AN ANALYSIS OF CONVERSATIONAL IMPLICATURE IN DEDDY CORBUZIER'S PODCAST ON YOUTUBE

Rini Afrilesa. J¹⁾, Winda Sartika²⁾, Vera Magria³⁾

¹Language Faculty, Muara Bungo University, Indonesia

²Language Faculty, Muara Bungo University, Indonesia

³Language Faculty, Muara Bungo University, Indonesia

E-mail: ¹afrilesananda85@gmail.com, ²wsartika461@gmail.com,

[³veramaglia14@gmail.com](mailto:veramaglia14@gmail.com)

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Abstract

This research aims to identify types, meaning, and functions of conversational implicature as found in participants' utterances in Deddy Corbuzier's Podcast on Youtube based on their contexts. This thesis uses descriptive qualitative method in which the data are obtained from the conversation of Deddy Corbuzier's Podcast. The data are collected through observational method by downloading and note-taking technique. Data analysis is conducted using referential identity method. The result of analysis is presented with formal and informal method. The result of the analysis shows that the utterances of the guests in Deddy Corbuzier's Podcast contain three types of conversational implicature. The first one is *Generalized Conversational Implicature*, it is an implicature that does not need context to understand the utterance. The second, *Particularized Conversational Implicature* is an implicature that can be understood by knowing a specific context and also needs special knowledge of the listener. The third, *Scale Implicature* is an implicature that is communicated by using a word that contain a scale of values, such as identifying a quantity (all, most, many, some, few). As a result, from 15 utterances found in the podcast, 6 utterances are categorized as *Particularized Conversational Implicature*, 3 utterances are categorized as *Generalized Conversational Implicature* and 2 utterances are categorized as *Scale Implicature*. There are four functions of implicature indicated in these utterances. They are (1) Assertive (9); (2) Directives (2); (3) Declarative (1); and (4) Expressive functions (2). Assertive function dominantly occurs in this podcast, which is caused by the presentation of explanation by the speakers.

Keywords : *conversational implicature, podcast.*

INTRODUCTION

Conversational implicature often appears in personal daily interaction, generally in spoken and written forms. General written conversation can be found on social media, magazines, newspapers, and more. While spoken conversation can be easily found in dialogues, speeches, interviews, talk shows, and podcast. In

this research, the focus will be on conversational implicature found in a podcast, or more particularly in Deddy Corbuzier's Podcast on Youtube.

Conducting an analysis of conversational implicature in a podcast utterances can be very intriguing as the topic of conversations are relatively weighing on the contexts. Listeners and speakers of a podcast are expected to understand both the contexts and the meaning of each other's utterances in order to create a good broadcast. Besides, a conversation that takes place on a Youtube podcast can also influence the way people speak and interact with each other in daily life as it is popular among listeners from different regions of the world.

Implicature is calculated to know what is suggested or intended by speakers as different from what is literally declared (Brown and Yule 1983: 11). Conversational implicature is a group of propositions or implicative statements, what might be interpreted, implied. In other words, what the speaker is talking about can be different from what is actually said by the speaker in a conversation. The rules in a conversation are known as maxims.

Yule (1996:37) said that "in order to carry out the principle of cooperation, every speaker must obey 4 conversational maxim, namely maxim of quantity, maxim of quality, maxim of relevance and maxim of manner". In each of the maxims of the conversation, there are rules that each participant is expected to obey: 1) Quantity Maxim, expects each participant to contribute as much as needed by the speech partner; 2) Quality Maxim, expects each participant to contribute according to facts; 3) Relevance Maxim, expects each participant to contribute in relation to the context of the conversation; 4) Manner Maxim, is the way to expect each participant to contribute directly, clearly and unambiguously.

As stated by Grice (1975), he classified implicature into conversational implicature, generalized implicature, particularized implicature and scale implicature. Generalized implicature refers to an implicature which meanings are inferred without specific contexts. Particularized Implicature refers to an implicature which meanings are inferred to specific context.

Kridalaksana (2008) states that relationship between an element of language with other elements in the broad context of communication are related.

To carry out its role, the pragmatic function itself must violate the maxim of cooperation in speech acts between the speaker and the interlocutor, so that the creation of an implicature can occur. Therefore, the pragmatic function of the implicature speech is very closely related to the speech act function.

