AN IMPLICATURE USED BY THE CHARACTERS IN ALADDIN MOVIE (2019) BY WALT DISNEY.

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Abstract:

This study focused on finding implicature in Aladdin Movie (2019) by Walt Disney. The objectives of this study are (1) finding out the types of implicature used by the characters in Aladdin Movie (2019) by Walt Disney, (2) finding out the dominant types used by the characters in Aladdin Movie (2019) by Walt Disney, (3) finding out the meaning of the implicature used by the characters in Aladdin Movie (2019) by Walt Disney. This study used qualitative descriptive design. The result of the study found that there were 28 utterances categorized as implicature types. The implicature types found are Conventional Implicature and Conversational Implicature. Conversational Implicature have two different types there are particularized and generalized. There are 5 utterances categorized as Conventional Implicature. There are 23 utterances found belong to Conversational Implicature, 9 utterances as generalized onversational implicature and 14 particularized conversational implicature. The result of dominate type found in Alladin Movie (2019) by Walt Disney conventional implicature has 17,85% of utterance found, while conversational implicature has 82,14% utterances found. It means that out of 100%, conversational implicature dominate the data. The result of as the dominant implicature found in Aladdin Movie (2019) by Walt Disney is conversational implicature. The researcher interpreting the meaning of the dominant implicature found many utterance is explained as Code U1 – U23.

Keywords: *Pragmatic, Implicature, Movie.*

1.   Introduction

Human uses language to form a communication. A Communication will not happen if the user don't know about what they are going to imply. What makes language as the essential tool of communication is that, language that has meaning. Everybody tends to imply something in ther conversation. Cited in Gorgely (2017:2) Grace (1975) stated that participants in a conversation obey a general 'Cooperative Principle' (CP), which is expected to be in force whenever a conversation unfolds. In other words, cooperative principle is needed in conversation to make the participant understanding each other, each must certain of what they wanted to say to each other.

The study of meaning in conversationa usually happen in Pragmatic study field. An implicature is needed when people want to unfold the meaning of language used by someone, whether it's spoken or written. Grace (1989:2152) was the first philosopher to define logic of conversation, or study to unfold what words in conversation means. Grice views implicature as interpretation, which means: the hearer must able to hypothesis the speaker's meaning, based on the meaning of the sentence uttered, on background or contextual assumptions and, last but not least, on general communicative principles which speakers are expected to observe. Later on, he classified implicature into two categories. Conventional Implicature and Conversational Implicature.

Based on the description above, this study is going to analyze the implicature used by the characters in Aladdin Movie. *Aladdin* is a 2019 American musical fantasy film produced by Walt Disney Pictures directed by Guy Ritchie, who co-wrote the screenplay with John August, it is a live action adaptation of Disney's 1992 animated film of the same name, which is based on the eponymous tale from *One Thousand and One Nights*. *Aladdin* was theatrically released in the United States on May 24, 2019. It has grossed $1 billion worldwide, becoming the fifth highest-grossing film of 2019, the 34th highest-grossing film all-time and the highest grossing film of Smith's career. The plot follows Aladdin, a street urchin, as he falls in love with Princess Jasmine, befriends a wish-granting Genie, and battles the wicked Jafar.

The reason of the writer in choosing this topic which is the implicature used by the characters in Aladdin is because the movie itself adapts the setting in Western Asian culture. Each character have their own implication when exchanging conversation. Is the implication that they uses based on western Asian culture itself or not? The writer wants to know it all. Therefore, the writer will conduct this analysis. This study will use qualitative descriptive as the study design. This study don't have limitation, each conversation in the movie will be analyzed in order to find the implicature used. The

object of the study will be all the characters in *Aladdin Movie*. The writer will act as observer and data collector. Thus, the study is entitled *"An Implicature Used by The Characters in Aladdin Movie (2019) by Walt Disney."*

2.   Literature Review

2.1   Pragmatic

Pragmatics is a branch of linguistic which study and according to Morris as stated by Anca Dinu, 2012:1),"Pragmatics is study of context dependent aspect of meaning which are systematically abstracted away from in the construction of Logical form", Meanwile, Crystal as quoted by Deep, "Pragmatics is a study of view of users especially the choice they make, they encounter using language in social life, and affects their use of language has on other participants in the act of communication" (2013:1). (Contoh kutipan benar tahun dan halaman di taruh di belakang)

Another definition stated by Yule (1996:3) explained that pragmatics is the study of speaker meaning and contextual meaning. Pragmatics is the study of how more gets communicated than is said by relative distance. According to Levinson (1983:5) pragmatics is the study of those relations between language and context that are grammaticalized or encoded in the structure of language. Pragmatics discuss the relations between language and context that are basic to an account of language understanding. In a daily conversation, pragmatics is the ability of language users to pair sentences with the contexts in which they would be appropriate.

The scope of Pragmatics is stated by Levinson (1983:27) pragmatics is the study of deixis (at least in part), implicature, presupposition, speech act, and aspects of discourse structure. Then, the extremely important implication of pragmatics called conversational implicatures (Levinson, 1983:10).

After knowing the review about the pragmatics from some journals and books by the experts related to pragmatics, the researcher knows that the implicature is a branch of pragmatics. So that, the researcher decided that one of the focus of this research is to give a contribution of teaching pragmatics.

a.   Implicature Part of Pragmatic

The Cambridge Dictionary of Philosophy **by Lycan (1995:675).** Pragmatics studies the use of language in context, and the context-dependence of various aspects of linguistic interpretation. Its branches

include the theory of how one and the same sentence can express different meanings or propositions from context to context, owing to ambiguity or indexicality or both, speech act theory, and the theory of conversational implicature.

b. Implicature

1) Brief Definition of Implicature

Implicature is an additional meaning which it has an extra message conveyed by speakers indirectly. By this 'extra' message, it means that sometimes there is additional meaning of what the speaker has said (a) sometimes the speaker provides additional information (b) and sometimes he/she conveys something completely different from what he/she said (Grice, 1975). L.R. Horn in "The Handbook for Pragmatics." (2008), he gave example of implicature as:

Dr. Gregory House : "How many friends do you have?"
Lucas Douglas   : "Seventeen."
Dr. Gregory House : "Seriously? Do you keep a list or something?"

