

**A PRAGMATIC ANALYSIS OF CONVERSATIONAL
IMPLICATURES USED IN THE COMMENT SECTION
OF TWITTER AUTO BASE ACCOUNT
@ENGLISHFESS_**

THESIS

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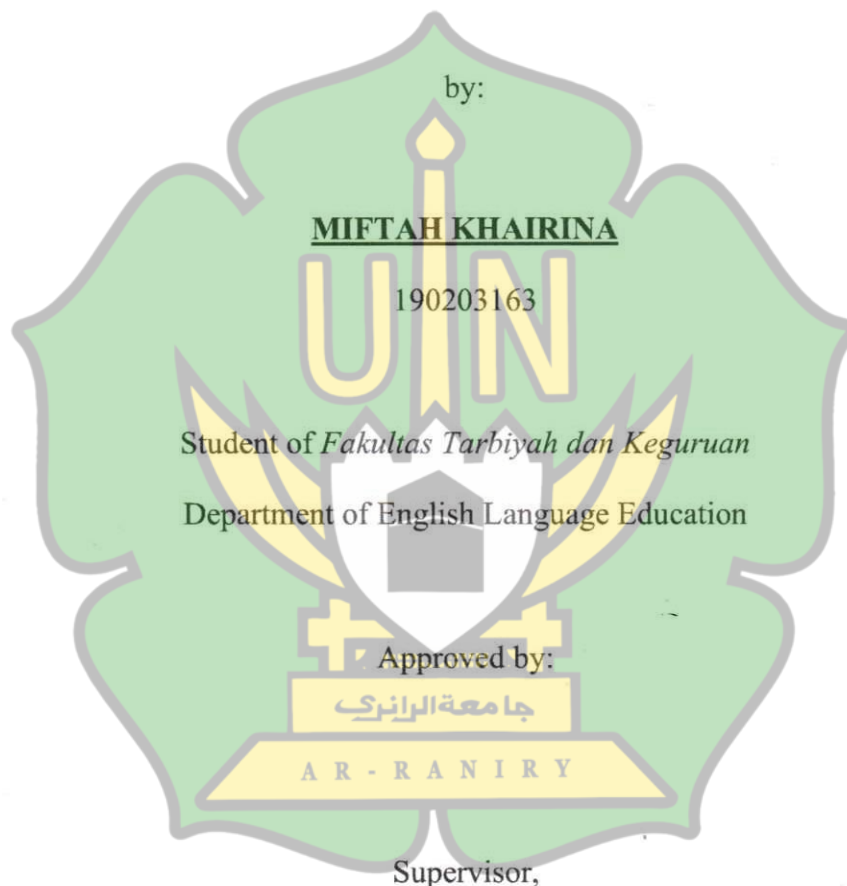
Department of English Language Education



**FAKULTAS TARBIYAH DAN KEGURUAN
UNIVERSITAS ISLAM NEGERI AR-RANIRY BANDA ACEH
2024 M / 1445 H**

THESIS

Submitted to *Fakultas Tarbiyah dan Keguruan*
Universitas Islam Negeri Ar-Raniry Banda Aceh
in Partial Fulfillment of the Requirements for
The Bachelor Degree of Education in English Language Teaching



