IMPLICATURE USED AT THE POLITICS NEWS OF THE JAKARTA POST, JAWA POS NEWSPAPER AND ITS PEDAGOGIC IMPLICATIONS

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ABSTRACT
Implicature in a broad sense requires what a speaker means is determined by the speaker's intentions in a given context. Many people use implicature in certain fields for example in politics. In addition, politicians also use implicature in any situation to win his or her idea. Therefore they try to imply a bad association into a good one in many types and meanings of implicature. In This Journal, The writer discuss about the Implicature Politics and It's Pedagogics Implication that found in Jakarta Post and Jawa Pos.

Key Words: Implicature, Speech act, Maxims.

INTRODUCTION
Pragmatics is a term traditionally used to label one of the three major divisions of semiotics (along with Semantics and Syntactics). In modern linguistics, it has come to be applied to the study of language from the point of view of the users, especially of the choices they make, the constraints they encounter in using language in social interaction, and the effects their use of language has on the other participants in an act of communication [1].

Pragmatic has many aspects, and one of the aspects of pragmatics is conversational implicature. Levinson (1983) states that conversational implicature is one of the single most important ideas in pragmatics. It provides some implicit account of how it is possible to mean (in some general sense) more than what is actually “said” (i.e. more than what is literally expressed by the conversational sense of the linguistic expression uttered).

Grice (1967) proposes a theory of conversational implicature. This theory says that implicature is a meaning which is implied, that is, conveyed indirectly or though hints, and understood implicitly without being explicitly stated [3]. According to Grice, to understand what speakers mean things that they do not actually say we need to draw a distinction between the “natural” and the ‘non natural’ meanings of utterances. Non literal or indirect meaning is often used by speakers in conversations. Indirectness is typical of real word language use and literal or stated meaning is only one aspect of the meaning conveyed in an utterance [3].

In general, implicature exist in all language skills including communicative grammar, and understanding it is very difficult not only in teaching but also in communication.

An implicature is something meant, implied, or suggested distinct from what is said. Implicatures can be part of sentence meaning or dependent on conversational context, and can be conventional or unconventional. Conversational implicatures have become one of the principal subjects of pragmatics. Grundy (2000:116) states that implicature like diexis in another way too - because it allows us to communicate meanings as inferences rather than entailments, it is particularly attuned to face-to face communication. Being defeasible, inferences are by nature more tentative than entailments. An implicatures also make possible the very opposite of tentative talk because an implicature assumes that speaker and hearer can access a
meaning which is conveyed but not stated, it reinforces solidarity between them.

Implicature in a broad sense requires what a speaker means is determined by the speaker's intentions in a given context. Many people use implicature in a certain fields for example in politics. In addition, politicians also use implicature in any situation to win his or her idea. Therefore they try to imply the bad association into good one in many types and meanings of implicature. According to Levinson(2000), that implicature is the most important idea in pragmatics.

According to Tannen (1994), the use of indirectness or implicature can hardly understood without the cross-cultural perspective. Many Americans find it evident that directness is logical and aligned with power whereas indirectness is a kind to dishonesty. Whereas in Indonesian interaction, for example, it is well known that saying “no” is considered too face- threatening to risk, so negative responses are phrased as positive ones. One never says “no”, but the reader or listener understands from the form of the”yes” whether it is truly a “yes” or a polite “no”. The culture specific association in terms of implicature is one of the rationales why the researcher refers to American English political implicature. The first reason is that implicature is culturally bound. In addition, the researcher’s reference material will be conducted from American English news media namely Time magazine. Next, America is a super power country in which a political negotiation is always settled among armed conflict countries. When there is a political negotiation, there is a delicate matter. And when there is a delicate matter, there will be implicature. Then, the fundamental reason to choose Indonesia is that to understand and master other culture, one should identify, understand and master one’s own culture. In addition, the rationale to choose politics is that politician always claims the favorable associations for oneself whereas the bad associations are used to stigmatize one’s opponent. In sum, to prevent intercultural misunderstandings, people must be aware of cross-cultural differences in standards for political and non-political implicature.