From logical perspective, the reply of "How much friends do you have?" is usually adjective words like "Many, a lot of it," or "I have a lot of friends" but, Lucas said "Seventeen" which made Dr. Gregory shocked that he was really counted his friends. Thus, Implicatures are primary example of more communicated than is said, but in order for them to be interpreted, either the speaker or the listener should at least has a basic cooperative principle (Yule, 1996:36).

2) The Cooperative Principle

Cooperative principle is the most important factor to make implicature can be able to work out in a conversation. According to Grice as quoted (Yule, 1996:37) the cooperative principle 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 arranged.

In order to make this cooperative principle easier to distinguish, (Grice, 1975) elaborate it in four sub-principles called maxims as follows:

1) Quantity
   a) Make your contribution as informative as is required (for the current purposes of the exchange)
   b) Do not make your contribution more informative than is required.
2) Relative (be relevant)
3) Manner (Be perspicuous)
4) Avoid obscurity of expression
5) Avoid ambiguity
6) Be brief (avoid unnecessary prolixity)
7) Be orderly

   (Nanda,et al 2012) describe the use of cooperative principle in four maxims as:
8) Quality maxim deals with the truthfulness of the given information
9) Quantity maxim with the definite amount of required information given by the speaker
10) Relevance maxim with the relevancy of information that the speaker contributes especially in relation to the ongoing context.

   Manner maxim deals with the way how participants convey their message clearly and execute their performance with reasonable dispatch.

3) Types of Implicature

Grice distinguishes Implicature into two types of implicature. Based on (Davis, 2007:8) "Implicatures generated by the conventional meaning of the words uttered, are classified as conventional. Nonconventional implicatures that depend on the conversational context are termed conversation." And the definitions about the conventional and the conversational implicature are mentioned below:

a) Conventional Implicature

According to Yule (1996:45), conventional implicature are not based on the cooperative principle of the maxims. They don't have to occur in conversation, and they don't depend on special contexts for their interpretation. Conventional implicature has a purpose of softening the controversy (Mehdi Moradi, 2017)

Yule as quoted (Nanda,et all, 2012:124) states, "Conventional implicature works with specific words and results in additional conveyed meanings when those words are used." The English conjunction 'but' is one of these words. The interpretation of any utterance of the type *p* but *q* will be based on the conjunction *p & q* plus and implicature of 'contrast' between the information in p and the information in *q*. In example 'Marry suggested black' *(=p)* is contrasted, via the conventional implicature 'but', with my choosing white *(=q)*.

"Mary suggested black, but I choose white."
p & q (+> *p* is in contrast to *q*)
Example:

—I gave her money, but she refused it.‖ Consists of two information's, —*I gave her money*‖ *and* —*she refused the money.*‖ *Implicating unexpected situation.* Yule (1996:45)

According to Simons (2001: 432–3) Other English words that include in conventional implicature:

a) 'even' means 'contrary to expectation'
b) 'yet' present the present situation is expected to be different
c) 'and' means 'in addition' or 'plus'

According to Levinson (1983: 128) there are five characteristics of conventional implicature. They are:

a) Non-cancellable because they do not rely on defeasible assumption about the nature of the context
b) Detachable because they depend on particular linguistics items used.
c) It will not be calculated by pragmatics principle and contextual knowledge, but rather given by convention.
d) It may be expected therefore to have relatively determinate content or meaning.

According to Levinson (1983:129) there will be no expectation of a universal tendency for language to associate the same conventional implicature with expressions with certain truth conditions.

b) Conversational Implicature

i. Generalized implicature

Generalized conversational implicatures occur without reference to any particular features of the context (Levinson as quoted in Nanda et all, 2012:123). 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, Pakpahan and Sumarsih (2012:6). It means that in generalized conversational implicature is doesn't need to know special knowledge of context to calculate the implicature. For example:

Garry : *"Did you invite Bella and Catty?"*

Mary : *"I invited Bella."*

In example above, no special background knowledge of the context of utterance is required in order to make necessary inferences that Mary did not invite Catty and only invited Bella. The genaral implicature above can be sarcasm that Mary did not like Catty at all.

ii. Particularized implicature

Particularized conversational implicature has a wide range of applications that illustrates the informative expression. Particularized conversational implicature is an additional unstated meaning that depends on special or local knowledge (Yule as quoted in Inayati et al, 2014:53). We can say that the special or local knowledge as the context of the utterance. In conversational implicature not all of the hearer could follow what the speaker means. That is why it is very important to the hearer to see the context of which the conversation occurred. Talking about conversation is also talking about context (Inayati et all, 2014:54). So, particularized conversational implicature is an implicature that need a special knowledge or local knowledge or context of the implicature to generate it. For example:

Rick : *"Hey, coming to the wild party tonight ?"*

Tom : *"My Parents are visiting."*

(1996:43)

In the example above, Tom's response does not appear on the surface to adhere to relevance (A simply relevant answer would be

'yes' or 'no'). In order to make Tom's response relevant, Rick has to draw on some assumed knowledge that one college student in this setting expects another to have, tom will be spending that evening with his parents, and time spent with parents is quiet (consequently Tom will not come to the party). Because they are by far the most common, particularized conversational implicatures are typically just called implicatures (Brian Patridge , 2010)

