Conversational Implicature Analysis in "Turning Red" Movie Script

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Abstract: *This study aims to analyze the conversational implicature in the Disney movie, Turning Red which was released in March 2022. The theory is using conversational implicature proposed by Grice (1989) to identify the types of implicature namely Generalized Conversational Implicature and Particularized Conversational Implicature and its implied meaning. This research uses qualitative descriptive method. The data was taken in the form of phrases. The results showed that there were implied conversational data found in conversations that occurred between characters in the film, 10 data classified as generalized conversational implicature, meanwhile, 8 data found in a particularized type of conversational implicature with their implied meaning analysis from the context of situation.*

INTRODUCTION

Conversations are the key to the interaction of human beings. It involves two or more participants uttering their ideas on a particular topic. Communication often contains implicit meaning where the hearer should realize what the speaker implies in their utterances to achieve the understatement between the participants. People sometimes do not express their utterances clearly. They often mean more through what they say (Thomas, 1995). In communication, the participants have to resolve all the ambiguities as to what the speaker actually does mean by their utterance on a particular occasion which is called utterance meaning.

To avoid misunderstandings and to be aware of the meaning the speaker intends to convey in communication, it is crucial to comprehend the implications of the utterance. Understanding implicature, especially conversational implicature in communication, is essential since the conversational implicature possibly occurs in daily conversation as well as in movie dialogues. In order to have a decent conversation, the hearer must comprehend the context of the speaker's words when it refers to an utterance. Speakers are expected to be able to make assumptions about their audience based on the information they have heard (Black, 2006). The speaker's assumption is part of what is referred to as the speaker's interpretation of context. The actual environment in which a phrase is employed is context (Yule, 1996). Knowing the context of the conversation keeps the other participants from mistaking the speaker's utterance for a response. Grice (1989) stated that language use frequently has a hidden or indirect goal, and discourse frequently appears to have an intention. People frequently employ a variety of methods to communicate a specific idea, and these methods sometimes include implicit meanings, which are known as implicatures. As a result, in conversation, it is necessary to make contributions as informative as is required. (Grice, 1989)

Conversational implicature is a subject that has been discussed in great detail in many previous studies. Therefore further research is always intriguing. For instance, Risdianto (2011)

analyzed conversational implicature in Oscar Wilde's Short Story "Happy Prince." Another's Vikry (2014) study investigated conversational implicature in Iron Man 3. According to the findings, the cooperative principle relates to conversational implicatures. Another study conducted by Akmal and Yana (2020) analyzed conversational implicature in the Script of the Film "Kingdom of Heaven ."They identify the types of conversational implicature and violations of cooperative principle maxims made by the characters in the film. Therefore, this study investigated the types of conversational implicature and their implied meaning. The analysis uses a qualitative method on the basis of the Implicature theory proposed by Grice (1989). It is interesting to research the implicature in the *Turning Red* movie to find out the other intentions of the conversations carried out by the characters in the film so that the viewer does not just casually watch the movie but also find out the implied meaning of the conversations that occur in the movie.

RESEARCH METHOD

The data were analyzed using the qualitative method, which indicates a non-statistical, where the data is analyzed as words and phrases. This study used a descriptive method to report the findings from data analysis. It was applied to describe types of conversational implicatures and their meaning found in the dialogue between characters. The findings were presented descriptively, starting with a conversation between the characters that had implications, and the next explained the context of situations, followed by the explanations of the utterances that reflected implicatures and categorized them into types of conversational implicature.

The techniques used are descriptive, applying the following steps-discovering the context of the situation in dialogues by participants, secondly, observing the recipients' responses and their actions after listening to the speaker's utterances, thirdly, analyzing the data using the specific and general types of conversational implicatures from Grice's (1989) theory of implicature, fourthly, categorizing the data into the categories of implicature, then explaining what each conversational implicature in the character's utterances are implied and finally, concluding the data analysis.

FINDINGS AND DISCUSSION
3.1 Synopsis

This section presents the analysis of the types of conversational implicature in Turning Red Movie (2022) and their implied meaning. This film is about Meilin Lee, an energetic and confident young woman, and her mother, Ming Lee. Her mother tends to be overly protective as she never had a good relationship with her mother and now wants to do everything possible for her daughter. Meilin is the kind of girl who likes to do things and express herself however she wants, sometimes making her mother angry or worried since she grew up in a strict Chinese family. Therefore, Ming never corrected Meilin for making mistakes and blamed others for maintaining her close relationship with Mei. Unfortunately, this does not always work, and eventually, Meilin begins to experience the same things that Ming had in the past. She experiences the strangeness of being a teenager unusually. She turns into a giant red panda when she is too upset or enthusiastic. She has three best friends who are always included in everything she does: Miriam, Priya, and Abby.