Searle (1969) classifies the speech act function in speech activity into five kinds of speech forms, each of which has its own communicative meaning. These forms can be summarized as follows: **Assertive** is to commit its speaker with the degree of strength to the truth of the propositional content, whereas the new picture entails that whoever performs an assertive, licenses the inference that he aims at activated knowledge of the propositional content. **Directive** is a speech act that aims to make the hearer do something. **Commissive** is this kind of speech acts that speaker use to commit themselves to some future action. **Expressive** is used to express the psychological state in sincerity condition about a state of affair in specified in the propositional content. **Declaration** is speech act in which what the speaker say can change the propositional content and reality. According to Sobur (2009:56), context includes all situations and things that are outside the text and it affects the use of language, such as participants in the language, situations where the text is produced, the intended function, and so on. The meaning or purpose of the speech can only be known after considering aspects of the context that includes the speech and speech events. Context greatly influences the form of language that a speaker uses.

YouTube is a present time electronic mass communication media which presents audiovisual information and allows people to receive the information by looking at pictures and listen to the sound simultaneously. This means that, youtube can be more practical than television, magazines, newspapers, and radio because it serves a variety of videos from different channels that can be seen, heard, and life like. Not only videos, YouTube also presents various kinds of contents; one of them is podcast.

In this modern time, YouTube is widely used by everyone as a media tool of entertainment and also to show their existence to the world. The reason people use YouTube is because it is more practical more than television. The more

interesting contents created by a YouTuber, the more subscribers and viewers they get on YouTube, and that is one of the benefits for a YouTuber. One of the public figures who uses YouTube is Deddy Corbuzier. He posts interesting contents on his channel, one of them is the famous Deddy Corbuzier's Podcast, where he invites public figures or special guests who are recently becoming a trending topic among netizens. In addition to that, netizens are users of the internet or also the members of the online communities.

METHODS

Based on the problem in this study, the writers used descriptive-qualitative method to understand the object of this research, which was qualitative research methods emphasize on field observation research methods and data were analyzed in a non-statistical way. The explanations and data analysis were written and developed by the authors themselves who refer to sources that related to the facts. As Mahsun (2011:257) explains in his journal, qualitative method focuses on the meaning and describes the data which are not a group of numbers but rather of oral words or written words. Collecting the data of this research, the writers used non-observation method. Furthermore, the technique in collecting the data that the writers used is a non-participant technique.

Sudaryanto (1993: 134) claims that a non-participant technique is a technique where the researcher acts as an observer, which means the researcher only observes the utterances that occur in the conversation process. In other words, non-participant technique is where the observer does not participate in the life of the person to be observed. It is also stated by Sudaryanto (1993:13) that there are two methods to analyze the data, which are referential method and distributional method. Referential method is a method of analyzing the data in which the tool or device is outside the observation, regardless and not being part of the language that will be investigated. The distributional method is the method in which the tool or device is the language itself. In this research, the writer used referential method to explain the data where the tool device refers to the referent of the language.

The writers made some questions related to the title. They were as follow: What are types and meanings of conversational implicature found in DeddyCorbuzier's Podcast on YouTube? And what are the pragmatics function of conversational implicature found in the podcast? Based on the problem in this study, the writers used descriptive-qualitative method. Qualitative research methods emphasized on field observation research methods and data were analyzed in a non-statistical, As well as explanation be developed by the author himself who still refers to sources that related to the facts. Mahsun(2011:257) explains that qualitative method focus on the meaning and describes the data which are not a group of numbers but rather of oral words or written words.

The writers hope this research could give valuable contributions in the field of linguistics, especially in pragmatics and it can enrich the knowledge about pragmatics, as well as to contribute in the development of pragmatics. This research is also expected to be useful for the faculty of language as additional information, reference for other writers who want to conduct more research about the same topic. For the readers in common the writers hope the reader who reads this research can use it as a reference on implicature study.

FINDINGS AND DISCUSSION

From the analysis, the writers found types and meanings of conversational implicature in DeddyCorbuzier's Podcast on Youtube.

Generalized Conversational Implicature

Generalized conversational implicature is an implicature which does not need special context to analyze it. It means that how to make assumption, we do not to know another aspect of the utterance.