2.2   Aladdin Movie

Aladdin is a 2019 American musical fantasy film produced by Walt Disney Pictures. Directed by Guy Ritchie, who co-wrote the screenplay with John August, it is a live action adaptation of Disney's 1992 animated film of the same name, which is based on the eponymous tale from *One Thousand and One Nights*. *Aladdin* was theatrically released in the United States on May 24, 2019. It has grossed $1 billion worldwide, becoming the fifth highest-grossing film of 2019, the 34th highest-grossing film all-time and the highest grossing film of Smith's career. The story starts with Aladdin, a kind-hearted young thief (often called a "street rat") living in the Arabian city of Agrabah, along with his pet monkey Abu, rescues and befriends Princess Jasmine, who has snuck out of the palace to explore, tired of her sheltered life. Meanwhile, the Grand vizier Jafar schemes to overthrow Jasmine's father as the Sultan. He, along with his pet parrot and spy, Iago, seeks a magic lamp hidden in the Cave of Wonders that will grant him three wishes. Only one person is worthy to enter: "the diamond in the rough", whom he decides is Aladdin.

3.   Research Methodology

3.1   Research Subject

This research concerns on descriptive qualitative study. Williams'article in *Journal of Business & Economic Research* stated Creswell (2007:141) defines that qualitative research is also described as an unfolding model that occurs in a natural setting that enables the researcher to develop a level of detail from high involvement in the actual experiences. Creswell also states that qualitative research can also be described as an effective model that occurs in a natural setting that enables the researcher to develop a level of detail from being highly involved in the actual experiences. Thus, this study focus on discovering the implicature used by the characters in *Aladdin Movie (2019)* by Walt Disney.

3.2 Research Instruments

The object in this research is the characters in *Aladdin Movie (2019)* by Walt Disney. Aladdin is a 2019 American musical fantasy film produced by Walt Disney Pictures. Directed by Guy Ritchie, who co-wrote the screenplay with John August, it is a live-action adaptation of Disney's 1992 animated film of the same name, which itself is based on the eponymous tale from One Thousand and One Nights

3.3 Data Analysis Procedures

The researcher need to justifiably wary of creating an unduly reductionistic or mechanistic picture of an undeniably complex, iterative set of processes.

Nonetheless, the researcher have identified a few basic commonalities in the process of making sense of qualitative data. According to Miles and Huberman (1994:12), there are three main components to analyze data as follows:

a. Data reduction

Data reduction in qualitative analysis means to reduce the data without significant loss of information. In qualitative analysis, an additional important component of not losing information is not to strip the data from their context.

b. Data display

Data display organize, compress, and assemble information. As written in Miles and Huberman (1994:12), there are many ways to display the data such as graphs, charts, networks, diagrams of different types (Venn diagrams, causal models, etc.).

c. Drawing and verifying conclusions

The last component is drawing and verifying conclusions. Conclusions will be in the form of propositions, and once they have been drawn, they need to be verified. Therefore, based on Miles and Huberman, the steps of data analysis as follows:

1) Breaking up the conversation, sentence to sentence into a table. Since, the researcher will analyze the conversations

2) Transcript, the researcher did not reduce any data.

3) Identifying the implicature found. The researcher will analyze what implicature used by the character in Aladdin Movie by Walt Disney.

d. Displaying the data into a transcript that will consists of the transcript conversation and the implicature used by the character in Aladdin Movie by Walt Disney

e. Drawing the conclusions based on the data of the implicature used and what does it mean.

4. Findings

In this section, the researcher presents the data finding based on the three objectives of study which are (1) To find out the types of implicature used by the characters in Aladdin Movie (2019) by Walt Disney, (2) To find out the dominant types used by the characters in Aladdin Movie (2019) by Walt Disney, (3) To find out the meaning of the implicature used by the characters in Aladdin Movie (2019) by Walt Disney.

The steps of data collection were done by the researcher through watching the movie and collect the data script. After finishing the data collection, the researcher doing data analysis. The researcher investigated the types of implicature, and the meaning of each implicatures found in Aladdin (2019) Movie. Therefore to answer the first objectives of study, the researcher presents the data below:

4.1. Types of implicatures found in Aladdin (2019) Movie

Hansen Grice (2008:27) quoted through Yule (1996:45) that there are two types of implicature. They are conventional implicature and conversational implicature. Before the researcher classified the implicature found in Aladdin movie, the researcher selected the data that were identified as implicature in Aladdin *(2019)* movie from its script. The detailed data of implicature that were found in Aladdin *(2019)* Movie can be seen in the table 4.1 for conventional implicature, and table 4.2 for conversational implicature.

Table 4.1
Data Identified as Conventional Implicature

CODE OF UTTERANCE	DIALOGS
UC-1	At Sea on the little ship. There are two ship. The child : Their ship is so big. Wish ours was that *fancy*. (00.58) Gennie : It may not look like much, *but* it has somethingtheirs never will.(01.10
UC-2	At Aladdin secret hideout. Aladdin keep Jasmine safe from the guard of the Palace who has been chase Aladdin and Jasmine. Aladdin : Every day I just think things will be different… *but* it never seems to change. (16.11)
UC-3	At the middle of desert goes to Cave of Wonders. Jafar : I can make you rich. *But* nothing comes for free. (32.07
UC-4	Inside of the Palace where the party held. Sultan make some party to make Aladdin another chance to get Jasmine. Gennie : I made you look like a prince on the outside. *But* I didn't change anything on the inside. (1.05.22)
UC-5	At the Palace in front of door Jasmine bedroom. Gennie try to make some room for Aladdin adn flirting Dalia to comes out from the Jasmine bedroom. Dalia : It's clumsy, *but* in a charming sort of a way.(1.11.35)

Based on the table above, the researcher found 5 utterances were identified as conventional implicature. The utterances that identified as conventional implicature. Conventional implicature is likely less to be found in a movie because conventional implicature convey an idea of contrast, not completion, result, but these ideas don't affect the proposition expressed by the utterance. It generatethe meaning of certain particles like 'but','even', 'yet', or 'therefore.'