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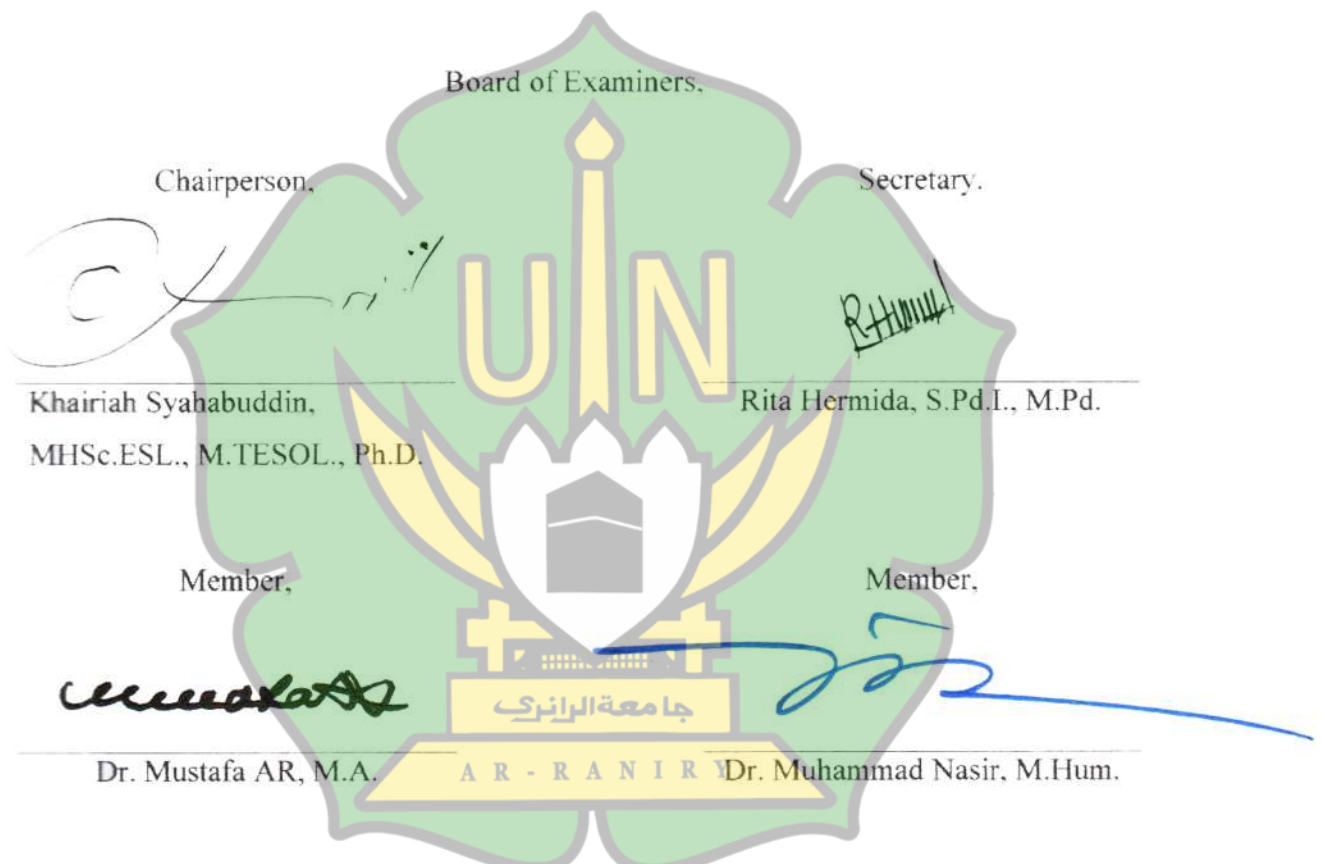
Date: 16 / 6 / 2024

It has been defended in *Sidang Munaqasyah*
in front of the broad of the Examination for the working paper
and has been accepted in partial fulfillment of the requirements
for the Bachelor Degree of Education in English Language teaching

on:

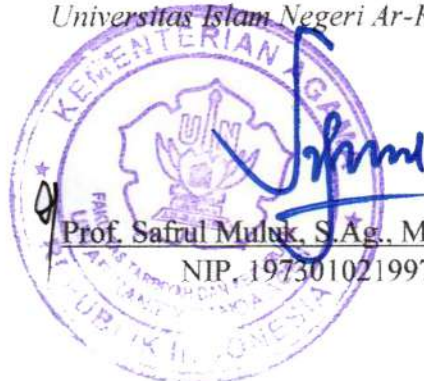
Friday, July 19th, 2024 M
13 Muharram 1446 H

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adalah benar-benar karya saya, kecuali semua kutipan dan referensi yang
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Saya yang membuat surat pernyataan,



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ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

All praises and gratitude to Allah (Glorious and Exalted Is He), for all His abundance of grace and blessing so that I can complete the writing of this thesis. *Shalawat* and *salaam* always be given to our beloved prophet Muhammad Peace be Upon Him, who has brought us to a time full of knowledge and guided us to the right path.

On the way of completing this thesis, I often face some difficulties and obstacles, however because of the help, advice, guidance, and motivation from various parties, this thesis can be completed properly. First of all, I want to express my deepest gratitude to Mrs. Khairiah Syahabuddin, M.HSc.ESL., M. TESOL., Ph.D as the supervisor who has accompanied me during the process of this thesis. Thank you for all your guidance, advice, suggestion, and support because without it all this thesis could never be completed. May you always be blessed by Allah (Glorious and Exalted Is He).