Paticipants : *Deddy Corbuzer and Najwa Shihab*
Theme : *"Najwa Shihab kite gombalin pepet terus"*

Figure 2. The picture of Najwa Shihab (left) and Deddy Corbuzier (right)

Source : The picture is captured from DedyCorbuzier's Youtube Podcast in February 15th 2020
via <https://youtu.be/Y8p0kq3kcoI>

Context : Najwa Shihab was a guest on DedyCorbuzier's podcast, but before that they both also knew each other outside the podcast. Dedy opened the conversation with a compliment to his guest. In his podcast, Dedy began to ask Najwa Shihab about her friends.

DedyCorbuzier : *Tapi, elu emang gak suka ngobrol sama orang ?*

But, you really don't like talking to people?

NajwaShihab: *Gue.., karna gue pada dasar nya ya..Gue tu..orang nya tertutup, tau gak sih! Gue tu..gak terlalu senang bicara tentang diri sendiri, mungkin karna, uh..apa ya.. kan gue di latih sebagai wartawan, walaupun gue menjalani banyak peran, dan selama 3 tahun terakhir peran wartawan bukan satu-satunya peran yang gue lakukan, tapi wartawan itu kan dididik untuk tidak membicarakan diri sendiri, artinya tidak lebih penting dari berita yang disampaikannya.*

I ..because I'm basically huh..I'm such..an introverted person, you know! I'm not comfortable to talk about myself, maybe because, uh ... well... I was trained as a journalist, and even though I played many roles in my life, and during the last 3 years the role of journalist was not the only role I did. But journalists are taught not to talk about themselves, which means that it is not more important than the news I have to deliver.

The conversation above showed two violations in cooperative principle those are maxim of quantity and maxim of manner especially in Najwa Shihab statement. Najwa Shihab in her answer, gave too much information on Dedy Corbuzier's question and it flouts the maxim of quantity. Grice (1975) definition of the characteristic of maxim of quantity "Do not make your contribution more

informative than is required”.

Meanwhile, the flouting of the maxim of manner is that Najwa Shihab made the answer not clear (Avoid obscurity of expression) to Deddy Corbuzier's question. Grice describes that maxim of manner “Avoid obscurity of expression”. Here Najwa Shihab made her statement not clear especially in her statement about her roles as journalist. This means that Najwa Shihab only needs to answer “Yes or No”, from the answers above and Najwa didn't do that.

The pragmatic function used is the assertive pragmatic function, support by Searle (1969) is a form of utterance that binds the speaker to the truth of the proposition he expresses, for example: stating, demanding, reporting, mentioning, confessing, giving testimony and so on. From Najwa Shihab's statement is to acknowledge to the listener.

Particularized Conversational Implicature

Particularized Conversational Implicature is an implicature that need special background, special knowledge of the context to understand the extra information.

Participants : *Deddy Corbuzier dan Bintang Emon*
Time/Place : Tuesday, April 7th 2020 On DeddyCorbuzier's Youtube Podcast
Theme : *“Tukang duku aja gak takut corona”*

Figure 5. The picture of BintangEmon

Source : The picture is captured from Podcast DeddyCorbuzier's Youtube in April 07th 2020 via <https://www.youtube.com/watch?v=DqPNkiJTW7I>

Context : Bintang Emon is one of the guest in Deddy's podcast, the reason Deddy invited Emon as his star guest is that Emon is the talk of netizens about his DPO (dewan perwakilan omel-omel) who criticize people wearing medical APD to the supermarket with his scolding he went viral. From the conversation they buy delivery food that uses plastic that is harmful to the environment.

DeddyCorbuzier: *Iyakan benar. Lu mesan makanan ada plastik, plastik nya lu buang, itu bahaya buat lingkungan makanya sekarang ga ada plastik.*

Yeah right.. When you order food, there is always a plastic bag with it. Then you throw away the plastic, and it's a danger to the environment. So, now there is no plastic.

BintangEmon: *Kenapa ya orang-orang pada jual makanan? Enak kita fotosintesis aja. Apasih plastik plastik, gak bener emang. Jadi lu masa kecil lu gimana om?*

Why do people sell food anyway? We might just photosynthesize for our food. Why bothers making plastics, it's not right. So, how's your childhood, uncle?

DeddyCorbuzier: *Lah..kenapa masa kecil gue, gue kecil nya nonton catatan si boy.*

Why is it my childhood, my childhood was only filled with watching *catatansi boy*.

The implicatures above were particularized conversational implicature. Implicature that need special background, special knowledge of the context to infer the extra information (Yule, 1996). There are two participants from the conversations, Deddy and Emon. the italic and bold statement that contains maxim of quality. Grice (1975:46) claims "be quality". Quality maxim expect each participant to contribute according to facts.