3.2 Types of Conversational Implicature and Implied Meaning

Data 1(T R 00:02:39-00:02:40)
Meilin: "Miriam!"
Miriam: "Hmm?"
Meilin: "Hey, Priya!"
Priya: "(In deep voice) Yo."
Meilin: "Abby!"
Abby: "Yeah. What's up, Mei?"
Meilin: **"**Ready to change the world?"
Miriam: "So ready."
Priya**: "I was born to do this."**

The participants in this conversation were Meilin Lee, Priya, Miriam, and Abby. The scene captured above happened when they were at school. The conversation started when Meilin Lee entered her school hallway and greeted her three closest friends, namely Abby, Miriam, and Priya. The dialogue above shows Priya's rising conversational implicature in her utterance "I was born to do this". In this case, the utterance of Priya seems unrelated to Meilin's question but actually, she gives relevant information in order to respond to what is being asked by Meilin, she implicates her response while she directly can say ready to the interlocutor but she does not do it. As a result, the utterance of Priya as a response to Meilin's utterance can be categorized as a Generalized Conversational Implicature because it does not need special knowledge to understand what is being said, instead, it is only the context needed to know to understand what is implied in Priya's utterance. As Priya mentioned "I was born to do this", referring to the time she was born. Thus, her utterance certainly implied she just had been waiting and ready for a long time.

Data 2 (T R 00:02:41-00:02:42)
Meilin: "Ready to change the world?"
Miriam: "So ready."
Priya: "I was born to do this."
Abby: **"Let's burn this place to the ground!"**

The context of the situation was the same as in data 1 in which Meilin greeted her friends in the school hallway as she entered her school. In the dialogue, the utterance of Abby which said "Let's burn this place to the ground**"** which is a response to Meilin's utterance indicating a conversational implicature that contains implied meaning. The data from this conversation is classified as a Particularized Conversational Implicature. In this case, the implied meaning can be directly obtained from what she said. Therefore, particular knowledge is needed to understand the meaning of Abby's utterance.
Based on the data analysis, Abby gives irrelevant responses that may cause misunderstandings to the hearer. The utterance of Abby does not mean she wants to burn her school, instead, her utterance implies she is really ready to do anything with Meilin. And through her response, it can be concluded that she says is very excited about the thing that Meilin asked her about.

Data 3 (T R 00:03:55-00:03:56)
Mirriam: "Uhmm..Devon" (DREAMY MUSIC PLAYING)
Abby: "My mom cuts his hair at the salon, and I felt it. It's very soft."
Priya: **"Whoa. Can I have some?"**

The dialogue above happens when Meilin, Mirriam, Priya, and Abby went home after school and passed a convenience store near their school which is guarded by a 17-year-old boy named Devon. They stopped in front of the store and looked at Devon from the window. From the conversation, it can be seen that Abby praised Devon's hairstyle and said that his hair felt smooth, it can be interpreted that Abby had held Devon's remaining haircut at the salon. Then Priya responds with "Whoa, Can I have some?" to Abby's utterance. This data belongs to the type of Generalized Conversational Implicature because the listener

does not need special knowledge to understand what Priya means. What Priya wants to say is "Whoa, Can I have some (of the Devon's hair)? The implied meaning is that Priya wants to feel the smoothness of Devon's hair just like Abby did. The part between the bracket is the one that is not said but it is understood by Abby. In this case, the concept of conversational implicature occurs because what Priya said could mean more than what it stated.

Data 4 (T R 00:04:46-00:05:00)
Miriam: "Wait! We're going karaokeing today."
Abby: "Yeah!"
Priya: "Come with us. Please."
(ALL WHINING)
Miriam: "Please."
Meilin: "I… can't. It's cleaning day."
Miriam: "Mei, every day is cleaning day. Can't you just get one afternoon off?"
Meilin: **"But I like cleaning."**

The conversation above started when Meilin's friends asked her to go karaoke but she could not join because she was busy at home. This data is categorized as a Generalized Conversational Implicature because it does not require special knowledge to understand the meaning of Meilin's utterance, but only needs to know the context of the situation. In this case, the concept of conversational implicature appears because the response from Meilin did not give more answers that needed but less since actually, she wants to say "But I like cleaning. (That is why I do not want to go)". The part between bracket is implied by Meilin in her utterance but her friends cannot understand because it is not directly communicated. From this it can be concluded that Meilin implies she prefers cleaning than karaoke

Data 5 (T R 00:05:59-00:06:00)
Meilin: "We'll karaoke another time, I promise!"
Miriam: "Okay, sure, Mei!"
Meilin: "It'll be on me. The snacks, the tunes…
Priya: "Whoo!"
Abby: **"You're my jam, girl."**

This conversation started when Meilin's three friends asked her to do karaoke but she refused because she had to go home immediately to clean and take care of the family temple with her mother. Abby responded to Meilin by saying "You're my jam, girl". The utterance *"You're my jam, girl"* raises conversational implicature because it gives relevant information to answer Meilin's utterance, however, it implies another assumption to the hearer which is categorized as Particularized Conversational Implicature since it needs special knowledge to understand it. Thereby, for raising the implicature above we have to understand the meaning of the utterance that was uttered by Abby. In fact, native speakers use "You're my jam" to define something that seems to be your favorite. In this case, we have to understand the meaning to get what is implied in Abby's utterance. Therefore, from Abby's utterance, she referred to Meilin as a person she loves, her much-loved best friend.

