

Flouting of Gricean Maxims and Conversational Implicature in the Podcast Rio Meets Cristiano Ronaldo

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ABSTRACT

Conversational implicature, as defined by Grice (1975), denotes a speaker's intended meaning that is conveyed implicitly, rather than explicitly, and must be derived by the recipient. Speakers often utilize oblique language, humour, exaggeration, or selective information in podcast interviews. Rio Meets Cristiano Ronaldo audio verbal implicatures are the focus of this investigation. Grice's Cooperative Principle and the four conversational maxims of quality, quantity, relation, and manner are used to discover maxim breaches that cause implicatures. This study used qualitative descriptive methods. Data collection involved transcribing a 42-minute YouTube audio video, identifying statements with implicit meanings, and evaluating them with the pragmatic identification method established by Sudaryanto (2015). Nine utterances had conversational implicatures, with Maxims of Quality and Quantity breaches dominating. In interviews with public personalities, conversational implicature appears to be crucial to meaning creation, indirect expressing of opinions, and media discourse civility.

Keyword: Conventional Implicature; Gricean Maxims

INTRODUCTION

Language may be utilized in several contexts, including written and spoken forms. emphasize the importance of language in written and oral communication. When interacting with others, humans often employ spoken language to foster effective communication (Marlisa & Hidayat, 2020). However, speakers occasionally deviate from this principle, either unintentionally or deliberately, leading to what is known in pragmatics as maxim flouting or violations (Gustary & Anggraini, 2021). Language is not only a tool for conveying literal meaning but also for expressing implicit intent.

In spoken interactions such as podcasts, speakers often rely on implicatures to enrich communication. Implicature refers to a hidden message in a voice or expression. Any meaning conveyed indirectly or through instructions and understood implicitly rather than explicitly. According to Sofyan et al. (2022), Implicature is about parts of what a speaker means that aren't directly said but are still understood by the other person. The examination of conversational implicature

has historically held a pivotal role in pragmatics due to its presentation of conceptual and methodological difficulties concerning the differentiation between literal meaning and inferred meaning in quotidian interactions.

Another related issue is the degree to which phrase context effects what is communicated. Grice developed an extremely significant framework for explaining and interpreting conversational implicature. Central to this idea are the Cooperative Principle (CP) and associated maxims. Emergence, ambiguity, conflict, and speaker role are all issues that principle-based theories must address. Important aspects of the Cooperative Principle, including non-separability, cancelability, and calculability, are helpful standards for examining the different kinds of implicature that occur in discourse (Elsheikh & Musa, 2022). Language is the major medium by which humans' express messages and connect with one another (Akhmad Sofyan et al., 2022).

One of the branches of linguistics that studies language in relation to communication is pragmatics (Nadar, 2008). Thus, it can be understood that pragmatics allows us to explore many aspects related to language. In pragmatics, the concept of conventional implicature is critical to understanding how meaning is transferred beyond literal word interpretation. A conventional implicature is a non-truth-conditional component of meaning that is connected to the usual meaning of particular words or linguistic phrases. It was first used by philosopher Paul Grice.

The suggested meaning in a discussion is also known as conversational implicature. Conversational implicature occurs when a speaker means something other than what he says in a conversation. asserts that conversational implicature happens when the speaker's meaning is not included in the literal content of the statement (Nurhidayah et al., 2021). The implicature could just add something to the debate. Conversational implicatures are classified into two types: generalised conversational implicatures (GCIs), which occur without reference to or require no specific background knowledge in the context to determine the additional meaning conveyed (Yule, 1996:41), and specialised conversational implicatures (PCIs), which require inference or specific background knowledge to understand the context.

