

## Analysis of Female Implicates in the Video “*Cara Kodein Cowok Biar Cepet Merid*” by Last Day Production

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### ABSTRACT

A speech can also lead to a description of the principles of conversation. This also happened in Las Day Production's video “*Cara Kodein Cowok Biar Cepet Merid*”. This research aims to find out and describe the female characters’ utterances or the implicit forms of the in the video “*Cara Kodein Cowok Biar Cepet Merid*” by Last Day Production. The approach in this research uses pragmatic and qualitative descriptive. The data collection technique in this study was using the note-taking technique. The data analysis techniques used in this study were data triangulation, theory triangulation, and source triangulation. Triangulation of data was generated by recording the speech of a female character in the video “*Cara Kodein Cowok Biar Cepet Merid*” by Last Day Production. The theory triangulation refers to pragmatic theory, while the source triangulation is the video “*Cara Kodein Cowok Biar Cepet Merid*” by Last Day Production, which is downloaded on YouTube. The research results in the video “*Cara Kodein Cowok Biar Cepet Merid*” have 8 stories of female characters that contain implicatures.

**Keywords:** *Pragmatics, Speech of Female Characters, Conversational Implications.*

### INTRODUCTION

Humans are social creatures that are interconnected and interact with each other. Human life cannot be separated from language. As a social being, humans use language to communicate and interact with one another. Yulianti (2020) states that humans as social beings need communication with people to interact with each other. In addition, Nugraheni (2011) also states that humans as part of a social community need communication to interact with other people.

Language has an absolute function as a means of communication and interaction between humans. Without language, humans cannot interact and communicate with each other. Community life that cannot be separated from communication is not only influenced by linguistic factors but also by non-linguistic factors such as social, political, economic, and cultural factors.

The linguistic cluster consists of several branches, one of which is pragmatics. Rohmadi (2010) states that pragmatics is a study of the relationship between language and the context that underlies the explanation of the meaning of language. According to Wijana (1996), pragmatics is a branch of linguistics that studies the structure of language externally, namely language courtesy used in communication.

According to Leech (1993), pragmatics is the study of speech in certain situations. Nadar (2009) states that pragmatics is a branch of linguistics that studies the language used in communicating in certain speech situations. Yule (2005) states that pragmatics study the meaning conveyed by speakers and interpreted by listeners. Consequently, this study has more to do with the analysis of what people mean by their utterances than with the separate meanings of words or phrases used in the speech itself.

One of the branches discussed in pragmatics is implicature. According to Rohmadi & Wijana (2009), implicatures are utterances or statements that imply something different from what is spoken. According to Yule (2006) states that implicature is an additional meaning of information conveyed. That is, implicature is more information that can be conveyed than something that can be conveyed.

Last Day Production is a YouTube channel that contains videos of creating content based on the phenomena of everyday people's life. There are quite a lot of videos uploaded on this channel, one of which is the video "*Cara Kodein Cowok Biar Cepet Merid*". The 6 minutes 34 seconds video contains an implicit message conveyed by a female character. The utterances conveyed by women implicitly have various implicatures.

The culture of the Indonesian people who often feel awkward with their interlocutors makes some people convey messages through implicit messages, and not everyone can interpret and know the meaning of the speech conveyed. As stated by Sulistiyowati (2014) in her research that in the film, there is a conversation dialogue between two or more people which aims to exchange information.

The speech conveyed aims to refine so that the delivery of the message does not offend the other person too much. The message conveyed by the interlocutor contains various implied and implied messages. This implicature is analyzed to determine the implied meaning contained in the speech. Female speakers usually use implied messages more often than do male obedience. In the Last Day Production video edition of "*Cara Kodein Cowok*

*Biar Cepet Merid*", the female character plays a big role in conveying her message in an implicit speech.

This research focuses on analyzing the implicature of the female characters in the video "*Cara Kodein Cowok Biar Cepet Merid*". In the video, the female character uses implied speech to convey messages to the male partner. The use of implied speech makes speech has various implicatures. This study aims to determine the implied meanings spoken by the female characters in the video.

## **METHOD**

This research is a descriptive study because it aims to describe the facts objectively concerning language behavior in speech. The data collection technique in this study was to observe notes. This research explains the form of speech in a conversation between male and female characters in the Last Day Production video edition of "*Cara Kodein Cowok Biar Cepet Merid*". Data analysis techniques in this study are data source triangulation and theory triangulation. Theory triangulation is used to find out the correctness of the data based on the theoretical perspective. The validity of the data through triangulation of sources through informants.

## **FINDINGS AND DISCUSSION**

The object of this research is the video of the Last Day Production edition of "*Cara Kodein Cowok Biar Cepet Merid*" which is 6 minutes 34 seconds. In this case, the researcher only takes speeches that contain implications in the conversations between the female characters and the male partners in the video. Researchers found as many as 8 utterances that contain implicatures.

