The Conventional And Conversational Implicature In The Film Enola Holmes : A Pragmatic Analysis

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Abstrak

This research aims to analyze the types of implicature contained in the Enola Holmes film, as well as explain the meaning contained in it based on Grice's theory of implicature. This research uses descriptive qualitative approach with documentation method. The data were collected from the dialogues between characters in Enola Holmes movie that contain implied meanings, and analyzed based on the theory of implicature which includes conventional implicature and conversational implicature. The results showed that out of 36 data collected, 12 data were categorized as conventional implicature. Meanwhile, the other 24 data are conversational implicatures, consisting of 4 General Conversational Implicature (GCI) data and 20 Particular Conversational Implicature (PCI) data. Conventional implicature in this film is characterized by the use of certain expressions that have additional meanings without requiring extensive context. In contrast, conversational implicature arises from the violation of Grice's maxims of cooperation, such as the maxims of quantity, quality, relevance, and manner. These findings suggest that implicature is used effectively to strengthen communication in movies, both in message delivery and character development.

Keywords: Implicature, Pragmatics, Movie, Enola Holmes

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I INTRODUCTION

The background of this research is that implicature plays an important role in daily communication, but is often overlooked in language studies. People tend to focus only on literal meanings, whereas the implied meanings that appear in conversations have equally important functions, such as maintaining politeness, conveying criticism subtly, or strengthening social relationships. Through implicature analysis, this research seeks to reveal how hidden meaning works in communication and how it contributes to shaping social interaction.

In the communication process, the meaning conveyed is not always explicit. Often, speakers convey their intentions indirectly through implicature. Implicature is the implied meaning that emerges from an utterance based on the context of the conversation. The presence of implicature is important in people's lives because it helps convey messages more subtly, politely, or even symbolically, depending on the situation and the relationship between speakers.

The relationship between implicature and society can be seen in how individuals structure their utterances according to social and cultural norms. In the context of a society that upholds politeness, for example, people tend to convey requests or criticisms indirectly so as not to offend the interlocutor. This is where implicature plays a role as a bridge between the speaker's intention and the listener's interpretation. This shows that the ability to understand and use implicature is not only a linguistic aspect, but also a social ability that develops in the community environment.

Finding implicature in society can be done by paying attention to the context in which an utterance occurs. For example, when someone says, "Your house is so big," when visiting a modest house, the statement can have a sarcastic meaning depending on the tone of voice and facial expression. Thus, understanding implicature requires knowledge of the social situation, the relationship between speakers, and the prevailing cultural conventions. Observation of daily conversations, advertisements, television shows, or social media posts can also be a means to identify the forms of implicature used in society. Another example of implicature can be found in conversations such as, "It seems like you go to the hospital a lot, huh?" which can imply criticism of a person's lifestyle or health without stating it directly. Sentences like these show how people use language implicitly to maintain social relationships, convey opinions, or even satirize without direct confrontation. These patterns of implicature are part of everyday communication that has become cultured and takes place naturally.

However, if there were no implicatures in society, communication would lose its depth of meaning and flexibility. Every intention must be conveyed in a direct and literal manner, which may sound rude, too blunt, or even inappropriate. Such communication has the potential to create social tension because it does not allow for contextual adjustments in meaning. Therefore, the existence of implicature becomes very important in maintaining the smoothness of interaction and the continuity of harmonious communication in social life.

This concept is known as implicature, which refers to additional meaning that the listener can pick up by considering the context of the conversation and the prevailing norms of communication. In various conversational contexts, explicitly conveyed statements do not always represent the speaker's true intentions. For example, an expression such as "The weather is very hot today" could be intended to convey discomfort or a desire to move to a cooler place, depending on the situation of the conversation. Implicit meanings like this are part of the implicature that emerges through the shared understanding between the speaker and the listener. The existence of implicature allows communication to run more efficiently and meaningfully, because the listener is required to capture the meaning hidden behind the spoken statement. Therefore, an understanding of implicature is an important aspect of social interaction, as it can influence the way messages are captured and interpreted by interlocutors.

