

CHAPTER I

INTRODUCTION

1.1 Background of Study

In this modern era of technology, the process of transferring information has become significantly easier and more efficient for humans. Advanced technological developments, particularly in the realm of communication, have provided a platform for individuals to express themselves and share their thoughts with a global audience. Through various digital media, such as social networking sites, streaming platforms, and podcasts, people now have the ability to engage in conversations and deliver messages that can be accessed and heard by anyone around the world (Sachs and Mchaney, 2016). This evolution in communication has not only bridged geographical boundaries but has also revolutionized the way ideas and knowledge are exchanged on a global scale.

Communication plays a fundamental role in human interaction, serving as a bridge for sharing ideas, emotions, and information. As the primary medium of communication, language functions not only as a tool for conveying words but also as a carrier of deeper meanings, intentions, and cultural values. Through language, individuals can express complex thoughts and ideas, fostering mutual understanding and connection (Siegel, 2020). However, the process of communication is not always straightforward, as the meaning of a message often depends on context, tone, and the shared knowledge between the speaker and the listener.

One of the core elements in language that reflects this complexity is implicature, which means an implicit way of conveying meaning beyond the literal interpretation of words (Harsa, 2024). Implicature allows speakers to communicate subtle messages or intentions that may not be explicitly stated but can be inferred by attentive listeners. Understanding these nuances is essential in deciphering the speaker's true meaning and intent. This dynamic interplay between language, communication, and meaning is particularly interesting when analyzed in specific contexts, such as digital media or conversational platforms like podcasts, where spoken language and its implied meanings play a central role in delivering impactful messages.

In communication, the concept of meaning stands out as one of the most fascinating aspects of language. While certain messages are conveyed in a clear and direct manner, others depend on indirect or implied meanings that are not explicitly stated. These implied meanings, known as implicatures, arise when speakers communicate ideas by relying on context, tone, and shared knowledge with their audience rather than directly expressing their intentions. In essence, implicatures enable speakers to convey underlying messages subtly, using hints and indirect cues. This makes implicatures essential for grasping the nuances of language, as they reveal the deeper intentions of the speaker and add layers of depth to the communicative process (Siregar et. al., 2024).

Implicature plays a vital role not only in casual, everyday conversations but also in more formal and structured forms of communication, such as public speeches, literary works, and digital media content. By recognizing and

interpreting implicatures, listeners are better equipped to uncover the deeper meanings behind spoken or written language, allowing them to move beyond the literal surface of the words. This capacity to grasp implicit meanings enhances the communicative experience, making it more engaging and meaningful (Puri and Baskara, 2023). Furthermore, implicature serves as a crucial tool for analyzing how language operates in various contexts, particularly in settings where messages are intentionally designed to appeal to and resonate with diverse audiences.

Digital media, including social networks, streaming services, and podcasts, have become popular mediums for sharing information and engaging in meaningful conversations. Among these, podcasts stand out as a unique platform where individuals can discuss a wide range of topics, often in a casual yet impactful manner. Podcasts have become a space for storytelling, debate, and the exchange of ideas, attracting audiences from diverse backgrounds (Nee and Santana, 2022). Podcasts provide an opportunity to delve into various topics in depth, while making it easier for listeners to obtain information more flexibly.

Podcasts offer two types of playback: on-demand and broadcasting (Purba, 2020). Listeners are drawn to this content due to the relaxed nature of the discussions presented. Many influencers and celebrities who have experienced a decline in their careers turn to creating podcasts, often inviting guests who are currently trending or widely talked about, as well as celebrities who are the talk of the internet. Podcasts cover a wide range of topics, from education to entertainment, and much more. They can be accessed through apps like Apple Podcast for iOS, and Spotify, which can be downloaded from various apps on the

Play Store for Android. However, the podcasts featured in this study are those that have gained popularity on YouTube. This video platform was founded by Chad Hurley, Steve Chen, and Jawed Karim, and was later acquired by Google in 2006 for \$1.65 billion, continuing to grow rapidly ever since (Jordan, 2024).

The podcast market in Indonesia has seen remarkable growth, making it one of the largest podcast audiences globally. According to GlobalWebIndex, 35.6% of internet users in Indonesia between the ages of 16 to 64 listen to podcasts regularly, placing Indonesia as the second-largest market after Brazil. This surge in popularity is driven by a diverse range of podcast genres, including comedy, horror, and religious content. In addition to global platforms like Spotify and Apple Podcasts, local apps such as Noice have seen significant growth, boasting over 5 million active users. These platforms offer a variety of genres, including entertainment, business, and family content, further expanding the reach of podcasts across different demographics.

Amid this growth, YouTube podcasts, particularly those hosted by prominent figures like Denny Sumargo, have garnered significant attention in Indonesian. Denny Sumargo's YouTube channel, "*CURHAT BANG Denny Sumargo*," has amassed approximately 7.37 million subscribers and over 1.33 billion total video views. The channel features engaging discussions with celebrities and influencers, covering a wide array of topics that resonate with Indonesian audiences. The easy accessibility and broad reach of YouTube have made it a preferred medium for many Indonesians to consume podcasts, with Denny Sumargo's show tapping into the public's interest in trending topics.

