English Didactic

DOMINATION OF GENERALIZED CONVERSATIONAL IMPLICATURE IN JOKO WIDODO'S ENGLISH SPEECH

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Article Info	Abstract
	This study aimed to find out the implicature that produce by Joko Widodo in his English first speech as a president of Indonesia. The approach that used in this study is qualitative research involving descriptive method which analyse Joko Widodo's speech. The finding of this study showed that Joko Widodo's speech have domination in generalized conversational implicature which inferred without a special reference to context, and particularized conversational implicatures that produced by Joko Widodo in his English speech only 21% from whole of the speech.

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INTRODUCTION

Pragmatics, according to Yule (1996: 3) is the study of speaker meaning. In branches of linguistic, pragmatic is the interesting one because this discipline concerned with meaning as communicated by speaker and interpreted by a listener, and it has more to do with the analysis of what people mean by their utterances. Petterson (2017) stated that during the communication process, there is a textual meaning needed to be inferred by the speakers and the listener. In communication, the listener must have broader interpretation of the sender's meaning in order to be able to grasp the intended meaning delivered by the senders.

Communicate more than what is explicitly stated is the ability of Pragmatics. Whereas, Pragmatics is divided into some branches. There are Deixis, Reference, Presupposition, Speech act, and also Implicature. Meanwhile, Implicature is divided into two types; there are conversational Implicature and conventional implicatures. Yule (1996: 40) states that implicature is an additional conveyed meaning. It is something that is more than just what the word means. Conventional implicature is part of the meaning of a word or construction but not part of its truth-conditions. Then, Conversational implicature is related to the knowledge of what the speaker and the listener in understanding the utterances said that the speaker and the listener must also comply with all rules.

There are two types of conversational implicature; first is called generalized conversational implicature and the second is particularized conversational implicature (Yule, 1996: 40-44). According to Levinson;

> 'Some conversational implicatures seem context-bound, while others have a very general currency [. . .] a single utterance-form might suggest fundamentally different propositions (PCIs) in two different contexts, while at the same time implicating something else (a GCI) in both these contexts' (Levinson 1995: 92)

Grice called the first kind of conversational implicature which arise without requiring any particular contextual condition and those which do require such conditions is generalized conversational implicature, and the second kind is particularized conversational implicature. (Huang, 2007: 31)

Generalized Conversational Implicature

Generalized conversational implicature is generated by saying something that is inferable without reference a feature of the context, Yule (1996:41). It occurs where these of certain forms of words in an utterance would normally carry such as implicature or type of implicature. Generalized conversational implicature commonly applies more important issue particularly to what according to logic conversation or the logical constant conversation.

Particularized Conversational Implicature

Particularized conversational implicature has a wide range of applications that illustrates the informative expression. This implicature always calculated the expression with special knowledge of any particularly context, however most of the time, the conversation take place in very specific context in which locally recognized inferences is assumed, Yule (1996:42).

This study is focuses on conversational implicature that is found in speech, though there are no conversation in speech condition, but between hearer/ audiences and the speaker are demanded have the same perception and understanding. Sometimes, conscious or unconscious the speaker produce the implicature in their speech. Therefore, this study will try to find out the implicature that produce by speaker in his speech. In this study, the speech was took from Joko Widodo's English speech.

METHOD

This research used qualitative approach. Qualitative research is seen to be relevant to the aim of this study which later resulted in stories rather than statistical report (McMillan, 2010). This research involving descriptive study or on the other hand it is descriptive qualitative. Descriptive research is one of method that attempts to describe and interpret objects of research.

Data of this research take from the manuscript of Joko Widodo's first speech as a president of Indonesia using English language in APEC CEO Summit 2014 in China National Convention Center, November 11th 2014.

This study is going to divide the whole speech into separate sentences consist of 65 sentences. Then this study will try to identify the conversational implicature based on Grice's theory of implicature, whether generalized conversational implicature or particularized conversational implicature.

FINDINGS AND DISCUSSION

The following pages presence the manuscript of Joko Widodo's speech completely and the analysis in each sentences.