For instance the sentence "She may be poor, but she lives happily" was classified as conventional implicature because despite she is poor, but she feels happy which is the word happy is contrast of poor. There also marked particle "but" in the sentence.

Thus, the researcher found that there were 5 utterances that classified as conventional implicature. The 5 utterances showed contrast. Here is the explanation:

In utterance code UC-1, showed the conversation between the Gennie and his child in introduction of the movie (or it can said as prolog) the prolog was started with Gennie's family traveling around world with their ship. The child saw a ship that is fancier than their ship, he said *"their ship is so big. Wish ours was that fancy."* then his dad (the gennie) replied with *"It may not look like much, but it has somethingtheirs never will."* The words <u>not look like much</u> was contradicting to the word <u>fancy</u>. It means that the gennie did not agree with what his child saying. Once again, An implicature is a piece of information that is conveyed indirectly by an utterance. It is neither a part nor a necessary consequence of the utterance. Because after that conversation, the Gennie told his child a story of Aladdin where it has history of their ship and why their ship is "amazing" than any fancy ship.

After identifying the conventional implicature, the researcher identified the conversational implicature found on Aladdin movie (2019). The conversational implicature are displayed on the table 4.2 below :

Table 4.2
Data Identified as Conversational Implicature found on the Aladdin Movie

CODE OF UTTERANCE	DIALOGS
U-1	At Aladdin secret hideout. Aladdin keep Jasmine safe from the guard of the Palace. Jasmine : Aladdin, isn't it?I'm... I'm Dalia.(14.21) Aladdin : Dalia.From the palace.(14.27) Jasmine : How could you tell?(14.30) Aladdin : Well, only someonefrom the palace, could afford a braceletlike that.(14.31)
U-2	At Aladdin secret hideout.Aladdin done to make Jasmine safe from the guard who has been chase Aladdin and Jasmine. Jasmine : Impressive.(14.50) Aladdin : You think that's impressive,you should see the cityfrom up there.(14.51) Jasmine : Oh.Agrabah. It's so beautiful.(15.00)

U-3	At Aladdin secret hideout. Aladdin : You should tell theprincess to get out more. The people haven'tseen her in years.(15.04) Jasmine : They won't let her.Ever since my…The queen was killed,the sultan's been afraid.(15.10)
U-4	At in front of doorJasmine bedroom. Aladdin sneak out to the Palace and search Jasmine bedroom to return Jasmine mothers bracelet. Jasmine : What are you doing here? (27.37) Jasmine : Get in here, now! (27.39) Aladdin : returnyour bracelet. (27.40)
U-5	At inside of Jasmine bedroom. Jasmine grab Aladdin go inside her bedroom. So, the guard can't notice a intruders. Jasmine : How did youget past the guards? (27.50) Aladdin : That was challenging,but I have my ways. (27.53)
U-6	At inside of Jasmine bedroom. Jasmine curious about Aladdin made so far and get to Jasmine bedroom. Jasmine : You cannot justbreak into a palaceand walk aroundlike you own the place. (28.06) Aladdin : If you don't have anything,you have to act likeyou own everything. (28.09)
U-7	At inside of Jasmine bedroom. Aladdin want to know deep about Jasmine and tell little a joke Aladdin : So, what do you say?I did find your bracelet. (28.13) Jasmine : You did not find it,you stole it! (28.16) Aladdin : Correction,the monkey stole it. (28.19)
U-8	At inside of Cave of Wonders treasure place. Aladdin got traped inside because Abu the monkeys touch the forbbiden treasure. But, Aladdin found a magic carpet and the lamp. Suddenly Aladdin rub he lamp. There are creature comes out from the lamp named Gennie Aladdin : What is that? (40.35) Gennie : Oh, great one who summons me,terrible onewho commands me…I stand by my oath,loyalty to wishes three. (40.52)

U-9	At inside of Cave of Wonders treasure place. Aladdin seems shock about what the inside of the lamp. Aladdin : I'm talkingto a smoking blue giant? (41.24) Genie : No!I am not a giant,I am a genie.There is a difference. (41.30)
U-10	At inside of Cave of Wonders treasure place. This is Aladdin become a master Gennie. Genie : Kid, is it me or does, like,everything surprise you?So, you really don't knowwho I am?Genie, wishes, lamp,none of that ringing a bell? (42.31) Aladdin : Wow! Well, that's a first. (42.42)
U-11	At inside of Cave of Wonders treasure place. After Gennie introduce himself and how to get some wish from Gennie. Aladdin make his first wish. Aladdin : Okay, Genie. I wish for youto get us out of this cave. (47.49) Genie : Boom! Booyah!He has made his first wish! (47.52)
U-12	In the middle of desert. After traped inside of Cave of Wonders. Aladdin make his wish to get comes out from the Caave. Geennie and Aladdin talking about the rule and how to make some wish. Genie : The deal is in the detail. (51.34) Aladdin : Got it. (51.36)
U-13	Inside of the Palace where party held. Aladdin becomes Prince Ali because Aladdin want to get the heart of Jasmine. Genie : Okay, there she is.This is your chance. (1.03.55) Aladdin : You know what?There are a lot of people.I don't think I can do this. (1.03.58) Genie : You'll be fine. (1.04.02) Aladdin : Okay. (1.04.03)
U-14	At the Place in front of door Jasmine bedroom.Gennie try to make some room for Aladdin adn flirting Dalia to comes out from the Jasmine bedroom. Aladdin : I was noticinghow pleasant the evening is.At the party,I noticed you noticing…how pleasant I am.Right. How's this going? (1.11.22) Dalia : It's clumsy,but in a charming sort of a way. (1.11.35)

