

**AN ANALYSIS OF CONVERSATIONAL IMPLICATURE FOUND IN
KNOW YOUR MEME**

(A Descriptive Qualitative at the English Tadris Study Program in IAIN Curup)

THESIS

This Thesis is submitted to fulfil the requirement for the “Sarjana” degree in
English Language Education



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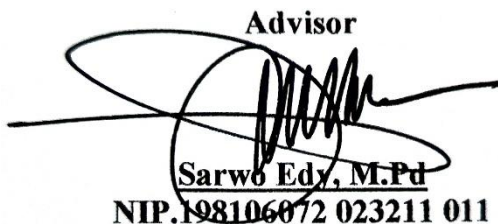
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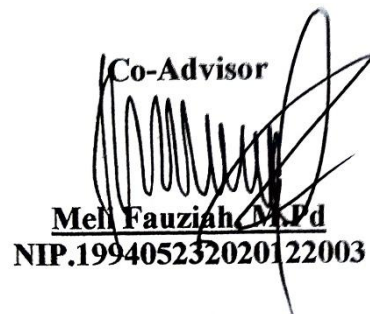
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Demikian permohonan ini kami ajukan, besar harapan kami agar bapak dapat menyetujui hal ini. Terima kasih.

Wassalamualaikum Warohmatullahi Wabarokatuh

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PREFACE

All praise and thanks are due to Allah SWT. With the help of His blessings, I, the author, have finished this thesis with admirable outcomes and putting forth on my best effort. This thesis has been turned in to fulfill the requirement of Institut Agama Islam Negeri (IAIN) Curup for the S1 degree.

The phenomenon of this research lies in the conversational implicature that exists in memes and how the implicature is formed through meme images that violate cooperative principles & maxims. Study of pragmatics, especially conversational implicature is important to understand for students, by understanding the types of conversational implicature and violations of cooperative principles & maxims that often appear in daily or formal communication and digital contexts such as social media, can increase effectiveness in communicating and interacting.

Curup, 11 June 2025

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MOTTO

"Sabr Is The Key"

—Decki Perliansyah—

DEDICATION

*This thesis is gladly dedicated to my mother, my father, myself, and
my brother.*

*Throughout my life journey, you have all been my source of strength,
allowing me to continue crawling, walking, running, and following my
aspirations. Words cannot adequately convey how much I love and
appreciate you all.*

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1. Dear Father

There is a man I want to hug the most, but I am ashamed. Not really ashamed, just arrogant as a grown man. Where he silently asks how I am, how my life is and secretly asking everything about me to mom. All my thanks to you, your lessons made me a man who grew up with love that cannot be compared with anything. You have fulfilled your responsibility. I hope I not going to be a heavy burden for you. May our God give his blessings for you.

2. Dear Mother

I have never felt such sincere attention, apart from your care and affection. Thanks cannot repay your patience. If I give you the world it cannot pay for what you have given me. How lucky I am to be blessed to be your child. Hopefully I can be reunited with you again in Jannah. If I were born again then I would still choose you as my mother.

To my beloved Father and Mother,

Allah gives pleasure to every servant whom He wills. Allah cannot possibly give pleasure to the wrong person. And when I realize where my first enjoyment and sustenance lie is being a child of my parents.

- 3. To the Head of the English Tadris Study Program (TBI),** I express my sincere gratitude to the Head of the TBI Study Program, **Ma'am Jumatul**

Hidayah, M.Pd, for her attention, support, and dedicated leadership. Throughout the academic process and the writing of this thesis, Ma'am Jumatul Hidayah, M.Pd role has been crucial in ensuring smooth administration, providing insightful guidance, and creating a conducive academic atmosphere for the students. I greatly appreciate her concern for the development and comfort of the students. May Allah reward her service and hard work with blessings and success in abundance.

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6. To my beloved Brother, thank you for being my source of encouragement in every step I take. Your laughter, care, and support have been a comfort in times

of exhaustion and a strength when my spirit faltered. You are not only my siblings but also true friends in my life.

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9. Lastly, thank you for Myself, for your unwavering perseverance, for your perseverance, and for maintaining your spirit in the face of so many obstacles. I appreciate you persevering through the times when exhaustion, anxiety, and uncertainty appeared to take over. This voyage was really heavy at times, yet you always managed to keep going. This demonstrates your more strength than

you may realize. Even though conditions weren't always ideal, your constant efforts to give it your all are honoured in this thesis. May this trip serve as a teaching moment and the beginning of a lengthy journey toward even greater goals. Always have confidence in yourself because you can overcome anything, including things you previously believed were unachievable. You should be proud of this accomplishment because it is the consequence of your persistence.

ABSTRACT

Decki Perlansyah : An Analysis of Conversational Implicature Found
in Know Your Meme
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This research aims to analyze the conversational implicature found in memes on the “Know Your Meme” Facebook page. The study focuses on identifying the types of conversational implicature based on Grice’s theory and examining how the implicature is constructed through maxim violations in the Cooperative Principle, following Levinson’s framework. This research applied a descriptive qualitative method, using documentation for data collection and document analysis as the research instrument. A total of 322 memes published between 2023 and 2025 were analyzed. The findings revealed that Particularized Conversational Implicature was more dominant, occurring in 218 cases, while Generalized Conversational Implicature appeared in 104 cases. Furthermore, the most frequently violated maxim was the maxim of relation (98 cases), followed by quality (89), manner (82), and quantity (53). These results suggest that memes, as a form of digital media, often rely on social and cultural context to convey implied meanings through humor, irony, and satire. Therefore, conversational implicature in memes is constructed through intentional violations of cooperative principles to generate pragmatic, humorous, and communicative effects. The result recommended for future researcher can analysis on the audio visual and video visual in memes, not only on visuals and texts contained in memes.

Keywords: Conversational Implicature, Meme, Cooperative Principle, Maxim.

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LIST OF ABBREVIATIONS

Abbreviations		Definition
GCI	:	Generalized Conversational Implicature
PCI	:	Particularized Conversational Implicature
MQT	:	Maxim of Quantity
MQL	:	Maxim of Quality
MR	:	Maxim of Relation
MM	:	Maxim of Manner

CHAPTER 1

INTRODUCTION

This chapter is going to overview of the topic to be researched and the rational for conducting this study. The discussion will cover the research questions, objectives, delimitation, significances, and definition of key terms.

A. Background of The Research

Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). It has, Consequently, more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves. In another hand, pragmatics is the study of speaker meaning¹. In pragmatic study there are several other subjects such as deixis, reference and inference, presupposition and implicature. In this study, the researcher is going to focus on study about implicature.

Implicature is refer to what a speaker implies, suggests, or means beyond what is literally said. In daily conversations, people often use indirect language, which requires listeners to distinguish between “what the speaker or writer said” and “what the speaker or writer intended”². Based on context, shared knowledge, and social understanding, the listener or reader can nevertheless understand meanings that are not explicitly conveyed in

¹ Yule, George. *The study of language*. Cambridge university press, (2022).

² Scott, Kate. *Pragmatics in English: an introduction*. Cambridge University Press, (2022).P81

communication. This concept emphasizes this point. Indirect or suggestive language is commonly used by speakers in daily interactions to convey more delicately, artistically, or courteously. The listener must therefore look behind the utterance's surface meaning and consider what is truly intended.

Implicature is important because it makes meanings that are not explicitly expressed clear. Indirect statements that need to be interpreted are frequently used in educational communication. Listeners or reader may utilize implicature to gracefully convey misunderstanding or disagreement, while speakers may use it to promote critical thinking or offer nuanced feedback. We can learn how both sides handle social connections, grow in understanding, and accomplish communication objectives by examining implicatures. This is crucial to increase communication effectiveness and prevent misunderstandings that could obstruct meaning comprehension.

In implicature itself, there are two types of implicatures: Conventional Implicature and Conversational Implicature, both conveying meaning in an utterance. Conventional implicatures do not rely on context or conversation to be understood. The implied meaning is always the same, regardless of the situation, and they are tied to specific words or phrases, similar to lexical presuppositions³. In contrast, conversational implicatures depend on the context of the conversation, with the implied meaning varying according to the situation. In this current research, the researcher will focus on conversational implicature.

³ Mey, Jacob. "Pragmatics: an introduction." (*No Title*) (2001). p.103.

Grice state that conversational implicature is implicated is not what is said but what is suggested in the utterance, even though neither expressed nor strictly implied. Grice further divided conversational implicature into two types. Generalized Conversational Implicature does not require special background knowledge to understand the implied meaning. Meanwhile, Particularized Conversational Implicature requires a specific context and locally recognized inferences to interpret the meaning.⁴ Conversational implicature happens when speakers or writers deliberately break conversational rules, causing listeners or readers to infer extra meaning. Conversational implicature is very important because it helps to understand the implied meaning that is not directly expressed.

The conversational implicature study is extremely important for English department students as it helps them to understand meaning that are not explicitly stated, thereby increasing students' ability to interpret more complex communication contexts. Furthermore, study of conversational implicature helps student' skills in analysing authentic language use found in movies, textbooks, daily conversations, which often convey messages indirectly. In addition, understanding conversational implicature also contributes to more communicative and contextual approaches in English department learning and teaching. Conversational implicature not only appears in daily conversations, books, and films but also in Memes.

⁴ Chapman, Siobhan. "Logic and conversation." *Paul Grice, Philosopher and Linguist*. London: Palgrave Macmillan UK, 2005. 85-113. p7

Memes often convey implicit meanings by relying on context, shared knowledge, and elements with specific purposes. Rather than stating messages directly, they use short texts and visuals that encourage interpretation. By understanding the context within memes, English student's department can more easily recognize and interpret conversational implicature that frequently occurs in their daily conversations. This is because memes do not only convey direct messages, but often carry implicit meanings that depend on specific social, cultural, and situational contexts. Therefore, studying implicature through media like memes can serve as an effective way to train students' pragmatic sensitivity, which can later be applied in real-life verbal communications.

Memes are groups of digital items sharing common characteristics of content, form, and/or stance, which were created with awareness of each other, and were circulated, imitated, and transformed via the internet by many users.⁵ Memes often combine text, images, and sometimes videos to deliver messages, both direct and implied. According to Shifman⁶, internet memes are primarily digital creations that integrate text and visuals, which work together to communicate a specific meaning. These meanings frequently extend beyond the literal interpretation, as memes are capable of conveying complex ideas within social and cultural contexts, allowing users to interpret deeper or hidden meanings. To comprehend the ways in which contemporary

⁵ Shifman, Limor. *Memes in digital culture*. MIT press, 2013.p26

⁶ Shifman, Limor. *Memes in digital culture*. MIT press, 2013 p28

digital culture shapes and conveys implicit meaning. Memes, particularly among youth, serve as a kind of public education and frequently convey ideas that are not strictly literal. To understand more about memes, the researcher found some examples of meme:



Picture 1.1
The Example of Meme

This meme features an image of Spider-Man sitting with his fingers clasped together, looking serious and deep in thought. The caption reads: *"When your friend is telling you their family lore and now you got beef with people you never met."* The humour in this meme comes from the relatable situation where someone becomes emotionally invested in their friend's family drama to the point that they start disliking people they've never actually met. This shows how close friendships can make you feel personally involved in someone else's problems. The meme contains particularized conversational implicature because the full meaning isn't stated directly—it relies on the viewer's understanding of friendship dynamics and emotional loyalty. It also slightly violates the maxim of relevance, since there's an unexpected connection between hearing a story and suddenly having "beef" with strangers. The image of Spider-Man adds a humorous contrast, as his

serious expression exaggerates the situation in a funny way. Overall, the meme captures the way people take sides out of loyalty, even in conflicts that have nothing to do with them.

Based on the examples above, English language learners will find it easier to identify and understand conversational implicature, which is common in everyday conversations, if they comprehend the context of memes. This is true because, in addition to delivering explicit messages, memes frequently contain implicit meanings that are contingent upon certain social, cultural, and situational settings. Thus, using media such as memes for investigating implicature can be a useful method of teaching students' pragmatic sensitivity, which they can then use in verbal interactions in real-life situations. Based on phenomenon, the researcher raised research with the title **AN ANALYSIS OF CONVERSATIONAL IMPLICATURE FOUND IN KNOW YOUR MEME.**

B. Research Questions

Based on the background posted earlier, the research focused on addressing the following research question:

1. What types of conversational implicature is found in “Know Your Meme” page?
2. How does the conversational implicature constructed in “Know Your Meme” page?

C. Research Objectives

The focus of this study is to investigate conversational implicature found in memes, therefore the research objectives are formulated as:

1. To investigate the type of conversational implicature that found in “Know Your Meme” page.
2. To investigate the conversational implicature constructed in “Know Your Meme” page.

D. Delimitation of The Research

This research is limited to the analysis of conversational implicature in memes by applying Grice’s theory of conversational implicature and Levinson’s theory of cooperative principle & maxims. It focuses on two main aspects: (1) investigating the types of conversational implicature such as generalized and particularized conversational implicature. (2) investigating the conversational implicature constructed in “Know Your Meme” page. The data are restricted to meme posts collected from the Facebook page “Know Your Meme,” specifically those published from 2023-2025. Memes without clear textual-visual components or lacking pragmatic relevance and videos are excluded from the analysis.

E. Significances of The Research

This research highlights the importance of understanding implicatures, or implied meanings, in communication. It provides valuable insights for students, teachers, and future researchers, helping them improve their skills, teaching methods, and further studies in the field of pragmatics.

1. For Students

The findings of this research help students in the English Study Program at IAIN Curup understand implied meanings in social media especially in memes. This knowledge allows them to identify areas for improvement and enhance their language skills and overall competence.

2. For Teachers and Lecturers

This research helps teachers and lecturers better understand the challenges students face in grasping implied meanings, because it's not only appeared in daily communication but also in memes. With this understanding, teachers and lecturers can improve their teaching methods and create clearer, more effective ways to convey meanings.

3. For Further Researcher

This study contributes to the field of pragmatics by exploring implicatures those found in memes. It provides a foundation for future research, encouraging others to investigate effective ways to analyse implied meanings in pragmatic studies.

F. Definition of Key Terms

This section involves the definition of key terms. They are conversational implicature and cooperative principle & maxims.

1. Conversational Implicature

Grice state that conversational implicature is implicated is not what is said but what is suggested in the utterance, even though neither expressed nor strictly implied. Grice divides conversational implicature into two types. Generalized Conversational Implicature which can be understood without relying on specifics context and Particularized Conversational Implicature which requires particular or specifics ten textual knowledge to be interpreted.⁷ This theory directly supports research question 1 which seeks to determine and classify the types of conversational implicature present in selected memes.