In Denny Sumargo's podcast videos, there are often words or phrases that carry meanings different from what is explicitly stated by either Denny or the invited guests. This phenomenon is closely related to implicature, a concept in pragmatics that refers to the implied meaning of an utterance beyond its literal interpretation. One of the podcast videos that presents such linguistic phenomena is titled "*Dokter Boleh Perkaya Diri, Dokter Kok Jualan? Mana Etiknya?*", which means "Doctors Can Enrich Themselves, But Doctors Selling? Where's the Ethics?", where the guest is Dr. Tirta.

Dr. Tirta is a well-known doctor, entrepreneur, and influencer in Indonesia who actively engages in public health education. Aside from his profession as a doctor, he frequently discusses social, health, and business issues through social media. In this particular podcast episode, Denny Sumargo and Dr. Tirta engage in a discussion about the ethical aspects of doctors engaging in business. They explore public perceptions regarding whether doctors should only focus on their medical practice or if they are also entitled to seek financial success through entrepreneurship. Throughout the conversation, both speakers use various linguistic strategies, including implicature, to convey their viewpoints, express criticism, and highlight the broader implications of doctors running businesses.

For instance, the phrase "*Banyak orang pintar tapi gamau koar-koar*" which means "Many smart people choose to stay silent" contains an implicature that suggests intelligence does not always need to be publicly displayed. This could be interpreted as a critique of individuals who frequently showcase their knowledge, or it may serve as a reminder that true intelligence does not require validation from

others. Similarly, the phrase *"Masalah membuat aku menjadi batu yang keras"* which means "Problems turn me into a solid rock" carries an implicit meaning that personal struggles and hardships contribute to one's resilience and strength. Rather than explicitly stating that challenges build character, the speaker conveys this notion metaphorically. Another example, *"Sabun cuci muka ini bikin mukamu putih seperti Byclean"*, which means "This facial wash makes your skin as white as Byclean" implies that the product being discussed has a strong whitening effect, possibly exaggerating its effectiveness through comparison.

According to Paul Grice's (1975, cited in Taguchi & Yamaguchi, 2019) theory of implicature, conversational meanings are often shaped by adherence to or violations of the cooperative principle and its four maxims: quantity, quality, relation, and manner. In podcast conversations, speakers may intentionally or unintentionally flout these maxims to imply meanings that are not explicitly stated. Understanding these implicit meanings is crucial in analyzing how language is used to construct arguments, persuade audiences, or express sarcasm and humor.

Based on the background explained above, the researcher considers it essential to conduct a more in-depth study titled **"ANALYSIS OF IMPLICATURES IN DENNY SUMARGO'S YOUTUBE PODCAST 'DOKTER BOLEH PERKAYA DIRI, DOKTER KOK JUALAN? MANA ETIKNYA?'"**. This research aims to explore the use of implicature in spoken discourse, uncovering the underlying meanings conveyed beyond the literal interpretation of words. By analyzing the linguistic strategies employed in the podcast, this study seeks to provide valuable insights into how implicature shapes

communication, influences audience perception, and reflects broader social and ethical issues.

1.2 Research Questions

Based on the background presented above, this study aimed to address the research question.

- 1) What types of Implicature Identified in the podcast video?
- 2) What are the implicature meanings contained in the phrases used in the video?

1.3 Aim of Study

Based on the research questions presented above, this study aims to:

- 1) Identify the types of Implicature Identified in the podcast video.
- 2) Analyze the implicature meanings contained in the phrases used in the video.

1.4 Significance of Study

This study holds significance in several aspects:

a. Theoretical Significance

Contributes to the field of pragmatics by providing an in-depth analysis of implicature phrases in a real-life conversational context and enhances understanding of how implicit meanings function in shaping communication dynamics within digital media, particularly podcasts.

b. Practical Significance

Offers insights for content creators and podcasters on the importance of clarity and context in communication to minimize potential

misunderstandings. Helps listeners better interpret and evaluate conversations involving implied meanings, fostering critical listening skills.

c. Academic Significance

Serves as a reference for future research on conversational implicatures, particularly in media discourse studies, and encourages further exploration of similar topics.

1.5 Definition of Terms

In order to avoid misunderstanding, the researcher has defined the following operational definitions for this study:

a. Implicature

Refers to the implied meaning of a statement or phrase that goes beyond its literal interpretation. In this study, implicature focuses on how hidden or additional meanings are conveyed within the conversations in the *Curhat Bang Denny Sumargo*’ podcast.

b. Podcast

A digital audio or video program available online for streaming or download. This study focuses on the *Curhat Bang Denny Sumargo*’s podcast, which features interviews and discussions with various guests.

c. *Curhat Bang Denny Sumargo*’ Podcast

A YouTube-based podcast hosted by Denny Sumargo, known for its conversational style and often controversial discussions with guests. This podcast serves as the primary data source for the study.