In Indonesia, the use of implicature has developed in public media including in presenting the news. News is actually the Timely report events, facts and opinions that interest a significant number of people. It occurs in printed media and electronic media. The news is important in giving information about things happened to people. Moreover, in the information and globalization era the needs for information of certain region increase quickly since all the people need to know other countries or areas as they influence each other.

Politics news of Jawa Pos and Times is chosen as the subject in this research because the politician to make an argument or to share their opinion in that column of Jawa Pos and Times often uses it.

There are some other reasons for the researcher to study the phenomena of implicature. First, using implicature is crucial in many aspects of life, such as political, social, cultural aspects and in the process of daily interaction, because in using the implicature, the user will be safe and will not lose his face. Second, implicature is essential in communication especially in the news media because without it the commentator or the writer would not have a shield. Third, implicature is the instrument of keeping the relationship in good way between reader and writer or speaker and listener. Finally, implicature that is a part of language it appears in spoken and written language.

In fact, the purpose of this study is to investigate the categories, pattern, meanings and functions of political implicature used by Indonesian and American politicians at the politics news
PROBLEM OF STUDY

Based on the background of the research above, the writer tries to analyze implicature in Jawa Pos and Time Magazines written by Indonesian and Americans. More specifically the main question is formulated as follows: “How do Indonesian and English political implicatures differ in terms of form and content as well as its pedagogic implications?” This main question is elaborated into subsidiary questions: How do they differ in terms of : a) categories?, b) pattern?, c) meaning? , d) function?

RESEARCH METHOD

This research used the descriptive qualitative method. Moreover, this research basically aims at describing the data in the form of word or implicature expressions that are language in the form of written text, rather than numbers. In this research, the researcher compares the categories (pattern theory) of implicature that found in Jawa Pos in terms of politics news with Grice’s Theory.

From the point of view of the sources of data, the analysis can be categorized as a documentary analysis. This analysis is also referred to as content of the existing corpus of Jawa Pos news media and Time [5] because the main sources of the data are the documents, which already existed prior to the onset of research. The raw materials for this study are the written material.

Credibility

The term credibility means the confidence in the truth-value of the findings of a research. Guba and Lincoln (1985:30) state that credibility of a research can be met by applying some of these techniques: 1) prolonged engagement , 2) persistent observation , 3) triangulation, 4) peer debriefing, 5) negative case analysis, 6) referential adequacy, and 7) member checking. For this research the techniques which were used to establish credibility were 1) triangulation, 2) peer debriefing , 3) negative case analysis, and referential adequacy.

Triangulation

To avoid bias in the result of the research, the data must be verified. The purpose of verifying the data is to check the trustworthiness, the validity and the reliability of the data. The technique used in verifying the data will be done by triangulation. The complexity of the document analyzed and of the situation in which they interact must be explained. Exclusive reliance on one method may be biased and distort the researcher’s picture of the particular slice of reality she is investigating [7]. The use of two or more methods of data collection will be taken. Therefore, triangulation, which can enhance transferability, it will be done to guarantee the valid result.

There are several types of triangulation: Time triangulation, space triangulation, combined levels of triangulation, theoretical triangulation, investigator triangulation, and methodological triangulation [7].
The types of triangulation that will be applied in this proposed research are theoretical triangulation, investigator triangulation, and methodological triangulation. Theoretical triangulation will be done by using several relevant theories instead of one. Theories applied will be the theory of pragmatic, discourse analysis, speech act, and discourse across cultures. Investigator triangulation will be done by engaging by more than one news media. There will be two sources as references for findings the implicature in the news media [8]. After selected data have been collected, the political implicature in the news media is analyzed. To maintain the validity and avoid personal bias, the methodological triangulation will be done by applying different methods such as transcript of the process of writing as reflected in the product of writing of the writing newspapers and magazines.

Furthermore, peer debriefing will be done to analyze and compare the results of the study with researcher’s friends discussing similar topic. Guba and Lincoln (1985:308) state that peer debriefing may be aimed at helping the researcher to probe biases, to explore meanings, to clarify basis for interpretation. For this research, peer debriefing will be done by giving some debriefers the summary of chapter one, chapter two, three, four and chapter five and letting them read the summary for some days. Afterwards, a session of debriefing was held. Some comments, criticisms, and suggestion from the parts of debriefers will be taken into account.