Here, Emon asked to Deddy how was your childhood, uncle? Deddy answered in his childhood he often watched *catatan si boy*. So the discussion violated the quality maxim because it did not according to facts. In this case uses the Pragmatic implicature Assertive function which is supported by Searle (1969) Assertive is to commit its speaker with the degree of strength to the truth of the propositional content. Likewise stating, report, show, mention, or speculate.

Deddy wanted to say that he had a hobby of watching the *catatan si boy* as a child to hearer.

Scale Implicature

Scale implicature is an implicature that communicated through the use of a word that contain a scale of values, such as identifying a quantity (all, most, many, some, few), frequency (always, often, sometimes), obligation, coldness and likelihood.

Participants : *Deddy Corbuzier dan Nadiem kariem*
Time/Place : Sunday, Mart 8th 2020/On Podcast Deddy Corbuzier's Youtube
Theme : *"Kuliah Gak Penting(kasih ortu kalian nonton)"*

Figure 11. The picture of Nadiem Karim

Source : The picture is captured from DeddyCorbuzier's Youtube Podcast in March 8th 2020 via <https://youtu.be/RO-RBSfxZ0M>

Context: In this conversation, the influence of social media is extraordinary, Nadiem tells the story of a friend who is too excessive in posting something to Facebook. What used to be rare to post, now he posts more often.

Nadiem Karim: *Jadi, kalau dia ngepost setiap hari itu..teman-teman saya ya, saya gak tau ya, ini teman –teman saya, itu langsung saya telpon.*
So, if he posts every day..my friends, I don't know, these friends, I call them immediately.

Deddy Corbuzier: *Postingan setiap hari ini positif atau negatif?*
Is this daily post positive or negative?

Nadiem Karim : *Gak..Kalau ada perubahan*
No ... if there are changes

Deddy Corbuzier: *Oke, kalau ada perubahan kebiasaan sosial media*

Okay, if there is a change in social media habits

Nadiem Karim:

*Jadi, dia ngepost sekali seminggu gitu, tapi tiba-tiba diangepost **beberapa** kali sehari, itu langsung saya telepon, saya cek ada apa bro? Ada masalah dengan pacar? Atau masalah dengan keluar ga atau masalah dengan job atau uang, krisis di karir dan lain-lainnya.*

So, he posts once a week, but suddenly he posts many times a day, I immediately call him, I check what's wrong? Is there a problem with your boyfriend? or problems with your family or problems with your job or career, money and others.

The writer classified the bold word **Beberapa** as “many times” and it was included as frequency word in scale implicature. The speaker extended an implicature. Implicate “posting something almost everyday”, it showed a scale of size value. It was identified scale implicature, additional information that communicated through the using a word that contain a scale of values, such as identifying a size value, as shown in bold words. It shows a size value. In this case the pragmatic function used is the assertive pragmatic function, which is supported by Searle (1969). Assertive is doing the speaker with a degree of strength to the truth of the propositional content. Likewise the statement, report, show, mention, or speculate. Nadiem Karim tries to give information to listeners that what he is talking about above is the result of addiction to using social media by posting a post almost every day.

Pragmatics Implicature functions In Deddy Corbuzier’s Youtube Podcast

The writers used the Searle language function theory (1969) which consists of assertive, directive, expressive, commissive, and declarative functions. The explanation of pragmatic functions is grouped based on their respective functions. Here is some analysis of the implicature pragmatic functions in Deddy Corbuzier's YouTube podcast:

Assertive Function

The assertive function is an utterances function that binds the speaker to the truth of the proposition states. Some implied utterances with assertive functions are found in the form of explaining, expressing opinions and humor.

Explaining

Explaining means giving an explanation so that there are no misunderstandings in receiving the information. This explanation function is found in Deddy Corbuzier's and Aziz's Gagap conversation.

Participants : Deddy Corbuzier dan Aziz Gagap
Time/Place : Wednesday, April 8th 2020 On Deddy Corbuzier's Youtube Podcast
Theme : "Saya pilih hidup tenang"

Figure 13. The picture of Aziz Gagap

Source : The picture is captured from Podcast Deddy Corbuzier's Youtube in April 8th 2020 via <https://youtu.be/sUZ4XVpzMQU>

Context : Aziz Gagap is a star guest on Deddy Corbuzier's podcast, Aziz has long been a comedian at OVJ, Deddy discussed his departure from OVJ's program.

