

An analysis of implicature found in WhatsApp status

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ABSTRACT

The implicature found in WhatsApp status is the main topic of this study. The study aims to define implicature and determine its various forms as well as its predominant form and significance. This study used Yule's (1996) theory and a qualitative design as its research methodology. The researcher's personal contact's WhatsApp status served as the data source. The data in this research were in the form of pictures taken from the researcher's personal contact status WhatsApp. The researcher took fifteen samples for analysis, used instruments to obtain the data to answer the problems of research. The data was taken on 12 to 24 January, 2024. According to the results, there are three different categories of implicature: conventional implicature (1 data), particularized conversational implicature (7 data), and generalized conversational implicature (7 data). Conversational implicature written by a woman is the most common sort of implicature discovered in WhatsApp status updates. There were 20% men and 80% women among the findings. The meaning of each implicature kind varies. Without prior knowledge, generalized conversational implicature can comprehend. In contrast to specificized conversational implicature, readers need to fully comprehend the context. The final meaning of conventional implicature is that it requires other words to convey the meaning.



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INTRODUCTION

Both formal and informal settings can cause the utterance situation. People will sometimes have casual conversations. Conversations informally can occur in a variety of settings, such as a market, store, library, movie theater, social media, group chat, etc. Formal settings for conversations include classrooms, seminars, speech competitions, etc. People that speak a language are able to communicate and comprehend what others are saying. In addition to seeking information about someone, a location, a job, and directions, people can also communicate to convey a variety of emotions, including love, hate, despair, and pity. Therefore, if the speakers and interlocutors communicate well, these benefits will be realized.

When it comes to communication, online media is now widely used. Social media is widely available for communication with others. As of late, WhatsApp has grown in popularity as a social media platform for interpersonal communication (Rosyidah, 2020). WhatsApp Status is also included in this app. Typically used to disseminate information, market products, and express emotions—both happy and sorrowful. When sharing stories via WhatsApp status, they naturally carry the same meaning. We can use pragmatic science to understand its significance.

Linguistics includes pragmatics. The study of pragmatics focuses on the connection between meaning and context. The study of meaning as it is expressed by a speaker and understood by a listener is the focus of pragmatics (Yule, 1996). Furthermore, pragmatics is the study of how the meaning conveyed by the speaker and the recipient differ. For instance, people can utilize language patterns to achieve a variety of goals. They can offer something, ask a question, give instructions, or even just make a statement to guide others. People occasionally fail to go right to the point when they speak. They make statements that have implications. An

implication-containing statement is referred to as an implicature in pragmatics.

Pragmatic study contains a lot of interesting discussion points, implicature being one of them. According to Kridalaksana (2011), implicature is what makes sense at the end of a speech and refers to the speaker and the listener's shared knowledge base within the context of the communication. Furthermore, conversational implicatures are inferences that rely on the presence of linguistic norms, such as the general consensus that communicators should try to convey the truth, according to Griffiths (2006). The researcher deduces from all of the definitions that in order for the hearer to comprehend a speaker's message, they should be able to infer the intended meaning because speakers occasionally convey more information than they actually say.

There are various forms of implicature; the first type is conversational implicature, which is predicated on situations and maxims (Yule 1996). In actuality, the speakers express their meaning in many ways. It occurs when a speaker's meaning, depending on the context of the conversation, can differ from what is actually spoken. There are two types of conversational implicatures: First examples of implicatures in a discourse are When the hearer may infer the additional meaning without the requirement for specialized knowledge, this is known as generalized conversational implicature. For instance, Kris's status "*Jadwalku Padat merayap*" indicates that he is extremely busy studying.

One of the two forms of conversational implicatures is Particularized conversational implicature, which is different from Generalized conversational implicature. When a speaker says something and the hearer responds to them subtly, this is known as implicature. Therefore, depending on the context, the speaker must be able to understand the hearer's assertion. For instance, when a boy asks a girl whether she would want to go out one day, she responds, "*I'm tired.*" However, the speaker seems to be saying that the girl doesn't want to go out with the boy.

A different kind of implicature according to Yule (1996) Conventional implicature is also associated with particular words (but, however, and, even), and the usage of those words may communicate additional meaning. As a result, traditional implicature works with specific words like but, although, thus, yet, and even rather than depending on the unique context. John serves as an example; he is short but powerful. Conjunctions like "but" are used in this sentence to clarify the implied meaning of specific lexical pieces or expressions.