To my beloved parents (my biggest motivation to complete this thesis), father Nazaruddin and mother Nurbaiti, who has showered me with their endless love and unwavering support, prayed for me in every step I take, motivated me, and tried everything for me to reach this point. Words cannot describe how grateful I am. To my dearest sisters, Nailul Muna, Ulfa Khaira Fitria, Yanti Safrina, and my

only brother Iqbal Firnanda who always encouraged me during the process of writing this thesis. You all mean the world to me.

My gratitude also goes to my friends, Hafni Zahara, Khairun Nisa, Miftah Irhan, Fathiya Rahma, and other friends who encouraged and helped me in completing this thesis during the academic journey. Thank you so much for making my academic journey enjoyable and memorable.

Finally, the writer realized that this thesis is far from perfect, so the writer expected constructive suggestion and criticism. Hopefully, this thesis will make a positive contribution to the readers.

Banda Aceh, June 13th 2024

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ABSTRACT

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Thesis working title : A Pragmatic Analysis of Conversational Implicatures Used
in the Comment Section of Twitter Auto Base Account
@englishfess_
Supervisor : Khairiah Syahabuddin, M.HSc.ESL., M. TESOL., Ph.D.
Keywords : Pragmatic; Implicatures; Cooperative Principle; Maxim;
Twitter

In this modern era where social media has been widely used, many people tend to communicate using social media which enable people to share something through online platform. Studying conversational implicatures in social media platform is really essential because people tend to communicate via online nowadays and sometimes it leads to misunderstanding. The aims of this study were to analyze how conversational implicature used in the tweets' comments and which types of maxims of cooperative principles flouted in the account @englishfess_. This research was conducted using descriptive qualitative method. The data in this research were obtained from tweets' comments on Twitter auto base account @englishfess_. Those data were collected on the March 22nd – 31st 2024. Furthermore, all of the data would be analyzed through implicature theory proposed by Grice. The result of this study showed that there were 21 comments contained conversational implicature because of the flouting maxims. Those maxims were the maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manner. From 21 comments, there were 9 comments flouted the maxim of quantity, 5 comments flouted the maxim of quality, 5 comments flouted the maxim of relation, and 5 comments flouted the maxim of manner. Therefore, the most flouted maxim was maxim of quantity. It showed that those comments generated on Twitter auto base account @englishfess_ contained implied meaning, therefore the listeners should use the contextual knowledge to infer what the speakers means in their utterances.

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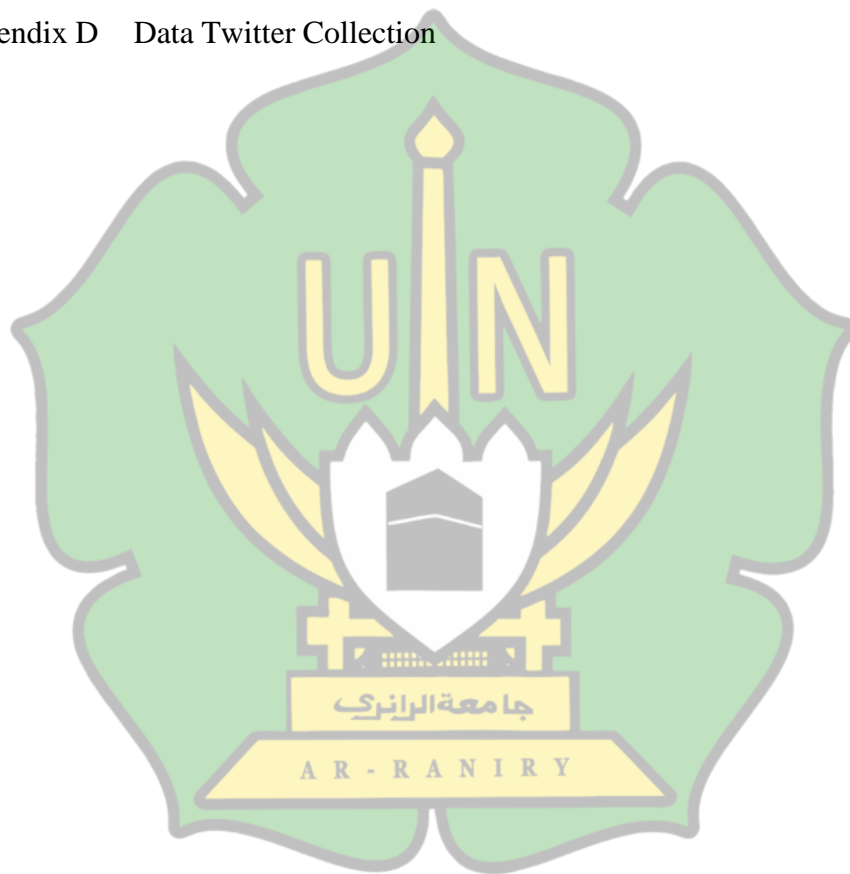
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CHAPTER I

INTRODUCTION

This chapter explains the background of study, research questions, research aims, significance of study, research terminologies, and limitation of study.