DeddyCorbuzier: *Maksudnya lo udah puas ?*
You mean you're already satisfied?

Aziz Gagap : *Bukan udah puas dalam arti, dulu waktu belum jadi apa-apa, makan sepiring, pegang duit 10 ribu. Cuma, sekarang, seperjalan-seperjalanan..iye iye gue dulu megang duit 10 ribu gue makan sepiring ye begitu,sekarang gue megang duit ada 2 juta di atm 100 juta ehh..sepiring juga.*

Not satisfied in the sense that, when I was still nobody, I eat only one portion of plate a day, have only 10k of money, but now,

time passes. I used to hold 10k of money, I ate only one portion food, that's how it is, now I have 2 million in the bank and 100 million ehh ... I still ate one portion too.

DeddyCorbuzier (ketawa)
(laughs)

Aziz Gagap : *Samaajagitu,berjalanwaktuapa yang gue cari*

It's just like that, about time that I'm looking for

Deddy Corbuzier: *Apa yang lo cari ?*

What are you looking for?

Aziz Gagap : *Kalau bicara jujur..tenang. Ketenangan itu yang luar biasa, karena kebahagiaan, ketenangan, trus lagi, apa. Pokoknya yang enak-enak, harus kita yang lakui,bukan orang lain.*

If I can be honest..it's peace. Peace is extraordinary, because happiness, peace, then again, what ... the good things, we have to do it all ourselves, not other people.

As seen from the speech above, it appears that the speaker (Aziz) wanted to explain the truth that occurs in his speech. The truth is, Aziz left the OVJ program and wanted to find peace in his life, meaning that of all the times he has been in this life, he had never felt peace. As the speech above "**If I can be honest... it's peace. Peace is extraordinary**" in this function he wanted to explained to the listeners that he left OVJ in search of the real meaning of life. Here, the function of assertive occurs with his explanation of peace.

Humor

Participants : *Deddy Corbuzier and Ivan Gunawan*

Time/Place : Saturday, Agust 22th 2020 On Deddy Corbuzier's Youtube Podcast

Theme :*"Yakin lo cowok!? Kok make up, rebut gue akhirnya"*

Figure 13. The picture of Ivan Gunawan

Source : The picture is captured from Podcast DeddyCorbuzier's Youtube in Agust 22th 2020 via https://youtu.be/K71ZjHP_rWQ

Context: In this session the guest was Ivan Gunawan. In this conversation Ivan Gunawan mocked Deddy humorously with Deddy's huge body.

Deddy Corbuzier: *Lutu ye, lutu lagi ngomongin lu, tapi nyakitin gue loh*
You know what, you're talking about you, but it hurts me

IvanGunawan : *Gak, gak maksudnye, gue tu mau belajar dari lo, ngerti gak, maksudnya lu ini kan badan lo mili banget..*

No, I don't mean that, I want to learn from you, you don't understand, I mean you really have a tiny body.

DeddyCorbuzier : *Tapi.. Beda kan gitu(ketawa)*
But..that's different (laugh)

Ivan Gunawan : *Lihat, tangan lu aja, otot-otot lu ye udah kayak kerak-kerak tembok tau gak lo.*

Look, just look at your hands, your muscles are like the crusts of a wall, you know.

The humor that occurred above conversation was that Ivan Gunawan intended to make fun of Deddy and Deddy responded with humor too. As Ivan Gunawan said, "**Look, your hands, your muscles are like the crusts of a wall, you know?**" The Implicate meaning of the speech is that Deddy has muscular muscles like a real man.

CONCLUSION

After conducting this research, the writers can give three conclusions in general. The first one came from analyzing the types of general conversational implicatures, particularized conversational implicatures, and scale implicatures. From 14 data obtained in this research, 6 data are categorized as particularized conversational implicature, 3 data are categorized generalized conversational implicature and 2 data are categorized as scale implicature. Second, in this research the writer found 4 pragmatics function of

implicature in Deddy Corbuzier's YouTube Podcast: 1) assertive (9); 2) directive (2); 3) expressive (2); and 4) declarative functions (1).

Finally, it can be concluded that in these podcasts, the most dominant implicature that occurred during the conversation is Particularized Conversational Implicature, and the function that works dominantly is Assertive function. As a closing, the writers would also suggest future researchers to read more sources on this topic for further analysis and understanding on Implicature in Pragmatics.

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