2. Cooperative Principle & Maxims

According to Levinson, effective communication relies on what he calls the Cooperative Principle, which states: “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 are engaged.” This principle guides speakers to be cooperative and relevant in conversation. Based on this, Grice proposed four

⁷ Chapman, Siobhan. "Logic and conversation." *Paul Grice, Philosopher and Linguist*. London: Palgrave Macmillan UK, 2005. 85-113. p7

conversational maxims that shape meaningful and effective dialogue: (1) maxim of quantity (providing the right amount of information), (2) maxim of quality (providing truthful and well-supported information), (3) maxim of relation (being relevant), and (4) maxim of manner (being clear and orderly). These maxims help listeners infer implied meanings when speakers appear to flout or deliberately break them⁸. These maxims are often deliberately flouted to produce conversational implicature. In this context of the research, the Cooperative Principle & Maxims are essential to answer the second research question, which investigate how the conversational implicature constructed in meme

⁸ Levinson, Stephen C. *Pragmatics as the Origin of Recursion*. Springer New York, 2014.p13

CHAPTER II

LITERATURE REVIEW

The theories and concepts pertinent to the research are summarized in this chapter. An overview of related theories is presented at the beginning of this chapter, with an emphasis on pragmatic, implicatures, conversational implicature, and memes—all of which are crucial for comprehending how implied meaning is expressed and understood in memes

A. Review of Related Theories.

1. Pragmatic

According to Levinson, Pragmatics is study of meaning in relation to the context in which a person is speaking or writing. This includes social, situational and textual context⁹. A crucial role for context plays in communication; meaning can be implied or changed depending on the situation, and context and culture are related. The pragmatics major issue discusses how language users use language in communicative contexts. Therefore, when meaning and context are present, communication is successful. The pragmatics concept examines how language is utilized appropriately in various settings. The study of meaning as conveyed by a speaker (or writer) and understood by a listener (or reader) is the focus of pragmatics. This kind of research invariably entails interpreting people's intentions within certain contexts and how those

⁹ Brian Paltridge, *Discourse Analysis: An Introduction* (London & New York: Continuum, 2008), p53

contexts affect the statements made. It necessitates that speaker arrange their thoughts according to the audience, the situation, the place, the time, and the speakers. Pragmatic is about human behaviour and interaction, and meaning¹⁰. George Yule views pragmatics as the study of meaning of communication between speakers and their translation by listeners or readers¹¹. Furthermore, pragmatics is the study of those relations between language and context that are grammaticalized or encoded in the structure of language¹². Only pragmatics permits human analysis in this three-part distinction. Talking about people's intended meanings, presumptions, intentions or goals, and the kinds of acts they are performing when they speak are all possible when analysing language through the lens of pragmatics. Further Kreidler states that pragmatics is another branch of linguistics that is concerned with meaning.¹³

While, Peccei states that pragmatics concentrates on the aspect of meaning that could not be predicted by linguistic knowledge alone and take into account our knowledge about the physical and social world. The focus of pragmatics analysis is on the meaning of words or sentence. The relationship between linguistics form and communication function is of central interest in the area of pragmatics and as Cameron argues, is highly

¹⁰ Fauziah, Meli, et al. "Politeness Strategy Found in the Third Debate of Presidential Candidates for the 2024 Election." *ENGLISH FRANCA: Academic Journal of English Language and Education* 8.2 November (2024): 347-364

¹¹ Noviyenti, Leffi, and Khairul Anwar. "Understanding Pragmatics as a way to practice natural communication skills in various contexts of interactions." *AL-ISHLAH: Jurnal Pendidikan* 15.1 (2023): 1038-1052.

¹² Levinson, Stephen C. "Universals in pragmatics." *The Cambridge encyclopedia of the language sciences*. Cambridge University Press, 2011. 654-657.

¹³ Charles Kreidler, *Introducing English Semantics*, (New York: Routledge, 1998), 18

relevant to the field of discourse analysis.¹⁴ The situations of when, where, and how language is employed are studied in pragmatics. In a given topic like deixis, speech act, implicature, politeness theory, and others, pragmatics has various unique discussions. The central premise of this work is implicature, a discourse theory that clarifies meaning in the context of spoken and written language.

From the several theories above, the researcher concludes from several topics and aspects that delivered. Pragmatics is the study of meaning in relation to context, including social, situational, and textual factors. It explores how language is used effectively in communication, with meaning often being implied or altered depending on the context. Pragmatics examines how speakers adjust their language to suit the audience, situation, time, and place. It also looks at how language forms are related to their communicative functions, helping to clarify how meaning is conveyed in various contexts, such as in speech acts and implicature. The main goal of pragmatics is to understand the relationship between language and context, especially how context influences the interpretation of meaning.

2. Implicature

Grice introduced the term "implicature" to describe how a speaker can mean something different from what they explicitly state. As we can observe in everyday conversations, everyone uses some form of indirect

¹⁴ Yule, George. *The study of language*. Cambridge university press, (2022).

communication to indicate or simply respond. It is something we can change; we need to be aware of "what the speaker said" and "what the speaker intended to say". Furthermore, we are able to borrow some justifications from other rhetoricians. The difference between "say" and "meant," and consequently between "said" and "implicated" (i.e., the meant but unsaid), dates back to the rhetoricians Servius and Donatus in the fourth century. They defined *litotes*-pragmatics understatement as the idea that we speak less but mean more. Implicature is a technical term in the pragmatics subfield of linguistics. Implicature is used purposely by the speaker and may or may not be understood by the audience. It is critical to grasp the implications of the speech to avoid misunderstanding and to determine the meaning that the speaker wishes to convey in communication. Understanding implicature, particularly conversational implicature in communication, is extremely important.¹⁵ It means that an implicature is produced intentionally by the speaker and May, or may not, be understood by the listener. That is, the speaker intentionally 16 includes additional meanings or implicatures in his or her conversation with a specific expectation or purpose.

However, whether the listener understands the implications depends on several factors, including linguistic understanding, background knowledge, and sensitivity to the context or nuances conveyed by the speaker. The audience may or may not understand the implicature

¹⁵ Laurence R. Horn, *the handbook of Pragmatics*, (UK: Blackwell Publishing Ltd, 2006),3.

when the speaker is attempting to implicitly communicate an additional meaning. Thus, an implicature's existence does not always imply that the listener would comprehend it completely or interpret it in context of the speaker's intentions. This makes conversational interpretation more difficult and demonstrates how meaning can occasionally rely on how well the listener understands the speaker's implied meaning. The context determines the speaker's utterance, which implies that implicature is a part of the speaker's meaning that makes up a portion of what the speaker intends to say without really being uttered. Conventional implicature and Conversational implicature are the two categories of implicature, according to Yule¹⁶.

In conclusion, Implicature refers to the meaning a speaker intends to convey beyond the literal content of their words. It is a form of indirect communication where the listener must infer the intended message. The meaning may not always be immediately understood, as it depends on factors like context, background knowledge, and the listener's ability to interpret the speaker's implied meaning. Implicature can be categorized into conventional and conversational types, with the latter relying heavily on the context in which the conversation occurs.

¹⁶ Yule, George. *The study of language*. Cambridge university press, 2022.p5

3. Conversational Implicature

Conversational implicature is implicated is not what is said but what is suggested in the utterance, even though neither expressed nor strictly implied. A broad conversational principle and several maxims that the speaker typically abides by create conversational implicature. This indicates that the principles of conversation have a significant impact on the implications of conversations. Speaking at a different level, depending on the circumstances of the exchange, is called conversational implicature. In conversational implicature, meaning is conveyed not so much by what is said, but by the fact that it is said.¹⁷

Grice categorized conversational implicatures into two types namely generalized conversational implicature and particularized conversational implicature.

a) Generalized Conversational Implicature

Grice stated that generalized conversational implicature that arises without any particular context or special scenario is necessary. This type of implicature arises without specific contextual information. The listener can understand the implied meaning based on general knowledge.¹⁸ Unless the speaker specifically cancels it, general conversational implication happens naturally and doesn't require a specific context. Generalized conversational implicature exist as

¹⁷ GRICE, H. LOGIC AND CONVERSATION. *Speech Acts*, (2019). 3, 41. p15

¹⁸ GRICE, H. LOGIC AND CONVERSATION. *Speech Acts*, (2019). 3, 41. p21

additional interpretations that are typically regarded as the default interpretation of a statement and are irrespective of context or particular circumstances. Examine the following example:

“Not all of the students passed the exam”.

Literally, the sentence just says that “some students passed the exam.” But because the speaker didn't say “all” or “every”, the listener automatically implies that not all students passed. This happens because the use of the word “some” in communication contexts usually carries the implicature that “not all”, even though logically “some” could include all (in formal logic).

Yule also gives some an example:

A : *“I hope you can bring me the pen and book.”*

B : *“I bring the book.”*

Here B means that if he does not bring the pen, he generalized conversational implicature does not require special knowledge to calculate the additional meanings conveyed. It means that we do not need to analyse a speaker's speech in depth. Of course, the speaker's speech can be easily understood by the audience. To make the necessary conclusions, a context of speech is required.¹⁹

b) Particularized Conversational Implicature

Particularized conversational implicature depends heavily on a specific context to be understood. Discussional implicature that

¹⁹ GRICE, H. LOGIC AND CONVERSATION. *Speech Acts*, (2019). 3, 41. p26

appears in particular contexts is known as particularized conversational implicature²⁰. It happens when a speaker gives specific settings or facts that, even though they aren't mentioned directly, cause the listener to draw certain conclusions. Particularized conversational implicatures, inferences are necessary to determine the meanings being conveyed. It implies that in order for the meaning of what is said to be significant, a certain context must exist.²¹ As a result, Particularized Conversational Implicature is essentially highly dependent on the particular context or information that is discussed throughout the discussion.

For instance, this following the example of a particularized conversational implicature.

Context:

Two friends are talking about plans for a birthday party event.

A : "Can you bring a cake for the party?"

B : "I don't have time to cook today."

Particularized conversational implicature occurs because of the special information included in the answer, namely that the person doesn't have time to cook today. This answer implies that the person cannot bring the cake due to time constraints on that day. This implicature is specific to the context or context of the conversation related to the availability of time on that day.

Yule also gives some examples:

²⁰ GRICE, H. LOGIC AND CONVERSATION. *Speech Acts*, (2019). 3, 41. p33

²¹ GRICE, H. LOGIC AND CONVERSATION. *Speech Acts*, (2019). 3, 41. p35

A : “I’m so sorry for making you wait in a long time”

B : “That’s fine, it just like waiting for one year”

In this context of situation shows that the speaker A requests an apologizing since making B waiting for him in a long time. But in particular context, the listener B is getting angry even he says “that’s fine” and he extremely bored as he says “it just like waiting for one year”. Because there are basically most common, the particularized conversational implicature are typically just called implicature.²²

Another example:

A : “Are you coming to the futsal tonight”?

B : “I’ve got an exam for tomorrow”

A had to relate some of his knowledge then assume that B was tired, so B was not joining at futsal. Based on the description above, the author can conclude that the particularized conversational implicature criteria are conversational implicatures whose meaning is outside the speaker's utterance, so the listener must need his knowledge to interpret the meaning of the speaker. In another sense, the implicature of a particular conversation is a conclusion whose interpretation process is carried out by the listener by describing it totally in the specific context of the utterance.

Based on a number of conversational implicature ideas, the researcher comes to the conclusion that conversational implicature helps speakers convey meaning beyond their actual words.

²² Yule, George. *The study of language*. Cambridge university press, (2022). P19

Conversational implicature, however, depends on how people interpret meaning in a conversation. There are two types of conversational implicature, generalized conversational implicature (depends without specific context) and particularized conversational implicature (depends on specific context). This theory will be used to answer research questions 1.

4. Cooperative Principle & Maxims

“Make your conversational contribution as required, at the stage at which it occurs, in accordance with the accepted purpose or direction of the conversational exchange you are having. Our talk exchanges do not normally consist of a succession of disconnected remarks, and would not be rational if they did... I therefore suggest that we might best account for them by supposing that the participants are observing a general cooperative principle.”²³ In order to facilitate seamless and efficient communication between the speaker and the listener, the cooperative principle is a combination or reference. its role as an intermediary or tool to ensure that both parties effectively comprehend the speakers' meaning. The form of cooperation is explained through four small principles called maxims. Levinson Introduced four categories of maxims which is developed from Grice:

²³ Chapman, Siobhan. "Logic and conversation." *Paul Grice, Philosopher and Linguist*. London: Palgrave Macmillan UK, 2005. 85-113. p7

- a) Maxim of quantity: Make your contribution as informative as is required.
 - 1) Make your contribution as informative as is required
 - 2) Do not make your contribution more informative than is required
- b) Maxim of Quality: Try to make your contribution on that is true.
 - 1) Do not say that you believe to be false
 - 2) Do not say that for which you lack adequate
- c) Maxim of Relation: The speaker and listener should give relevant contribution in communicate.
 - 1) Be relevant
- d) Maxim of Manner: The speaker should speak directly, clearly and perspicuous.
 - 1) Avoid obscurity of expression
 - 2) Avoid ambiguity
 - 3) Be brief
 - 4) Be orderly

Practically, speakers sometimes intentionally violate this principle, for example by saying something irrelevant. Violation of this principle can occur with a specific purpose such as sarcasm and jokes. From this violation arises what is called conversational implicature. Sometimes people intentionally do not speak directly, but we as the interlocutor can still understand what they mean. This is because we adhere to the "cooperative principle" we work together to understand the meaning

conveyed even though he does not speak frankly. This theory will support to addressing research question 2.

5. Meme

According to Limor Shifman, an internet meme is a collection of digital objects that are made with awareness of one another, have similar content, form, and/or attitude, and are shared, copied, or changed online by numerous people. Additionally, Shifman emphasizes that memes are a powerful instrument for communicating ideas, humour, social criticism, and emotions. Furthermore, memes help spread specific messages, foster community identity, and promote engagement in digital culture. Memes allow people to entertain others, express solidarity, or critique social problems.²⁴ Memes are typically communicated on social media using a combination of texts and visuals that reinforce one another to create meaning. Generally, the meaning in memes is not fully conveyed directly, but rather through the implied meaning contained in the uploaded content.

B. REVIEW OF PREVIOUS STUDIES

Several studies have analysed conversational implicature in different contexts. Sofyan et al. examined “Teacher-student interactions in an Islamic

²⁴ Shifman, Limor. *Memes in digital culture*. MIT press, 2013. p24

boarding school”²⁵, identifying four types of implicature: generalized, scale, special, and conventional. Lastari studied “The Silence of the Lambs movie”²⁶, finding 19 generalized and 26 particularized implicatures using an interactive analysis model. Anshori analysed “Maleficent 2”²⁷, identifying 5 generalized and 10 particularized implicatures. Mulyaningsih explored “Pinocchio”²⁸, finding 201 implicatures, mostly conventional, with 22 generalized and 11 particularized. Agsa studied “Central Intelligence”²⁹, identifying 9 generalized and 10 particularized implicatures along with Gricean maxims. These studies highlight the presence of conversational implicature across various media, emphasizing its role in communication and meaning interpretation. A study conducted by Rina, Yanti, and Idham focused on analyzing implicature in “Internet Memes” using a semio-pragmatic approach. The research examined 20 memes collected from popular websites, the findings revealed that the conventional implicature was frequently³⁰.

Previous research relevant to the conversational implicature construction through maxim violation in different contexts shows diverse but complementary approaches. Gultom in his article *An Analysis of Cooperative*

²⁵ Sofyan, Akhmad, et al. "The Analysis of Conversational Implicature Between Students and Teachers at Al-Azhar Islamic Boarding School." *RETORIKA: Jurnal Ilmu Bahasa* 8.1 (2022): 65-72.

²⁶ Pinayungan, Anggi Lastri. "An Analysis of Conversational Implicature Found in “the Silence of the Lambs” Movie." (2024).

²⁷ ADI, ANSORI. *AN ANALYSIS OF CONVERSATIONAL IMPLICATURE IN THE “MALEFICENT 2; MISTRESS OF EVIL”*. (Diss. UIN Raden Intan Lampung, 2021).

²⁸ Mulyaningsih, Luvita Tri. *Conversational Implicature of Main Character’s Utterances in Tania Zamorsky’s Pinocchio Novel*. (Diss. IAIN Kediri, 2020).

²⁹ Agsa, Julio. *An Analysis of Conversational Implicature In “Central Intelligence” Movie: Pragmatics Approach*. (Diss. Prodi Sastra Inggris, 2020).