Pragmatics is a field of linguistics that stresses the significance of context in deciphering utterances, including tone, gestures, cultural norms, and language use contexts in addition to literal words (Reza et al., 2025). Understanding pragmatics is vital for interpreting complex talks. In accordance with this, (Grice, 1975) proposed the cooperative principle, which asserts that conversation participants collaborate to accomplish effective communication by adhering to conversational maxims. Adherence to these principles reduces misunderstandings and facilitates the exchange of information and social connections (Yulianti et al., 2022). However, ignoring maxims might lead to conversational implicatures (Grice, 1975)

Sports-related podcasts, especially those that include casual interviews with well-known athletes, have received comparatively little scholarly attention, even though a lot of research on conversational implicature has concentrated on movies, TV interviews, political speeches, and classroom discourse. This disparity is significant because, in contrast to other media genres, sports podcasts blend professional identities, personal narratives, humour, and impromptu interactions in a casual, conversational setting. To express personal opinions, establish rapport, or highlight life experiences, speakers are frequently encouraged to break Gricean conversational maxims under such circumstances, which produces rich pragmatic meanings (Aditama et al., 2025).

The semi-formal interview format of the podcast "Rio Meets Cristiano Ronaldo," which promotes organic, unscripted conversation, and the high-profile status of the participants make it an intriguing case study. Analyzing conversational implicature in this setting broadens the scope of pragmatic research beyond traditional entertainment and political media by providing insightful information about how implicit meanings are constructed in sports media discourse. To better understand how implicit meanings function in modern sports-related spoken media, this study intends to identify and analyze the various conversational implicatures that appear through Gricean maxim violations in the podcast "Rio Meets Cristiano Ronaldo."

LITERATURE REVIEW

Implicature

When learning a language, we frequently hear utterances. Utterances are words pronounced by the speaker. Utterances contain meaning, both explicit and implicit. Implications refer to literal meanings, whereas implicatures refer to implicit meanings (Sudrajat et al., 2024). In this study, implicature will be examined as a discourse aspect. The interlocutor must interpret the utterance to determine the speaker's intention. Along with diction, presuppositions, speech acts, and elements of discourse structure, pragmatics also discusses implication. The verb imply is derived from "to imply," and the noun is "implicature." This verb is derived from the Latin verb "plicare," meaning "to fold." Therefore, you must unfold it to understand what is folded or stored. The interlocutor must always interpret the utterance to comprehend the speaker's intention (Ernawati, 2022).

According to Sudrajat et al., (2024), implicature explains how speakers can communicate meanings that go beyond the literal interpretation of their words. It refines, enriches, or extends the surface meaning of an utterance, allowing listeners to infer what is not explicitly said. Implicature, therefore, forms part of the speaker's intended meaning, but not part of the literal sentence content. According to Qasim & Younus, (2022) defines implicature as a meaning that is expressed but not stated directly. The listener must conduct a thorough interpretation to comprehend the speaker's intended meaning because a speaker's utterance frequently contains meanings that extend beyond its literal meaning.

(Grice, 1975) introduced the theory of conversational implicature as part of his Cooperative Principle, which explains how speakers and listeners work together to achieve effective communication. Grice proposed four conversational maxims: quality, quantity, relation, and manner that guide cooperative interaction. When a speaker intentionally violates one of these maxims, listeners infer an additional layer of meaning, known as conversational implicature. Additionally, according to Grice, who was cited by (Levinson, 1983) "The term Implicature is a general term used to contrast what is said or expressed by the truth conditions of an expression and to infer all kinds of intelligible pragmatic (non-truth-conditional) inferences

Conversational Implicature

Understanding the circumstances or context surrounding an utterance is critical for understanding the meaning of a statement, as a sentence in a discussion might have multiple interpretations (Cristina & Afriana, 2021). According to (Grice, 1975), contributions are required in the process of transferring information to produce effective communication. developed this policy, which he dubbed the cooperation principle. According to (Grice, 1975), effective communication requires participation from both the speaker and the listener. There are four sub-principles inside the cooperation principle. The cooperation principle encompasses the following maxims: quality, quantity, relation, and attitude.

According to (Dien Afni Ariyati, 2025), conversational implicature refers to the assumptions listeners must make about a speaker's beliefs to comprehend their comments. To explain how people successfully understand each other in conversation, H. P. Grice (1975) proposed the Cooperative Principle. This principle states that speakers and listeners implicitly agree to cooperate for effective communication. This cooperation is guided by four "rules" known as maxims: the Maxim of Quantity (provide the right amount of information), the Maxim of Quality (be truthful), the Maxim of Relation (remain relevant), and the Maxim of Manner (be clear and orderly). However, the most interesting part is when speakers appear to violate these rules. When a maxim is violated, the listener assumes that the speaker is still cooperating and must infer the hidden, implied meaning. This implied meaning is called conversational implicature. For example,

Seya : You appear to have purchased milk and bananas.