A. Background of Study

Communication is one of the most essential skills that must be mastered in everyday life because it is an integral part of being a social human being. Human beings tend to interact and socialize with other people in order to deliver their messages, emotions, feelings, and expressions. All of these communication goals can be actualized by maintaining communication. We typically think of communication as the words we use when we speak or write, however our body language, our facial expressions, our tone of voice, or physical actions, and even our thoughts are ways of communicating (Hanh, 2013). It shows that there are numerous methods available to facilitate communication, ensuring continual interconnectedness among individuals. To communicate effectively, speakers have to convey their messages clearly so that the listeners can understand what the speakers actually mean. The role of both speaker and listener plays a vital role in communication to achieve those communication goals. In line with previous statement, we need language as a tool in order to communicate effectively and to express ideas in both verbal and non-verbal communication, oral and written form of communication. Hinkel (2005) mentioned that speaking is considered as the most complex skill and difficult to master. As we know that it is only about speaking

with appropriate grammar, more than that both speaker and listener need to ensure they understand about the context they talking about.

In everyday practice, humans have a tendency to manipulate linguistic resources which involve using language in ways that can influence or control others' perceptions, beliefs, or behaviors in order to gain particular goals. It is supported by Yule on his book *The Study of Language* mentioned that to create new expressions and novel utterances, humans tend to manipulate their linguistic resources so that they might be able to illustrate new objects and situations, this needs to be aligned with the fact that humans can potentially produce an infinite number of utterances in their language (Yule, 2006). Consequently, it is possible for speakers to use various utterances to deliver messages with other people in order to avoid any tedious conversation. However, the fact that the speaker is the one who produces the utterances, every person can interpret the meaning differently due to the different way of thinking. Hence, the situation where the listener unintentionally misleads the messages might happen in some communications. In the realm of interpersonal communication, this phenomenon is a common occurrence in the communication setting. It can arise due to various factors, including differing cultural backgrounds, personal biases, or simply misinterpretation of tone or context. Moreover, the complexity of language itself can contribute to this phenomenon, as words may carry multiple meanings or nuances that are not always accurately conveyed. Addressing this phenomenon requires heightened awareness and fostering mutual understanding to enhance communication efficacy.

Furthermore, both speaker and listener are expected to be cooperative so that the conversations can be accomplished in a proper way.

In some cases, the speaker does not convey the information clearly that can lead the partner they are talking with to ambiguity and uncertainty. Nevertheless, it does not mean the speaker failed to deliver the messages, sometimes what the speaker is meant could transcend what is said. Perhaps, there is an implicit meaning within the utterance. This implied meaning in pragmatic is known as implicature. Brown and Yule (1983) states that the term implicature is applied to explain the implied meaning in the speaker's utterance that could be different with what is said. Furthermore, Grice (1989) in *Logic and Conversation* mentions that there are two types of implicature, conventional implicature which focused more on the use of words, and do not depend on any special features of the conversation. Besides, conversational implicature depends on the context of a conversation, so that it is related to a pragmatic notion. However, this research focuses only on conversational implicatures. The understanding of implicature has significant and massive impacts on language users. This study plays a crucial role in communication by conveying meaning beyond the literal interpretation of words, enabling them to understand the context of a conversation. Therefore, if there is a situation where they discovered some implicit meanings, they can interpret the utterances properly without getting misunderstanding and confusion.