³⁰ Rina, Nova, Yusrita Yanti, and Hayqal Idham. "Implicature in the internet memes: semio-pragmatics analysis." *Journal of Cultura and Lingua* 1.1 (2020): 27-35.

Principle Maxim in the Written and Spoken Mode of Communication, used a qualitative descriptive method to analyse teacher and student interactions during online learning. The findings show that quantity and quality maxims are most often violated, depending on the mode of communication (spoken or written)³¹. Waloyo, Lestari, and Mutiaraningrum conducted a literature review of 42 articles on the application of cooperative principles in the context of English language teaching in Indonesia. They highlighted how maxim violation, especially in online learning, reflects cultural differences and the need for communication adaptation, and suggested further research on implicature in online contexts³². Joyce wrote a theoretical article entitled *The Principles Underlying What is Communicated and Not Said* which uses a descriptive qualitative approach. She asserts that maxim violations give rise to conversational implicature that can be interpreted through contextual reasoning by the listener³³. Meanwhile, Izar et al., in their study *The Analysis of Cooperation Principles Use on Podcast of Deddy Corbuzier and Nadiem Makarim*, analysed conversations in podcasts using a descriptive method with observation and recording techniques. They found that the violation of maxims, especially the maxims of relevance and manner, gave rise to implicit meanings that enriched communication even though they were not always

³¹ Gultom, Rutmiarta. "An analysis of cooperative principle maxim in the written and spoken mode of communication between teacher and students during online learning." *Journal of Advanced Multidisciplinary Research* 3.1 (2022): 19-43.

³² Waloyo, Edy, Sri Lestari, and Ira Mutiaraningrum. "Exploring Studies on Cooperative Principle in English Language Teaching: A Literature Review." *Metathesis: Journal of English Language, Literature, and Teaching* 7.1 (2023): 17-30.

³³ Yeboah, Joyce. "The Principles Underlying What is Communicated and Not Said: a Cursory Discussion of Grice's Cooperative Principle and Its Maxims." *Journal of English Language Teaching and Applied Linguistics* 3.5 (2021): 10-17.

explicitly conveyed³⁴. Finally, Machfudi et al. used a content analysis approach in analysing Mark Twain's *The Adventures of Huckleberry Finn*. This study found that maxim violation, especially maxim violation, became the main strategy of the characters in conveying hidden meanings and forming contextual implicature in the literary work³⁵.

On the other hand, there is a previous study that examined a similar object but with significant differences. The study analysed memes posted before 2020, focusing on meme categories as well as the influence of context, symbols, icons, and indexes using a semio-pragmatic approach. In contrast, the current research focuses on the types of conversational implicature and how conversational implicature is constructed in memes posted on the “Know Your Meme” page during 2023 and 2024. The difference in the posting period is also considered to influence the social and cultural contexts underlying the implied meanings within the memes.

Based on the previous studies above, it can be concluded that these studies have differences. It can be seen that conversational implicature analysis has been widely applied in the context of films, formal spoken interactions, and dialog in fictional media. Previous research analysed implicature in films, articles, classroom interaction, podcast and drama series. These studies tend to use media with a clear narrative structure,

³⁴ Izar, Sri Listiana, et al. "The The Analysis Of Cooperation Principles Use On Podcast Of Deddy Corbuzier And Nadiem Makarim “Having College Is Not Important.” *JETLi: Journal of English Teaching and Linguistics* 2.1 (2021): 23-30.

³⁵ Machfudi, Moch Imam, Rifa Aviaty, and Ihyak Mustofa. "An Analysis of Cooperative Principles in Mark Twain's *The Adventures of Huckleberry Finn*." *NOBEL: Journal of Literature and Language Teaching* 13.2 (2022): 193-209.

formal/informal conversation flow, and dialog that takes place in a direct situational context. Few research, meanwhile, have explicitly examined how conversational implicature manifests itself in memes, particularly those seen on social media platforms like the "Know Your Meme" page. Memes are actually a fairly common digital communication tool that carry a variety of implicit meanings, including satire, humour, and societal criticism. Memes are multimodal, mixing brief text, visuals, and intricate online cultural settings, in contrast to spoken dialogue in films or conversations.

Because conversational implicature in visual digital media has not been extensively investigated, this study closes the gap left by earlier research. Furthermore, this study investigates the applicability of Grice and Levinson's theory to social media communication, where cooperation maxims and principles are sometimes purposefully violated to produce satirical or humorous effects. This broadens the focus of the study and offers a fresh viewpoint on implicature construction and interpretation in modern digital culture.

CHAPTER III

METHODOLOGY

In this chapter, the research reveals the way of conducting the research such as Kind of the Research, Source of The Research, Object of the research, Data Collecting Technique, Research Instrument, Technique of Data Analysis.

A. Kind of The Research

Qualitative approaches are used in this study. The goal of qualitative research methods is to gain a comprehensive understanding of phenomena related to the subject or object of study, including behaviour, perception, motivation, actions, and so forth. The goal of this research approach is to gather data in accordance with the problems and objectives of the study.⁷¹ This study uses a qualitative method because it aims to describe the types of conversational implicature. With a qualitative approach, researchers can analyse the conversational implicature constructed in “Know Your Meme” page. Since memes often convey meaning indirectly, a qualitative approach is considered the most appropriate to capture the complexity and subtlety of the communication that occurs.

A descriptive technique is used to convey this research. Descriptive research, according to Gay and Airasian, is "research that determines and describes the state of affairs as they exist, thus the researcher reports the research results as they are, using words rather than numbers." Furthermore,

⁷¹ Moleong, Lexy J. "Metode penelitian kualitatif." (2007).), p6

using descriptive and unstructured data analysis, qualitative descriptive research seeks to fully characterize and comprehend occurrences. This method places a strong emphasis on subjective experiences, contextual knowledge, and the social dynamics that underlie the event under study.⁷²

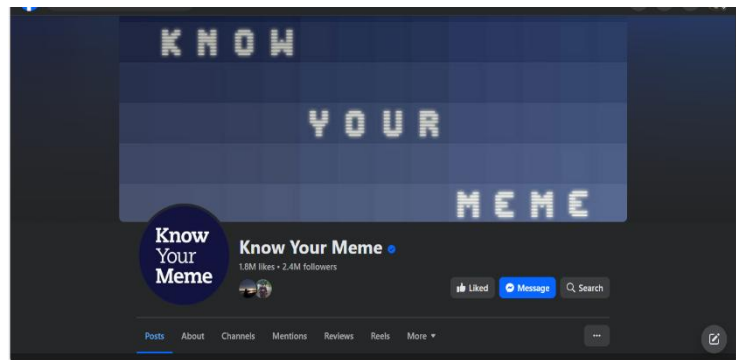
Based on actual data and occurrences that necessitate in-depth observation and analysis, the researcher often offers a thorough overview. In a qualitative format with a descriptive methodology, this study uses words rather than numbers to describe phenomena as naturally as possible based on field data. This Study is going to analysis conversational implicature which found in Memes on Facebook social media Page “Know Your Meme”.

B. Source of The Research

The data source of the research is subject that provides information where data can be found and collected for research purposes. Researcher can use books, audio, documents, and other printed material as data source⁷³. Although there are many different kinds of social media, including Facebook, Instagram, TikTok, and Twitter, Facebook has the most users worldwide. There are about 3 billion Facebook users, 2.3 billion Instagram users, 1.7 billion TikTok users, and 600 million Twitter users across the globe. The source of this research is Facebook social media Page “Know Your Meme” Facebook social Page “Know Your Meme” was created on April 25, 2009, verified by MINDAD INC in March 2021, its followers reached 2.4 million.

⁷² Creswell, John W., and Cheryl N. Poth. *Qualitative inquiry and research design: Choosing among five approaches*. Sage publications, 2016. p21

⁷³ Arikunto, Suharsimi. "Prosedur penelitian suatu pendekatan praktek." (*No Title*) (2010). p32



Picture 3.1
“Know Your Meme” Facebook page profil

Therefore, "Know Your Meme" Facebook page was selected by the researcher as a data source due to its high credibility and emphasis on popular memes, both of which are highly relevant to the study's subject. Researchers are able to examine the conversational implicature that arises from the combination of text and visuals since the page provides information about memes in a variety of formats, including text, photos, and videos. Additionally, researchers may observe how hidden meanings are created in regular communication since people actively participate in meme discussions.

This research uses specific criteria to select the data. First, the memes were taken from uploads between 2023 and 2025 to ensure their relevance to current social trends. Second, only memes with over 1,000 likes were selected as a sign of popularity and audience engagement. Third, the memes must combine both text and images, since meaning on social media is often created through the interaction of these elements. Posts that do not meet these criteria, such as plain text or videos, were excluded to maintain consistency. These criteria aim to ensure that the data support the research objectives and provide valid, reliable results.

C. Technique For Collecting Data

Creswell state that the documentation entails the of gathering records and documents, whether they are electronic or printed. Documents represent a good source for text (word) data for a qualitative study. They provide the advantage of being in the language and words of the participants, who have usually given thoughtful attention to them”.⁷⁴

1. Documentation

Considering the data required for this study consists of memes in the form of online posts, the documentation technique is employed as a data collection method. These memes are publicly accessible documents (posts) that are always accessible via the "Know Your Meme" Facebook page. Without interacting with users or authors directly, the documentation technique enables researchers to gather genuine data in the form of memes. This is consistent with the study's qualitative methodology, which focuses on analysing the conversational implicature seen in memes. Both Research Question 1, determining the types of conversational implicature in memes and Researcher Question 2, determine the conversational implicature constructed in memes which are supported by this technique.

By monitoring and bookmarking the postings that fit the predetermined criteria, the researchers gathering memes from the

⁷⁴ Creswell, John W., and J. David Creswell. *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications, 2017. P43

Facebook page “Know Your Meme”. Following step were used to choose the meme:

- 1) The researcher accessed the “Know Your Meme” Facebook page
- 2) The researcher navigated to the posts section and search for meme postings by year using the “Know Your Meme” page’s date future.
- 3) Meme that satisfied the present criteria were chosen by the researcher
- 4) For documentation purpose, the researcher took screenshots or downloads of the posts directly and stored then chosen memes.
- 5) Every meme that gathered was categorized according to the year it was uploaded and kind of conversational implicature it included such as Memes 2023, Memes 2024, and Memes 2025.
- 6) To preserve the authenticity of the data, the researcher made sure that it was acquired in its original state, without any alterations, additions, or deletions.

D. Instrument

Creswell defines an instrument as a device used to measure, observe, or record quantitative or qualitative data. To methodically gather data that aids in addressing the research questions and achieving the goals of the study, instruments are necessary.⁷⁵ In this current research the researcher used document analysis as the instrument.

⁷⁵ Creswell, John W. *Educational research: Planning, conducting, and evaluating quantitative and qualitative research*. Pearson, 2015.

1. Document Analysis

Document analysis is a systematic procedure for reviewing or evaluating documents—both printed and electronic (computer-based and Internet-transmitted) material. Like other analytical methods in qualitative research, document analysis requires that data be examined and interpreted in order to elicit meaning, gain understanding, and develop empirical knowledge.⁷⁶

In this study, the primary method used was document analysis, focusing on memes from the "Know Your Meme" Facebook page. This method allowed the researcher to systematically examine and interpret the implicit meanings in the memes, fitting within the qualitative approach. Document analysis was effective because the memes were already available on the page, meaning no direct interaction with the subjects was needed. It also provided a solid base for studying conversational implicature by helping the researcher understand types Grice's conversational implicature and how Levinson's maxims are either violated or followed. The researcher will use Grice's theory to investigate two types of conversational implicature—generalized and particularized—to address the first research question. Additionally, Levinson's maxims of quantity, quality, relation, and manner will be used to analyse how conversational implicature is constructed in response to the second research question.

⁷⁶ Bowen, Glenn A. "Document analysis as a qualitative research method." *Qualitative research journal* 9.2 (2009): 27-40. p33

The layout of the document analysis is based on Grice's (2005) theory of conversational implicature, which divides conversational implicature into two categories: particularized and generalized. The following elements are included in the document analysis to direct the analysis:

- 1) Determine the theory of conversational implicature, using Grice's theory for the classification of Conversational Implicature.
- 2) Break down Grice's theory into different categories of Conversational Implicature, such as particularized or generalized conversational implicature.
- 3) Describe characteristics as well as specific indicators that reveal the kind of implicature that is present.
- 4) Create a blueprint table that includes columns for Theory, No, Conversational Implicature Classification, and Indicators Related to Conversational Implicature.

Below are the blueprint table of classification of Conversational Implicature:

Table 3.1
Classification of Conversational Implicature and The Indicators

No	Theory	Classification of Conversational Implicature	Indicators
1	Grice's Theory of Conversational Implicature (2005).	a) Generalized Conversational Implicature (GCI)	The implied Meaning can be understood without needing specific contexts: the statement is generally interpreted based on common knowledge
		b) Particularized Conversational Implicature (PCI)	The implied meaning heavily depends on specific context; the listener or reader need particular background information to interpret the meaning

This blueprint assists the researcher in systematically identifying, classifying, and analysing the types of conversational implicature found within the selected memes (Research Question 1). By using a structured instrument, the researcher ensures that the analysis remains focused, consistent, and aligned with the research objectives.

The researcher also used an analysis organized according to Levinson's (2014) theory of the Cooperative Principle & maxims in order to answer the second research question, which by violating cooperative principle & maxims arises the conversational implicature. The purpose of this sheet was to categorize and identify the ways in which the four maxims—quantity, quality, relation, and manner—are respected or violated by the forms of communication used in memes. The following elements are included in the documentation sheet:

- 1) Determine the theory of Cooperative Principle & Maxims, using Levinson's theory for the classification of Cooperative Principle & Maxims.
- 2) Break down Levinson's theory into different categories of Cooperative Principle & Maxims, such as Maxim Quantity, Quality, Relation, and Manner.
- 3) Identifying which maxim is observed or violated within the meme.
- 4) Create a blueprint table that includes columns for Theory, No, Classification, and Indicators Related to Cooperative Principle & Maxims.

Below are the blueprint table of classification of Cooperative Principle & Maxims:

Table 3.2
Classification of Cooperative Principle & Maxims and The Indicators

No	Theory	Classification of Maxims	Indicators
1	Levinson's Theory of Cooperative Principle & Maxims 2015).	a) Maxim of Quantity (MQT)	Whether the information provides enough information (not too little or too much).
		b) Maxim of Quality (MQL)	Whether the meme presents information that is true and supported by evidence.
		c) Maxim of Relation (MR)	Whether the meme's content is relevant to the context or situation.
		d) Maxim of Manner (MM)	Whether the meme communicates clearly, avoids ambiguity, and is organized.

This blueprint assists the researcher in systematically identifying, classifying, and analysing the conversational implicature constructed in “Know Your Meme” Facebook page (Research Question 2). By using a structured instrument, the researcher ensures that the analysis remains focused, consistent, and aligned with the research objectives.

These indicators guide the researcher in determining the most appropriate for each conversational implicature situation encountered. The researcher uses the following steps to create the document analysis table:

- a) Create a table based on Grice’ theory of conversational implicature and Levinson’s theory of cooperative principle & maxims.
- b) Create a table for conversational implicature and cooperative principle & maxims that includes columns for No, Meme, Classification of Conversational Implicature, Classification of Maxim Violated and Context.
- c) Within the Conversational Implicature Classification column, divide it further according to the number of conversational implicature classifications, namely Generalized Conversational Implicature and Particularized Conversational Implicature.
- d) Within the Cooperative Principle & Maxim Classification column, divide it further according to number of Cooperative Principle & Maxim, Namely Maxim of Quantity, Maxim of Quality, Maxim of Relation, and Maxim of Manner.