Tria : Well, I did purchase milk.

Tria violates the Maxim of Quantity by not mentioning bananas. Seya then infers the implicature: Tria did not buy bananas.

According to (Grice, 1975) there are two types of conversational implicature: specific and general. Specific conversational implicatures depend on relevant specifics, while general conversational implicatures are more controversial but also more useful for philosophical purposes because they are the implicatures that an expression would carry within a particular framework. (Yule, 1996) offers a comprehensive explanation of Grice's theory of implicature and its main

differences. Grice (1975) and later (Yule, 1996) distinguish between two main types of conversational implicature:

a. Generalized Conversational Implicatures

Generalized implicature occurs when an implied meaning can be inferred without specific contextual information. (Levinson, 1983) explains that these implicatures arise from general expectations about communication. For example, the statement "Some students passed the exam" generally implies that not all students passed an inference drawn from linguistic convention, rather than situation-specific cues (Firdaus & Satria, 2025)

b. Particularized Conversational Implicatures

On the other hand, particular implicatures are highly context dependent. Levinson (1983) notes that understanding these implications requires awareness of the specific situation. For example, if someone says, "I have to work," in response to the question "Are you coming to the party?", the listener infers that the person cannot attend. (Yule, 2006) and (Yulianti et al., 2022) further emphasize that implicatures rely on situational and cultural knowledge, allowing for nuanced communication such as irony, metaphor, or indirect rejection.

Conversational Implicature in Media Discourse

Conversational implicature plays a crucial role in media discourse, where speakers such as journalists, celebrities, or politicians communicate strategically to influence audiences. (Rahmawati et al., 2022) observe that in advertisements and public service messages, implicature allows creators to convey persuasive meanings indirectly, making messages more acceptable and engaging. Similarly, (Hastuti & Rohmadi, 2024) note that implicature enables speakers to express opinions or criticism politely, allowing the audience to infer the intended message from context. (Khairat, 2020) found that in political media, speakers often use indirect language to criticize opponents or emphasize values such as honesty or fairness without explicitly attacking others. This indirectness maintains politeness while achieving persuasive goals.

However, previous studies have primarily focused on political debates, advertisements, or film dialogues, leaving a gap in the analysis of sports-related media, particularly celebrity or athlete interviews and podcasts. These contexts often feature spontaneous, unscripted conversations, where implicatures reveal the speaker's attitude, humour, or self-presentation. Therefore, this analysis contributes to this gap by examining conversational implicatures in sports podcasts, such as "Rio Meets Cristiano Ronaldo."

METHOD

Design and Sample

This study employed a qualitative descriptive research design. According to Sugiyono (2011), qualitative research focuses on descriptive and contextual data rather than numerical data. This approach was selected because the data analyzed in this study consist of spoken utterances and implied meanings found in a podcast conversation. The qualitative descriptive method allows the researcher to describe, interpret, and analyze conversational implicatures based on Grice's (1975) theory of the Cooperative Principle and conversational maxims. The sample of this study was taken from a YouTube podcast entitled Rio Meets Cristiano Ronaldo. The podcast features a semi-formal interview between Rio Ferdinand and Cristiano Ronaldo. The total duration of the analyzed podcast was approximately 17 minutes. The object of the research was utterances containing conversational implicatures produced by both speakers. Only utterances that violated one or more of Grice's maxims and generated implied meanings were selected as the research data. The selection was based on the relevance of the utterances to the research objectives rather than the frequency of occurrence or speaker role. The podcast was chosen because it represents spontaneous and unscripted spoken interaction, allowing natural use of indirect language, humor, exaggeration, and implicit meaning. The interaction between two well-known public figures also provides rich pragmatic data related to media discourse.