Data 6 (T R 00:13:51-00:13:54)
Ming: "Is this your homework?"
Meilin: "Mom…Don't!
Ming: "Oh, my. What… What is…"
Meilin: "Do not."
Ming: "Mei-Mei, what is this?"
Meilin: "It's nothing. Just a boy. He's no one."
Ming: "A boy? (GASPS) Who is he? Did he do these things to you?"

Meilin: "No! It's just made up, Mom! (BOTH STRAINING) It's not real."
Ming: "That hat. Is that the sketchy clerk from the Daisy Mart?"
Meilin: "(GASPS) Mom, no!" What are you doing? Mom, no!
Ming: "You!"
Devon: "Whoa!"
Ming: What have you done to my Mei-Mei?
Devon: "Uh… Who?"
Ming: Meilin Lee, right here. I should report you to the police. How old are you? Thirty?
Devon: I'm seventeen.
Ming: "Oh, see, see? This is what happens when you don't wear sunblock and do drugs all day! She's just a sweet, innocent child. How dare you take advantage of her!"
Meilin: "Mom! No! (ECHOES)"
(HEART BEATING)
Devon: "What?"
Ming: "**The Daisy Mart has lost a loyal customer today.**"

The participants of the conversation above were Meilin, Ming, and Devon. Ming found a picture of a boy in Meilin's notebook which she had hidden under her bed, then her mother realized that the man her daughter had drawn was Devon, the cashier at The Daisy Mart. Then her mother drives up and meets Devon at the convenience store where he works.

From the conversation above, it can be seen that what Ming said "The Daisy Mart has lost a loyal customer today", is categorized as a conversational implicature because the other person has to interpret another meaning from what Ming said. In this case, it can be concluded that Ming utterances can be interpreted as she does not like Devon, as a circumstance she says "The Daisy Mart has lost a loyal customer today" because she would not shop there anymore while Devon is still working there. She hates Devon because she thinks Devon would be a bad influence on her daughter, and she will do anything to keep her expectations toward her daughter, Meilin. This is a type of Generalized Conversational Implicature because it does not require special knowledge to understand the other meaning to be conveyed.

Data 7 (T R 00:17:00-00:18:26)
Ming: "Mei-Mei, what's going on, honey? Are you sick? Is it a fever? A stomach ache? Chills? Constipation?"
Meilin: "No!"
Ming: "Wait. Is it… that? Did the…Did the red peony bloom?"
Meilin: "No!...Maybe?" (GASPS)
Ming: "But it's too soon. Don't worry, Mei-Mei. I'll get everything you need. Mommy's here."
Ming: "Mei-Mei, I'm coming."
Meilin: "No!"
Ming: "It's going to be okay."
Meilin: "No, it's not! Will you just get out?"
Ming: "Excuse me?"
Meilin: "(SPUTTERS) I didn't mean that. I'm a gross red monster! (SOBBING) Stop it! Stop talking!"
Ming: "Mei-Mei, I know this is upsetting, but we are going to get through this together. I have ibuprofen, vitamin B, a hot water bottle, and pads. Regular, overnight, scented, unscented, thin, ultrathin…"
Meilin: "Uh-huh. All right. Awesome. Just leave them by the sink."
Ming: "Mei-Mei. Perhaps we should talk about why this is happening."
Meilin: "No! I mean, nah, it's okay."
Ming: "You are a woman now. And your body is starting to change."
Meilin: (MUFFLED) "Mmm-hmm."
Ming: "It's nothing to be embarrassed about."

Meilin: "Mom, please!"
Ming: "**You are now a beautiful, strong flower.**"

The conversation above was conducted by Meilin with her mother, Ming. The conversation occurred when Meilin woke up in the morning, she had turned into a big red panda, and without realizing she had turned into a panda, she walked to the toilet languidly and half-closed eyes then she was surprised by a big panda figure which was the other version of herself. She screamed and caught the attention of her parents who were preparing breakfast, then Ming walked into the toilet and asked Meilin what was going on. Ming thought that her daughter had her first menstruation but actually, her daughter turned into a red panda.