1. Excellencies, distinguished guests, ladies and gentlemen, and CEOs, good morning. (Generalized conversational implicture)

   This sentence inferred without a special reference to context, because Joko Widodo as speaker accosted the audiences before his speech.

2. First, on behalf of the Indonesian Government and the people of Indonesia, I would like to thank you for coming to my presentation. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

3. Today, I am happy, I am very happy, to be with you, because you know I was a businessman years ago. (Particularized conversational implicature)

   This sentence inferred only due to a special context between particular speaker and hearer. Because Joko Widodo is the success businessman in furniture before became a president, and Joko Widodo has competence in business so he said that he was happy to talk about business with the audience.

4. So, this morning, I am very happy because we can talk about business, about investment with all of you. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

5. The picture shows you our map of Indonesia. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

6. We have a population of 240 million and the distance is like from London in UK to Istanbul in Turkey. (Particularized conversational implicature)

This sentence inferred only due to a special context between particular speaker and hearer. Joko Widodo give the description that Indonesia have very wide area with the huge population.

7. And imagine, we have 17,000 islands. 17,000 islands. (Particularized conversational implicature)

This sentence inferred only due to a special context between particular speaker and hearer. Joko Widodo give the description that Indonesia have very wide area because consist of 17,00 island.

8. Our national budget for 2015 is $167 billion and for fuel subsidy is $27 billion. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

9. It's huge. So we want to channel our fuel subsidy from consumption to the productive activities. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

10. From consumptive activities to productive activities. (Particularized conversational implicature)

This sentence inferred only due to a special context between particular speaker and hearer. Because in the previous experiences, Indonesia import many kinds of requirements and have lower export production.

11. We want to channel our fuel subsidy to the farm for seeds, for fertilizers, and also for irrigation. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

12. And we want to build dams – 25 dams in 5 years from our fuel subsidy to maintain the water supply to the farming area. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

13. Some subsidy we want to channel to the fishermen, to give them boat engines, to give them refrigerators. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

14. We want to increase the income of the fishermen. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

15. Some fuel subsidy we want to give to micro and small enterprises in the villages. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

16. We want to help them raise their working capital. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

17. And some subsidy we want to channel to the health program, the education program. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

18. And some subsidy we want to channel to infrastructure. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

19. In 5 years we want to build 24 seaports and deep seaports. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

20. As you know, we have 17,000 islands, so we need seaports and we need deep seaports. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

21. And this is your opportunity: 24 seaports and deep seaports. (Particularized conversational implicature)

This sentence inferred only due to a special context between particular speaker and hearer. Joko Widodo invite the audiences to invest in Indonesia by said "this is your opportunity"

22. The picture shows our Jakarta Port, Tanjung Priok port. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

23. In 2009, the capacity is 3.6 million TEUs a year, and our plan in 2017 is around 15 million TEUs a year. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

24. This is the potential ports in Indonesia. (Generalized conversational implicture) because this sentence inferred without a special reference to context

25. This is your opportunity. (Particularized conversational implicature)

This sentence inferred only due to a special context between particular speaker and hearer. Joko Widodo invite the audiences to invest in Indonesia by said "this is your opportunity"

26. We want to build in Sumatera island, in Kalimantan island, in Java island, in Sulawesi island, in Maluku island, also in Papua island. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

27. And we plan to build our railway track, railway network. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

28. Now we have already in Java and we want to build in Sumatera island, in Kalimantan island, in Sulawesi island and also in Papua island. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

29. This is your opportunity. (Particularized conversational implicature)

This sentence inferred only due to a special context between particular speaker and hearer. Joko Widodo invite the audiences to invest in Indonesia by said "this is your opportunity"

30. Now we talk about mass transportation. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

31. We want to build our mass transportation in 6 big cities in Indonesia. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

32. We have started in Jakarta last year, and we want to build in Medan, in Makassar, in Semarang, in Bandung, in Surabaya. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

33. So, this is also your opportunity, because you know our national budget is limited. (Particularized conversational implicature)

This sentence inferred only due to a special context between particular speaker and hearer. Joko Widodo invite the audiences to invest in Indonesia by said "this is your opportunity"