Instrument and Procedures

The main research instrument in this study was the researcher. The researcher functioned as the primary tool for observing, transcribing, identifying, and interpreting conversational implicatures in the podcast data. Supporting instruments included the YouTube video recording of the podcast, transcription sheets, and data coding tables. Data collection was conducted through documentary and discourse analysis techniques. First, the researcher downloaded and repeatedly watched the selected podcast video to become familiar with the conversation and its context. Second, the entire dialogue was transcribed verbatim. The transcription process focused on accurately capturing lexical content, pauses, emphasis, and intonation that were relevant for interpreting implied meaning.

After transcription, a note-taking technique was applied to identify utterances that potentially contained conversational implicatures. Each selected utterance was labeled with a timestamp, speaker identity, and preliminary notes on possible maxim violations. The inclusion criteria for data selection were: (1) the utterance shows flouting or violation of Grice's conversational maxims, and (2) the utterance produces meaning beyond its literal interpretation. The identified data were then organized systematically in a data table to facilitate further analysis and classification.

Data Analysis

Data analysis followed the pragmatic identity method proposed by Sudaryanto (2015). The analysis consisted of three main stages: data reduction, data display,

and conclusion drawing. In the data reduction stage, the researcher filtered the transcribed data by selecting only utterances that contained conversational implicatures. Utterances that did not show maxim violations or implied meanings were excluded to ensure analytical focus. In the data display stage, the selected utterances were organized and categorized based on the type of conversational implicature (generalized, particularized, and conventional) and the type of maxim violated (Quality, Quantity, Relation, and Manner). Each utterance was coded using a consistent format that included timestamp, speaker, utterance, violated maxim, type of implicature, and inferred meaning. In the conclusion drawing stage, the researcher interpreted the patterns of implicature usage and identified dominant maxim violations. The findings were then discussed in relation to Grice's theory and previous studies on conversational implicature in media discourse. This process ensured that interpretations were grounded in theoretical principles and supported by contextual evidence from the data.

RESULT AND DISCUSSION

Based on an analysis of the Rio Meets Cristiano Ronaldo podcast, researchers identified nine utterances containing conversational implicatures. These implicatures are divided into three main types:

- 1 Specific Conversational Implicature
- 2 General Conversational Implicature
- 3 Conventional Implicature

Due to situational context, shared background knowledge, and speaker relationship, most of the data are conversational implicatures. These consequences result from ignoring Grice's conversational maxims, especially Quality, Quantity, and Relation.

Data 1

[01:45]

Rio: Rang me at 1AM my wife wanted to kill me!

In the above utterance, Rio says, "Rio's wife doesn't really want to kill him," conveying an implied meaning that can only be understood with context. Calling at 1 am is usually annoying, so your partner may feel annoyed. This is a specialized conversational implicature, the expression "Want to kill me" is an exaggeration and is used humorously to show how upset someone is. This includes conversational implicatures which are specific because their meaning depends on the situation. This sentence violates the Maxim of Quality (because it is not literally true) and the Maxim of Relation (because it exaggerates for humour), so the listener must interpret the actual meaning through the inference of the utterance.

Data 2

[02:00-02:30]

Rio: You sounded so happy. But then things turned sour. Do you feel you've been *proven right* in what you said in the interview when you left?

Cristiano: To prove that I'm right or wrong is not my issue anymore. I said what I had to say. It's done. But I love Manchester United. I wish them the best. When I came back, I was very happy. *I had a great season I scored 37 goals.* I was third top scorer in the league.

In the above statement, Ronaldo did not directly answer Rio's question about whether he felt "Proven Right" after leaving the club. Instead, he provides the score as additional information. This information allows the listener to infer a deeper meaning, namely "My appearance has proven my truth." Ronaldo does not say it explicitly, but because he provides more information than necessary, the listener assumes there is an implied meaning. This occurs because the Maxim of Quantity is violated. Ronaldo provides more detail, so the listener assumes there is an additional message being conveyed.

Data 3

[02:15]

Cristiano: To prove that I'm right or wrong is not my issue *anymore*.

In the above utterance, Ronaldo's usage of the term "*anymore*" communicates additional meaning without requiring specific context. Conventional implicature holds that meaning is intrinsic to some words or language expressions rather than being a component of a sentence's truth value. When he states, "it's not my business anymore," the listener can tell right away that it used to be an issue for him. This happens not because of the conversational context, but rather because the word "again" already has the additional meaning connected to it. Because the suggested meaning is derived from a specific word rather than from extra information given in the discourse, this is known as conventional implicature.