In the study of language, the researcher recognize a concept called implicature. These implicatures fall into two main categories. First, there is conventional implicature, which means that the meaning of the words is fixed and independent of context. Second, there is conversational implicature, which arises in verbal interactions when we sometimes break the rules of communication to achieve better understanding. This consept is known as Grice's maxims. Therefore, these two types of implicatures are very important to help us understand deeper and hidden meanings when communicating with others.

Movies are a from of storytelling that we can enjoy through visuals and audio. In addition to displaying images, films also present dialog between the characters. One film that is rich in the use of implicature in its dialog is *Enola Holmes*. The film was released in 2020 with director Harry Bradbeer and produced by Legendary Pictures. The main cast in this movie is Millie Bobby brown who plays Enola Holmes, accompanied by Henry Cavil as Sherlock Holmes. The duration of the movie is about 123 minutes and is distributed through the Netflix platform. The film tells the

story of the adventures of Enola, the younger sister of the famous detective Sherlock Holmes, who is searching for her missing mother. As a detective movie, many of the conversations in this film contain implied meanings, especially those related to social issues, politics, and family dynamics.

The reason why the researcher chosen "The Conventional and Conversational Implicature in the Film *Enola Holmes*: A Pragmatic Analysis", because the film Enola Holmes features many dialogues that contain indirect or implied meanings. This makes it an interesting object to analyze using the theory of implicature. In the film, the characters often convey hidden intentions through innuendo, double-meaning statements, and indirect clues, which are relevant to the researcher of conventional implicature and conversational implicature. The topic of implicature itself is an important aspect in the research of pragmatics because it allows researchers to understand meanings that are not explicitly stated but can be understood through the context of the conversation. Interactions between characters, such as between Enola and Sherlock, show complex and logical communication dynamics, making it worthy of pragmatic study. In addition to academic reasons, the selection of a popular film such as Enola Holmes also aims to make this research more interesting and fun to do, and can increase the sensitivity of the author in capturing hidden meanings in English communication.

II RESEARCH METHODS

2.1 Method of Collecting the Data

In this research, the data collection method used was document study. According to Creswell (2018:151), documents are one source of qualitative data that can be in the form of writing, images, or visual material that already exists. In this research, the documents used were transcripts of dialogues and audio-visual material from the 123-minute film *Enola Holmes* that were relevant to the focus of the research. This method was used by collecting the dialogue texts from the film, then noting the parts that contained implicatures to be used as the main data. Thus, document study provides direct access to authentic written and visual sources as needed for the research.

2.2 Method of Analyzing the Data

The data processing method used is thematic analysis through a coding process. Creswell (2018:195) explains that qualitative data analysis is carried out by reading all the data, coding relevant text passages, grouping the codes into themes, and then interpreting the meaning of those themes. In this research, each dialogue from the film *Enola Holmes* that contained implicatures was coded based on the type of implicature according to Grice, then grouped to find certain patterns that were in line with the research objectives. Thus, this method allowed researchers to process data systematically to produce a focused understanding.

2.3 Technique of Collecting the Data

The data collection techniques used in this research were document technique and audio-visual technique. According to Creswell (2018:151), documents are written data sources such as texts or transcripts that can be used to explore information in depth, while audio-visual materials include images, recordings, or films that can be used as research materials. In this research, the transcript of the *Enola Holmes* film dialogue was used as a written document, while the film itself was used as audio-visual material. Both techniques were used to obtain data in the form of dialogue containing implicatures, so that the data collected came directly from authentic texts and visual media.

2.4 Technique of Analyzing the Data

The data analysis techniques used in this research were coding and theme development. Creswell (2018:195) explains that qualitative data analysis is carried out in several stages, namely organizing all data, reading the data thoroughly, coding relevant text passages, grouping codes into themes, and interpreting the meaning of these themes. In this research, each dialogue in the film *Enola Holmes* that contained implicatures was coded according to the type of implicature according to Grice's theory, then grouped to find themes that described the pattern of implicature use in the film's dialogue.