34. Now we talk about our maritime agenda. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

35. We want to build sea toll. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

36. What is sea toll? Sea toll is maritime transportation system to make our transportation cost lower, to make our transportation cost more efficient. (Generalized conversational implicture) because this sentence inferred without a special reference to context

37. We want to build from the west to the east. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

38. We hope not only the vessels can enter our sea toll but also mother vessels can enter the sea toll. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

39. So, the price, the cost of the transportation is more efficient. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

40. For example, the price of the cement, one sack cement, in Java island is $6 per sack cement. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

41. But in Papua island the price is $150 per sack cement. (Particularized conversational implicature)

This sentence inferred only due to a special context between particular speaker and hearer. Joko widodo described that the price of cement in Papua is very expensive.

42. Imagine, 25 times. (Particularized conversational implicature)

This sentence inferred only due to a special context between particular speaker and hearer. Joko Widodo described that the price is very expensive if it compare with the price in Java.

43. So we hope with our sea toll the price in our islands is the same. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

44. Electricity. We need power plants. (Particularized conversational implicature)

This sentence inferred only due to a special context between particular speaker and hearer. Joko Widodo invite the audiences to invest in Indonesia because Indonesia need more than Indonesia's obtain.

45. We need around 35,000 megavolts to build our industries, to build our projects, to build our industrial zones, our manufacturing zones. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

46. So, we need power plants. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

47. This is also your opportunity to invest in this project. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

48. Because we need our power plants for manufacturing, for industrial zones. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

49. Many investors, a lot of investors, when they come to me, most of them they always complain about land acquisition. (Generalized conversational implicture) because this sentence inferred without a special reference to context

50. I will push my ministers, my governors, my mayors, to help clear this problem. (Particularized conversational implicature)

This sentence inferred only due to a special context between particular speaker and hearer. He will solve the problem through increase the work of his minster and others components in government.

51. I have experience with land acquisition when I was a governor. (Generalized conversational implicture) because this sentence inferred without a special reference to context

52. We have a project, the Jakarta Outer Ring Road, started 15 years ago but was stopped 8 years ago, because we have a problem here: 1.5 kilometers unfinished because there is 143 families who do not accept with the compensation price. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

53. So last year I invite them. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

54. I go to them then I invite them to lunch and dinner. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

55. Four times. Ah, this is me. (Particularized conversational implicature)

This sentence inferred only due to a special context between particular speaker and hearer. Joko Widodo has a tendency to solve the problem using refined way.

56. I invite them and then we talk about the problem. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

57. Four times. Four times meeting. And the problem is cleared.

58. And now the toll road has been used (starting) 7 month ago. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

59. Now we talk business permit. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

60. We have national one-stop service office that can help you, that will serve you, that will facilitate you, that will give you your business permit. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

61. For example, principle business permit needs 3 days to process. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

62. Finally, again on behalf of the Indonesian government and the people of Indonesia, I would like to thank you for your listening (to) my presentation. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

63. We are waiting for you to come to Indonesia. (Particularized conversational implicature)

This sentence inferred only due to a special context between particular speaker and hearer. Joko Widodo invite the audiences to invest in Indonesia .

64. We are waiting for you to invest in Indonesia. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

65. Thank you. Thank you. Good morning. (Generalized conversational implicture) because this sentence inferred without a special reference to context.

According to the data above, generalized and particularized conversational implicature are found in Joko Widodo's Speech but there is different quantity. Based on the analysis, generalized conversational implicature is more than particularized conversational implicature.

CONCLUSION

Based on data analysis above, it can be conclude that In Joko Widodo's speech have domination in generalized conversational implicature which inferred without a special reference to context. And there are some particularized conversational implicature that most of them are the invitation of Joko Widodo to the audience to invest in Indonesia. In 65 sentences of Joko Widodo's speech, it has 14 particularized conversational implicatures, and 51 generalized conversational implicatures. It is 79% of generalized conversational implicature and just 21% of particularized conversational implicatures that produced by Joko Widodo in his English speech.

For the next researchers who are interest conversational implicature in speech, they can conduct the same research for different source data. Those studies are not only focus in types of conversational implicature, but also in function and how conversational implicature is employed by the speakers.

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