapa bisa sama Maggi? Kirain kau karena sering ke pekan baru dulunya kenal Maggie makanya dekat sama Maggi"*

Mael Lee   *: "Oh enggak Maggi itu kayaknya ketemu-ketemunya di Jakarta juga"*

Praz Teguh   *: "Oh di Jakarta"*

Mael Lee   *: **"iyaa, jadi kami tiap aku ke Pekanbaru tuh hubungin dia"***

The meaning of the sentence "*iyaa, jadi kami tiap aku ke Pekanbaru tuh hubungin dia*" implies that contacting the person is part of the routine of every visit to Pekanbaru, showing the importance of the relationship or the role of the person in the context of the visit. This implicature includes habit, the importance of contact, and perhaps specific obligations or agreements regarding communication. the sentence contains **generalized implicature** because it implies that maintaining communication with someone in a routine visit is a common norm or practice. It reflects that getting in touch with local contacts

or relevant parties in any visit to a place is a common thing to do and is considered important, without the need for specific information about the context of the relationship.

Data 15

Praz Teguh   : "kenapa si marco cepat resign dari bikin konten sama kau bang? Apakah ada masalah sama kau bang?"

*Mael Lee : "**seperti yang udah dijawab tadi engga ada masalah cuman dia pengen berkarya sendiri, aku pengen berkarya sendiri**"*

In the conversation, the implicature is found in Mael Lee's sentence explaining that Marco's decision to resign from the joint content project and Marco's desire to work alone are not caused by problems or conflicts between them. Instead, both parties simply wanted to pursue their individual projects or goals. Thus, the implicature of Mael Lee's statement is that the breakup was the result of a personal desire to be independent, not because of any problems or conflicts. This implicature is **generalized implicature** as it implies that the reason for the breakup is common or natural in similar situations.

Data 16

Mael Lee   : "gak tahu, YouTube itu kadang aku buat konten yang bagus eh malah enggak trending

Praz Teguh   : "kau udah yakin trending nih malah"

*Mael Lee   : "**ini bagus nih konten, yah kan kita pasti apa yang kita buat kan terasa kan oh ini bagus nih pasti trending, rupanya enggak**"*

The implication of this sentence is that although the speaker believes that the content they created is of high quality and has the potential to be trending, the reality is that the content did not meet expectations and did not become trending. This shows the difference between personal expectations of content quality and the actual results on the platform. The sentence "*ini bagus nih konten, yah kan kita pasti apa yang kita buat kan terasa kan oh ini bagus nih pasti trending, rupanya enggak*" is included in the **generalized implicature**.

Conclusion

This research found that both generalized and particularized conversational implicatures were used in the *Warung Kopi* podcast on the "HAS CREATIVE" YouTube channel. From the analysis of 10 conversations containing implicatures, 8 instances were categorized as particularized conversational implicatures, and 8 as generalized implicatures. Understanding the meaning of each utterance requires familiarity with the context, as context is inseparable from implicature. The use of implicatures in the podcast serves to explain and narrate stories, with the speaker relying on listeners to grasp the intended meaning through contextual cues. Thus, to comprehend the types and purposes of conversational implicatures in this podcast, attention to context is essential. Practically, this study has several applications: it provides language teachers with alternative resources for teaching pragmatics, particularly conversational implicature; it helps readers understand how context and implicature interact in podcasts; and it offers a foundation for further research, enriching the understanding of implicature in various fields and media.

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