

***The Study on Implied Meaning of the Utterances of the Main Characters
in The Amazing World of Gumball
(Studi tentang Makna Tersirat pada Ucapan-ucapan Tokoh Utama
di The Amazing World of Gumball)***

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Abstrak

Penelitian ini membahas tentang pengabaian maksim sebagai hasil dari penggunaan implikasi pada ucapan tokoh utama di *The Amazing World of Gumball*. Penelitian ini memperhatikan penggunaan prinsip kooperatif, empat maksim percakapan dan pengabaian aturan maksim. Tujuan dari penelitian ini adalah: untuk membuktikan bahwa implikasi dan kesalahpahaman atau salah pengertian tidak hanya terjadi di kehidupan nyata, namun juga terjadi di film animasi untuk anak-anak di televisi dan untuk memperlihatkan bahwa meskipun kesalahan dalam mengerti makna yang tersirat terjadi, percakapan tidak akan berhenti begitu saja. Jenis penelitian ini adalah penelitian kualitatif. Penelitian kualitatif akan menjabarkan data secara rinci. Data dikumpulkan dengan cara mengunduh data dari website. Penelitian ini menggunakan teori prinsip kooperatif dan empat maksim percakapan; kualitas, kuantitas, hubungan dan tatacara milik Grice (1975). Penelitian ini juga membutuhkan teori konteks situasi milik Brown and Yule (1983). Konteks memiliki peran yang sangat penting dalam memahami makna pada kalimat atau ucapan. Hasil temuan dalam penelitian ini menunjukkan bahwa tokoh-tokoh utama menggunakan implikasi dalam ucapan-ucapan mereka dan mereka mempunyai sejumlah alasan mengapa mereka mengabaikan maksim.

Kata Kunci: Konteks situasi, makna tersirat, mengabaikan maksim, prinsip kooperatif.

Abstract

This research talks about the flouting maxims as the result of applying implicature on the main characters' utterances in The Amazing World of Gumball. This study concerns with the use of cooperative principle, the four conversational maxims, and the flouting of the maxims. The purposes of this research are; to prove that implicature and misunderstanding or misinterpretation not only happens in the real life, but also in the children's animated television series and to show that although misunderstanding happened, the conversation will not stop. The type of research is qualitative research. Qualitative research will describe the data in detailed description. The data are collected by downloading it from the website. This study uses Grice's cooperative principle and the four conversational maxims; quality, quantity, relation and manner (1975). The data are analyzed based on the Brown and Yule's context of situation (1983). Context has an important role in interpreting the meaning of the utterances. The finding shows that the characters use implicature in their utterances and they have various reasons why they flout the maxims.

Keywords: context of situation, cooperative principle, flouts the maxim, implied meaning.

Introduction

Language is used to perform many communicative functions or purposes and the most important function is the communication of information (Brown and Yule, 1983:2). People talk in order to exchange or share information. A good communication will be reached if the speakers cooperate with the hearer, and vice versa. In communication, people not always simply say what they think, sometimes they choose to speak indirectly. When the speakers choose to speak indirectly, it shows that they have an additional reason and it makes the hearer thinks about the speakers' utterance.

This thesis deals with pragmatics, the study of what words mean in particular situations. The object of this research is a British-American-Irish children's animated television series in Cartoon Network, *The Amazing World of Gumball*. This research focuses on the utterances of the main characters. This research starts from the evidence that some dialogues uttered indirectly by the main characters and those utterances are indicated flout the maxims. By flouting the maxims, the speakers have an implied meaning in their utterances.

Based on the situation, the speakers apply implicature in the conversation. Implicature is a part of the speakers' intention in their utterance without being said (Horn,

2006:3). It means that the intended meaning is implied by different words.

If the speakers implicate something in their utterance which creates a misunderstanding, it means that the speakers do not follow the rule of cooperative principle and automatically flout its maxims. Grice (1975) proposed a rule that expect to be followed in a verbal conversation to exchange information that is cooperative principles and the maxims of conversation. The cooperative principle said "make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged" (Yule, 1996:37).

The object of the study is the children's animated television series *The Amazing World of Gumball*. The data are the utterances of the main characters that flout the conversational maxims in the form of movie script or text. This research is conducted to prove that implicature and misunderstanding or misinterpretation not only happens in the real life, but also in the children's animated television series. In the object of the study, the researcher finds some dialogues that uttered indirectly by the main characters. Those utterances are indicated as flouting the maxims. By flouting the maxims, the characters have an implied meaning in their utterances.

In accordance with those problems, this study tries to answer the following questions:

1. What types of maxim are flouted by the main characters in the movie?
2. What is the implied meaning of the flouted maxims by the main characters in the movie?

In line with those questions, the study is designed to achieve some goals, they are:

1. To find out the type of maxims that flouted by the main characters in the movie.
2. To show the implied meaning of flouting maxims by the main characters.

