



**AN ANALYSIS OF THE CONVENTIONAL IMPLICATURE IN
THE MEMES POSTED ON THE INSTAGRAM
@SUCCESSPICTURES**

THESIS

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ORIGINALITY STATEMENT

I, M Arif, do herewith declare that the material contained in my thesis is original work performed by under the guidance of my advisor, Dr. Yusrita Yanti, M. Hum. The work contained in this thesis has not been previously submitted for a degree or diploma at any other higher education institution. To the best of my knowledge and belief, the thesis contains no material previously published or written by another person except where due references are made.

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AN ANALYSIS OF THE CONVENTIONAL IMPLICATURE IN THE MEMES POSTED ON THE INSTAGRAM @SUCCESSPICTURES

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Abstract

The main purpose of posting Instagram memes @successpictures is to motivate readers, but not everyone can understand what the good intentions and meanings of these posts are. This study aims to describe the implied meaning or implicature in Instagram meme posts @successpictures in 2020 using Grice's theory (1975) which focuses on implicature and the influence of context on Instagram meme posts. This analysis discusses what the implied meaning is in a number of Instagram meme posts what context is involved and how the influence of context can determine implied meaning. The research data are in the form of meme posts taken from Instagram @successpictures. A total of 50 data have been analyzed completely by the writer. In this analysis, the writer uses qualitative methods. The results show 11 points based on ideas and representations; meme implies (1) Happiness (2) Self-Confidence (3) Mindset (4) Never Give Up (5) Friendship (6) Media Social (7) Money (8) Good People (9) Cooperation (10) Parents (11) Trust. And, memes are the most dominant with conventional implicatures. There are four context influences in this analysis, namely linguistic context, social context, epistemic context, and physical context. However, the most dominant context influencing Instagram meme posts is the physical context. As for the mixing of more than one context in influencing the meme such as mixing 2 contexts, mixing 3 contexts, or all contexts contained therein.

Keywords: memes, implicature, conventional implicature, physical context

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CHAPTER I

INTRODUCTION

1.1 Background of The Research

Currently, the development of social media is very fast. Before that there were several eras that became a means of human communication, starting from The Writing Era, The Printing Era, The Telecommunication Era, to the Interactive Communication Era. Humans always communicate and interact with each other. This is fundamental to being a social human because humans need society to survive.

Social media is the most interesting means of information communication for the public. Every day people never leave social media. Instead of just looking for information, business or just taking some time to relax, everyone chooses social networks to spend time every day. After Facebook and Twitter succeeded in dominating social media applications, now they have a new application in social media that attracts more attention from the public, namely Instagram. Even though many social networks are growing, now the social media that is in great demand by the public is Instagram. Yasundari (2016:209) stated that Instagram is a photo-sharing application that allows users to take photos, apply digital filters, and share them with various social networking services, including Instagram itself. Instagram is an application that is widely used by the public and Instagram fans are increasing day by day. Therefore, users try to create creative and innovative ideas by using attractive language in communicating by utilizing various social media to support

their Instagram account marketing, and also how they convey what is on someone's mind, one of which is through implicature.

Obviously, implicature is part of pragmatics and the process of understanding the delivery of implicit meaning in expressing opinions or ideas by the speaker to the interlocutor in communication. Grice as quoted by Brown and Yule (1996:31) explains that the term Implicature is used to explain what might be meant, suggested, or implied intended by speakers that are different from what is said or conveyed by the speaker. However, there are many meanings of utterances that are not conveyed and the meaning conveyed by speakers or speech partners. Referring to the concept of Grice (1975) Rustono (1999: 82-85) talks about.

Implicature includes the theory of the development of the relationship between expressions, the speaker's meaning, and the implications of an utterance. he distinguished three kinds of implicatures, namely conventional implicatures, unconventional implicatures, and conventional implicatures obtained directly from the meaning of words, and not from conversational principles. In particular, implicature has been distinguished into two types of implicature, namely unconventional implicature and conversational implicature, which are pragmatic implications implied in a conversation. Implicature plays an important role in captions and images on social media, especially on Instagram @successpicture where many sentences are implied in it. The implicature in it can also touch the reader because it contains meaning in the reality of life so that this study can help to understand more deeply. especially in this study related to social media.