Below are the tables of document analysis:

Table 3.3**Document Analysis of Conversational Implicature of Meme**

Notes:

GCI (Generalized Conversational Implicature)

PCI (Particularized Conversational Implicature)

No	Meme	Classification of Conversational Implicature		Contexts
		GCI	PCI	

This blueprint is used to addressing research question no 1

Table 3.4**Document Analysis of Cooperative Principle & Maxim of Meme**

Notes:

MQT (Maxim of Quantity)

No	Meme	Classification of Maxim Violated				Contexts
		MQT	MLQ	MR	MM	

MLQ (Maxim of Quality)

MR (Maxim of Relation)

MM (Maxim of Manner)

This blue print is used to addressing research question 2

By employing document analysis, the researcher was able to preserve the validity of the data and focus on uncovering the hidden meaning of the memes without altering their content. Memes from the

“Know Your Meme” Facebook page were gathered by the researcher by monitoring and categorizing posts that fulfilled the predefined criteria.

E. Technique For Analysis Data

Data analysis is an essential stage in qualitative research that helps analyse the significance of the obtained data and relate it to the problem formulation and theory. The researcher employs an interpretative technique to comprehend the implicit meanings created by words and images because the study's data takes the form of memes with conversational implicatures. Consequently, this study makes use of Miles and Huberman's interactive data analysis paradigm. Three essential elements are used in a continuous, cyclical process to form the interactive model of qualitative data analysis that Miles & Huberman proposed:⁷⁷

A. Data Reduction

At the data reduction stage, the researcher will conduct a selection process for the raw data in the form of memes taken from the “Know Your Meme” Facebook page. Researchers will filter memes that linguistically contain and have the potential to display implied meaning or conversational implicature. After that, irrelevant data will be eliminated, and memes that meet the criteria are further analysed. The memes will then be categorized based on the type of implicature contained, namely generalized or particularized, according to the theory proposed by Grice

⁷⁷ Miles, M. B., Huberman, A. M., & Saldana, Qualitative Data Analysis: A Methods Sourcebook. *SAGE Publications Ltd (CA)*. (2014).

and categorize the maxim that is violated or fulfilled based on Levinson's theory. This process also includes recording the context of the meme such as the situation of humour or satire that appears, so that the data is more structured and ready to be analysed in the next stage.

B. Data Display

After the data has been reduced and categorized, the researcher will proceed to the data presentation stage by compiling the findings into an analysis table and descriptive narrative. At this stage, the researcher will create a special table that displays each meme that has been selected, complete with important information related to the two problem formulations. This table will contain columns such as: No, Meme, type of conversational implicature (generalized or particularized), maxims that are violated or obeyed (maxim quantity, maxim quality, maxim relation, and maxim manner), and the interpretation of the implicit meaning contained in the meme.

To produce this table, the researcher will re-observe the memes in depth, including examining the visual elements, language style, and context of the humour or satire used. The researcher will also compile a brief description for each meme outside the table, explaining how the implicature was formed and what the implied meaning might be understood by the audience.

By compiling the data in the form of tables and narratives simultaneously, the researcher can present the results systematically and

logically, making it easier to identify the patterns of conversational implicature use and how it is constructed in the context of memes. This stage is also important as a basis before researchers draw conclusions from the data, because through this display, the relationship between Grice's and Levinson's, and theory and the data will be more apparent.

C. Conclusion Drawing and Verification

At this stage, the researcher will draw conclusions from the data that has been analysed. The researcher will reflect and interpret the findings based on the most frequently type of implicature and the way the implicature is constructed through the violation or fulfilment of maxims in memes. Furthermore, the researcher will relate the results to the theory of conversational implicature by Grice and Levinson's cooperative principle & maxim, to answer the two research problems. In addition, the researcher will verify the conclusions by considering the relevant social and cultural context, as well as ensuring that the interpretations made are consistent with the data and theories used. This process is done reflectively and iteratively so that the final results have strong validity.

F. Trustworthiness

In qualitative research, ensuring the trustworthiness of data is essential to make sure that the findings are credible and can be accounted for. Unlike quantitative studies, which rely on statistical measures of

validity and reliability, qualitative research uses different strategies to ensure data accuracy and integrity. For this reason, the researcher applies the concept of trustworthiness as proposed by Lincoln and Guba, which includes four main criteria: credibility, transferability, dependability, and confirmability⁷⁸. Based on four aspects, trustworthiness is used to ensure that the results of qualitative research can be trusted and valid. Trustworthiness helps researchers maintain the authenticity of the data and ensure that research findings are free from bias. With trustworthiness, the results of qualitative research become more scientifically accountable. credibility, the researcher uses a peer debriefing strategy by involving a rater or double-checker in field of linguistic to check the accuracy of data interpretation. This rater plays a role in reviewing the results of the conversational implicature analysis that has been carried out by the researcher, so as to minimize subjectivity and increase the validity of the findings. The researcher also regularly discussed with the supervisor to maintain the quality of interpretation. For transferability, the researcher described in detail the data source in memes from the “Know Your Meme” Facebook page as well as the selection criteria based on the year and type of conversational implicature, so that it could be a reference for similar studies. In the dependability aspect, the researcher arranged the research steps systematically, from data collection to data analysis, so that the

⁷⁸ Stahl, Norman A., and James R. King. "Expanding approaches for research: Understanding and using trustworthiness in qualitative research." *Journal of developmental education* 44.1 (2020): 26-28. p12

process could be traced and accounted for. Finally, confirmability is maintained by ensuring that the data analysed are original memes without modification, and the entire analysis is based on relevant theories, especially the Grice theory of conversational implicature and Levinson's cooperative principle. These four strategies are used to demonstrate that this research has been conducted in a consistent, transparent, and countable.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents the findings and discussion of the research, which consists of the analysis of Conversational Implicature Found in Memes. This analysis includes the classification of types of conversational implicature based on Grice's theory and Cooperative principle & Maxim that are violated, following Levinson's theoretical framework. The findings of this study are based on the data analysis which includes the categorization of types of conversational implicature and Cooperative Principle & Maxim that are violated as well as contextual interpretation. At a final part, this chapter presents an in-depth discussion of the research results.

A. Research Findings

In this section, researchers present all the data that has been found and analysed. Since there are two main aspects in this research, the data presentation is divided into two parts. First, the types of conversational implicature found in the Memes, which were collected through document analysis based on Grice's theory. Second, the Cooperative principle & Maxim that are violated, whose data are collected through document analysis based on Levinson's translation technique theory. These two parts aim to provide a comprehensive description of how Conversational Implicature is used and how Maxims are violated.

1. Types of Conversational Implicature Found in “Know Your Meme”

The types of Conversational Implicature found on the “Know Your Meme” Facebook Page are presented in the table below. This table helps to provide a clearer picture of the types of Conversational Implicature that are most often used by the author in conveying a meaning.

Table 4.1
Total Data Types of Conversational Implicature



No	Types of Conversational Implicature	Number of Conversational Implicature
1	Generalized Conversational Implicature	104
2	Particularized Conversational Implicature	218
Total		322




Based on table 4.2, the total of 322 instances of conversational implicature were found in “Know Your Meme” Facebook page. Particularized Conversational Implicature is more frequently in conveying implicit meaning in memes. The dominance of Particularized Conversational Implicature reflects the tendency of memes to rely on certain social, cultural, and visual contexts so that hidden meanings can be understood by readers, in accordance with Grice's theory that Particularized Conversational Implicature arises when meanings cannot be interpreted directly without additional information. Meanwhile, Generalized Conversational Implicature arises when the meaning can be understood generally without the need for specific context, and is usually used in memes that raise universal themes such as daily life or common emotional experiences. The existence of more Particularized

Conversational Implicature shows that memes function not only as entertainment, but also as a means of conveying social criticism, irony, or satire that requires contextual understanding.

Here are types of Conversational Implicature that found in “Know Your Meme” Facebook page, to complete types we can see in Appendix.

Table 4.2
Types of Conversational Implicature that found in “Know Your Meme”

No	Types of Conversational Implicature	Meme	Context
1	Generalized Conversational Implicature		This meme is a Generalized Conversational Implicature because its meaning is universal and easy to understand. The meme satirizes how thinking in a foreign language is easier than speaking it, without the need for a specific context.
		<p>when ur telling ur grandparents about ur job and they have no clue what ur talking bout but they're supportive</p> 	This meme contains Generalized Conversational Implicature because its meaning can be widely understood. The implicature arises from the grandparents' emotional support despite not understanding the content of the conversation, suggesting that the meaning of communication often lies in intention and social connection, rather than simply information.

		<p>When I Go To The Bathroom And Forgot My Phone</p>  <p>Teacher : You have 5 minutes to copy everything from the white board.</p> <p>21st Century Students :</p>  <p>"Wow that exam was so easy"</p> <p>*gets results*</p> <p>*fails*</p> 	<p>This meme contains Generalized Conversational Implicature because the meaning of humor can be understood without the need for specific context. The implicature that one would feel very bored in a toilet without a cell phone is an assumption that has become common knowledge in digital society. Readers automatically catch the message that cell phone dependency has become commonplace.</p> <p>This meme contains Generalized Conversational Implicature because the meaning of the satire can be understood without specific context. The general audience immediately grasps the criticism of modern learning habits. As per Grice, GCI arises when additional meanings are formed automatically from common knowledge, such as in the text "21st Century Students" followed by an image of students photographing the blackboard.</p> <p>This meme contains Generalized Conversational Implicature because of its implied meaning of self-confidence leading to disappointment after an exam, this meme can be understood without specific context. The experience is universal among students, and is supported by the sentence structure and visual expression of the cat which clearly builds the implicature automatically.</p>
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2

Particularized
Conversational
Implicature



Schools be like



This meme contains Particularized Conversational Implicature because it requires understanding the psychological context and culture of internet humour where self-deprecation is a common joke. The implied meaning that “I’m immune to insults because I insult myself worse” is not said directly but is understood through visuals and text.

This meme is a Particularized Conversational Implicature because the insinuation that schools care more about image than the victims of bullying is not explicit, but emerges from the contrast of the two panels. This meaning is only understood through the social context of hypocritical practices in educational institutions.

This meme includes particularized conversational implicature because the audience has to understand the irony between the playlist title and the content of the song. There is no explicit explanation that “Espresso” is a song that does not fit the theme of “hardcore gym,” so the understanding depends on the audience's cultural knowledge.



		<p>When the teacher asks if you have any questions, but you sit there in silence because you don't even know what you don't even know</p> 	<p>The type of conversational implicature in this meme is particularized conversational implicature, because the meaning of “not knowing what is not known” can only be interpreted in the context of education and learning experiences. The reader must understand the context that the student's silence does not mean understanding, but because of deep ignorance.</p>
		<p>Me: That test was so hard</p> <p>Friend: Yeah, especially the back side</p> <p>Me:</p> 	<p>This meme includes particularized conversational implicature, its meaning cannot be understood only from the literal text, but requires a specific social context, namely a written exam situation. The sentence “Yeah, especially the back side” implicitly insinuates the importance of paying attention to both sides of the exam sheet. This implicature is not universal and is only understood by those who are familiar with the exam context.</p>

Table 4.2 explains the types of Conversational Implicature that found in “Know Your Meme” Facebook page. There are two types of Conversational Implicature that appear frequently, Generalized Conversational Implicature and Particularized Conversational Implicature. Generalized Conversational Implicature arises when meaning can be generally understood without the need for specific context, and is usually used in memes that address universal themes such as everyday life or common emotional experiences. Particularized Conversational Implicature reflects the tendency of memes to rely on specific social, cultural, and visual contexts so that hidden meanings can be understood by

readers, in accordance with Grice's theory that Particularized Conversational Implicature arises when meaning cannot be interpreted directly without additional information and requires a more specific context.

2. The Conversational Implicature constructed in “Know Your Meme” Facebook page

Violations of the cooperation principle & maxims can occur with specific purposes such as sarcasm and jokes. From these violations comes what is called conversational implicature. Sometimes people deliberately do not speak directly, but we as interlocutors can still understand what they mean. This is because we adhere to the “cooperative principle” we work together to understand the meaning conveyed even though he or she does not speak frankly.

The table below presents the total data of Cooperative principles & maxim violated in memes on the Facebook Page “Know Your Meme”. This classification allows the readers to understand more deeply how the Maxims in the meme are violated thus constitutes a conversational implicature.

Table 4.3
Total Data Maxim Violated

No	The Maxim Violated	Number of Maxim Violated
1	Maxim of Quantity	53
2	Maxim of Quality	89
3	Maxim of Relation	98
4	Maxim of Manner	82




B



Based on table 4.3, the analysis of Maxims violated in Memes shows that Maxim of Relation is the most frequently violated Maxim, which is 98 occurrences. Then followed by Maxim of Quality (89 occurrences), Maxim of Manner (82 occurrences), Maxim of Quantity (53 occurrences).




Here are the Maxims violated that Found in “Know Your Meme” Facebook Page, to complete Maxims Violated we can see in the Appendix.

Table 4.4
Maxims Violated

No	Maxims Violated	Meme	Context
1	Maxim of Quantity		This meme violates the Maxim of Quantity because the information provided is too brief and symbolic. The audience has to fill in the meaning that is not explicitly said, such as the relationship between gender identity and "cool hat" as a form of blame or satire.

		 <p>Non english natives be like:</p> 	<p>This meme violates the Maxim of Quantity, as it does not explicitly explain the context or emotional background of the character, and instead conveys meaning through minimal visual and textual contrast.</p> <p>This meme violates the Maxim of Quantity because the phrase "Sorry for my English" gives excessive information that is not needed to continue the conversation. It shifts the focus from content to language skills, whereas language quality can be judged directly from context.</p>
2	Maxim of Quality	<p>Me: Just sleep 20 more minutes Me: How about 30 minutes Me: Just skip work Me: Just quit your job</p> 	<p>This meme violates the Maxim of Quality because the advice "Just quit your job" is irrational and clearly not based on facts. This violation is intentional to create humour and satirize the conflict between responsibility and laziness.</p>

		<p>How teachers feel writing "???" on your test instead of actually telling you what you did wrong</p>  <p>Me nodding in class so the teacher doesn't feel sad</p> 	<p>This meme violates the maxim of quality, as it implies that teachers are proud to give question marks without explanation, even though the claims are not supported by factual evidence. This violation is not meant to mislead, but rather as a satirical meaning that criticizes the vagueness of the grading system. As per Levinson, violations of quality can be used to satirize, and in this context highlight the inequality of teacher-student relations in academic evaluation</p> <p>This meme violates the maxim of quality, as the act of nodding is used to imply an understanding that is not actually possessed. Pragmatically, this is a dishonest form of conveying meaning. Levinson states that a quality violation occurs when the speaker states something that is not believed to be true. In the context of memes, this violation creates humour and satire towards students' habit of pretending to understand in order to maintain class dynamics.</p>
3	Maxim of Relation	<p>I can't believe I have to WORK to make MONEY</p> 	<p>Bugs Bunny's "dying" expression depicts the tormented feeling that many people experience when they have to work just to survive. This meme violates the maxim of quality because the statement "I can't believe I have to work to make money" contradicts common reality. The sentence is intentionally dishonest in a literal sense to express boredom through irony. According to Levinson, this kind of quality violation is often used to satirize unpleasant but inevitable social realities</p>