Numerous scholars have studied implicatures; Al Rosyidah's *An Analysis of Implicatures Found in WhatsApp Stories* (2020) is one of the earlier studies on the subject. Her study concentrated on implicatures discovered in WhatsApp stories, and the study's data came from stories that the researcher's WhatsApp application displayed. Her investigation, which employed Yule's (1996) theory, reveals the presence of generalized conversational implicatures (5 data), particularized conversational implicatures (7 data), scalar implicatures (2 data), and conventional implicatures (1 data). Dwiwulandari (2020) conducted more research named *The Analysis of Conversational Implicature in an Extensive Listening of BBC Learning English Podcast*. Her investigation aimed to determine the types and purposes of conversational implicature as well as how the speakers use it. Her study was conducted using Grice's conversational implicature theory. The outcome reveals that, of the 200 samples collected, 104 utterances were discovered.

According to earlier studies, implicatures are a fascinating area of study since they imply a desire to communicate in a way that preserves civility when speaking. We can distinguish between what is spoken and what is suggested by an utterance using conversational implicature. In social situations, conversational implicatures are used to improve spoken discourse.

There are changes in assessing implicature from the second previous. The first one used Yule's (1996) theory and examined both kinds of implicature. Additionally, the second earlier study simply examined the implicature type conversational implicature, adhering to Grice's hypothesis. In order to better understand the meaning of the status that exists in the researcher's personal contacts, the researcher is interested in analyzing the two types of implicature found in WhatsApp status using George Yule's theory. Occasionally, researchers write or make the status oblique to the point, necessitating a deeper understanding of implicature.

RESEARCH METHOD

The researcher's own contacts provided the data for the study, particularly the Whatsapp status. There were a lot of statements with implicatures in the researcher's personal contact's WhatsApp status. "A descriptive research method is a widely used qualitative research method used to gather information about particular situations," added Thimoty (2013). The researcher served as a primary instrument in this study, with another instrument serving as a support. The researcher attempted to obtain information from the subject in their capacity as an informant. Using observational tools, the researcher carried out their research. Researchers employed this technique to watch people's actions or circumstances in an uploaded status. Analysis was one of the researcher's instruments. First, using the researcher's smartphone to observe and replicate the WhatsApp screen capture state. Using this tool, the researcher was able to identify status that has

implicature or inferred meaning.

The data in this research were in the form of pictures taken from the researcher's personal contact status WhatsApp. The researcher took fifteen samples for analysis, used instruments to obtain the data to answer the problems of research, and used theory of Sugiyono (2017) to collecting the data. The data was taken on 12 to 24 January, 2024. The researcher used analysis as instruments. First, observing and copying by means of screen capture status WhatsApp on the researcher's smartphone. The researcher used this instrument to discover status which has implied meaning/ implicature.

The researcher then analyzed the data based on Miles and Huberman's interactive data analysis which consists of data collection, data reduction, data display, and conclusion. In data collection, the researcher collected the data based on the statement of the research problems. The data were taken from WhatsApp status appeared on the researcher personal contact. Then in data reduction, the data were selected and reduced by classifying them into types of implicatures. Therefore, the data which were not appropriate or did not belong to implicatures are omitted. The next process was data display where the researcher explained more the data in discussion based on the types of implicatures. The last process was drawing conclusion/verification. The conclusion was explained based on the result of the data analysis. The researcher analyzed the data based on the steps: 1) Searching and copying the WhatsApp status on the researcher's smartphone, 2) Reading the WhatsApp status overall, 3) Classifying the status on the WhatsApp status that defy the Yule's theory, 4) Analyzing the implicature, 5) Making a conclusion about the implicature related to the status.

RESULTS AND DISCUSSION

The investigator utilized a qualitative study design. WhatsApp status served as the research's data source. The research's data consists of statements that have implicatures within them. The researcher used content analysis to gather data. The data was then examined using the interactive data analysis method developed by Miles and Huberman, which includes data collection, data reduction, data display, and conclusion. Based on the formulation of the study problems, the researcher gathered data during the data collecting process. The information was obtained via the researcher's personal contact's WhatsApp status. The data were then chosen and reduced in the data reduction process by being categorized into different implicatures. As a result, information that was inappropriate or did not belong in implicatures is removed. The researcher further described the data in a conversation based on the different types of implicatures during the following step, which was the data display. Drawing conclusions and doing verifications was the final step. The data analysis result served as the basis for the explanation of the conclusion. The following steps were used by the researcher to analyze the data: Searching and copying the researcher's smartphone's WhatsApp status, After perusing the complete WhatsApp status, Categorizing the WhatsApp status updates that contradict the Yule theory, examining the implicature and drawing conclusions regarding its relationship to the status.

