

**ANALYSIS OF IMPLICATURES IN
DENNY SUMARGO'S YOUTUBE PODCAST
“DOKTER BOLEH PERKAYA DIRI,
DOKTER KOK JUALAN? MANA ETIKNYA?”**

THESIS

*Submitted to complete the requirements for a degree of
“Sarjana Pendidikan”*



by:

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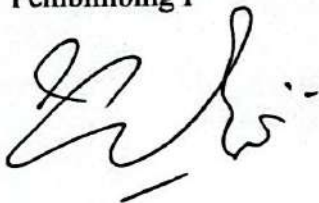
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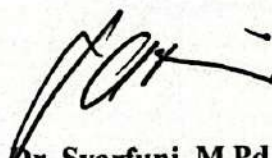
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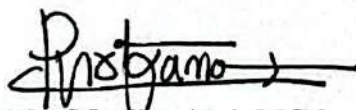
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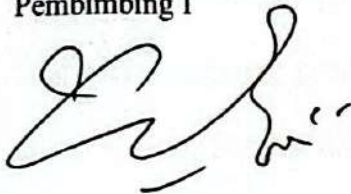
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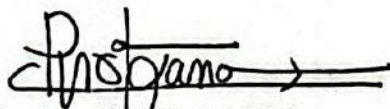
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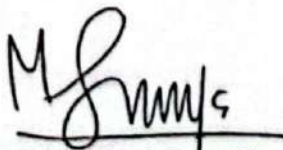
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Banda Aceh, August 24th 2025



Muhammad Saifullah

ABSTRACT

Muhammad Saryulis. 2025. Analysis of Implicatures in Denny Sumargo's Youtube Podcast "*Dokter Boleh Perkaya Diri, Dokter Kok Jualan? Mana Etiknya?*". Thesis, English Education Department, Faculty of Teacher Training and Education. Advisor I: Mulyani, M.Pd., M.TESOL, Advisor II: Dr. Syarfuni, M.Pd.

This study investigates the implicature meanings of phrases used in the podcast video "*Dokter Boleh Perkaya Diri, Dokter Kok Jualan? Mana Etiknya?*" on Denny Sumargo's YouTube channel. Using a qualitative descriptive design, the data consist of utterances containing implicature phrases, collected through transcription sheets and analyzed using a coding and categorization framework. The findings reveal that conversational implicature, particularly particularized implicature, is the most dominant type, showing meanings largely depend on context and shared knowledge. Among Grice's conversational maxims, quality is most frequently applied, followed by Relation, Manner, and Quantity, reflecting the speakers' efforts to provide honest, relevant, clear, and informative contributions. The representative function predominates, conveying opinions, beliefs, and facts to defend doctors' ethical positions, while directive and expressive functions appear in appeals and emotional responses. No commissive or declarative functions are identified. Overall, the implicatures in this podcast clarify perspectives and address ethical issues in the medical profession within societal and economic contexts.

Keywords: Implicature, Podcast Analysis, Podcast Video

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