Research Methodology

This study applies qualitative method. Qualitative method describes the data in detailed description. Mackey and Gass (2005:162) stated that qualitative research can be taken to refer to a research that is based on descriptive data which do not use statistical procedures. It is concentrated on the meaning and the understanding of the utterances in the series. This research also applies deskwork (library) research. Blaxter *et al.* (2010) stated that the researcher collects the data, searching for some previous researches, theories and the proper method for the research in the laboratory or library. The object of the study has four seasons since 2011 until 2016. The researcher uses one episode in each season. The conditions applied to collect the data are; the episode must be revolves in family theme and it is the highest rating in each season. The scripts as the data from the four episodes are downloaded from

<http://theamazingworldofgumball.wikia.com/wiki/transcript>. In this research, there are 16 utterances assume that they disobey the rule of cooperative principle. This research uses three steps in processing the data found; 1) Identifying the utterances in the scripts of the four selected episodes; 2) classifying the data into each type of maxim based on the requirement of conversational maxims; 3) analyzing the data using the requirement of conversational maxims with the assist of Brown and Yule's context of situation.

Results and Discussion

The dialogues of the main characters in *The Amazing World of Gumball* series are flouting the maxim of cooperative principle. They flout the four maxims; quantity, quality, relation and manner. In 16 utterances; 2 utterances flout the maxim of quantity; 8 utterances flout the maxim of quality; 1 utterance flouts the maxim of relation and 5 utterances flout the maxim of manner. Additionally, there are 2 utterances flout two maxims at the same time. The first utterance is flouting the maxim of quality and manner while the second utterance is flouting the maxim of quality and relation.

In analyzing the data, the researcher apply the theory of cooperative principle and the maxims. In interpreting the data, the researcher find out the implied meaning with the use of theory of cooperative principle by Grice (1979) and theory of context of situation by Brown and Yule (1983). Data (1) show how Gumball flouted the maxim of quality to reject an offer:

(1) In this data Gumball and Grandpa Louies are in the kitchen this morning. Grandpa Louie as a caring grandfather offers him a present. The grand children, Gumball, has a memory of the previous present. That was an unsatisfying present.

Grandpa Louie : *[sighs]* I guess you won't want my present, then.

Gumball : Nah... *[sighs]* Of course we do.

Grandpa Louie : Here you go, guys. A check for being my favorite grandkids! *[gives the kids the check]*

In data (1), the check is the actual check with money if they go to bank and get it cashed. Unfortunately, Gumball seems not interest with the check. He thinks that it is just a plain piece of paper. In the dialogues, his utterance is against the truth. Maxim of quality told us to avoid saying something that is believed to be false. In this data Gumball flouts the maxim of quality. He says he wants the present from the grandfather to keep away from hurting the grandfather's feeling.

Data (2) show how Gumball flouted the maxim of quantity to hide the truth:

(2) In this data Gumball and Nicole, the mother, are in the dining table to enjoy their dinner. The mother, Nicole, buys groceries but she does not expect to eat a trash. They are angrily eating a trash and the mother needs an explanation on how this happens.

Nicole : Can someone please explain to me how this happened?

Gumball : [Smiles sheepishly]... wrong bag.

In data (2), Gumball does not explain anything besides wrong bag. He knows how this happens, but he is ashamed to confess. He throws out the real groceries bag instead of the trash bag because they look the same. He does not give much information to his mother because he is afraid that the mother will be angrier if she knows the truth. This is data where the maxim of quantity was flouted to hide the truth from the other.

The main characters have various reasons why they flout the maxims. 1) Maxims of quantity is flouted to hide or cover up something. 2) Maxim of quality is flouted to reject an offer, to avoid some situations, to avoid people's opinion, to cover the truth, to be looked clever, and to excess some situations. 3) Maxim of relation is flouted to convince the other character. 4) Maxim of manner is flouted to reject an offer, to increase the atmosphere, to stop other character doing something, to cover up a fault, to cover up the truth, to express how some situations can harm a life. It is also revealed that the main characters flout two maxims to point up their intention.

Conclusion

This research discusses the dialogue in the movie script containing an implicature. It means the speakers have another intention in their utterance. They do not convey it directly, but rather imply the meaning. It happens not only in the real life, but also in the movie. The use of implicature in the object of the study makes the speakers flouted the conversational maxims. The main characters flout the maxim of quality, quantity, relation and manner. They have various reasons why they flout the maxims. Flouting the maxims can cause misunderstanding or misinterpretation. Misunderstanding will not happen if the speakers and the hearer share the same knowledge in the certain topic. The intended meaning of the speakers can be understood if the hearer understands the context of situation. Some hearers can understand the intended meaning of the speakers, but some are not. The hearer that fails to understand the context gets confused, angry and displeased. It is expected that this analysis will help people to understand an implicature used by other people in a real conversation. People should follow the rule of cooperative principle to minimize the possibility of misunderstanding or of misinterpretation to occur in the conversation.

Acknowledgements

Our sincere gratitude is hereby extended to the following people who never ceased in helping me until this research is structured: Dr. Hairus Salikin, M.Ed., as the Dean of Faculty of Letters; Dra. Supiastutik, M.Pd., as the Head of English Department. All of lecturers of the English Department, Faculty of Letters, Jember University, and also for the staffs of Faculty of Letters.

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