III RESULTS AND DISCUSSION

3.1 Analysis of the Implicature Form
A. Conventional Implicature

Conventional implicature is the implied meaning attached to a particular word or expression and is understood as fixed based on language agreement. This meaning does not depend on the context of the conversation and does not arise due to the violation of maxims, but rather due to the conventional nature of the language itself.

Enola   : *and Enola spelled backwards, reads well, "alone."*
(*Enola Holmes*, 2020, 00:01:04)

In this part, Enola monologues a little about the meaning of her name from her mother's gift. she tells it while pedaling a bicycle. In this monolog, Enola states that if her name is read backwards, it will form the word *alone*, which is generally interpreted as alone. According to the Oxford Learner's Dictionary, the word alone has several important meanings. First, alone means being without other people, for example in the sentence He likes being alone in the house, which indicates that someone is by themselves in a place. Second, this word is also used to describe a situation without the help of other people or things, thus reflecting independence or the ability to do something by oneself. In addition, alone can mean feelings of loneliness or unhappiness due to not having friends, thus emphasizing the emotional side of isolation.

Alone, the word contains a hidden meaning that shows that Enola is actually expressing her feelings of loneliness or isolation indirectly, without saying it explicitly. This meaning does not arise from the situation of the conversation, but from the conventional connection between the name *Enola* and the word *alone* that emerges through letter reversal. This further emphasizes Enola's character as an individual who feels separate or different from the people around her. Therefore, the implicit meaning in this statement is classified as conventional implicature, because it comes from the use of a word that still implies an additional message beyond its literal meaning.

B. Conversational Implicature

Conversational implicature is an implied meaning that arises in conversation and is understood based on context, not from literal meaning. This implicature occurs when the speaker intentionally violates one of Grice's maxims such as the maxim of quantity, quality, relevance, or manner, so that the listener catches the hidden meaning. Conversational implicature is divided into two, namely general conversational implicature (GCI) and particular conversational implicature (PCI).

a.   General Conversational Implicature (GCI)

General Conversational Implicature (GCI) is an implied meaning that is general and can be understood without the need for a specific context. GCI arises when speakers adhere to Grice's maxims, especially the maxims of quantity and relevance. Listeners automatically infer additional meanings based on common language usage habits, without the need for specific knowledge of the conversational situation.

Enola   : *My name is Enola, which spelled backwards spells alone. To be a Holmes, you must find your own path. My brothers have, my mother has, and I must too. But now I see that being alone doesn't mean I have to be lonely.*
(*Enola Holmes*, 2020, 01:55:40)

To be a Holmes you must find your own path denotatively states that being a member of the Holmes family means being able to determine your own direction in life. However, Enola implicitly conveys that the principles of independence and freedom of thought are the foundation values in their family. This statement also hints that copying the footsteps of others is not a true reflection of a Holmes' identity. Since this implied meaning is universal and can be understood without the need for the specific context of the movie this speech is included in general conversational implicature. The speaker still follows the **maxim of quantity** by providing enough information and the **maxim of relevance** because the statement is closely related to the theme of self-reflection and self-discovery. No maxims are violated and the meaning of this statement can be widely understood even outside the movie narrative.

b. Particular Conversational Implicature (PCI)

Particular Conversational Implicature (PCI) is an implied meaning that can only be understood in a specific conversational context and can only be understood if the listener knows the situation, background, or relationship between speakers. PCI arises when the speaker intentionally violates one of Grice's maxims of quantity, quality, relevance, or manner, so that the listener catches the hidden meaning based on the situation and the relationship between the speakers. following is an explanation of the data.

Enola : *Which, Mother said, was the best way to become a young… woman*.