		<p>This is how people in Florida get around town</p> 	<p>This meme violates the Maxim of Relation because the statement "This is how people in Florida get around town" is not literally relevant. The image of people riding an alligator clearly does not reflect reality, but this incongruity is deliberately used to create humour through incongruity. The offense is satirical, satirizing the eccentricities of behavior in Florida with hyperbolic symbols that invite readers to make critical inferences.</p>
		<p>"Any plans for the weekend?" Me:</p>  <p>I'll be in my bedroom, making no noise and pretending that I don't exist.</p>	<p>This meme violates the maxim of relevance. The answer given is irrelevant and tends to exaggerate an ordinary question, creating irony with a sense of humour. The irony comes from the casual question being answered seriously - Harry's character with a serious expression adds to the humorous effect. This meme satirizes the introverted lifestyle or people who prefer the quiet of the weekend over social activities.</p>
4	Maxim of Manner	 <p>People who say "Lol"</p> <p>People who say "Haha"</p> <p>People who send a voice recording of themselves laughing</p>	<p>This meme violates the maxim of manner because it conveys the message in a way that is indirect, ambiguous, and visually absurd. The images of Harry and Ron panicking and Tom looking crazy are a form of deviation from the clear and direct way of communication. In this meme, the use of a visual metaphor (a vehicle being chased by a 'wild' character) violates the literal and explicit mode of communication, thus creating the effect of humour and irony.</p>



			<p>This meme violates the Maxim of Manner, especially the clarity aspect, because it uses the image of a skeleton at the bottom of the sea as an indirect and ambiguous metaphor to describe the feelings of the middle child. This ambiguity is intentional, and according to Levinson's theory, this kind of manner violation is utilized to form an implicature that implies a hyperbolic and emotional sense of oblivion.</p>
	<p>If a left-handed person calls you "their right hand man", does this mean that you are useless to that person?</p>		<p>This meme violates the Maxim of Manner, especially in the aspect of ambiguity. The idiom "right hand man" which should be interpreted culturally (as a confidant) is instead understood literally, thus creating an intentional double meaning. This ambiguity creates a humorous effect because there is a clash between the logic of language and literal interpretation, which plays with the reader's expectations of the idiomatic meaning.</p>

Table 4.4 explains the Maxims Violated that found in “Know Your Meme” Facebook page. There are four maxims that violated frequently, Maxim of Quantity, Maxim of Quality, Maxim of Relation, and Maxim of Manner. Maxim of Quantity is violated when too little or too much information is conveyed. Maxim of Quality violations are used to convey statements that are not literally true in order to create sarcasm or satire. The predominance of Maxim of Relation violations shows that many memes rely on meaning discrepancies between text and context to form humorous, ironic, or critical implicature. Maxim of Manner

violations are present through ambiguous or indirect delivery styles. Overall, violations of the four maxims in memes show that digital humour is often formed from violations of cooperative principles to creatively convey implicit meanings.

B. Discussion

Through an analysis of the previously reported findings, this part seeks to address the research questions. In particular, two primary topics will be covered in this section: First, the types of Conversational Implicature that found in "Know Your Meme" Facebook page (Answering RQ1). Secondly, the How does the conversational implicature constructed in "Know Your Meme" Facebook page (Answering RQ2). In addition, this discussion connects the findings to the theories presented in the chapter II and compares them with the previous studies. This assist to show whether the result of this research support, expand, or differ from earlier studies in the field of translation, especially those related to Conversational Implicature.

1. Types of Conversational Implicature that found in “Know Your Meme”

Based on the analysis from the “Know Your Meme” Facebook page which included 322 data, it was found that Particularized Conversational Implicature occurred more frequently than Generalized Conversational Implicature. A total of 218 memes contained Particularized Conversational Implicature, while 104 memes were classified as

Generalized Conversational Implicature. This finding indicates that most memes rely on specific contextual knowledge in order to be fully understood by the audience. According to Grice's theory, Particularized Conversational Implicature arises when the meaning of an utterance cannot be interpreted literally and instead depends on situational or cultural context⁷⁹. The result of this study which shows dominance of Particularized Conversational Implicature supports Grice's explanation, suggesting that memes often require background knowledge related to internet trends, popular culture, or social issues in order to reveal the intended implicit meaning. This also reflects the nature of memes as a form of digital communication that frequently targets specific audience groups who share similar contextual understanding.

The dominance of particularized conversational implicature in memes is due to their reliance on context. Memes often use humour, satire, or social commentary that requires prior knowledge of popular culture, social issues, or specific references. Their meanings are rarely literal and must be inferred through shared context. This strategy targets specific audiences and strengthens the meme's impact through hidden, context-dependent messages.

The findings of this study are supported by several previous studies that also highlight the dominance of particularized conversational

⁷⁹ Chapman, Siobhan. "Logic and conversation." *Paul Grice, Philosopher and Linguist*. London: Palgrave Macmillan UK, 2005. 85-113. p7

implicature. Pinayungan Anggi Lastari in *The Analysis of Conversational Implicature Found in "The Silence of The Lambs" Movie*⁸⁰, and ADI, ANSHORI in *An Analysis of Conversational Implicature in "Maleficent 2: Mistress of Evil"*⁸¹ which similarly, Agsa, Julio, in entitled *An Analysis of Conversational Implicature in "Central Intelligence" Movie: Pragmatics Approach*⁸². Among studies applied qualitative approaches and showed a stronger presence of particularized implicature. These results support the present study, which also found particularized implicature to be more frequently in memes due to their strong reliance on context, cultural knowledge, and shared understanding. Therefore, this study reinforces the idea that particularized implicature is an effective strategy for delivering implicit messages in digital communication.

The findings of this study also contrast with and do not align with two previous studies that showed the dominance of generalized conversational implicature over particularized. Mulyaningsih, Luvita Tri in the entitled *Conversational Implicature of Main Character's Utterances in Tania Zamorsky's Pinocchio Novel*⁸³, found that generalized implicature was more frequently. This may be due to the presence of narration and detailed descriptions in the novel, which help readers

⁸⁰ Pinayungan, Anggi Lastari. "An Analysis of Conversational Implicature Found in "the Silence of the Lambs" Movie." (2024).

⁸¹ ADI, ANSHORI. *AN ANALYSIS OF CONVERSATIONAL IMPLICATURE IN THE "MALEFICENT 2; MISTRESS OF EVIL"*. Diss. UIN Raden Intan Lampung, 2021.

⁸² Agsa, Julio. *An Analysis of Conversational Implicature In" Central Intelligence" Movie: Pragmatics Approach*. Diss. Prodi Sastra Inggris, 2020.

⁸³ Mulyaningsih, Luvita Tri. *Conversational Implicature of Main Character's Utterances in Tania Zamorsky's Pinocchio Novel*. Diss. IAIN Kediri, 2020.

understand implied meanings without relying heavily on specific context. Similarly, a study conducted by Sofyan, Akhmad, et al in entitled *The Analysis of Conversational Implicature Between Students and Teachers at Al-Azhar Islamic Boarding School*⁸⁴, revealed that generalized implicature was the most frequently type in teacher-student interactions at an Islamic boarding school. The study by Rina, Yanti & Idham in entitled *Implicature in The Internet Memes*, and Rina, Nova, Yusrita and Hayqal idham in entitled *Implicature in the internet memes: semio-pragmatics analysis*⁸⁵ revealed that conventional implicature was most frequently found. The formal communication patterns in that context often rely on indirect language that can be interpreted through shared norms and social values. These findings do not align with the present study, which found that particularized conversational implicature is more frequently in memes. This difference suggests that the nature of the medium and communication style greatly influence the type of implicature that appears, with memes relying more on specific contexts and shared cultural knowledge to convey implied meanings effectively.

Based on the analysis of current research and comparisons with five previous studies, it can be concluded that particularized conversational implicature is the most frequently type of implicature found

⁸⁴ Sofyan, Akhmad, et al. "The Analysis of Conversational Implicature Between Students and Teachers at Al-Azhar Islamic Boarding School." *RETORIKA: Jurnal Ilmu Bahasa* 8.1 (2022): 65-72

⁸⁵ Rina, Nova, Yusrita Yanti, and Hayqal Idham. "Implicature in the internet memes: semio-pragmatics analysis." *Journal of Cultura and Lingua* 1.1 (2020): 27-35.

in memes. Out of all the data analysed, which the dominance of particularized conversational implicature reflects the nature of memes as a form of digital communication that heavily relies on specific contexts, such as popular culture, social issues, situational humour, or viral references, which can only be understood by audiences who share the same background knowledge or experiences. This finding differs from other forms of media such as novels or formal spoken interactions, where generalized conversational implicature tends to be more frequent due to more explicit and structured delivery of information. Nevertheless, the findings of this study align with several previous studies that emphasize the importance of context in shaping implied meaning. Therefore, it can be concluded that understanding particularized conversational implicature in memes requires not only linguistic competence but also pragmatic awareness to interpret hidden meanings embedded in short, humorous, and often visual messages.

2. The Conversational Implicature constructed in “Know Your Meme”

Facebook page

Violations of the cooperative principle and its maxims often serve specific purposes such as sarcasm or humour. These violations give rise to conversational implicature, where meaning is implied rather than stated directly. Although the speaker may not speak frankly, the listener can still infer the intended message due to the shared understanding guided by the

cooperative principle. This study aims to analyse the conversational implicature constructed in memes taken from the “Know Your Meme” page by applying Levinson’s theory of cooperative principle and maxim violations. Based on the analysis of current research, it was found that conversational implicature in memes are often created through intentional violations of the four maxims proposed by Levinson, namely the Maxim of Quantity, Maxim of Quality, Maxim of Relation, and Maxim of Manner.

The result shows that the Maxim of Relation is the most frequently violated, with 98 occurrences. These findings confirm Levinson’s argument that from the violation of maxims arises what is called conversational implicature. Sometimes people intentionally do not speak directly, but we as the interlocutor can still understand what they mean. This is because speaker and listener adhere to the "cooperative principle" we work together to understand the meaning conveyed even though he does not speak frankly⁸⁶. Among these, the Maxim of Relation is the most frequently violated. This occurs because memes, as a form of digital communication, often rely on contextual incongruity and the contrast between expectation and reality to produce humour, irony, or satire. Those violations such a strategy challenges the audience’s assumption of logical coherence in communication and encourages them to infer implicit messages. Therefore, the violation of the Maxim of Relation is the most frequently because it is pragmatically the most

⁸⁶ Levinson, Stephen C. *Pragmatics as the Origin of Recursion*. Springer New York, 2014.p13

effective tool for generating conversational implicature in meme discourse, which thrives on surprise, irrelevance, and contextual interpretation.

In memes, violation of maxims is often used to create irony, sarcasm, exaggeration, or social satire, depending on the context. These pragmatic effects are successfully achieved when readers rely on shared cultural knowledge, visual cues, and contextual awareness to draw inferences from the incongruity between what is said and what is meant. Therefore, the findings of this study support Levinson's theoretical framework by showing that maxim violations function as a communicative tool in digital humour to construct the conversational implicature. Rather than obstructing understanding, these violations actually enhance the interpretive engagement of readers, making conversational implicature a central feature of meme communication in online discourse.

The results of this study show quite striking differences compared to the previous five studies, especially regarding the most frequently violated maxim. Gultom, Rutmiarta found the Maxim of Quantity and Manner as the most frequently violated in online communication, while the Maxim of Relation appears very rarely⁸⁷. Similarly, Waloyo et al. concluded that Maxim of Relation violations are rare in educational

⁸⁷ Gultom, Rutmiarta. "An analysis of cooperative principle maxim in the written and spoken mode of communication between teacher and students during online learning." *Journal of Advanced Multidisciplinary Research* 3.1 (2022): 19-43.

settings due to the influence of formal communication culture⁸⁸. The theoretical study by Joyce, Yeboah emphasizes the importance of cultural context in maxim violation, but does not present quantitative data⁸⁹. Izar et al.'s research on podcasts also shows the violation of Maxim of Relation in small numbers and evenly distributed with other maxim⁹⁰. Similarly, Machfudi et al. in their study of literary novels found Maxim of Relation to be the least violated⁹¹. In contrast to all of them, this study found that Maxim of Relation is the most frequently one violated in memes. This difference confirms that the media context greatly influences the form of communication. In memes, relevance violations are often used intentionally to create particularized conversational implicature.

In conclusion, the construction of conversational implicature in memes from the *Know Your Meme* page is primarily achieved through deliberate violations of the cooperative principle, particularly the Maxim of Relation. These violations are not accidental, but rather strategic communicative choices used by meme creators to generate humour, irony, and satire. The findings confirm Levinson's theory that maxim violations

⁸⁸ Waloyo, Edy, Sri Lestari, and Ira Mutiaraningrum. "Exploring Studies on Cooperative Principle in English Language Teaching: A Literature Review." *Metathesis: Journal of English Language, Literature, and Teaching* 7.1 (2023): 17-30.

⁸⁹ Yeboah, Joyce. "The Principles Underlying What is Communicated and Not Said: a Cursory Discussion of Grice's Cooperative Principle and Its Maxims." *Journal of English Language Teaching and Applied Linguistics* 3.5 (2021): 10-17.

⁹⁰ Izar, Sri Listiana, et al. "The The Analysis Of Cooperation Principles Use On Podcast Of Deddy Corbuzier And Nadiem Makarim "Having College Is Not Important." *JETLi: Journal of English Teaching and Linguistics* 2.1 (2021): 23-30.

⁹¹ Machfudi, Moch Imam, Rifa Aviatty, and Ihyak Mustofa. "An Analysis of Cooperative Principles in Mark Twain's The Adventures of Huckleberry Finn." *NOBEL: Journal of Literature and Language Teaching* 13.2 (2022): 193-209.

can serve as a pragmatic tool to create implied meanings that depend on shared cultural knowledge and contextual awareness. Compared to formal or structured communication settings, meme discourse thrives on contextual incongruity and interpretive engagement.

Based on the analysis of current research collected from the *Know Your Meme* Facebook page, it can be concluded that most of the memes contain violations of one or more maxims of the cooperative principle as proposed by Levinson. These violations, whether related to the maxim of quantity, quality, relation, or manner, do not necessarily indicate a communication failure. Instead, they are often used as a strategy to generate conversational implicature.

When a maxim is violated, the reader is expected to infer a hidden or implied meaning behind the literal expression. This process allows the meme to convey meanings that are humorous, ironic, sarcastic, or critical without stating them directly. The effectiveness of these memes often depends on the audience's ability to interpret the implied message. In summary, the violation of cooperative principle maxims plays an important role in the formation of conversational implicature in memes. This shows that the meaning of a meme is not only derived from what is explicitly said, but also from what is implied and understood through context and interpretation.

CHAPTER V

CONCLUSION AND SUGGESTIONS

This chapter presents the conclusion and suggestions based on the findings and discussion from the previous chapter. The conclusion is drawn to answer the research questions regarding the types of conversational implicature and the way it is constructed in memes on the “Know Your Meme” Facebook page. Furthermore, this chapter also provides suggestions for students, teachers and lecturers, and future researchers who are interested in studying pragmatics, especially conversational implicature in digital communication.

A. Conclusion

1. Types of Conversational Implicature Found in “Know Your Meme”

This study found that two types of conversational implicature appear in the memes analysed: Generalized Conversational Implicature and Particularized Conversational Implicature. Among the 322 memes collected from the “Know Your Meme” Facebook page, Particularized Conversational Implicature was more frequently, appearing in 218 memes, while Generalized Conversational Implicature occurred in 104 memes. The dominance of Particularized Conversational Implicature indicates that most memes rely on specific social, cultural, or situational contexts to convey their implied meanings. In line with Grice’s theory, Particularized Conversational Implicature arises when the intended meaning cannot be interpreted directly and requires additional contextual understanding. This

shows that memes are not only humorous content but also serve as a medium for expressing ideas, emotions, and criticisms that require shared background knowledge between the creator and the audience.

