AN ANALYSIS OF CONVERSATIONAL IMPLICATURE IN DORAEMON COMIC

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Abstract
This study accounts for the analysis of conversational implicature found in Doraemon comic Volume 1 and 2 released in the editions of Augustus 23rd 2004 - December 20th 2012. The study aims at analyzing the generalized conversational implicature and particularized conversational implicature. The writer represents the data analysis by using SPEAKING analysis tables by Hymes and the theory of conversational implicature by Yule. The results of the analysis show that the implicature in this comic often happen spontaneously. The generalized conversational implicature is used to express agreement and disagreement, suggestion, showing surprised, to predict the new problem that can happen, to force someone’s idea, and to make some challenges in the conversation. Meanwhile the particularized conversational implicature is used to show disagreement, to feel unwilling to do something, to make trick on somebody else, or to hide some feeling from somebody.

Key words: conversational implicature, generalized conversational implicature, particularized conversational implicature, comic, SPEAKING theory.

Introduction
Comic is one of reading texts that has been known by many people especially children from long time ago (http://en.wikiquote.org/comics). From the way it looks, comic has the pictures, speech balloons, and the characters in the comic are doing something and also they are talking to one another. Just like literary, comic tells a story, for example joke or humor. The comic is usually printed in newspapers, magazines or books. The picture can be colorful or only in black and white. When the readers think about a comic, they might imagine the Garfield. Red (2013: 2) writes that a modern example of the success of comics is found in everybody’s favorite fat cat, Garfield. After Garfield becomes very popular, there are also a mass production of Garfield’s toys, books, games, movies, and television shows.

By reading a comic people can see a form of visual art that has some images, and conversations. Comic is used to illustrate caricatures and to entertain through the use of amusing trivial stories. Red (2013: 1) defines that comics have a broad spectrum
of uses and styles, but as a whole, comics can be classified as visual and/or text elements, distributed via the mass media or books, which evoke an emotional reaction to a story, joke or idea. It means that the content of the comic has something to send to the readers.

The conversations in comic happen like the people talk in daily speaking style or like the conversations in the novel. The characters can say something in direct way or in indirect way. In indirect way the characters sometimes use implied utterances. Something said in implied meaning is called implicature (Mey, 1993: 45). Implicature is proposed by Grice (1997: 41), that is something meant, implied, or suggested distinct from what is said. According to Yule (1996: 35), implicature is something should be more than just the word mean. It is also an additional conveyed meaning. Implicature refers to the intended implication of utterance.

Grice gives an example (1997: 43), suppose that A and B are talking about a mutual friend, C, who is now working in a bank.

A: “How’s C getting on in his job?”
B: “Oh, quite well, he likes his colleagues, and he hasn’t been to prison yet.”

At this point, A might ask another question to B about what does he means in his answer. Impliely, B says that C does not really like his colleagues. However he tries to be patient and not to do any treacherous thing that can make him send to the prison.

The writer thinks this kind of conversation is interesting because to enjoy the conversation the readers/hearers must understand the implied meaning. To explain about the implied meaning, the writer must learn the context why the situation happens like that. Especially if the conversation happens in caricatures, with the help of facial expression in the picture, it can make a linguistic research become more interesting.

In this opportunity the writer wants to hold a research about conversational implicature in Doraemon comic, Volume 1 and 2. The writer is attracted to take this comic to be the source for research because since the comic publish in 1969, it still exists until today. Doraemon becomes Asian most popular manga (comic). The writer hopes that by reading this research the readers know there are many implied meanings and types of conversational implicature which contained in the comic,
and also by reading this research the readers are also attracted to read the real comic of Doraemon and take the positive things which found in the comic.

**Research Methodology**

The writer collects the data by using observation method according to Sudaryanto (1993: 133). He writes that there are two kinds of methods in collecting the data. They are interview and observation method. In order to collect the data, the writer uses an observation method. Observation method is the observation process to the language itself, in this case is the written language in Doraemon comic. In order to get the data for this research the writer uses internet research. It means that the writer collects the data from what can be read in the comic of Doraemon, to find the implied meaning in conversational implicature, then classifies the types of conversational implicature. The next step, the writer uses note taking technique and highlights the utterances that contain conversational implicature.

The writer analyzes and interprets the data beside the theory that proposed by Sudaryanto (1993: 15). There are two methods: they are identification and distribution method. Here, the writer applies the distribution method with explanation technique.