Mycroft : *Well, this is <u>what she wanted you to become</u>?*
   (*Enola Holmes*,2020, 00:10.00)

In this scene, Enola is explaining proudly what her mother has taught her about being a woman to her two sisters who are in her mother's private room, while enola stands in front of the open door, she is reluctant to enter because she knows her mother will not like it. Mycroft's utterance is an example of particular conversational implicature (PCI) because its meaning cannot be understood literally, but requires an understanding of the social context and relationships between characters. The sentence *Well, this is what she wanted you to become?* is not a sincere question, but an allusion to Eudoria's upbringing, which Mycroft considers not in accordance with noble norms. Mycroft violates the **maxim of quality** because he does not intend to seek real information, and the maxim of relevance because he diverts the topic towards a negative judgment. This violation creates an implicature in the form of criticism of Eudoria's upbringing and rejection of her values of freedom and independence.

3.2 Functional of Implicature
A. Conventional Implicature

The function of conventional implicature is to give additional meaning attached to certain words or expressions without depending on context, thereby helping to clarify the speaker's intention, indicate the relationship between utterances, and mark the speaker's attitude or point of view.

Enola : *and Enola spelled backwards, reads well, "<u>alone</u>."*
   (*Enola Holmes*, 2020, 00:01:04)

In the film, the conventional implicature in Enola's utterance serves to convey feelings of loneliness and isolation indirectly through wordplay on her name, allowing the audience to understand her emotional side and vulnerability without explicit explanation, as well as establishing a depth of character that is different from her surroundings. In real life, this kind of implicature serves as a subtle way to express messages or emotions that are difficult to express directly, maintain the privacy of the speaker, avoid confrontation, and make room for more creative or artistic expressions, so that only sensitive listeners can catch the implied meaning.

B. Conversational Implicature

Conversational implicature serves to convey implied meanings that are not directly stated. This function is also used to give subtle cues, increase the effectiveness of communication, and encourage listeners to interpret the deeper meaning of a conversation.

a. General Conversational Implicature (GCI)

Generalized Conversational Implicature (GCI) serves to provide implied meaning that can generally be understood without requiring specific context. This function makes it easier for speakers to convey information concisely, making communication more efficient, and helping listeners automatically grasp additional meaning based on linguistic conventions.

Enola : *My name is Enola, which spelled backwards spells alone. <u>To be a Holmes, you must find your own path</u>. My brothers have, my mother has, and I must too. But now I see that being alone doesn't mean I have to be lonely.*
   (*Enola Holmes*, 2020, 01:55:40)

In the context of the film, the function of this implicature is to emphasize that Enola has understood her identity not only as the younger sister of Sherlock and Mycroft but as an individual who is able to make her own decisions. This is an important moment in her character development as an independent young woman. In today's life, this implicature serves as a universal message about the importance of having your own

direction in life and not just following the expectations of your family, neighborhood or society. It inspires people to dare to live life according to personal values and choices which is an important part of self-discovery in the modern era.

b. Particular Conversational Implicature (PCI)

Particularized Conversational Implicature (PCI) serves to convey implied meaning that can only be understood if the listener knows the specific context of the conversation. This function helps speakers convey messages indirectly, emphasizing certain meanings according to the situation, and inviting listeners to interpret the meaning based on the background of the conversation.

Enola : *Which, Mother said, was the best way to become a young… woman*.
Mycroft : *Well, this is* <u>*what she wanted you to become?*</u>
  (*Enola Holmes*,2020, 00:10.00)

The function of implicature in the film is to show the ideological conflict between the characters, particularly between Mycroft's conservative views and Eudoria's progressive values passed on to Enola. Through implicature, the audience can capture the tensions that arise due to different views on gender roles and individual freedom in the family. In today's context, similar implicatures are still often used in everyday conversations as an indirect way to convey criticism of life choices that are considered deviant from social or cultural norms. Implicature therefore serves as a subtle yet sharp means of communicating judgment without having to say it outright.