**Categories**

The study reveals that Indonesian and English political implicatures are similar in kinds rather than in meaning. For example, Indonesian political implicatures are in the forms of metaphors, such as “Saya datang dengan baju putih ibarat ada hajatan kelurga juga hadir kan” ujar Rizal Mallaranggeng, they are the same as those found in American English political implicatures, such as “If this is like other catastrophic failures of technological systems in modern history, whether it was the sinking of the Titanic, Three mile Island or the loss of challenger, we will likely discover that there was a cascade of failures and technical and human and regulatory errors,” said Jen Bingaman. Aside from the form of metaphor, the other forms such as denial also found in both Indonesian and American English implicatures. In short, Indonesian and American English political implicatures do not differ in categories. It means that to a greater extent, every language does not differ in categories or the forms of political implicature but they differ in other aspects. This is because implicature is universal. Another reason is that although implicature is universal, it has a culture-specific connotation. In other words, it is culturally bound or it is context-dependent.

**FINDINGS AND DISCUSSION**

**Findings**

In response to the first question, the similarity and difference in categories of Implicature found in Indonesian and American English political implicature are put forward: First, Indonesian political implicatures are presented, then American English political implicatures are compared. The corpora no: 1, 2 written by Indonesian and American writers in the respective languages illustrate an implicature denial.

(1) Text (JP) Jawa Pos 8 Feb, 2010:

DEMOKRAT KECEWA DENGAN MITRA KOALISI

“Belum sejauh itu, belum ada nama-nama yang kami rekomendasikan untuk di reshuffle,” kata Sekjen DPP Partai Demokrat Amir Syamsudin di Jakarta. Termasuk, lanjutnya, menteri dan Partai mana saja yang perlu diganti”.

(2) Text 1 (TM-01) TIME, April 15, 2010
**Obama: Space Program Not a Luxury**

President Barack Obama declared Thursday he was "100 percent committed to the mission of NASA and its future" as he outlined plans for federal spending to bring more private companies into space exploration following the soon-to-end space shuttle program...

As can be seen from the corpora in the political texts C, D. Indonesian political implicature is in the metaphorical form, and is employed frequently. While in American English political implicature, the form of metaphorical implicature also exists as it can be seen in the text C, and text D in the appendices C. To summarize, Indonesian political implicature uses those two categories, similarly, American English political implicature also uses the two categories. It appears that American English political implicature tends to use the same categories as do the Indonesian political implicature. These results can be explained by considering the associative meanings in the context of political implicature. And this is consistent with the earlier findings suggesting that those seven categories appear in the political implicature (Hoggart, 1985). Table 4.2 illustrates the kinds of political implicature in Indonesian and American English

**Pattern**

The finding shows Indonesian and American English political implicatures do not differ in syntactic structure. For example, Indonesian political implicatures are the same as American English ones. Indonesian political implicatures use noun, predicative and sentential political implicatures. Like wise, American politicians use the same syntactic structure as Indonesian politicians. They do not differ in syntactic structured. Sometimes there are some distinctions in the case of a certain grammatical sentence as explained above. The data from both Indonesian and American English political implicature suggest that political implicatures exist in noun, predication and sentential form. To conclude, Indonesian and American English political implicatures do not differ in syntactic structure. Corpus no 5 illustrates the kind of implicature in the form of noun phrase, namely turun tangan.

**Example of this type of noun** represented in the above corpus appears in the American English political corpus no 6, such as special prosecutor

**But not because anyone is "participating in the cover-up of a possible crime." This doesn't sound like a "potentially devastating accusation of political corruption," much less an "impeachable offense," no matter what nonsense Michael Steele or Sean Hannity are peddling. Republicans may be calling for a special prosecutor, and even Democratic Senator Dick Durbin wants to know what happened. But it's called politics, and it's not uncommon. News flash: Sometimes the politics of political appointments and political races can get political. (See 10 races that have Democrats worried for 2010.)