2. The Conversational Implicature Constructed in “Know Your Meme”

The conversational implicature constructed in “Know Your Meme” is achieved through the deliberate violation of the Cooperative Principle & maxims, as proposed by Levinson. Among the four maxims: Quantity, Quality, Relation, and Manner. The Maxim of Relation was the most frequently violated, occurring 98 times, followed by 89 violations the Maxim of Quality, Maxim of Manner with 84 violations, and the Maxim of Quantity with 52 violations. These violations were not accidental but served specific purposes such as irony, sarcasm, exaggeration, and satire. The dominances of violating maxim of relation generating the particularized conversational implicature. Memes often pair seemingly unrelated visuals and text to create humorous or critical effects, which leads the reader to infer deeper meanings beyond what is explicitly stated. This supports Levinson’s views that violating maxims can be a strategic way to construct the conversational implicature. Therefore, memes as digital texts rely heavily on maxim violations to engage the audience through implicit messages that require interpretation and cultural awareness.

B. Suggestions

1. For Students

This research is able to serve as a useful reference for students, especially those in the English Department, to better understand implied meanings that often appear in both daily communication and digital contexts such as social media. By learning the concepts of conversational implicature and maxim violations, students can become more aware of indirect messages and hidden meanings found in various forms of interaction, whether verbal, written, or visual, such as memes. This awareness not only improves students' pragmatic competence but also enhances their critical thinking in interpreting language based on context. Furthermore, understanding conversational implicature can help students express themselves more clearly and interpret others' messages more accurately. As a result, it can significantly improve their communication effectiveness in daily life, both in academic discussions, casual conversations, and digital communication such as social media posts, chats, or comments. With this skill, students can become more responsive, mindful, and context-sensitive communicators.

2. For Teachers and Lecturers

English teachers and lecturers are encouraged to use the findings of this research as a reference or teaching material in pragmatics classes, particularly in topics related to implicature and the cooperative principle. Memes can serve as authentic, engaging, and relevant learning media, especially in today's digital era that closely connects to students' daily lives. Memes can also be used as an engaging learning medium in the

classroom, where discussions are not limited to conversational sentences but also involve visual memes. The use of memes not only helps students understand theoretical concepts in a more practical way, but also encourages critical discussions about meaning, context, culture, and indirect communication strategies. This approach can create a more interactive, enjoyable, and context-based learning environment.

3. For Further Researcher

This research still has some limitations, as it only used one source of data, namely the Facebook page “Know Your Meme” within the period of 2023–2025. Therefore, future researchers are encouraged to expand the scope of data by exploring other social media platforms such as Instagram, TikTok, or Twitter. Not only on the visuals and text contained in memes, but future researchers can also analyse the audio and video visuals in memes. Comparative studies across different cultures or languages are also recommended to examine how conversational implicature is formed and interpreted in various contexts. Moreover, future research could adopt a mixed-method approach that not only describes the data qualitatively but also measures how audiences interpret implicature through questionnaires or interviews. Such developments will enrich the research and provide deeper contributions to the study of pragmatics and digital communication.

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APPENDIX 1

VALIDATION LETTER, SK PEMBIMBING, KARTU BIMBINGAN SKRIPSI

Appendix 1

Validation Notes:

Some important improvements have been made to enhance the clarity of stabilization in the instrument. These changes ensure that the classifications contained in the instrument more effectively describe the contexts in which the classifications of types of conversational implicatures and cooperative principles & maxims are violated. The revised table arrangement is now more specific and contextualized. Previously, the table arrangement in the previous instrument was combined into one section for two research questions, namely conversational implicatures and violations of cooperative principles & maxims, which could cause the description results in the context section to be non-specific and not detailed. Overall, this improvement makes the instrument clearer and more contextualized, ensuring that the data collected can provide reliable and valuable insights for the research.

Curup, 14 May, 2025

Validator



Rizki Indra Guci, M.Pd.



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Nomor : 808 Tahun 2025

Tentang
**PENUNJUKAN PEMBIMBING 1 DAN 2 DALAM PENULISAN SKRIPSI
INSTITUT AGAMA ISLAM NEGERI CURUP**

- Menimbang** : a. Bahwa untuk kelancaran penulisan skripsi mahasiswa, perlu ditunjuk dosen Pembimbing I dan II yang bertanggung jawab dalam penyelesaian penulisan yang dimaksud ;
b. Bahwa saudara yang namanya tercantum dalam Surat Keputusan ini dipandang cakap dan mampu serta memenuhi syarat untuk diserahi tugas sebagai pembimbing I dan II ;
- Mengingat** : 1. Undang-Undang Nomor 20 tahun 2003 tentang Sistem Pendidikan Nasional ;
2. Peraturan Presiden RI Nomor 24 Tahun 2018 tentang Institut Negeri Islam Curup;
3. Peraturan Menteri Agama RI Nomor : 30 Tahun 2018 tentang Organisasi dan Tata Kerja Institut Agama Islam Negeri Curup;
4. Keputusan Menteri Pendidikan Nasional RI Nomor 184/U/2001 tentang Pedoman Pengawasan Pengendalian dan Pembinaan Program Diploma, Sarjana dan Pascasarjana di Perguruan Tinggi;
5. Keputusan Menteri Agama RI Nomor 019558/B.II/3/2022, tanggal 18 April 2022 tentang Pengangkatan Rektor IAIN Curup Periode 2022 - 2026.
6. Keputusan Direktur Jenderal Pendidikan Islam Nomor : 3514 Tahun 2016 Tanggal 21 oktober 2016 tentang Izin Penyelenggaraan Program Studi pada Program Sarjana STAIN Curup
7. Keputusan Rektor IAIN Curup 0704/In.34/R/KP.07.6/09/2023 tanggal 29 September 2023 tentang Pengangkatan Dekan Fakultas Tarbiyah Institut Agama Islam Negeri Curup.
- Memperhatikan** : 1. Permohonan Saudara Indriani tanggal 28 April 2025 dan kelengkapan persyaratan pengajuan SK Pembimbing Skripsi
2. Berita Acara Seminar Proposal Pada Hari Jumat, 7 Maret 2025

MEMUTUSKAN :

- Menetapkan**
Pertama : 1. **Sarwo Edy, M.Pd** **19810607 202321 1 011**
2. **Meli Fauziah, M.Pd** **19940523 202012 2 003**

Dosen Institut Agama Islam Negeri (IAIN) Curup masing-masing sebagai Pembimbing I dan II dalam penulisan skripsi mahasiswa :

N A M A : **Decki Perliansyah**

N I M : **21551011**

JUDUL SKRIPSI : **An Analysis of Conversational Implicature Found in Memes**

- Kedua** : Proses bimbingan dilakukan sebanyak 12 kali pembimbing I dan 12 kali pembimbing II dibuktikan dengan kartu bimbingan skripsi ;
- Ketiga** : Pembimbing I bertugas membimbing dan mengarahkan hal-hal yang berkaitan dengan substansi dan konten skripsi. Untuk pembimbing II bertugas dan mengarahkan dalam penggunaan bahasa dan metodologi penulisan ;
- Keempat** : Kepada masing-masing pembimbing diberi honorarium sesuai dengan peraturan yang berlaku ;
- Kelima** : Surat Keputusan ini disampaikan kepada yang bersangkutan untuk diketahui dan dilaksanakan sebagaimana mestinya ;
- Keenam** : Keputusan ini berlaku sejak ditetapkan dan berakhir setelah skripsi tersebut dinyatakan sah oleh IAIN Curup atau masa bimbingan telah mencapai 1 tahun sejak SK ini ditetapkan ;
- Ketujuh** : Apabila terdapat kekeliruan dalam surat keputusan ini, akan diperbaiki sebagaimana mestinya sesuai peraturan yang berlaku ;

Ditetapkan di Curup,
Pada tanggal 29 April 2025
Dekan,



Sutarto

Tembusan :

1. Rektor
2. Bendahara IAIN Curup;
3. Kabag Akademik kemahasiswaan dan kerja sama;
4. Mahasiswa yang bersangkutan;



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DOSEN PEMBIMBING II	: Meli Fauziah M.Pd
JUDUL SKRIPSI	: An Analysis of Conversational Implicature Found in Movie
MULAI BIMBINGAN	: 17 April 2020
AKHIR BIMBINGAN	:

NO	TANGGAL	MATERI BIMBINGAN	PARAF
			PEMBIMBING I
1.	17 April 2020	Background of The research, Perbaikan phenomenon	P
2.	21 April 2020	perbaikan Research question 2.	P
3.	28 April 2020	perbaikan Definition of key terms.	P
4.	30 April 2020	perbaikan Theory untuk RA 2 dan tohun Reference	P
5.	5 May 2020	perbaikan dan penambahan previous study.	P
6.	6 Mei 2020	perbaikan Technique collecting Data	P
7.	8 Mei 2020	perbaikan Indicators dan Sub- Indicators classification	P
8.	14 Mei 2020	Table Blue print (Indicators)	P
9.	19 Mei 2020	perbaikan Technique for Analysing Data	P
10.	28 Mei 2020	Perbaikan Research finding and Conclusion Discussion	P
11.	2 June 2020	Perbaikan Conclusion and Suggestion (future research)	P
12.	4 June 2020	Perbaikan Abstract	P

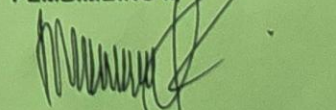
KAMI BERPENDAPAT BAHWA SKRIPSI INI SUDAH
DAPAT DIAJUKAN UJIAN SKRIPSI IAIN CURUP,

PEMBIMBING I,


NIP. 198006072023211011

CURUP, 12 Juni 2020

PEMBIMBING II


NIP. 19940522020122003

- Lembar Depan Kartu Bimbingan Pembimbing I
- Lembar Belakang Kartu Bimbingan Pembimbing II
- Kartu ini harap dibawa pada setiap konsultasi dengan Pembimbing I dan Pembimbing II



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PROGRAM STUDI	: Tadris Bahasa Inggris
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PEMBIMBING I	: Sarwo Edy M.Pd
PEMBIMBING II	: Meli Fauziah M.Pd
JUDUL SKRIPSI	: An Analysis of Conversational Implicature Found in Meme
MULAI BIMBINGAN	: 17 April 2025
AKHIR BIMBINGAN	:

NO	TANGGAL	MATERI BIMBINGAN	PARAF
			PEMBIMBING II
1.	17 April 2025	perbaikan Background (phenomenon of Research).	Meli
2.	21 April 2025	Delimitation of Research	Meli
3.	28 April 2025	perbaikan Research question 2.	Meli
4.	30 April 2025	Theory Pa 2 (perbaikan).	Meli
5.	5 Mei 2025	Penambahan previous study (Pa 2)	Meli
6.	6 Mei 2025	perbaikan Documentation	Meli
7.	9 Mei 2025	perbaikan Document Analysis	Meli
8.	14 Mei 2025	perbaikan Indicators Clarification	Meli
9.	19 Mei 2025	Data Display	Meli
10.	20 Mei 2025	Discussion Pa 2	Meli
11.	2 Juni 2025	Penambahan future researcher	Meli
12.	5 Juni 2025	perbaikan list of Contents and Appendix	Meli

KAMI BERPENDAPAT BAHWA SKRIPSI INI
SUDDAH DAPAT DIAJUKAN UJIAN SKRIPSI IAIN
CURUP

PEMBIMBING I,

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CURUP, 12 Juni202



PEMBIMBING II,





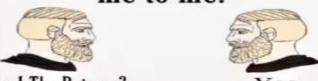
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NIP. 1984052302012025

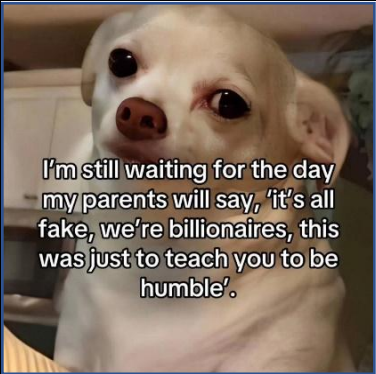


APPENDIX 2
DATA OF CONVERSATIONAL IMPLICATURE




APPENDIX 2




Types of Conversational implicature




No	Meme	Classification of Conversational Implicature		Contexts
		GCI	PCI	
1.			✓	This meme contains Particularized Conversational Implicature because the reader needs knowledge about discussions on pronouns within internet culture as well as a reference to the character Vision in order to understand the meaning behind the meme. Without this knowledge, the interpretation would be literal and miss the implicit meaning.
2.	<p>why would i BUY a weighted blanket when i can sleep with the weight of knowing i will never be enough</p> 		✓	This meme falls under Particularized Conversational Implicature because the meaning is not conveyed literally and requires knowledge of the cultural context, especially understanding the term “weighted blanket” as a sleeping aid popular among urbanites. Viewers should understand that “heavy” is a metaphor for emotional weight, not actual physical weight.


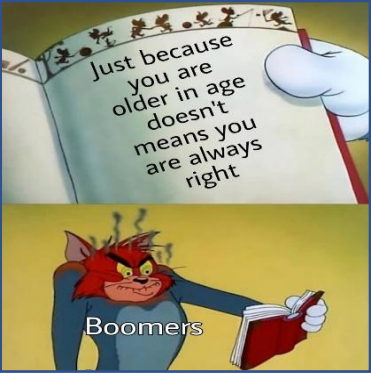

3.			✓	<p>This meme contains Particularized Conversational Implicature because it requires understanding the psychological context and culture of internet humor where self-deprecation is a common joke. The implied meaning that “I’m immune to insults because I insult myself worse” is not said directly but is understood through visuals and text.</p>
4.	<p>Air conditioner then:</p>  <p>I'm over 50 years old, I freeze the room, I have a pigeon living inside me and some missing parts.</p> <p>Air conditioner now:</p>  <p>Mom, there's some dust on my filter, I don't work anymore.</p>		✓	<p>This meme is a Generalized Conversational Implicature because it does not require a specific context to be understood. Many people are familiar with the complaint that old appliances are considered more durable than current products. So, readers will automatically understand the meaning of this meme even without having experienced it firsthand.</p>
5.	<p>I'm going to hang a Batman costume in my closet just to screw with myself when I get Alzheimer's</p>  <p>me to me:</p> 		✓	<p>This meme belongs to particularized conversational implicature, because its implied meaning cannot be directly understood without a certain social context. The reader must understand what Alzheimer's is and its symptoms (especially long-term memory loss), Batman's character as a mysterious hero and secret identity, Internet humor style that often plays with absurdity and “self-deprecating jokes”.</p>




6.			✓	<p>This meme contains particularized conversational implicature because its meaning cannot be directly understood without certain social knowledge. Readers need to understand contexts such as the difficult economic reality, the younger generation's style of humor, and the impropriety of parents pretending to be poor. Without this context, the sentences in the meme seem strange. But for those who understand, this meme subtly satirizes that the expectation of a comfortable life is often unrealistic and only an imaginative escape.</p>
7.			✓	<p>This meme contains particularized implicature because of its implicit meaning, which is a satire on forced labor that cannot be understood without knowing the social context behind it: how questions like “what is your dream job?” have become standard pressure in modern culture, and how many people are fed up with the expectation that life should always be productive.</p>
8.			✓	<p>This meme includes Particularized Conversational Implicature because the reader must understand the irony behind the educational visual style that turns into an insult. Without understanding the internet parody style and dark humor, readers may find this meme offensive or rude. But in the right context, this meme is understood as a humorous way of expressing despair at the pain that keeps appearing without cause.</p>