U-15	At inside of Jasmine bedroom. Aladdin comes from balcony of Jasmine bedroom with a magic carpet but Jasmine didn't trust at first about the magic carpet.
	Jasmine : How did you get there? (1.12.27)
	Aladdin : Magic carpet? (1.12.30)
U-16	At the Palace where Prince Ali guest bedroom. After Aladdin and Jasmine go dating ride a flying magic carpet to hangout around the world. And came back to guest room.
	Gennie : I like that face.Good date? (1.20.51)
	Aladdin : The best. (1.20.53)
	At the Palace Jasmine bedroom.
	Jasmine : But it was betterthan the best. (1.20.55)
U-17	At the Palace. Jafar didn't like Aladdin. Aladdin killed drown underwater by Jafar but unfortunatelly Gennie safe Aladdin's life by make a wish.And back to Prince Ali guest bedroom.
	Aladdin : We have to stop Jafar. (1.26.27)
	Genie : That's not gonna be easy.The sultan trusts himcompletely. He has everybody fooled. (1.26.29)
U-18	At the Palace Sultan room. Sultan seems like didn't trust Jafar. Because Jafar try to kill Prince Ali.
	Sultan : Jafar, can you explainthis to me? (1.27.32)
	Jafar : Yes.My sultan…you know my loyaltybelongs to you. (1.27.37)
U-19	At the Palace Sultan room. After Jafar put in prison. He successful to run away. He know about the lamp and rub it. First wish to become a sultan and made his second bad wish.
	Jafar : Genie! I wish to becomethe most powerful sorcererthere is! (1.41.02)
	Genie : As you wish, Master.(1.41.07)
U-20	At the Place. Jafar becomes greedy of power because Aladdin taunts him.
	Jafar : Genie! For my final wish,I wish to becomethe most powerful beingin the universe.More powerful than you! (1.50.51)
	Genie : A lot of gray areain that wish, but, uh…most powerful beingin the universecoming right up! (1.51.00)

U-21	At the Place. Gennie explain the power of Jafar wish has a consequence of it. Gennie : You see,a gennie without a mastergoes back in their lamp. (1.52.18) Jafar : No! Not the lamp!I will not forget you, boy!Mark my words,I will not forgetwhat you have done to me! (1.52.23) Lago : Goodbye, Jafar! (1.52.33)
U-22	At the Palace. After Aladdin make a last wish to set free Gennie. Sultan talk about her daughter. Sultan : You are the future of Agrabah.You shall be the next sultan. (1.57.29) Jasmine : Thank you, Baba. (1.57.54) Sultan : And as sultan,you may change the law.He is a good man. Where'd he go? (1.57.55)
U-23	Outside of the Palace. After Jasmine search of Alddin leave without saying anything. Jasmine : Stop, thief.Your sultan commands it. (1.58.39) Aladdin : Sultan?Does that mean I'm in trouble? (1.58.46) Jasmine : Only because you got caught (1.58.55)

Based on the table above, the researcher found 23 utterances were identified as conversational implicature. There are two types of conversational implicature that Grice (1989:36) classified. Those are generalized conversational implicature and particularized conversational implicature. Before the researcher explain the conversational implicature found on this research, the researcher going to differentiate those 23 utterances into two types of conversational implicature. The identification goes as follows:

Table 4.3
Utterances of conversational implicature found and what types they belongs:

Code of Utterance	Types of Conversational Implicature	
	Particularized	Generalized
U-1	√	
U-2		√
U-3	√	
U-4		√
U-5	√	
U-6	√	
U-7		√
U-8	√	
U-9		√
U-10	√	
U-11	√	
U-12	√	
U-13		√
U-14	√	
U-15	√	
U-16	√	
U-17		√
U-18		√
U-19	√	
U-20	√	
U-21		√
U-22		√
U-23	√	

There were 23 utterances found belong to conversational implicature. 9 utterances classified as generalized conversational implicature, and 14 particularized conversational implicature. Generalized conversational implicature is a conversational implicature where the conversation happen without reference to a special context. While, particularized conversational implicature is an implicature where the conversation happen to certain reference or purpose in special context. Here is the explanation of both of example:

Generalized conversational implicature tends to have obvious meaning. While we knew implicature means to imply, but generalized implicature is those implication that is not needed further explanation. For example found in this research was the utterance in code U-4 which is:

Jasmine : What are you doing here?
Aladdin :   Returnyour bracelet.

The utterance above was categorized as generalized conversational implicature. If it was normal conversation, Aladdin should say "I am here to return your bracelet." but instead, Aladdin replied with "return your bracelet.", no further reasoning, just sentence which implied that he was coming back to return Jasmine's bracelet.

While particularized conversational implicature tends to have certain meaning in context. For example found in this research was utterance with code U-5, where Aladdin sneak up to the palace and successfully passing few guards?

Jasmine : How did youget past the guards?
Aladdin : That was challenging,but I have my ways.

The utterance above have certain context. Aladdin's answer was not obvious or explanation, the sentence of "but I have my ways" give meaning that only Aladdin can do that because he is used to be a theft. If it was generalized implicature, Aladdin would answer with detailed explanation on how he sneaked up to the palace. Instead he said he have his ways, and that alone mean that he is the only one who can do that.