The data was then examined using the interactive data analysis method developed by Miles and Huberman, which includes data collection, data reduction, data display, and conclusion.

Table 1.1 Data Display

No Data	Data	Types of Implicatures		
		Generalized Conversational Implicature	Particularized Conversational Implicature	Conventional Implicature
1.	Data 1	√	√	√
2.	Data 2	√	√	√

The researcher utilized a table in the data display to make things easier. It is evident from Yule's table in Al Rosyidah (2020) that every kind of implicature is present in the WhatsApp status. including information and various implicatures. There are three categories of implicature: Conventional implicature, Particularized Conversational Implicature, and Generalized Conversational Implicature.

The primary data source that serves as the basis for data analysis to address research issues is implicature, which comes in three different varieties. Fifteen WhatsApp statuses were discovered by the researcher, and they were examined as data.

Table 2.1 Data Analysis

No Data	Data	Types of Implicatures		
		Generalized Conversational Implicature	Particularized Conversational Implicature	Conventional Implicature
1	Bismillahirrohmanirrohim semoga berjalan dengan lancar		√	
2	Cieeu dahh dating nanasnya, kuyy lah buruan masih bisa lo pesen	√		
3	Dimana pun tempatnya cilok tidak pernah ketinggalan	√		
4	Mengajar adalah seni. -7 April 2018- (lokasi: bayemkalang)		√	
5	Persiapan lebaran bisa dimulai dari sekarang. Harga dijamin rakyat jelata. Rasa tetap yang utama monggo Gezzzzku		√	
6	Badan pegel-pegel kek abis digebukin warga kampung durian runtuh		√	
7	Selamat Pagi jangan lupa di order panggangnya harga 35k saja	√		
8	Ketika bangun tidur pagi2 melihat tanaman yg kamu tanam d pinggir utk pagar d musnahkan sm your father.... □ ANGRY MODE ON □	√		
9	Open order Ayam panggang potong harga 35k, 40k, 45k, dan 50k Monggo yg mau pesan	√		
10	Nanti ada arah kengawi jam 11, monggo yg mau pesan	√		
11	Hari ini kedai close ya..buka lg besok		√	
12	Untuk orderan yg sudah masuk, tetapkan di selesaikan .InsyaAllah besok – rabu tetap ada pengiriman .Terimakasih		√	
13	Nightmare but dreams are like real, stories, people, places and it keeps repeating with the same story. Hp nya mulai megap2		√	√
14	Alhamdulillah WA udah bisa. Scroll chat dari bawah yaaa.	√		
15	Frequency	7	7	1

The researcher used table 2.1 to help them understand the different types of implicature. Generalized Conversational Implicature (7 data), Particularized Conversational Implicature (7 data), and Conventional Implicature (1 data) are the three categories into which the data are divided. The implicature data that was discovered in the WhatsApp status was displayed in table 2.1 below.

The prevalent forms of implicature identified in WhatsApp status messages to address the second problem statement. Table 3.1 displays the predominant categories of implicature data that were discovered in WhatsApp status.

Table 3.1 Frequency of Implicature Found WhatsApp Status

Types of Implicature	Men	Women	Total
Generalized Conversational Implicature	14,23%	32,47%	46,7%
Particularized Conversational Implicature	14,23%	32,47%	46,7%
Conventional Implicature	6,6%	-	6,6%
Total			100%

According to the results of the table above, conversational implicature written by women is the most common sort of implicature discovered in WhatsApp status updates.

The researcher discovered that there were common conversational implicatures from the data analysis. Only when one lacks prior knowledge about the speaker or writer does the meaning of the seven data make

sense. In order to fully comprehend the meaning of particularized conversational implicature, readers must be aware of the context. The researcher discovered 7 data in it. The final meaning of conventional implicature is that it requires other words to make sense. This just has one piece of info.

The researcher discussed how to discover a clearer solution to the problem statement in this section. The first research issue statement asks what kinds of conventional and conversational implicatures can be identified in a WhatsApp status update. Fifteen implicatured samples were taken by the researcher for analysis. There are one conventional implicature and fourteen conversational implicatures in the data. Generalized conversational implicature 7 data and particularized conversational implicature 7 data are the two categories of conversational implicature.