The written corpora from the Indonesian and American strategies of constructing syntactic structure do not differ. It means that the political implicatures are in three positions. Thus, the writer always considers the choice of a certain way of constructing political
implicatures by using a certain syntactic structure

The meaning of Political Implicature Used at Jawa Pos and Time

The meaning of implicature as determined based on semantic context. In related to the situation and the participant that involved in the sentences. Implicature here was used at the politics news, so the situation that supported all the data was politics situation and the participant was people who were doing a politics. In the cabinet SBY-Budiono era, the politician often used circumlocutions refer to denial to refer it. For instance,” That is just pure speculation, I don’t know anything” is used to mild the real meaning that he has been known it’s just not a speculation. To make it clear, The researcher explain the meaning one by one together with the analysis.

(7) Text (JP) Jawa Pos 19 April , 2010 : Page 2

Pendukung Hak Menyatakan Pendapat Dekati Persyaratan

...Saat ini sudah 21 Anggota DPR yang meneken petisi pengajuhan hak yang bisa berujung impeachment itu. Persyaratannya, hanya perlu 25 tanda tangan untuk bisa diajukan ke paripurna. Ini berarti mendekati persyaratan awal yang tinggal empat orang lagi...

It can be concluded from the text and context that “ini berarti mendekati persyaratan awal yang tinggal empat orang lagi...” is considered as implicature. The meaning of this implicature can be interpreted: The initiators haven’t fulfilled the requirements yet.

(8) Text (JP) Jawa Pos 20 April , 2010 : Page 2

Persaingan Tak Sehat, SBY Bisa Turun Tangan

...”Bahkan dalam pidato, Pak Anas menyatakan, figure SBY tidak hanya jadi panutan, tapi juga dilembagakan”...

It can be concluded from the text and context that “SBY tidak hanya jadi panutan, tapi juga dilembagakan...” is considered as implicature. The meaning of this implicature can be interpreted: No doubt that SBY is a good figure of a leader.

(9) Text (JP) Jawa Pos 26 April , 2010 : Page 2

Kubu Anas Tuduh Rizal Campuri Andi

...”Saya datang dan ikut tepuk tangan. Mengapa itu jadi persoalan? Ibarat ada hajatan, sunat, pengantin tentu saja keluarga juga hadir kan?” ujar Rizal Mallarangeng (Ketua Partai Golkar)...

It can be concluded from the text and context that “Kubu Anas Tuduh Rizal Campuri Andi” is considered as implicature. The meaning of this implicature can be interpreted: Anas and Andi as a symbol of Demokrat Party and Rizal as a symbol of Golkar Party. Furthermore, “Saya datang dan ikut tepuk tangan. Mengapa itu jadi persoalan? Ibarat ada hajatan, sunat, pengantin tentu saja keluarga juga hadir kan?” ujar Rizal Mallarangeng (Ketua Partai Golkar) can be in the form of implicature denial. The meaning that Rizal (Golkar) denies the statement that he support his brother Andi (Demokrat).

(10) Text (JP) Jawa Pos 27 April , 2010 : Page 2

Duet Yusril - KA’ban Kembali pimpin PBB

...”inilah uniknya PBB disini kita tidak mencalonkan, tapi dicalonkan.” ujar Yusril Ihza...

It can be concluded from the text and context that “inilah uniknya PBB disini kita tidak mencalonkan, tapi dicalonkan” is considered as implicature denial. The meaning of this implicature can be interpreted: Yusril denies that he wants to be a leader of PBB but in fact he was elected by the Party.

Interpretation
The findings reveal that Indonesian and American English political implicature are similar in interpretation. For instance, Indonesian politicians use a certain devices a interpreting the political implicature, such as mental model, co-text, Halliday's scheme and knowledge of the world as well as topic framework. Likewise, these devices are used in interpreting the American English political implicature. Consequently, Indonesian and American English political implicature do differ in interpretation.

The written texts (see Appendices C.) from The Indonesian and American strategies of the social status and distance in using the political implicature differ. Therefore, the writer always considers the choice of terms to tone down the expressions to make it more polite and vague in using the political implicature.