Further explanation between generalized conversational implicature and particularized conversational implicature is explained in the research finding number 3.

Therefore, after identifying the conventional implicature and the conversational implicature that have been found in this research, the researcher moves to the next step which is to find out the dominant types used by the characters in Aladdin Movie (2019) by Walt Disney. The researcher displayed the data table and chart to compare both types of implicature, the conventional implicature and the conversational implicature. The dominant that have found is explained as follows:

4.2. The dominant type of implicature found in Aladdin (2019) Movie.

The dominant type that have been found is displayed through the data table and chart to compare both types of implicature, the conventional implicature and the conversational implicature. First is displayed the data table known as table 4.4 as follows:

Table 4.4

The dominant types of implicature found in Aladdin (2019) movie.
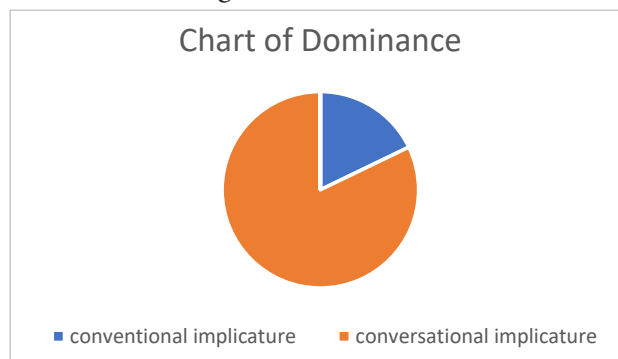
NO	TYPES OF IMPICATURE	∑	%
1	Conventional Implicature	5	17,85%
2	Conversational Implicature	23	82,14%
TOTAL =		28	100%

Based on the table 4.4 above, conventional implicature has 17,85% of utterances found, while conversational implicature has 82,14% utterances found. It means that out of 100%, conversational implicature dominate the data. Conversational implicature dominate the data because the utterances doesn't being limited into contradiction of one context only like conventional implicature. Conversational implicature also have two types that differentiate it, therefore it's likely to have more utterances than the conventional implicature. The researcher is going to explain further in the research finding number 3.

Beside the comparison between conventional and conversational implicature in percentages, the researcher is going to show the displayed chart. The displayed chart is in different color and it will show which types is more dominant. The diagram or the chart of dominance is displayed to show evidence that conversational implicature dominated the data. The displayed chart is named as figure 4.1 which as follows:

Figure 4.1

Diagram of dominance.

Chart of Dominance

■ conventional implicature   ■ conversational implicature

Based on the diagram above, it showed that red-colored pie is dominated the chart. The red-colored pie known as conversational implicature and blue-colored pie is a conventional implicature. The dominant type is proven by the diagram of dominance. The result of the dominant type is conversational implicature.

Conversational implicature dominate the data because the utterances doesn't being limited into contradiction of one context only like conventional implicature. If conventional implicature contradicting one context (e.g in UC-1 : "our ship may not look like much, *but* it has somethingtheirs never will") and always had contradicting element like "but" or "yet".

While, conversational implicature is not limited in one event only. Conversational implicature also have two types inside them to differentiate between the general conversation and particular conversation. Generalized conversational implicature tends to have obvious meaning. While we knew implicature means to imply, but generalized implicature is those implication that is not needed further explanation. While, particularized conversational implicature is an implicature where the conversation happen to certain reference or purpose in special context. Therefore conversational implicature have more utterances than the conventional implicature.

After doing the first and second steps of research finding, the researcher is going to the next step. Which is to find out the meaning of the implicature used by the characters in Aladdin Movie (2019) by Walt Disney. The researcher is going to explain the context and meaning of each implicature found in conversational implicature since conversational implicature dominate the data. Thus, the meaning of the implicature used by the characters in Aladdin analyzed as follows:

1.3 The meaning of the conversational implicature as the dominant implicature found in Aladdin (2019) Movie

The researcher found many conversational implicature dominat in the movie because of the researcherconversational implicature become relate in the movie. Many conversation happen many times. Conversational Implicature become relate to this movie caused of the obvious meaning. The character want to explain what he/she wants but sometimes some people don't really know deep about the person talk or speak.

After the researcher found the implicature and had found whic dominate the data, the researcher interpreting the meaning of the dominant implicature found, the researcher interpreting the meaning one by one it means that each code of utterance is explained. The meaning was discussed as follows:

a. Code Utterance - U-1

The first conversational implicature found was particularized conversational. The event happened in particular context when Jasmine introduce herself as Dalia because Jasmine did not want Aladdin knew that she is the princess. The conversation goes as follows:

Jasmine : Aladdin, isn't it?I'm... I'm Dalia.
Aladdin : Dalia.From the palace.

Utterance above indicate particularized because Jasmine only wanted to introduce her name but Aladdin knows that she is from the palace by answered "Dalia,,." and implied "from the palace" Aladdin answered those words without question mark and he is confident that Jasmine whom he just knew is from palace.

b. Code U-2

The second conversational implicature found was generalized conversational. The event happened in general context, this happened when Jasmine impressed with Aladdin that can told Jasmine is from the palace. The conversation goes as follows:

Jasmine : Impressive.
Aladdin : You think that's impressive,you should see the cityfrom up there.