Implicature does not only occur during face-to-face conversation, on the other hand, it might exist in various realms including in interaction via social media platform. Nowadays, as the rapid growth of technology, the use of social media

becomes the huge phenomenon among people on society with different age groups. This online sharing of information platform develops the increase in the communication skills among the social media user especially the learners of educational institutions (Baruah, 2012). The social media platforms enable people to communicate and to share their stuff without getting in particular place. Amanda (2020) states that social media becomes a tool for social interaction where the users is allowed to do kind of activity like chatting and commenting. In this research, this study will specifically utilize Twitter (X) as the social media platform to analyze conversational implicature used by English learners. In this modern era, Twitter as online social networking service becomes very popular among society. According to demansage.com, as of 2023 Twitter has around 528.3 million monetizable monthly active users. This social network enables people to engage in a conversation popularly known as “tweet”.

Align with the previous paragraph, the researcher is interested to analyze conversational implicature used in one of Twitter auto base account called Englishfess (@englishfess_). Regarding this topic, several studies have been done previously. The first study was conducted by Azzahra & Saifuddin (2023). This study reveals some utterance targeted to Ozawa Ren containing sarcastic on his Twitter account. This study is grounded in Grice’s implicature theory and Kapogianni’s irony cues theory to analyze the data. Another study was done by Lestari Putri (2020). The aim of this study is to examine implicature in the twitter reply columns to discover any cyberbullying-related speech. Another study conducted by Agustin (2022) shows the deviation of the cooperative principles in

the conversation between the seller and the buyer. The most flouted maxim in those conversations is the maxim of quality meanwhile the maxim of quantity is the least flouted in the conversations.

Different from those previous studies, this research focused on how twitter users practically used conversational implicatures in their tweets on the comment section of auto base account @englishfess_. This study focuses on the use of conversational implicature examined through Grice's implicature theory. This study will observe more about the use of cooperative principles that strongly related to conversational implicature.

B. Research Questions

Based on the research background elaborated above, this study will focus on two main research questions:

1. How are the conversational implicatures generated by Twitter users in the comment section of Twitter auto base account @englishfess_?
2. What are the types of cooperative principles flouted by Twitter users in the comment section of Twitter auto base account @englishfess_?

C. Research Aim

The following research objectives are obtained from the research questions that have identified above:

1. To analyze the conversational implicatures generated by Twitter users in the comment section of Twitter auto base account @englishfess_.
2. To determine the type of cooperative principles flouted by Twitter users in the comment section of Twitter auto base account @englishfess_.

D. Significance of Study

The results of this study are expected to be useful for:

1. The Theoretical Benefits

This research as a study which focused on the use of conversational implicature through social media in this case Twitter, is expected to be useful for people who put their interest in studying the implied meaning in a conversation which link to the branch of linguistic especially pragmatic notion. Moreover, this study is expected to be useful for further researcher who initiate to conduct in-depth research related to the same issue in more specific way. Additionally, the entire theories of the research are hoped to enrich readers' knowledge about the linguistic field, particularly pragmatic notion.

2. The Practical Benefits

This study is also expected to be learned by students and lecturers especially in English education department because by understanding the study of implied meaning which known as implicature, both students and lecturers can maintain effective communication during teaching and learning process. Therefore, there

would not be any misunderstandings anymore when two-way communication occurs.

E. Research Terminologies

1. Pragmatic

Pragmatic can be defined as the branch of microlinguistics that studies how linguistic meanings depend on context. Levinson (1983) states that pragmatic is the study of language users' ability to connect one to another utterance by considering contextual factors in order to be suitable. Look at the example below:

“This is the red dress”

In pragmatic notion, we must interpret the utterance by analyzing the contextual meaning of the utterance. Someone know that her friend is looking for that red dress, so she let her know. They are talking about a particular dress, so that when she is seeing the dress, she shows it to her friend.

2. Implicature

It is very common to find an implied meaning within a conversation, and that an additional meaning can be inferred and predictable. Implicature is a proposition that is implied by the utterance in a context, even though the proposition is not part of entailment of what is actually uttered (Gazdar, 1979).

3. “Englishfess”

“Englishfess” is a twitter auto base account that enables its followers to submit confessions or thoughts anonymously related to the English language, grammar, and communication. This platform allows users to share their experiences, frustrations, or questions about English in a public forum while remaining anonymous.

F. Limitation of Study

This study mainly focuses on some important key points. The first point is the use of social media Twitter. Due to the extensive reach of social media, researcher has confined the study solely to Twitter. This decision is aimed at optimizing time efficiency. Therefore, the researcher selected Twitter platform specifically the auto base account @englishfess_ in this study. Furthermore, this study focuses on analyzing conversational implicature used on @englishfess_ account which contains conversational implicatures and flouting the maxims (cooperative principles).