Still, in these two languages, political implicature need the same devices in interpreting the political implicature. There is no difference in using the devices except in the focus of experience and association brought by someone to a certain word or expressions.

To summarize, on the basis of the findings, it is likely that the Americans tend to use the same interpretation devices as the Indonesians in constructing the political implicature.

**DISCUSSION AND IMPLICATION**

In response to the research questions, the findings of this study in general suggest that no difference in the forms of political implicature found in Indonesian and American texts. Of the Two categories of implicature, namely the conversational implicature and conventional implicature in both Indonesian and American English texts in the respective languages. This implies that political implicature is culturally bound, and, determined by the specific association of a certain country, a group of people and individual.

Next Indonesian and American English political implicature only differs in content, usage, illocutionary transparency, and sentence construction. More specifically, Indonesian and English implicatures do not differ in function and syntactic structure.

This finding, to a certain extent, means that there are five categories of denials: 1) Background information: Anggodo said: *saya tidak punya sesen pun*. There is no tax cut, if I’m a president of USA. Bush said, 2) Text processed information. E.g *Demokrat tidak pecah hanya beda pendapat*. Next, Amien Rais said: *pertemuan kami bukan di belakang layar*. There is disagreement in the Pentagon about Kosovo, Cohen said. 3) Compare and contrast. E.g SBY said: *data Time itu tidak benar*. Albright’s statements about Kosovo is not right. 4) Modality. E.g. the nuclear weapon may be not dangerous. 5) Apology, Please, apologize to my army troop for the bombing. That is an accident.

In the terms of the syntactic structures, on the basis of the findings, it can be inferred that Indonesian and American English political implicatures take three forms, namely nomination, predication and sentential forms of pal implicatures. And in light of the degrees of implicatures, they are different in lexical and sentential meaning of specific cultural connotation and political taboo.

Furthermore, the other differences between the Indonesian and American English Implicature are 1) the symbol of color. For example, Mei kelabu meaning sad incidence on May, is equal to feel blue meaning sad in American English, 2) direct and indirectness, 3) taboo, 4) Specific cultural lexicon such as (Indonesian), and American (unmarriage woman behind) *pacar gelap*, (illegal weapon) *senjata gelap*, penggelapan uang bailout, penyimpangan dana BLBI, kebocoran dana BLBI.

In short, the results of this current study could hopefully be useful to syllabus designers, policy makers, Indonesian ESL, and EFL teachers as the feedback and a new insight in term of associative
meanings and or political implicatures. And those politician, diplomat and government bureaucrats who are in trade of politics and diplomatic pouch as well as those students who are using the “hot off the press in the field of politics” as an authentic material.

**Pedagogic Implications**

First of all, this current study may provide an alternative to the problem of understanding the difference and similarity in terms of political implicature between Indonesian and American English vocabulary in the respective languages especially to the curriculum developer. And the results of this present study could be useful to the material designer and syllabus writer for planning the course work in associative meanings in the junior, senior high school and university level. Therefore it is expected that they could give the place of the form and content of political implicature either covert or overt implicature expressions. It is due to the fact that the EFL teachers could bring the students beyond the classroom by means of news media and magazines dealing with political issues as an authentic material.

Second, to the English discourse analysis teacher, it is worth noting that discourse analysis is one of the methods to analyze the Indonesian and American English political implicature. The current study shows that political implicature - expressions much depend on the context. This implies that people are much obliged to understand political implicature through context or the real knowledge of the world. Pedagogically, school has to provide students with what takes place in the society in the real life situation. Therefore, the way how to bring the L2 students to understand and learn the political implicature in real communication, namely: Indonesian and American English texts as authentic material need to be taught to the students.

Third, it is recommended that the teaching of associative meaning be given a place in the teaching and learning process of graduate students at the beginning level, Race they should be able to read efficiently and effectively. An effective and efficient reading ability could only be achieved through the mastery of both denotative and connotative meaning. The present findings show that political implicature and its associative meaning is a culture specific connotation. At last, the students need to understand political implicature and its connotative meaning cross-linguistically.

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