### **(1) Explicit:**

*"Beb, menurut kamu negara mana yang paling indah? nanti kita foto-foto kaya ini ya? (menunjukkan foto-foto romantis). Ni bagus kan? Ini romantis banget"*

### **Implicature Analysis :**

A woman who asks her male partner about the most beautiful country means showing that she wants to be invited to visit that country. The attitude of women showing romantic photos to their male partners is supported by the speech "*nanti kita foto-foto kaya gini ya?*" meaning women want to have romantic photos with their partners in the countries they visit.

**(2) Explicit :**

*“Beb papi aku suruh kita putus, abis nggak jelas hubungan kita arahnya mau kemana, bukan gitu maksudnya tu ke depannya kita mau kemana”.*

**Implicature Analysis :**

A woman invites her male partner to break up with the intention that her male partner gives assurance to their relationship. The statement "so it is not clear where our relationship is going" means that women want to get an answer immediately and want their male partners to decide on their relationship.

**(3) Explicit :**

*“emmm beb, kamu ada liat belanjaan yang baru aku beli nggak sih? Itu tu ada di dalamnya isi baju baby baby gitu lho yang lucu-lucu, cute-cute, warna-warni”.*

**Implicature Analysis :**

The woman asks the male partner about an item in the form of a baby dress. This speech means that a woman wants to get married to her male partner and have a baby. The implied purpose and meaning described by the woman is to show how funny it is to have a baby and show how to buy baby clothes so that the male partner is interested in getting married and having a baby.

**(4) Explicit**

*“itu tetangga, oh ini dia naksir ama aku ini bikin kau makanan, baik banget deh”.*

**Implicature Analysis :**

In the atmosphere of the speech in the incident, the female character is given food by her neighbor and asked by the male partner. The woman's speech has the meaning to make her partner jealous. The statement "she has a crush on me" means that the male partner feels jealous. Another point of the speech is that women want to convey the intention of men to marry them immediately so that the female characters are not disturbed by other men.

**(5) Explicit**

*“emmm Mun, gue boleh mintaa tolong nggak? Jadi gini, lu kan sahabatnya guntur yah? Gini lho, gue kan umurnya udah tua ni, emmm udah waktunya gitu lho, dan lu kan sahabatnya dia ni, dan pasti dia dengerin lu banget lah tolong lah. Ehehe thank you”.*

**Implicature Analysis :**

In the atmosphere of the speech, the female character asked for help from her male partner to advise her male partner to marry the female character immediately. Speech “*gue kan umurnya udah tua ni, udah waktunya gitu lho*” This implies that the female character explains to her friend that she is at the age of getting married. Speech “*...dan lu kan sahabatnya dia ni, dan pasti dia dengerin lu banget lah tolong lah...*” means that the female character asks her friend to advise her male partner to marry the female character immediately.

**(6) Explicit**

*“huhuhu, ini lho beb terharu banget video cowok ngelamar ceweknya, huhu ada ya cowok se sweet dia yaa?”*

**Implicature Analysis :**

In the atmosphere of the speech, the female character watches a romantic drama with her male partner. Speech “*....beb terharu banget video cowok ngelamar ceweknya...*” means that the female character wants to be proposed by the male partner by showing a video of the marriage proposal event. Speech “*...ada ya cowok se sweet dia..*” has meaning compared to the man in the video watched by the male partner, aiming to make the male partner have the same attitude as the man in the video.

**(7) Explicit**

*“ini lho beb, kayanya cincin aku kegedean deh, tu udah molos-molos gitu lho, kayanya aku harus ganti baru deh”*

**Implicature Analysis :**

In the speech atmosphere, the female character said that the ring she was wearing did not fit on her finger. Speech “*...kayanya cincin aku kegedean deh, tu udah molos-molos gitu lho, kayanya aku harus ganti baru deh*” means that the female character wants to be given a new ring. Another implication in the speech is that the female character wants to convey a message to her male partner to give her a new ring as a sign of marriage.

**(8) Explicit**

*“emmm beb mau kemana? Emm bisa sini bentar nggak aku mau ngomong sesuatu nih. Emmmm nggakppa sih, jadi gini temen aku kan udah pada marriage ya terus aku kan juga sudah cukup umur terus kita pacarannya udah lama”*

### **Implicature Analysis :**

The atmosphere in the speech in this event is that the female character invites her male partner to discuss an important matter. Speech “...*Emm bisa sini bentar nggak aku mau ngomong sesuatu nih...*” means the female character will talk about something important to the male partner. Speech “...*jadi gini temen aku kan udah pada marriage ya terus aku kan juga sudah cukup umur terus kita pacarannya udah lama*”. It implies that the female character wants to marry her male partner. By explaining that her age is sufficient and giving an example to the male partner that many of her friends are matched with the aim that the male partner also has the same thoughts to get married the female character.

### **CONCLUSION**

There are 8 speeches delivered by a female character containing Implicature in the video "*Cara Kodein Cowok Biar Cepet Merid*" by Last Day Production, totaling 8 stories, each of which has its function. The story of the female character in the video aims to convey the implied meaning and refine the speech to speak to the male partner.

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