Data 4

[03:00]

Cristiano: *But Manchester needs to rebuild.* The coach said they couldn't compete. If you are a Man United coach, you can't say that. You must try. *The standards have gone down.* They need to change.

The above statement avoids direct blame, but the criticism is clear. Cristiano violates the Maxim of Etiquette by speaking vaguely and indirectly, which forces the listener to conclude that he sees problems in the club's management or structure. This indirect communication both addresses the criticism and conveys a powerful message. Its implications depend on the audience's understanding of Manchester United's situation at the time.

Data 5

[05:20]

Cristiano: *You can't rebuild a club with only office people.* Football doesn't work like that. People who understand football are the ones who were in the dressing room.

The above utterance provides an indirect critique of the club's leadership. Cristiano doesn't directly name who is responsible, but the listener naturally infers that he believes the club lacks experienced decision-makers in the world of football. This violates the Maxim of Quantity because he omits some unstated information and expects the listener to fill in the gaps. This implicature stems from a shared understanding that football clubs need football experts, not just administrative staff.

Data 6

[09:50]

Cristiano: I'm not the same player from 10 years ago just like you're not!

The statement above is deliberately exaggerated. Ronaldo violates the Maxim of Quality (not speaking literally) and uses humour to convey the shared reality that both have aged. The meaning is not literal but rather implied he is joking that Rio is also experiencing decline as he gets older. The humour relies on shared background knowledge about aging and the decline of professional athletic performance.

Data 7

[13:10]

Cristiano: Big pressure. Most expensive player. Spanish media, big egos in the dressing room. But I believed in myself.

The above utterance doesn't directly address the question about pressure. Instead, Cristiano responded by talking about his self-confidence, which violates the Maxim of Relation. The listener must infer the implicit message that the pressure is indeed high, but he overcomes it with confidence in his abilities. This implicature stems from an understanding of how elite athletes respond to challenging environments, and confidence serves as an implicit acknowledgment of the intensity of the situation.

Data 8

[22:10]

Ronaldo: "Everywhere. Even paddle in the Red Sea with my kids. *If I lose, I don't talk to them for a day!* They get mad just like me."

The above statement is intentionally exaggerated for humour. Cristiano violates the Maxim of Quality because he clearly doesn't mean it literally. Instead, he uses exaggerated words to show how competitive he is, even in casual play with his children. The implication is that his competitiveness is part of his personality. This relies on shared social knowledge about how jokes and exaggerations are acceptable in a family environment.

This study indicated that conversational implicature, particularly context- and background-based implicature, is used in the Rio Meets Cristiano Ronaldo podcast.

Because the podcast isn't scripted, the hosts typically show what they mean instead of saying it. This backs with past research that showed implicature is common in spoken interactions, although it only looks at a sports podcast instead of political discussions, commercials, or movies. This podcast employs implicature to softly share ideas, make fun of people, and exhibit Cristiano Ronaldo's confidence and competitiveness. This study only looked at one episode of a podcast and focused on spoken words. As a result, the findings do not apply to all sports podcasts and do not include body language or facial expressions. This study demonstrates that Grice's theory may elucidate contemporary media and that podcasts serve as a valuable resource for pragmatics research.

CONCLUSION

The researcher collected nine statements with suggested meanings that were not explicitly stated. Speakers Rio and Cristiano repeatedly broke Grice's conversational maxims, such as Quantity, Quality, Relation, and Manner, which led to these implications. In situations like jokes, exaggerations, indirect responses, and selective information, both speakers communicated messages that listeners had to evaluate based on context. Some implicatures were basic and simple to understand, while others were more particular and reliant on the conversational context. In general, our data show that conversational implicatures contribute to the expressiveness, comedy, emotionality, and meaning of podcasts. They also show how popular figures, such as Cristiano Ronaldo, employ oblique language to express criticism, emphasize events, and shape their self-image without explicitly declaring everything. This demonstrates how speakers can communicate literally and emphasizes the significance of context in comprehending real-life communication, particularly in media contexts such as interviews and podcasting.

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