Utterance above indicate general implicature because there is no special context to it. Aladdin implied his reply by saying that "instead of you being impressed with me, you should see the city from up there". aladdin wanted Jasmine to see the city of Agrabah which is more impressive. Thus being said as general implicature because his sentence that implied the beauty of Agrabah is obvious.

c. Code U-3

The utterance with code U-3 indicates particularized conversational implicature because it has special context in it. Aladdin wanted the princess (whom he did not know that it's Jasmine) to get out more. But Jasmine

implied that the princess will not going out because the Sultan has been afraid since the Queen was killed. This special context about the princess is an implication of particularized conversational implicature.

d.   Code U-4

Utterances with code U-4 which was categorized as generalized conversational implicature. If it was normal conversation, Aladdin should say "I am here to return your bracelet." but instead, Aladdin replied with "return your bracelet.", no further reasoning, just sentence which implied that he was coming back to return Jasmine's bracelet.

e.   Code U-5

Utterances with code U-5 indicated particularized conversational implicature where Aladdin sneak up to the palace and successfully passing few guards.

> *Jasmine : How did youget past the guards?*
> *Aladdin : That was challenging,but I have my ways.*

The utterance above have certain context. Aladdin's answer was not obvious or explanation, the sentence of "but I have my ways" give meaning that only Aladdin can do that because he is used to be a theft. If it was generalized implicature, Aladdin would answer with detailed explanation on how he sneaked up to the palace. Instead he said he have his ways, and that alone mean that he is the only one who can do that.

f.   Code U-6

Utterances with code U-6 indicated particularized conversational implicature because after what happened in U-5, Jasmine told Aladdin to not break into a palace and walk aroundlike you own the place. But Aladdin implied his reply with "If you don't have anything,you have to act likeyou own everything." which in that case is about breaking the palace. Therefore, the implication has special context and it's called as particular implication.

g.   Code u-7

Utterances with code U-7 indicated generalized conversational implicature because after Aladdin met Jasmine again for returning her bracelet, Jasmine said *"You did not find it,you stole it!"* but Aladdin implied his reply with *"Correction,the monkey stole it."* which was general implication because the context is already obvious and not special.

h. Code U-8

Utterances with code U-8 indicated particularized conversational implicature is when Aladdin met Gennie for the first time. It has special context in it so it's particularized. Also utterance U-8 is when Aladdin asked *"What is that?"* but Gennie's answer was not what he wanted to hear.

i. Code U-9

Utterances with code U-9 indicated generalized conversational implicature is when Aladdin also met Gennie for the first time. It has no context in it so it's generalized.

j. Code U-10

Utterances with code U-10 indicated particularized conversational implicature is still when Aladdin met Gennie for the first time. It has special context in it so it's particularized. When Gennie said *"Kid, is it me or does, like,everything surprise you?So, you really don't knowwho I am?Genie, wishes, lamp,none of that ringing a bell?"* but Aladdin only replied with *"Wow! Well, that's a first."* the word *"first"* implied the special context in it.

k. Code U-11

Utterances with code U-11 indicated particularized conversational implicature is still when Aladdin met Gennie for the first time and also made a wish for the first time too. Therefore it had special context in it. And Aladdin's wish was implied with *"I wish for youto get us out of this cave."* He only said to get out, not to get out and landing on their home.

l. Code U-12

Utterances with code U-12 indicated particularized conversational implicature is because there is special context in the words *"the deal is in the detail"* as like the only one who knows that deal is only Aladdin and the Gennie.

m. code U-13

Utterances with code U-13 indicated generalized conversational implicature because there is no context in the words *"you'll be fine"* when Gennie implied that Aladdin need to invite Jasmine to dance.

n. Code U-14

Utterances with code U-15 indicated particularized conversational implicature is because there is special context in the words *"It's clumsy,but*

in a charming sort of a way.” as like Jasmine found that Aladdin is charming but in his own way.

o. Code ode U-15

Utterances with code U-15 indicated particularized conversational implicature is because there is special context in the words *“Magic carpet?”* when Jasmine asked *“How did you get there?”* to Aladdin who is suddenly appeared. Magic carpet had special context that Aladdin implied.

p. Code U-16

Utterances with code U-16 indicated particularized conversational implicature is because there is special context in the words *“It’s clumsy,but in a charming sort of a way.”* as like Jasmine found that Aladdin is charming but in his own way.

q. Code U-17

Utterances with code U-17 indicated generalized conversational implicature because Aladdin and Gennie discussed how to stop Jafar (the evil character) however Gennie implied the conversation that *“That’s not gonna be easy. The sultan trusts himcompletely.He has everybody fooled.”* The sentence *He has everybody fooled* is the implication of generalized implicature.

r. Code U-18

Utterances with code U-18 indicated generalized conversational implicature because the sultan need Jafar to be honest to him, however Jafar implied his reply with *“Yes.My sultan…you know my loyaltybelongs to you.”* The sentence *you know my loyaltybelongs to you* is the implication of generalized implicature because everybody always know that Jafar is loyal to Sultan. However, the meaning is contradicted.

s.   Code U-19

Utterances with code U-19 indicated particularized conversational implicature is because there is special context in the words *“I wish to becomethe most powerful sorcererthere is!”* when the Gennie fallen to Jafar and that was the first wish that Jafar implied.

t. Code U-20

Utterances with code U-20 indicated particularized conversational implicature is because there is special context in the words *“Jafar : Genie!*

For my final wish,I wish to becomethe most powerful beingin the universe. More powerful than you!" when the Gennie fallen to Jafar and that was the third wish that Jafar implied and make sure to completely wanted.

u. **Code U-21**

Utterances with code U-21 indicated generalized conversational implicature when Jafar had become gennie, Aladdin said that Gennie without the master goes back to lamp, and that time Jafar said *"No! Don't! Do not the lamp! I will never forgive you! Mark my words!"* however Aladdin only replied with implication *"Goodbye, Jafar!"* it means that he did not take any consideration.

v. **Code U-22**

Utterances with code U-22 indicated generalized conversational implicature. The general context in here is when Sultan realized that Jafar is evil and he wanted to Jasmine finally became the next Sultan and also the queen.

w. **Code U-23**

Utterances with code U-23 indicated particularized conversational implicature is because there is special context in the words *"Only because you got caught"* in Jasmine's words. The final words of the movie implied that Jasmine caught Aladdin, the implication that Jasmine said in here is, she wanted to marry Aladdin therefore she was looking for him and caught him. So it's likely to be particularized conversational implicature.