In that conversation, there was a misunderstanding by Ming who thought her daughter was getting her first menstruation, then she said "You are now a beautiful, strong flower" which is classified as the type of Particularized Conversational Implicature because understanding its implied meaning requires more information.

From what Ming said, can cause other assumptions by listeners, therefore we have to know what other meaning Ming wants to convey in her utterance. The implied meaning that can be deduced from Ming's utterance is that she convinced Meilin that all women will experience menstruation, and when that happens a woman will become more mature both physically and mentally.

Data 8 (T R 00:20:50-00:20:58)
Miriam: "Hey, Mei."
Meilin:"(AWKWARDLY)Hey,girl friends. What is up?"
Miriam: "Uh, what's with the tuque?"
Meilin: **"Uh… Bad hair day."**

The conversation above happened between Meilin and Miriam, after the incident, Meilin turned into a red panda, and the next day she went to school with a beanie hat to cover her hair which also turned red, while in the school lobby heading to her classroom, Meilin met her three best friends Abby, Priya, and Miriam. One of her best friends, Miriam noticed that she wears the tuque and asked what was with that.

This data is the type of a Generalized Conversational Implicature because in her utterance she gives a relevant answer that immediately can understood by interlocutors; however, it does not correspond with what happened. In this case, the concept of conversational implicature occurs because Meilin's response interpreted more meaning, which she wants to say is "Uh... Bad hair day (because my hair changed into red)". The part between the bracket is the one that is not said but is implied by Meilin. So, Miriam as the interlocutor has to implicate the implied meaning that Meilin does not want her friends to notice her changes.

Data 9 (T R 00:22:16-00:22:21)
Miriam: "What is with you? You're being weird."
Meilin: "**I'm just really excited about math.**"

The conversation in data 9 started when Miriam approached Meilin in her class and sat on the bench next to her, when Miriam realized that her best friend was a little different from her usual day, she asked "What is with you? You're being weird." Then Meilin immediately answered "I'm just really excited about math" and the next second the bell rang and the math teacher entered their class.

In this case, Meilin in her utterance rising a Particularized conversational implicature because it states an answer that is relevant but contains more meaning than what it stated and to get the implied meaning from her utterance requires specific information. In accordance with the context and storyline, Meilin's utterance does not correspond to the truth of what happened, she avoids telling the facts that have

happened, therefore she implies an answer which might mean "leave me alone" since Meilin does not want Miriam to know that she has changed.

Data 10 (T R 00:29:56-00:30:22)
Jin: "I saved Wilfred." (A doll)
Meilin: (GASPS) "Thanks, Dad."
Ming: "It's only temporary, Mei-Mei. This way, we won't worry about any more accidents. Hmm?...Sleep tight."
Jin: **"Red is a lucky color."**

This conversation in data 10 occurred at night after the incident where Meilin turned into a big red panda. She was confused and panicked but her father and mother managed to calm her down. In addition, Meilin's bed was messy and many things were broken, so her parents prepared a spare room for Meilin to rest. Then Meilin's father, Jin said "Red is a lucky color" to Meilin to calm his daughter's feelings. In this case, Jin has more meaning than what is conveyed which is a concept of implicature. This implicature belongs to the type of Particularized Conversational Implicature because it requires specific contexts to understand the meaning more than what is conveyed by the speaker. Another meaning that Jin might want to convey, analyzed from the context of the situation, is "Everything will be okay, Meilin" since Jin said Red is a lucky color, which refers to the event his daughter experienced, turning into a big red panda.

CONCLUSION

The study aims to discover the types of conversational implicature and its implied meaning in each utterance found in Turning Red movie (2022). According to the findings, this movie has both types of conversational implicature: generalized and particularized conversational implicature. There are conversational implicature found in conversations that occurred between the characters in Turning Red movie. Ten utterances are classified as generalized conversational implicature, while eight are particularized conversational implicature. Therefore, in this study, the generalized conversational implicature is the dominant data found in Turning Red movie because most conversations easily understand the implied meanings just have to know the contexts of the situation. However, to understand some utterances that are classed as particularized conversational implicatures, specific circumstances are required. Therefore, the conversations that are identified as conversational implicature look interesting since it contains implied meanings that make the listener have to analyze the context of a situation or require specific contexts to get another meaning in characters' utterances. The special knowledge of the characters' backgrounds and cultures is essential for comprehending the implied meanings of each conversation in this movie. Discovering the implied meaning in the film Turning Red will help viewers interpret the characters' words in a way that goes beyond their literal meaning. It is important to learn more about the moral message that the filmmaker is attempting to portray. Also, being aware of the implicature will advance both communication and divergent thinking skills. Based on the findings in this study and the conclusion above, the suggestions that can be given are in the scope of pragmatics; a movie not only can be analyzed in implicature. Furthermore, it can be analyzed on the topic of politeness principle, speech act, and deixis.

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