The writer uses informal method in representing the result of the data analysis. The writer reports the result of the research by using words and does not use any numerical calculation because the research is held in descriptive method.

**Result and Analysis**

The writer presents the result of data analysis that is about the implied meaning of the conversational implicature and the types of conversational implicature that are Generalized and Particularized. In Doraemon comic in editions of August 23rd 2004 - December 20th 2012, Volume 1 and Volume 2, the writer takes 10 data for Generalized conversational implicature and 10 data for Particularized conversational implicature. The conversations are taken from all characters’ conversations, not specific only in Doraemon and Nobita’s conversations.

1. Generalized Conversational Implicature

According to Yule (in Sumarsih) Generalized conversational implicature is generated by saying something that is inferable without reference a feature of the context. Generalized conversational implicature commonly uses the logic conversation. All of the speakers involved in
the conversation understand what they are talking about, even though they do not say in exact words. The writer finds the data about Generalized conversational implicature as follows:

**Datum 1** Doraemon Volume 1 Chapter Haunting Shade Page 39

![Image of Doraemon and Father](image)

Father: Hey, come weed the garden!
Nobita: It’s too hot now. I’ll do it later when it’s cooler.
Father: When will it get cooler?
Nobita: Around November.


The analysis of SPEAKING for this conversation is as the following:

<table>
<thead>
<tr>
<th>S (Settings)</th>
<th>At home, in the garden and in bedroom, during the day</th>
</tr>
</thead>
<tbody>
<tr>
<td>P (Participants)</td>
<td>Nobita and Father</td>
</tr>
<tr>
<td>E (Ends)</td>
<td>To reject cleaning the garden</td>
</tr>
<tr>
<td>A (Acts)</td>
<td>To give reason</td>
</tr>
<tr>
<td>K (Keys)</td>
<td>To postpone working on the hot day</td>
</tr>
<tr>
<td>I (Instrument)</td>
<td>Direct speech</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>N (Norms)</th>
<th>Father and son</th>
</tr>
</thead>
<tbody>
<tr>
<td>G (Genres)</td>
<td>Comic</td>
</tr>
</tbody>
</table>

It can be seen from the picture that Nobita’s father is calling him to come down to weed the garden. As usual, Nobita is a lazy boy. The day is very hot and he is lying in his bedroom with a hand fan to cool down himself. He answers father to do it later when it’s get cooler. When father asks when will it get cooler, Nobita says around November. There is implicature in his statement. It means that he does not want to follow father on that day, but he will postpone working in the garden for longer time. From Nobita’s facial expression, with his winking eye, it shows that he tricky to his father.

Based on the description above, actually Nobita rejects to clean the garden. He tries to give some reason. This means it is generalized conversational implicature because father and Nobita both understand that Nobita does not want to follow father to weed the garden directly.
Nobita: You decided to help me? I knew that Doraemon is the best
Doraemon: Blow away the entire school, so you don’t have to do the test.
Nobita: That’s way too exaggerated!
The SEAKING detail can be explain as follow:

<table>
<thead>
<tr>
<th>S (Settings)</th>
<th>At home, in the afternoon</th>
</tr>
</thead>
<tbody>
<tr>
<td>P (Participants)</td>
<td>Doraemon and Nobita</td>
</tr>
<tr>
<td>E (Ends)</td>
<td>To avoid Nobita’s request for help</td>
</tr>
<tr>
<td>A (Acts)</td>
<td>Nobita is too lazy and does not want to study</td>
</tr>
<tr>
<td>K (Keys)</td>
<td>Shouting</td>
</tr>
<tr>
<td>I (Instrument)</td>
<td>Direct speech</td>
</tr>
<tr>
<td>N (Norms)</td>
<td>Friendship</td>
</tr>
<tr>
<td>G (Genres)</td>
<td>Comic</td>
</tr>
</tbody>
</table>

In the story, Nobita is very panic because there will be tests on Japanese and math. He always fails these subjects. He usually asks for some helps from Doraemon anytime he is in trouble. This time he wants to ask for another help. Doraemon always has tools in his magic pocket to solve his problem. However, he tries to reject Nobita’s request. He offers some foolish ideas. First, he takes from his magic pocket an electric fan to blow away the entire school, so Nobita does not have to do the test. Second, he takes an animal flashlight to change the teacher into a chimp.

