

## ABSTRACT

Rasyidah, Irfa'ur. 2010. Conversational Implicatures in *Kick Andy* talk show broadcast on Friday, September 18<sup>th</sup> to October 9<sup>th</sup>, 2009. Un-published thesis: Faculty of Humanities, Airlangga University

This study is conducted in order to figure out the additional meaning produced by the speakers in talk show program entitled *Kick Andy*. Grice (1989) called this additional meaning as conversational implicature. Conversational implicature is what the speaker means or conveys without being apart of what the speaker literary says. The four maxims of Cooperative Principle are the central role in creating conversational implicature. Conversational implicature occurs because the speaker deliberately flouts one of the maxims in cooperative principle. The writer used Grice's theory of Cooperative Principle and Conversational Implicature in this study. In obtaining the data, the writer recorded four episodes of *Kick Andy* talk show that were broadcasted on Friday, September 18<sup>th</sup> to October 9<sup>th</sup>, 2009. Each of those data has different topics. After the recording process had finished, the writer transcribed all the source of the data in a written form and identified the utterances which contained implicatures. In analyzing the data, the writer applied a descriptive qualitative approach. First, she described the implicatures within some utterances in *Kick Andy* talk show. The writer identified the flouting of the cooperative principle maxims of those utterances and classified the flouting maxim into two types of conversational implicature: generalized and particularized implicature. The results show that the speakers often produce generalized implicature. It is because of the speakers provide lack of evidence and less information in their utterances. Flouting maxim of quality and quantity have contribution in conducting the generalized implicature. The hearers do not need the specific knowledge to get the inference. The speakers produce generalized implicature in order to make estimation, opinion and jokes.

Keywords: talk show, implicature, flouting maxims, generalized implicature