What are the prevalent forms of implicature in men and women? is the second problem statement in this study. The study discovered that 80% of women and 20% of men who wrote implicatures in their WhatsApp statuses.

The meaning of implicature detected in a WhatsApp status is the third problem statement in this study. The researcher discovered various meanings from each kind. The first interpretation is broad conversational implicature, which refers to readers who don't have the necessary background information to comprehend the writer or speaker. The second interpretation is specific conversational implicature, which is the antithesis of generalized conversational implicature and requires readers to have a thorough understanding of the context. Conventional implicature, which is distinct from all other forms of implicature, is the third meaning. Additional words that convey the meaning are required for this type.

The research conducted by Al Rosyidah (2020) is titled *An Analysis of Implicatures Found in WhatsApp Stories*. Her study concentrated on implicature in WhatsApp narratives. She discovered that 15 statuses had implicatures, and she categorized them according to the kinds of it. She applied Yule's (1996) notion of sorts of implicature. The categories include scalar implicature (2 data), conventional implicature (1 data), particularized conversational implicature (7 data), and generalized conversational implicature (5 data). The data source selected for her study is WhatsApp stories, which were added to the app on April 6, 2020. She came to the conclusion that the most common form of implicature in WhatsApp stories is specific conversational implicature.

The analysis of conversational implications in an extensive listening of the BBC Learning English podcast was conducted by Dwiwulandari (2020). Her research aimed to understand implicature in discourse, including its varieties and purposes. In accordance with Grice's theory, she disclosed that, of 200 samples collected, implicature occurred in 104 utterances that were produced by flouting and violating, with particularized conversational implicature predominating over generalized conversational implicature in the interaction. It is anticipated that the research findings and outcomes will enable English language learners to better understand the theory of conversational implicature.

With his study, "Conversational Implicature in Beauty and Beast Movie Directed by Bill Condon," Khairunas (2020). His research's objective was to identify and examine the various conversational implicatures and maxim violations in the Beauty and the Beast film. His research employed the Grice theory and a descriptive qualitative methodology. The study's findings showed that generalized conversational implicature is the most prevalent kind of conversational implicature that appeared in the Beauty and the Beast film. In the Beauty and Beast movie, the second most frequently broken maxim is the maxim of quantity.

The researcher came to the conclusion that conversational implicature accounted for the majority of implicatures in this study. The least amount discovered contained within the traditional implicature. The findings of this study agree with those of Al Rosyidah (2020), who discovered that the most common type of implicature in WhatsApp tales is particularized conversational implicature. Another equation is the hypothesis put forth by Yule (1996), where fifteen data points were implicatured and categorized according to the sorts of implicatures. The distinction is that the investigator exclusively concentrated on examining the categories of conventional implicature, particularized conversational implicature, and generalized conversational implicature. As she studied implicature of scalars. In generalized conversational implicature, the researcher discovered 7 data, compared to 5 data in the prior study.

CONCLUSION

The researcher used George Yule's theory to assess the sorts of implicature identified in WhatsApp status messages based on the data. Conventional implicature and conversational implicature are the two categories. There are two types of conversational implicature: general implicature and particularized implicature. Fifteen

WhatsApp statuses were discovered by the researcher, and they were examined as data.

General conversational implicature (7 data), particularized conversational implicature (7 data), and conventional implicature (1 data) are the categories into which the data are divided.

The researcher discovered from table 3.1 that there was generalized conversational implicature (46,7%), with males (14,23%) and women (32,47%) making up the majority of these writers of WhatsApp status updates. specific discourse implicature (46,7%), male writers (14,23%) and female writers (32,47%). The final type, written by a man, is typical implicature (6,6%). The study came to the conclusion that conversational implicature written by women is the most common sort of implicature. The researcher discovered that there were broad conversational implicatures, indicating that the seven data only made sense when understood in the context of the author or the speaker. Specific conversational implications have meaning, which the readers must fully comprehend. The researcher discovered 7 data in it. The final meaning of conventional implicature is that it requires other words to make sense. This just has one piece of info.

In this section, the researcher has suggestions for further research. The types of implicature are not only generalized conversational implicature, particularized conversational implicature, and conventional implicature. There are other types such as scalar implicature. The next research, can be a consideration to analyzed other of types. WhatsApp status can not only be analyzed with implicature, it can be analyzed in other topics on pragmatics.

For other researchers, who are interested to conduct research that is related to implicature can use this research as a reference. This research is expected to give information about the types of implicature.

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