9.	<p>Me pondering if a joke is worth sleeping on the couch for:</p> 	✓		<p>This meme is a Generalized Conversational Implicature, as its implicit meaning that joking can be risky in relationships can be understood by anyone who has experienced romantic dynamics. No narrow cultural context is needed; it's a universal theme that can be picked up easily.</p>
10.	<p>Me summoning the will to live every monday morning</p> 		✓	<p>This meme is classified as particularized conversational implicature because understanding its implied meaning requires a certain social context, such as experiences at work, school, or other routines that make Monday very difficult. Without such experiences or references, readers may not catch that this meme is ironically satirizing the dynamics of everyday life.</p>
11.	<p>Me recovering from a social event that I only went to for one hour</p> 		✓	<p>This meme is a particularized conversational implicature because its implicit meaning can only be understood if the reader understands the reality of social experiences that drain energy and knows the symbol of Pikachu as a cartoon character who is in a sick condition. Without this background, the meme only appears as a nonsensical exaggerated response.</p>




12.			✓	<p>This meme includes Particularized Conversational Implicature because its meaning is the irony of drunk people who lose control but appear happy, this meme is not explicit and is only understood through the context of drunk culture among young people. According to Grice's theory, particularized conversational implicature arises when the meaning depends on the inference of a particular social situation.</p>
13.			✓	<p>This meme includes Particularized Conversational Implicature because the meaning is confusion due to a logically incorrect statement but confusing, the meaning is not immediately apparent. It takes interpretation to realize the fallacy.</p>
14.	<p>Me, ready to worsen an already tense situation with some unwanted humor</p> 		✓	<p>This meme is a Particularized Conversational Implicature because the meaning is that someone interrupts a serious conversation with inappropriate humor and can be understood if the reader recognizes the social context of the tense situation and the role of the joke in making things worse. The implicature arises from the contrast between the monkey's serious and smiling expressions, as an allusion to out-of-place behavior.</p>




15.			✓	<p>This meme is a Particularized Conversational Implicature because the insinuation that schools care more about image than the victims of bullying is not explicit, but emerges from the contrast of the two panels. This meaning is only understood through the social context of hypocritical practices in educational institutions.</p>
16.			✓	<p>This meme contains particularized conversational implicature because the real meaning cannot be interpreted only from the literal sentence without understanding the context of impulsive human behaviour in speaking. The speaker (represented by the cat) states that he “doesn't think before he speaks,” so the implied meaning is an apology or self-defence for speech that may be hurtful or inappropriate.</p>
17.			✓	<p>This meme includes particularized conversational implicature because the audience has to understand the irony between the playlist title and the content of the song. There is no explicit explanation that “Espresso” is a song that does not fit the theme of “hardcore gym,” so the understanding depends on the audience's cultural knowledge.</p>




18.	<p>Introverts visiting more than two places in a day:</p> 	✓	<p>This meme belongs to Particularized Conversational Implicature because its meaning cannot be understood only from the literal text. Full understanding requires popular culture knowledge of Bilbo Baggins and the psychological context of an introvert. As per Grice's view, Particularized Conversational Implicature arises from the contrast between the visual context of a grand adventure and everyday reality, which forms the implicit meaning that for introverts, a simple activity can feel like a grand mission.</p>
19.		✓	<p>This meme contains Generalized Conversational Implicature because the meaning that age does not always guarantee the truth can be understood without specific context. The implicature arises from a generalized understanding of the dynamics between the older and younger generations, so it is universal and accessible to all readers.</p>
20.	<p>She can't catch you cheating if you don't cheat</p> 	✓	<p>This meme is a Generalized Conversational Implicature because its meaning can be understood without a specific context. The satire of stupid logic wrapped up as wisdom is easily recognizable in general. As per Grice's theory, the implicature arises from the standard inference that the statement is not literal, but an ironic criticism of erroneous ways of thinking.</p>




21.		✓		<p>This meme contains Generalized Conversational Implicature because the meaning is pretending to understand when actually confused. The meaning can be understood without specific context. As per Grice's theory, inference arises from generalized communication principles, where the expression “ohhhhhhhh” is read as a sign of implied ignorance, not actual understanding.</p>
22.	<p>"Yes I'm almost there"</p> 		✓	<p>This meme contains Particularized Conversational Implicature because its meaning can only be understood through visual context. The sentence “Yes I'm almost there” contradicts the picture of the character who is still showering, thus creating the implicature that he is lying. According to Grice's theory, the implied meaning arises from the incongruity between the utterance and the actual situation.</p>
23.	<p>"Harry Potter is better than Lord of the Rings"</p> <p>Me:</p> 	✓		<p>This meme contains Generalized Conversational Implicature because the meaning of the satire against online bigotry can be understood without specific context. The capitalized overreaction indicates anger, and readers automatically infer that this meme is mocking people who are overly emotional in response to differences of opinion.</p>




24.	<p>when ur telling ur grandparents about ur job and they have no clue what ur talking bout but they're supportive</p> 	✓		<p>This meme contains Generalized Conversational Implicature because its meaning can be widely understood. The implicature arises from the grandparents' emotional support despite not understanding the content of the conversation, suggesting that the meaning of communication often lies in intention and social connection, rather than simply information.</p>
25.		✓		<p>This meme is an example of Generalized Conversational Implicature, as readers do not need cultural context or specialized knowledge to understand its implied meaning. Readers with similar digital experience can immediately deduce that the image of the man carrying a large bag is a visual metaphor for “useless digital data loads”, in this case screenshots that are never used. While there is no explicit statement that keeping a lot of screenshots is a waste, readers implicitly understand that this is the main message.</p>
26.	<p>Introverts whenever they get the wrong order</p> 	✓		<p>This meme contains Generalized Conversational Implicature because its meaning is universal. The phrase “Works for me” implies a resigned attitude towards mistakes, not out of agreement, but to avoid conflict, reflecting a compromise for social comfort.</p>



27.		✓	<p>This meme is a Particularized Conversational Implicature because its meaning is only understood through a specific social context. The phrase “it is what it is” implies a typical male resignation to emotional problems. The implicature arises from a critique of gender norms that suppress male psychological expression, and is not apparent in a literal sense without understanding the context.</p>
28.		✓	<p>This meme contains particularized conversational implicature because its implied meaning can only be understood by knowing the social context in which one spends their night for entertainment until dawn, and not just by reading the sentence literally. Without the context of the habit of staying up late and the habit of productive work in the morning, readers may not catch the implication of humour and irony that arises from the comparison.</p>
29.		✓	<p>This meme is a Generalized Conversational Implicature because its meaning is universal and easy to understand. The meme satirizes how thinking in a foreign language is easier than speaking it, without the need for a specific context.</p>

30.	<p>How cinema employees will tell people about the chicken jockey in 10 years</p> 	✓	<p>This meme contains Particularized Conversational Implicature because its meaning depends on specific contexts such as the world of Minecraft and the culture of the gaming community. The implicature arises from the presentation of nostalgic humor that is only understood by those familiar with the “chicken jockey” reference and typical gamer narrative style.</p>
31.	<p>Onions looking at fruits and vegetables that don't fight back when they're cut</p> 	✓	<p>This meme contains Particularized Conversational Implicature because its meaning depends on the cultural context and experience of cutting onions. The phrase “fight back” is metaphorical, insinuating the eye-stinging effect of onions. The implicature is only understood if the reader is familiar with the phenomenon.</p>
32.	<p>Me: That test was so hard Friend: Yeah, especially the back side Me:</p> 	✓	<p>This meme includes particularized conversational implicature because its meaning cannot be understood only from the literal text, but requires a specific social context, namely a written exam situation. The sentence “Yeah, especially the back side” implicitly insinuates the importance of paying attention to both sides of the exam sheet. This implicature is not universal and is only understood by those who are familiar with the exam context. According to Grice's theory, this shows that the implied meaning is highly dependent on the specific context, so it includes particularized conversational implicature.</p>

33.	<p>When your ear randomly pops and your hearing suddenly increases by 45%</p> 		✓	<p>This meme is a particularized conversational implicature because its meaning can only be understood by recognizing the intertextual context: who Daredevil is, his hearing-based abilities, and the phenomenon of “ear popping”. Without basic popular culture and physiological knowledge, the implied meaning will not be understood.</p>
34.	<p>When you learn that this Tom face isn't from any Tom and Jerry cartoon:</p> 		✓	<p>This meme contains particularized conversational implicature because its understanding depends on the specific context: knowledge of Tom's character, the popularity of Tom and Jerry, and awareness that the image used is not from the official cartoon. The meaning of humour and irony emerges through social and cultural inference, not from the literal text.</p>
35.	<p>When u look around during the exam and nobody looks confused.</p> 		✓	<p>This meme includes Particularized Conversational Implicature because the meaning of irony and humour arises from the context of academic culture and social pressure during the exam, not from the literal text. The implicature is the feeling of being left out as the only one who does not understand and can only be understood through knowledge of the exam situation and metaphorical visual expressions, so it is particularized according to Grice's theory.</p>

36.			✓	<p>This meme is a Particularized Conversational Implicature because the implied meaning is that the student's silence is caused by social isolation, not politeness which the meaning is not expressed directly. This implicature can only be understood through the social context of teacher-student relationships and classroom dynamics.</p>
37.			✓	<p>This meme belongs to Particularized Conversational Implicature because the implied meaning that sleep marks the end of fun and the beginning of the burden of life is not conveyed directly. This implicature can only be understood through the context of work culture, the pressures of modern life, and the tendency to sacrifice rest time for entertainment. Since the meaning is highly dependent on the context, this meme is categorized as particularized implicature according to Grice's theory.</p>
38.		✓		<p>This meme contains generalized conversational implicature, as the implied meaning that life is boring when questioned can be understood without specific context. The sentences in the meme are clear enough to convey the general inference that many people go through life mechanically without realizing the lack of fun until forced to reflect on it.</p>



39.	<p>me casually watching the friendship end after bro gets a girlfriend:</p> 	✓		<p>This meme is an example of generalized conversational implicature, as its meaning can be broadly understood without the need for a specific context, just general knowledge about changes in friendship relationships. The sentence used implies a sense of disappointment or resignation to a recurring situation. The word “casually” reinforces the implication that this has happened so often that it is no longer surprising. An implied meaning that arises from the sentence structure, not from a specific context such as the Avengers movie.</p>
40.	<p>Introverts when the elevator doors close before anyone can get on</p> 	✓		<p>This meme is a generalized conversational implicature because its implied meaning can be generally understood without the need for cultural context or another specific knowledge. Anyone who knows the difference between introverts and extroverts will instantly catch the intent of this meme. The meme conveys that “closing the elevator door before anyone else gets in” is not just an ordinary event, but a small moment of victory for introverts who want to avoid social interaction.</p>
41.	<p>When I Go To The Bathroom And Forgot My Phone</p> 	✓		<p>This meme contains Generalized Conversational Implicature because the meaning of humour can be understood without the need for specific context. The implicature that one would feel very bored in a toilet without a cell phone is an assumption that has become common knowledge in digital society. Readers automatically catch the message that cell phone dependency has become commonplace.</p>





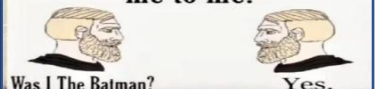
42.	<p>My Kid: "can we go to the park"</p> <p>Me: "tomorrow we can"</p> <p>My Kid: "as soon as i open my eyes"</p> 		✓	<p>This meme contains Particularized Conversational Implicature because its understanding depends on two specific contexts: first, the children's habit of making intense promises. second, the cultural reference from the movie The Lord of the Rings, where the original quote is dramatic. These two contexts combined form a parody that amplifies the humour in the meme.</p>
43.			✓	<p>This meme belongs to Particularized Conversational Implicature because its meaning cannot be understood literally without the social context of how YouTube works and the difference between original creators and reactionary content. The metaphor of "fishing" represents creative endeavour, while "sitting back and reaping the rewards" symbolizes exploitation. The implicature that there is inequality in the digital content industry can only be captured if readers understand the context.</p>


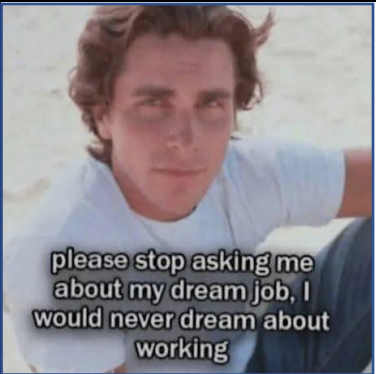
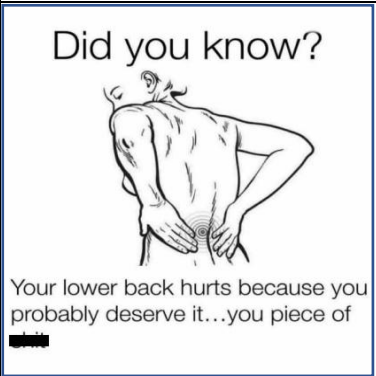
APPENDIX 3
DATA OF COOPERATIVE PRINCIPLE & MAXIMS




APPENDIX 3




Cooperative Principle & Maxim




No	Meme	Classification of Maxim Violated				Contexts
		MQT	MQL	MR	MM	
1.		✓				This meme violates the Maxim of Quantity because the information provided is too brief and symbolic. The audience has to fill in the meaning that is not explicitly said, such as the relationship between gender identity and "cool hat" as a form of blame or satire.
2.	<p>why would i BUY a weighted blanket when i can sleep with the weight of knowing i will never be enough</p> 		✓			This meme also violates the Maxim of Quality because it says something that is literally untrue-no one actually uses psychological weights as a substitute for sleeping devices-but it says it to create a distinctive sarcastic humour effect.


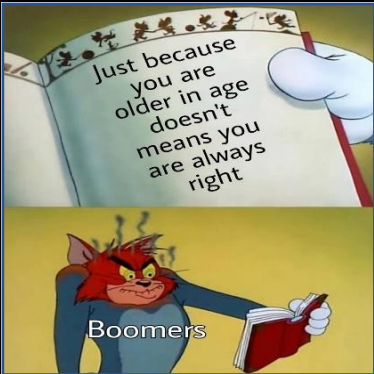

3.		✓					This meme violates the Maxim of Quantity, as it does not explicitly explain the context or emotional background of the character, and instead conveys meaning through minimal visual and textual contrast.
4.	<p>Air conditioner then:</p>  <p>I'm over 50 years old, I freeze the room, I have a pigeon living inside me and some missing parts.</p> <p>Air conditioner now:</p>  <p>Mom, there's some dust on my filter, I don't work anymore.</p>	✓					In this meme, there is a violation of the maxim of quality, namely that the speaker must say the right thing and be supported by evidence. The images and statements in the meme exaggerate the quality of old items (for example, describing an old air conditioner as a super-tough device that can be used as a birdhouse), when in fact not all old products are better than new ones.
5.	<p>I'm going to hang a Batman costume in my closet just to screw with myself when I get Alzheimer's</p>  <p>me to me:</p> 	✓					This meme clearly violates the maxim of quality, as it implies that someone would believe that he is Batman just by looking at his old costume. Logically, this is untrue and unlikely to happen. However, this violation is done for comedic purposes. The humour arises precisely from the unnaturalness that someone would assume he is a superhero. By violating the quality maxim, this meme creates the implicature that: "this can't be true, but it's funny to imagine it as if it were true."