Context plays an important role in implicature because several factors are needed as we can see between readers and listeners, this context is related to perception which can determine what happens in implicature speech such as when the conversation or statement occurs and also where and in what environment affect the speaker's speech. Yule (in Givon, 1979a:50) takes the view that the notion of pragmatic perception is determined by its limits based on the speaker's assumptions about what the listener is likely to receive without challenge.

In this study, the writer analyzes and applies implicature theory in understanding the meaning of the implicature found in meme posts found on Instagram @successpictures, because they contain messages and motivations implicit in each of the meme posts which linguistically include implicature. reported on their page said that Instagram @Successpictureess is an Instagram account created in early 2018 because they believe that 1 picture = 1000 Words and make the world a better place with one small moment at a time, and is widely followed by social media fans on Instagram from all walks of life from children - children to adults, and also Instagram @successpictures there are so many Instagram accounts out there with different countries creating posts like @successpictures using their language to understand what posts mean in local languages around the world so Instagram @successpictures creates a global community of families.

As for a similar analysis, Rina et al. (2020) analyzed the implicatures found in meme posts on the internet, therefore the researchers took the initiative to conduct similar research with different objects to analyze meme posts that focused on @successpictures Instagram accounts, with the aim that can convey the meaning of

the message implied in the meme post to the reader so that it can be understood when the reader sees the post on Instagram @successpictures through theoretical implicature.

Example (1) the use of internet meme implicature from research analysis by Rina et al. (2020) can be seen in the following sentences:



in example (1) the implicature in the internet meme contains the implied meaning of the word "for 2 minutes" in the description of the meme, the gum is gum so he will get friends if he has a pack of rust candy, and if it runs out, they will leave itself again, based on the context of use as seen in the facial expressions of the characters' faces that swell abnormally so that the contexts involved are the physical context, the epistemic context, and the social context.

Based on example (1), it is an analysis of memes on the internet. The writer only focuses on implicatures which are based on Grice's (1975) implicature theory on the object of posting memes on Instagram @successpictureess. Implicature is one

of the implied communication tools that has a satirical meaning depending on the context of its use. On the other hand, posting Instagram memes @successpicture is a process of conveying messages and ideology to people through images and words or descriptions. Therefore, the writer found a lot of data related to the implicature in it.

1.2 Research Questions

The Research question of the study is shown as follows:

- 1) What are conventional implicature can be found in the @successpicture Instagram meme post?
- 2) What contexts influenced the conventional implicature in the @successpicture Instagram meme post?

1.3 Purposes of the Research

The research aims to achieve the following objectives:

- 1) To find out the conventional implicatures contained in each @successpictures Instagram meme post
- 2) To Describe the contexts that influence the conventional implicature in the @successpictures Instagram meme post

1.4 Limitation of the Research

There are many linguistic theories that can be used to analyze Instagram posts. The posts are in the form of implicature, context, cooperation principles, speech acts, and others. Instagram posts vary in the form of images, videos, captions, and

so on. However, in this study, the writer narrowed the analysis of the problem by focusing only on the analysis of the Instagram @successpictures meme posts which have hidden meanings using context, Grice's implicature theory, and focusing meme captions. post data. and also because of the large number of posts on Instagram @successpictures, which amount to approximately 350 posts.

1.5 Significance of The Research

It is hoped that this research can provide a reference or understanding to future researchers about how to use implicature theory, especially implicature analysis on Instagram meme posts, and is also expected to be able to help students and lecturers, especially the Faculty of Humanity, University at Bung Hatta so that the results of this study can also be used as teaching materials to support the teacher's teaching process and to provide examples of implicature theory to students for future classes.