3.3 Research Findings

After analyzing all the data, the researcher found 36 data, 12 quotations fall into the category of conventional implicature, while the other 24 data are conversational implicature, consisting of 4 General Conversational Implicature (GCI) data and 20 Particular Conversational Implicature (PCI) data. Conventional implicature is usually characterized by the presence of certain words or phrases that directly imply additional meanings without depending on the context. Meanwhile, conversational implicature arises from the violation of Grice's maxims of cooperation such as the maxims of quantity, quality, relevance, and manner, and is highly dependent on the context of the conversation.

The data examples above have explained how implicature is used in the movie *Enola Holmes*, both in the form of conventional implicature, general conversational implicature, and particular conversational implicature. Each form of implicature has been analyzed in detail through the context of the situation, language structure, and the implied meaning conveyed by the characters. This analysis shows that meanings that are not directly expressed often contain deeper and more important messages in building relationships between characters and moving the storyline.

IV CONCLUSION

Based on the formulation of issues related to the classification of implicatures according to Grice's theory (1991) and their functions in both films and everyday life as reflected in the film Enola Holmes, the researcher conducted research and found two types of implicatures, namely conventional implicatures and conversational implicatures. Conversational implicatures are further divided into two forms, namely Generalized Conversational Implicature (GCI) and Particular Conversational Implicature (PCI). From the analysis results, the researcher obtained a total of 36 implicature data. Of these, 12 data points were classified as conventional implicatures, while the remaining 24 were classified as conversational implicatures.

Furthermore, among the conversational implicatures, 4 data points were classified as Generalized Conversational Implicature (GCI) and the remaining 20 data points were classified as Particular Conversational Implicature (PCI). Conventional implicature is usually characterized by the presence of certain words or phrases that directly imply additional meanings without depending on the context. Meanwhile, conversational implicature arises from the violation of Grice's maxims of cooperation such as the maxims of quantity, quality, relevance, and

manner, and is highly dependent on the context of the conversation.

The results of this research show that the use of implicature in film dialog provides added value in the communication process between characters. Not only that, it also conveys hidden messages that reflect the social, emotional, and characteristic aspects of the characters indirectly. Through the pragmatics approach, especially implicature analysis, the audience can understand the implied meanings contained in movie conversations. Therefore, the pragmatic study of audiovisual works such as *Enola Holmes* is very useful to explore layers of meaning that are more complex than just what appears on the surface.

Enola Holmes is a movie full of hidden meanings and moral messages, especially related to independence, courage, and self-discovery. As the main character, Enola often delivers speech that contains implicatures to disguise her feelings, criticize the system that restrains women, or simply express ideas and strategies without having to explain them explicitly. The use of implicature in this film adds depth to the characters and enriches the dialog, making the film not only interesting from a story perspective, but also from a linguistic perspective.

Furthermore, in the context of today's communication, the use of implicature is very relevant. In the digital age and social media, people tend to use indirect language, such as satire, sarcasm, or other implicit statements to get their point across. Therefore, understanding the theory of implicature, as proposed by Grice (1991), becomes very important to avoid misunderstandings in communication. By analyzing the film *Enola Holmes* through this pragmatic approach, the researcher not only understands the dynamics of dialogue in the film, but also gains a broader understanding of how meaning is formed and interpreted in everyday communication practices. This chapter confirms that implicature is not only a linguistic tool, but also a reflection of social and cultural intelligence in language.

5.2 Suggestions

Based on the results of this research, the researcher provides some suggestions for various related parties. For future researchers, it is suggested to develop this research by analyzing films from different genres, cultures, or time periods in order to enrich the understanding of the variations in the use of implicature in audiovisual media. In addition, the research can be expanded by adding other pragmatic theories such as presupposition or speech act to provide a broader perspective. For students and readers who are interested in linguistics or pragmatics, this research can be used as a reference in understanding the importance of context in the communication process, especially in capturing implied meaning. For linguistics lecturers or teachers, the findings in this research can be used as contextual teaching materials to explain the theory of implicature more applicatively. Finally, for the film lovers, it is hoped that this research can open up insights that communication in films is not always conveyed directly, but often contains hidden meanings that can be understood by paying attention to context and shared knowledge.

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