5. Discussion

After the researcher analyzed the research in research finding, the researcher discussed the research findings in three section. The first section was discussed the types of implicature used by the characters in Aladdin Movie (2019) by Walt Disney. The second section was discussed the dominant types used by the characters in Aladdin Movie (2019) by Walt Disney. And the third section was discussed the meaning of implicature used by the characters in Aladdin Movie (2019) by Walt Disney.

First of all, Hansen Grice (2008:27) quoted through Yule (1996:45) stated that there are two types of implicature. They are conventional implicature and conversational implicature. The first section of research finding, the researcher displayed both conventional and conversational implicature that had been found. The result of the data showed that there are 5 utterances found identified as conventional

implicature. While there are 23 utterances found identified as conversational implicature. Conventional implicature is likely less to be found in a movie because conventional implicature convey an idea of contrast, not completion, result, but these ideas don't affect the proposition expressed by the utterance.

Second of all, the researcher displayed which implicature dominate the research. The result of the data showed that conversational implicature dominate this research with 23 utterances. Conversational implicature dominate the data because the utterances doesn't being limited into contradiction of one context only like conventional implicature. If conventional implicature contradicting one context (e.g in UC-1 : "our ship may not look like much, *but* it has somethingtheirs never will") and always had contradicting element like "but" or "yet". While, conversational implicature is not limited in one event only. Conversational implicature also have two types inside them to differentiate between the general conversation and particular conversation. Generalized conversational implicature tends to have obvious meaning. While we knew implicature means to imply, but generalized implicature is those implication that is not needed further explanation. While, particularized conversational implicature is an implicature where the conversation happen to certain reference or purpose in special context. Therefore conversational implicature have more utterances than the conventional implicature.

Third of all, the researcher interpreting the meaning of the dominant implicature found which conversational implicature was. There are two types of conversational implicature that Grice (1989:36) classified. Those are generalized conversational implicature and particularized conversational implicature. There were 23 utterances found belong to conversational implicature. 9 utterances classified as generalized conversational implicature, and 14 particularized conversational implicature. Generalized conversational implicature is a conversational implicature where the conversation happen without reference to a special context. While, particularized conversational implicature is an implicature where the conversation happen to certain reference or purpose in special context. Here is the explanation of both of example:

Generalized conversational implicature tends to have obvious meaning. While we knew implicature means to imply, but generalized implicature is those implication that is not needed further explanation. For example found in this research was the utterance in code U-4 which is :

Jasmine : *What are you doing here?*
Aladdin :   *Returnyour bracelet.*

The utterance above was categorized as generalized conversational implicature. If it was normal conversation, Aladdin should say "I am here to return your bracelet." but instead, Aladdin replied with "return your bracelet.", no further reasoning, just sentence which implied that he was coming back to return Jasmine's bracelet.

While particularized conversational implicature tends to have certain meaning in context. For example found in this research was utterance with code U-5, where Aladdin sneak up to the palace and successfully passing few guards.

> Jasmine : How did youget past the guards?
> Aladdin : That was challenging,but I have my ways.

The utterance above have certain context. Aladdin's answer was not obvious or explanation, the sentence of "but I have my ways" give meaning that only Aladdin can do that because he is used to be a theft. If it was generalized implicature, Aladdin would answer with detailed explanation on how he sneaked up to the palace. Instead he said he have his ways, and that alone mean that he is the only one who can do that.

6. Conclusion

On the basis of the above discussion, we may come to the conclusion. Based on research findings and discussion, The research find were divided into three sections based on the objective of the study, (1) To find out the types of implicature used by the characters in Aladdin Movie (2019) by Walt Disney, (2) To find out the dominant types used by the characters in Aladdin Movie (2019) by Walt Disney, (3) To find out the meaning of the implicature used by the characters in Aladdin Movie (2019) by Walt Disney.

The result of data finding on the first section of research finding, the researcher displayed both conventional and conversational implicature that had been found. The result of the data showed that there are 5 utterances found identified as conventional implicature. While there are 23 utterances found identified as conversational implicature. Conventional implicature is likely less to be found in a movie because conventional implicature convey an idea of contrast, not completion, result, but these ideas don't affect the proposition expressed by the utterance.

The result of data finding on the second section was displayed which implicature dominate the research. The result of the data showed that conversational implicature dominate this research with 23 utterances (proven by diagram of dominant). Conversational implicature dominate the data because the utterances does not being limited into contradiction of one context only like conventional implicature.

Conversational implicature also have two types inside them to differentiate between the general conversation and particular conversation. Generalized conversational implicature tends to have obvious meaning. While we knew implicature means to imply, but generalized implicature is those implication that is not needed further explanation. While, particularized conversational implicature is an implicature where the conversation happen to certain reference or purpose in special context. Therefore conversational implicature have more utterances than the conventional implicature.

The third data finding of objective of the study was interpreting the meaning of the dominant implicature found which conversational implicature was. There are two types of conversational implicature that Grice (1989:36) classified. Those are generalized conversational implicature and particularized conversational implicature. There were 23 utterances found belong to conversational implicature. 9 utterances classified as generalized conversational implicature, and 14 particularized conversational implicature. Generalized conversational implicature is a conversational implicature where the conversation happen without reference to a special context. While, particularized conversational implicature is an implicature where the conversation happen to certain reference or purpose in special context.

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