

AN ANALYSIS OF THE CONVENTIONAL IMPLICATURE IN THE MEMES POSTED ON THE INSTAGRAM @SUCCESSPICTURES

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ABSTRACT

Conventional implicature is the implied meaning of a statement without involving the conversation, often found in a text. This research to describe the implied meaning Conventional Implicature of the @successpictures Instagram meme posts focuses on 2020 by using Grice's (1975) theory. This study used a qualitative method of 50 data analysis and the writer managed to classify the data according to the point category of motivation, namely (1) happiness (2) confidence (3) mindset (4) never give Up (5) friendship (6) media social (7) money (8) good people (9) cooperation (10) parents, and (11) trust. Then, there are four influences of context in this analysis, namely linguistic context, social context, epistemic context, and physical context.

Keywords: *memes, implicature, conventional implicature, physical context*

INTRODUCTION

Currently, social media is developing very rapidly and is the most interesting means of information communication among the public. After two applications such as Facebook and Twitter have succeeded in dominating social media applications, an application that attracts a lot of public attention is Instagram. Yasundari (2016:209) stated that Instagram is a photo-sharing application that allows users to take photos, apply digital filters, and share them with various social networking services, including Instagram itself.

Implicature is part of pragmatics and is a process of understanding that underlies the delivery of meaning in the expression of opinions or ideas of speakers to their interlocutors in communication. Grice as quoted by Brown and Yule (1996:31) explains that the term Implicature is used to explain what might be meant, suggested, or implied intended by speakers that are different

from what is said or conveyed by the speaker. implicature has been distinguished into two types of implicature, namely conventional implicature and conversational implicature, and this study focuses on conventional implicature. And also, Context plays an important role in implicature because several factors are needed as we can see between readers and listeners, this context is related to perception which can determine what happens in implicature speech such as when the conversation or statement occurs and also where and in what environment affect the speaker's speech. Yule (in Givon, 1979a:50) takes the view that the notion of pragmatic perception is determined by its limits based on the speaker's assumptions about what the listener is likely to receive without challenge.

a similar analysis from Rina et al. (2020) who analyzed the implicature found in internet memes, the researcher took the initiative to conduct a similar study with a different object, namely analyzing memes posted on Instagram

with a focus on the Instagram account @successpictures, which has a motivational meaning. The writer applies implicature theory in understanding the meaning of the implicature contained in the meme posts such as the messages and motivations implied therein. To understand the implied meaning of the meme posts, the author looks at them by using the context theory to determine the image and caption for each meme

METHOD

In this study, the research used qualitative methods to collect and analyze data. This qualitative method is applied to obtain more in-depth and comprehensive information. According to McCusker, K., & Gunaydin, S. (2015), the selection of the use of qualitative methods in terms of the research objective is to understand how a community or individuals accept certain issues. The data source in this study is social media from an application that is very popular among today's social media users, namely Instagram. where on Instagram there is an account @successpictures. The data from memes posted on Instagram @successpictures. The researcher will continue by observing the object and downloading the selected post according to the understanding that contains the implicature in the caption. The writer uses downloading as a technique to collect the required data. In analyzing the data, the writer used display data and verification (conclusion), after the writer displays the data, the writer draws conclusions from what is found in the meme posts, such as what motivation is dominant and also what motivations suppress the meme posts from some of the data analyzed and context influences.

FINDINGS AND DISCUSSION

The writer found many very diverse Instagram posts. The Instagram meme posts contain motivational sentences. Many genres of Instagram posts are distinguished by the images themselves. There are 50 data that have been analyzed on posts in 2020 on Instagram @successpictures. Data analysis shows that

meme posts on Instagram @successpictures are very diverse, consisting of several different motivational points. As for the implicature contained in the Instagram meme post @successpictures, there are several points that have been grouped consisting of: (1) Happiness (2) self-confidence (3) Mindset (4) Never Give Up (5) Friendship (6) Media Social (7) Money (8) Good People (9) Cooperation (10) Parents (11) Trust. Sample data from motivation in conventional implicature on memes posted on Instagram @successpictures which represents the following.

(1) Happiness



(17 June 2020)

“DON’T FOCUS ON YOUR WEAKNESSES. FOCUS ON YOUR STRENGTHS IT WILL MAKE YOU HAPPY.”

“I’M BAD AT PAINTING”

“BUT I’M GOOD AT COOKING!”

In this Instagram meme posting, there are two different perceptions of the weaknesses and strengths that exist within oneself, the physical context allows presenting the two objects of women doing painting activities (sadness) and women cooking (happy) with this perception the first image “I’M BAD AT PAINTING” describes forced sadness due to a focus on weakness while “BUT I’M GOOD AT COOKING” with a happy expression and finds expertise in cooking and self-confidence. Therefore, the implied meaning of posting memes is to recognize your potential

and do what makes you happy, because everyone has their own strengths.

(2) Self-Confidence



(02 April 2020)

“SOMETHING THE ONLY ONE YOU CAN RELY ON IS YOUR SELF”

The conventional implicature of posting this Instagram meme in a physical context, namely that there is the object of a dog carrying its own neck strap with the influence of the same epistemic context that is well known to readers because in general the rope is carried by humans to be followed by a dog. so that the caption gives meaning to the reader to be an independent person because other people will not always be for you so you have to learn to do it yourself

CONCLUSION AND SUGGESTION

In Conclusion, the enormous motivation of @successpictures Instagram posts is devoted to readers with an extraordinary understanding of knowledge, but not all readers can understand the implied meaning in these Instagram meme posts. This point is grouped as a means of facilitating the reader in understanding what is implied in it. The role of context is very important in this Instagram meme post, the writers managed to analyze as many as 50 data of Instagram meme posts @successpictures with 11 meaning points according to the meaning implied refers to the purpose of conveying motivational messages to readers. The points involved are: 1). Happiness 2). Self-Confidence 3). Mindset 4). Never Give Up 5). Friendship 6). Social Media 7). Money 8). Good People 9). Cooperation 10). Parents 11).

Trust. This point can provide an understanding to the reader about the meaning of the implicature, the reader can understand the context that influences it, and it is easy to understand because it has been grouped based on the implicature and its point motivation.

From the research being analyzed, future researchers are also expected to analyze the issues behind the formation of the motivation that drives it and how it can work well. The background influences and also how the image can define a sentence in it, given the meaning of strong motivation working in the post to make the reader a better person.

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