From Nobita’s reply and facial expression it can be studied that he is angry because Doraemon does not want to help him. Nobita is upset because Doraemon’s ideas will give him more trouble. This situation is Generalized conversational implicature because Nobita does not want to study but only rely on Doraemon’s tools.

2. Particularized Conversational Implicature

According to Yule (in Sumarsih) Particularized conversational implicature illustrates the informative expression without special knowledge of any particular context. In other words, between the two speakers, A does not understand a certain situation, but B knows the certain situation very well. Sometimes B has different answer
that is unexpected by A. The data analysis is described in the following:

**Datum 3** Doraemon Volume 1 Chapter
Transforming Biscuits Page 1

2 1

Nobita’s mother: Go buy a few snacks for our guest?

Nobita: *It’s too much trouble.*


The quotation above has the SPEAKING analysis as the following:

<table>
<thead>
<tr>
<th>S (Settings)</th>
<th>At home, in the morning</th>
</tr>
</thead>
<tbody>
<tr>
<td>P (Participants)</td>
<td>Nobita and mother</td>
</tr>
<tr>
<td>E (Ends)</td>
<td>To feel unwilling</td>
</tr>
<tr>
<td>A (Acts)</td>
<td>Lazy</td>
</tr>
<tr>
<td>K (Keys)</td>
<td>To feel mind</td>
</tr>
<tr>
<td>I (Instrument)</td>
<td>Direct speech</td>
</tr>
<tr>
<td>N (Norms)</td>
<td>Mother and son</td>
</tr>
<tr>
<td>G (Genres)</td>
<td>Comic</td>
</tr>
</tbody>
</table>

In the story, Nobita’s mother is having a guest, but she does not have any snacks to serve her guest. She asks Nobita to buy a few snacks in the store near the house. However, Nobita feels lazy to do what his mother wants. He takes the order as a trouble. He does not say exactly that he is unwilling. It implies that Nobita’s utterance is not suitable with mother’s wish. Therefore, it is called Particularized conversational implicature.

**Datum 4** Doraemon Volume 1 Chapter
Test Memorizing Toast Page 9

2 1

Nobita: Ew, so dirty!

Suneo: Because I study very hard.

Nobita: *Forget it, too dirty that it loses my appetite…*


The SEAKING detail can be explained as follows:

<table>
<thead>
<tr>
<th>S (Settings)</th>
<th>At Suneo’s house, in the afternoon</th>
</tr>
</thead>
<tbody>
<tr>
<td>P (Participants)</td>
<td>Nobita and Suneo</td>
</tr>
<tr>
<td>E (Ends)</td>
<td>To cancel to borrow Suneo’s notebook</td>
</tr>
<tr>
<td>A (Acts)</td>
<td>Telling that the book is too dirty to read it</td>
</tr>
</tbody>
</table>
Nobita is going to have tests on Japanese and math. He becomes very panic because he usually gets zero in these subjects. This time Doraemon is willing to help him again. Doraemon takes the toasts from his magic pocket. It is called test memorizing toasts. The toasts are used to copy the notebook, then Nobita must eat the toasts. Suddenly he will memorize the content of the book without any mistake. Nobita’s notebook is not complete so he needs to borrow from his classmate. Then he wants to borrow Suneo’s notebook. But the book is dirty, it makes Nobita to lose his appetite.

Nobita’s utterance contains implicature because the dirty book makes him lose appetite. Suneo maybe thinks that Nobita loses his appetite or spirit to study because the notebook is dirty. But actually Nobita means different from Suneo that he really loses his appetite to eat. Because he will use the test memorizing toasts to copy Suneo’s book, then he must eat the toasts. Therefore, the situation means Particularized because Nobita in one side has across meaning with Suneo.

Conclusion

The writer can conclude that the implicature in this comic often happen spontaneously. The generalized conversational implicature is used to express agreement and disagreement, suggestion, showing surprised, to predict the new problem that can happen, to force someone’s idea, and to make some challenges in the conversation. Meanwhile the particularized conversational implicature is used to show disagreement, to feel unwilling to do something, to make trick on somebody else, or to hide some feeling from somebody.

From generalized and particularized, the writer concludes that the particularized conversational implicature has deeper meaning than generalized conversational implicature. Generalized means that both A and B understand the situation and the utterance of one another. On the other hand, particularized means that A has different meaning than B and only B knows the situation and wants something behind his utterance. The implied meaning in particularized conversational implicature is more effective.
Bibliography