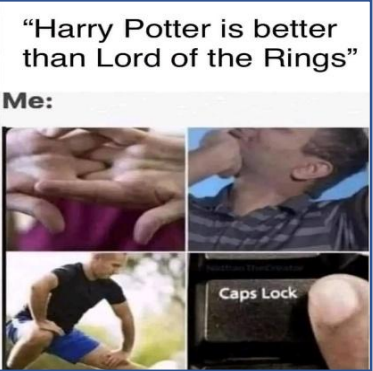
6.			✓			<p>This meme violates the maxim of quality, because the sentence "we're billionaires, this was just to teach you to be humble" is clearly untrue and unfounded. This statement is delivered not to mislead, but to form an implicature that satirizes the difficult reality of life. Humour arises from the contrast between fantasy and reality, so this offense helps the reader understand the speaker's hidden expectations.</p>
7.			✓			<p>This meme violating the maxim of quality. People usually have dream jobs, but the statement "I would never dream about working" contains irony, because everyone needs to work. This meme satirizes the "dream job" culture with irony, where one's self-worth is always linked to employment status.</p>
8.			✓			<p>This meme violates the maxim of quality because the sentence "you probably deserve it" is not based on medical facts and is considered misleading in principle. However, this violation is utilized to form the implicature that the speaker is frustrated with her body and expresses it through self-satire. Humour arises from the contrast between the educative tone and the sarcastically blaming content.</p>




9.	<p>Me pondering if a joke is worth sleeping on the couch for:</p> 	✓				<p>This meme violates the Maxim of Quantity, as it doesn't explain the full content of the joke or the situation. It only says that he is considering. The lack of information makes the reader curious, but it creates an implicature: that this happens often and doesn't need to be explained in detail because everyone has experienced such a dilemma.</p>
10.	<p>Me summoning the will to live every monday morning</p> 				✓	<p>The maxim violation that occurs in this meme is the maxim of manner. Literally, there is no logical connection between performing a power summoning ritual and starting the workday. However, this logical chaos is consciously used to create a humorous effect and form an implicature. The reader understands that the ritual is just an exaggerated symbolization of the severity of starting a Monday, and not something that is actually done.</p>
11.	<p>Me recovering from a social event that I only went to for one hour</p> 		✓			<p>In general, attending a social event for an hour should not cause someone to “die” as illustrated in the meme. The violation of the maxim of quality occurs when the meme describes a phenomenon that is not in line with reality and seems to exaggerate. The creator of the meme wants to show the emotional and mental fatigue caused by social interaction, which is commonly felt by individuals with introverted tendencies or those who experience social exhaustion.</p>




12.		✓				<p>This meme violates the Quantity Maxim because it provides too little information-it only states “heavily drunk” and “smiling for no reason” without the context of the cause or situation. The lack of explanation in the meme is intentionally left for the audience to guess, creating absurd humour while mimicking the incoherent way drunk people communicate. This transgression is precisely the strength of the meme, making it both relatable and funny as it depicts the unpredictable behavior of drunk people.</p>
13.					✓	<p>The maxim that is violated is the maxim of manner, because the statement is delivered in a confusing and unclear way. In Levinson's view, violations of manner are often used to produce a confused and humorous effect, especially in the absurd meme genre that relies on cognitive chaos as the core of humour.</p>
14.	<p>Me, ready to worsen an already tense situation with some unwanted humor</p> 			✓		<p>In this case, this meme violates the maxim of relation because the communicative contribution in the form of humour is irrelevant to the tense situation that is happening. This violation is intentional and becomes a source of humour in the meme, in accordance with the principle explained by Levinson that maxim violation can be used to create certain pragmatic effects.</p>




15.			✓			<p>This meme violates the maxim of quality, because the initial statement "We don't tolerate bullying" is actually untrue in practice. This violation is not a fallacy, but a form of deliberate satire in order for readers to catch the incongruity between discourse and reality, as described in the cooperative principle developed by Levinso.</p>
16.					✓	<p>In this case, the meme violates the maxim of manner because the utterance is ambiguous and unclear if not understood in the context of social behavior. This ambiguity is intentional to trigger humour and reader's self-reflection on similar tendencies in real life.</p>
17.			✓			<p>This meme violates the maxim of relation, as there is an intentional discrepancy between topic and content. This violation aims to create humour through the mismatch between expectation and reality, which is one of the characteristics of implicature in digital humour memes according to Levinson's approach. The violation of the maxim of relevance in this meme is used to create a humorous effect through the incongruity between the text and the image. The skull image serves as a hyperbolic metaphor that illustrates that gym workouts feel "deadly" due to the high intensity, while satirizing the extreme sports lifestyle.</p>




18.	<p>Introverts visiting more than two places in a day:</p> 	✓				<p>This meme consciously violates the Maxim of Quantity by providing excessive information. The phrase "I'm going on an adventure" is used hyperbolically to describe an ordinary activity as something big, this meme is used for satirizing the experience of introverts. In Levinson's view, this violation is not a mistake, but a pragmatic strategy to form the implicature that for some people, even light social activities can feel like a big adventure.</p>
19.				✓		<p>This meme violates the Maxim of Relation because there is no literal relationship between the text and Tom's anger. However, this incongruity is used strategically to form the implicature that Tom represents the older generation who are offended by the views of the younger generation. A critique of the Boomer generation who tend to feel that their opinions are always right just because they are older, when the reality may not be the case. As per Levinson's theory, this violation of relevance creates irony and social criticism of the older generation's resistance to value change.</p>
20.	<p>She can't catch you cheating if you don't cheat</p> 		✓			<p>This meme violates the Maxim of Quality because it conveys a statement that is too literal and seems wise, while in fact it creates irony. This violation is intentional as deliberate flouting to make the reader realize the foolishness of the logic used. As per Levinson's view, this creates an evaluative implicature that criticizes wise-ass expressions with shallow logic.</p>




21.			✓			<p>This meme violates the Maxim of Quality because the utterance of "ohhhhhhhh" implies understanding, when it actually shows pretense. This violation is used to create humour and social reflection, highlighting the habit of hiding ignorance to avoid awkward situations. As per Levinson's theory, it reflects common social hypocrisy and becomes a source of collective humour.</p>
22.	<p>"Yes I'm almost there"</p> 		✓			<p>This meme violates the Maxim of Quality because the character states something that is clearly untrue - claiming to be almost there while still showering. This violation is deliberate flouting to create humour and social satire. As per Levinson, this violation forms an implicature that reflects the society's tolerance for mild lies in everyday communication.</p>
23.	<p>"Harry Potter is better than Lord of the Rings"</p> <p>Me:</p> 				✓	<p>This meme violates the Maxim of Manner because expressions such as clenched fists or capital letters are not clear or regular forms of communication. However, this violation is intentional to convey emotion non-verbally. In Levinson's view, this vagueness shapes implicit meaning and humour, reinforcing the message that fanaticism towards pop culture opinions is something worth laughing at.</p>




24.	<p>when ur telling ur grandparents about ur job and they have no clue what ur talking bout but they're supportive</p> 	✓				<p>This meme violates the Maxim of Quantity because grandparents do not provide enough information. However, this violation is affective, not informative. The images of the chameleon and the gecko looking at the audience attentively show an enthusiastic and supportive attitude. As per Levinson's view, affirmative gestures without understanding form the implicature that empathy and support are more important than the content of the conversation, creating a humorous and touching effect.</p>
25.					✓	<p>This meme violates the Maxim of Manner because it uses an ambiguous visual—a large bag to represent a screenshot file—without a literal explanation. This violation is intentional to form a figurative meaning and create hyperbolic humor that satirizes the habits of smartphone users. As per Levinson, this ambiguity forms implicature through symbolic interpretation.</p>
26.	<p>Introverts whenever they get the wrong order</p> 		✓			<p>This meme violates the Maxim of Quality because the statement "Works for me" does not reflect true feelings. This violation is intentional as a social strategy to avoid discomfort, reflecting the passive communication tendencies of introverted individuals. As per Levinson, this establishes implicature through the discrepancy between speech and reality.</p>



27.				✓		This meme violates the Maxim of Relation because the response "it is what it is" is irrelevant to psychological problems that require professional help. This violation is intentional to establish the implicature that men often avoid emotional discussions, reflecting social norms that suppress psychological expression. As such, this offense becomes a tool to implicitly convey social criticism.
28.				✓		This meme violates the Maxim of Relation because the visuals and text are not literally relevant. However, this incongruity is intentional to highlight the contrast of lifestyles at the same hour, forming an implicature about role disparity and social expectations of maturity.
29.				✓		The violation in this meme occurs in the maxim of manner, which according to Levinson requires speech to be delivered clearly and regularly. The sentence "The English when me talks" is deliberately arranged ungrammatically to create vagueness. This violation becomes a comedic strategy that highlights the difference between passive and active language skills, thus forming the implicature that many people struggle when they have to speak directly.

30.	<p>How cinema employees will tell people about the chicken jockey in 10 years</p> 				✓	<p>This meme violates the maxim of manner because it conveys meaning in an indirect and hyperbolic way. "Chicken jockey" is treated like a creepy legend, when in reality, it's not that important. According to Levinson, this kind of manner violation is common in humour, where a dramatic style of delivery is used for trivial things, creating an ironic effect that invites laughter.</p>
31.	<p>Onions looking at fruits and vegetables that don't fight back when they're cut</p> 		✓			<p>This meme violates the maxim of quality, as it implies that onions have consciousness and can mock other vegetables—a personification that is clearly not true. This violation is intentional to create absurd humour. This meme uses satire to create humour. Onions are portrayed as feeling superior because they are able to make people cry when cut, in contrast to other fruits and vegetables that do not give a reaction. The cat's dismissive expression reinforces the implication that the onion considers the others weak. The punctuation of the word "pathetic" adds a humorous effect.</p>
32.	<p>Me: That test was so hard Friend: Yeah, especially the back side Me:</p> 	✓				<p>This meme violates the Maxim of Quantity because the character "Friend" provides too little information, which only says "especially the back side" without clearly explaining what it means. According to Levinson, a violation occurs when the contribution is insufficient for the needs of communication. This creates ambiguity, as evidenced by the confused reaction of the character "Me" who responds with "the what" and a panicked expression.</p>

33.	<p>When your ear randomly pops and your hearing suddenly increases by 45%</p> 	✓				<p>This meme violates the Maxim of Quantity because it provides excessive information about a simple phenomenon. The claim of a "45%" increase in hearing and the comparison to the character Daredevil is a disproportionate form of hyperbole. This magnification of meaning is deliberately used to create humour through the violation of the principle of information adequacy.</p>
34.	<p>When you learn that this Tom face isn't from any Tom and Jerry cartoon:</p> 	✓				<p>This meme violates the Maxim of Quality, as it exposes the erroneous popular belief that Tom's facial expressions are from the original series. By exposing facts to the contrary, this meme elicits surprise and humour from the violation of a belief that has gone unquestioned.</p>
35.	<p>When u look around during the exam and nobody looks confused.</p> 				✓	<p>This meme violates the Maxim of Manner because it presents the meaning ambiguously. The statement "nobody looks confused" is juxtaposed with a crying expression, forcing the reader to interpret the hidden meaning that the character is actually panicking about being left behind. This ambiguity is used as a strategy for humour and conveying implicit meaning.</p>

36.				✓		This meme violates the Maxim of Relation because it contains a mismatch between the teacher's praise and the student's reality. The misperception creates an intentional violation of relevance to build irony and humour effects.
37.			✓			A violation of the maxim of quality occurs in this meme. The logic of sleeping = losing time is actually irrational. This meme is a satire on the behaviour of staying up late for no apparent reason (free time). The humour comes from the dramatized message ("tomorrow will start" as a threat) accompanied by the crying character's expression.
38.				✓		This meme violates the maxim of manner, especially the avoid obscurity of expression aspect, because it conveys an emotional message indirectly. The neutral sentence is contrasted with an image of a man crying dramatically, creating a mismatch in delivery style. This ambiguity encourages the reader to search for the implied meaning, thus forming a strong implicature.

39.	<p>me casually watching the friendship end after bro gets a girlfriend:</p> 			✓	<p>This meme violates the Maxim of Manner, specifically in terms of clarity and indirectness. Thanos' flat expression and neutral statements hide his true emotions, leaving the reader to infer pain or disappointment on their own. This violation is intentional to create an ironic effect, as if the narrator appears calm when he is insinuating or conveying loss by implication.</p>
40.	<p>Introverts when the elevator doors close before anyone can get on</p> 			✓	<p>This meme violates the maxim of manner because it is not delivered in a straightforward way. Instead of saying directly that "introverts like not having to be with other people", the meme conveys the message through facial expressions and situations that symbolically represent the feeling. Ambiguity in visuals (relieved expressions) without direct narration becomes the main strategy in creating the effect of humour and light satire.</p>
41.	<p>When I Go To The Bathroom And Forgot My Phone</p> 			✓	<p>A violation of the maxim of relation occurs in this meme. Reading the label of the toilet cleaner is irrelevant to the need for entertainment, but is done because there is no alternative. This meme is a satire on modern man's dependence on cell phones, even in moments that were once considered quiet (in the bathroom). The humour is created by the absurdity of everyday experiences, spiced up by Squidward's expression of looking lethargic because he is only holding a toilet cleaner, not a cell phone.</p>

42.	<p>My Kid: "can we go to the park"</p> <p>Me: "tomorrow we can"</p> <p>My Kid: "as soon as i open my eyes"</p> 			✓		<p>This meme violates the maxim of relation. Literally, the image of Aragorn calling for the fulfilment of the oath has no direct relation to the context of the invitation to the garden. However, because it is creatively paired with the narrative above, the image becomes "relevant" in an ironic and humoristic way. This violation is intentional to create tension between literal expectation and comical reality.</p>
43.				✓		<p>This meme violates the Maxim of Relation, as there is no explicit explanation between the literal action (fishing and taking fish) and the social criticism. Instead of stating that YouTubers are reacting for profit without any creative contribution, the meme implies it through a visual metaphor. This violation of relevance is used strategically for the reader to infer the relationship between the metaphor and reality on their own.</p>

Note: Yellow colour is improvements from rater

APPENDIX 4
VALIDATION LETTER

Appendix 4

Correction Feedback:

1. Consistency in Classifying maxims violations

Some data regarding maxims violations were re-evaluated to ensure that the classifications actually fit the categories established by Levinson.

Suggestion: Revalidate each data point to avoid misclassification.

2. Data Validation and Additions

Some of the appropriate maxim's violations require further validation, especially in the addition of contexts that are still lacking.

Suggestion: Conduct a thorough review to ensure the context of the data is more detailed.

General Conclusion and Recommendations:

- ✓ Maxim's violations that occur in memes must be accurately classified according to the theory and context to ensure clarity and consistency in analysis.
- ✓ Comprehensive data validation is essential to improve the accuracy and consistency of research findings.

The raw data has been reviewed and corrected by the assessor to ensure the accuracy and consistency of the classification of conversational implicature and cooperative principle & maxim. The feedback provided focused on refining the categorization of cooperative principle & maxim based on Levinson's theory. The aim is to improve the accuracy of cooperative principle & maxim identification in *An Analysis of Conversational Implicature Found in Know Your Meme*. At this stage, it seems that the data for the types of conversational implicature along with the context description are appropriate, hence there is no need for adjustment.

VALIDATION LETTER

After verifying the documents' analysis that will be used in the research entitled "**An Analysis of Conversational Implicature Found in Know Your Meme.**" arranged by :

Name : Decki Perliansyah

NIM : 21551011

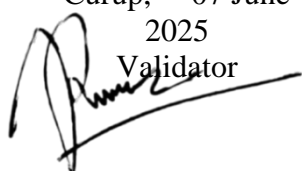
Study Program : English Study Program (TBI)

Faculty : Tarbiyah

With my undersigned :

Name : Abd. Rahman Zain, M. Li.

Position : Researcher in Linguistics

Curup, 07 June
2025
Validator


Abd. Rahman
Zain, M. Li.