

# WAWASAN PENDIDIKAN

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## CONVERSATIONAL IMPLICATURE IN THE CROODS MOVIE

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### Abstract

This research is aimed to identify the types of conversational implicature in the dialogue of characters in *The Croods* movie and interpret the meaning of each conversational implicatures that found in the dialogue of characters in *The Croods* movie. In conducting this research, the writer uses descriptive qualitative research as a method to analyze the data. The writer uses the theory proposed by Grice to analyze and interpret the types of conversational implicature occur in *The Croods* movie. The data in this research are collected by watching the movie and reading the script of the movie, which then selects the dialogues that identified as a conversational implicature. In analyzing the data, the writer uses several steps; First identifying the types of conversational implicature, Second classifying the types of conversational implicature, third describing the meaning of each utterance that identified as a conversational implicature based on the context of the movie and last making conclusion. After analyzing the data, it was found that there were 20 utterances which were identified as conversational implicatures, i.g. generalized conversational implicature and particularized conversational implicature. There were 15 utterances identified as particularized conversational implicatures and 5 utterances identified as generalized conversational implicatures. Which can be percentaged, particularized conversational implicature 75% occurred and generalized conversational implicature 15%. It can be conclude that particularized conversational implicature is the most prominent appearing in the movie.

**Keywords:** *Types, Conversational Implicature, The Croods movie*

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## **INTRODUCTION**

Communication is a fundamental thing that cannot be separated from humans along with the major advantage of communication that humans get, which is the ability to give and receive information from one another. Language is one of the most important instruments of communication because, through language, people can express their thoughts, feelings, arguments, and ideas to others. As a tool of communication, language must be clearly understood by the speaker and listener in order to avoid misunderstanding the context of a conversation. Pragmatics is one of the topics covered in linguistics. According to (Yule, 1996:3), pragmatics is the study that focuses on analyzing the meaning delivered by the speaker and interpreted by the listener. It means that pragmatics is the study that concerns how the listener concludes or interprets the meaning uttered by the speaker in a conversation. A linguist named Grice proposed the rules of communication called cooperative principles, which contain four maxims that should be followed, namely: maxims of quantity, quality, manner, and relation. These four maxims regulate that communication should be clear, true, brief, relevant, and informative as required. In pragmatics, the message conveyed implicitly is called implicature. Grice (1975) explains that implicature is an utterance which implies something different from what the speaker actually said.

Based on Grice's theory, there are two kinds of implicature: conventional implicature and conversational implicature. Conventional implicature occurs when the conventional meaning of a word determines what is implicated. This kind of implicature does not depend on cooperative principles or the maxim and does not need any special knowledge for its interpretation. While conversational implicature is an utterance that implies something different from what is actually said in conversation, Grice distinguishes conversational implicature into two types: generalized and particularized conversational implicature. Generalized conversational implicature is the type of implicature for which we don't need any specific knowledge to understand the speaker's statement because the utterance contains general understanding that is clearly assumed by commoners. Different from generalized conversational implicature, particularized conversational implicature is a type of implicature that requires specific context and special knowledge to understand the meaning of an utterance. (Wardah, 2018:4)

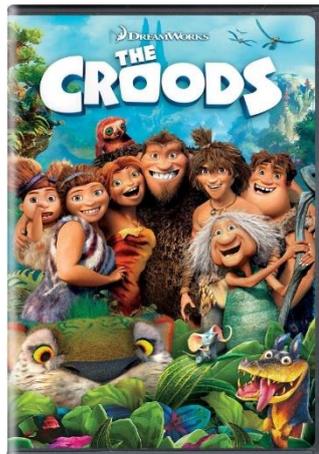
The phenomenon of conversational implicature commonly occurs in the entertainment industry, such as in books, songs, shows, and especially in movies. In this research, the writer decided to analyze the conversational implications in "The Croods" movie. This movie is one of the movies from Dreamworks Animation that contains an interesting story about how the caveman family survives in unfamiliar terrain in search of a new home. The writer is interested in analyzing the meaning uttered by the characters in "The Croods" movie so the listener or viewer can more easily understand what the movie actually demonstrates and the moral value contained in the movie.

## METHODS

This research is the type of descriptive qualitative research. Hncock (1998:2) in Yunia Nirsita (2019) states that descriptive qualitative research is the research that focuses on expanding explanations of social phenomena. The object of this study is “The Croods” movie. This movie release on March 20, 2013. Directed by Chris Sanders and Kirk DeMicco and produced by Dreamwork animation. In collecting the data, the writer used the following steps. First, downloading “The Croods” movie complete with the script. Second, watching the movie and reading the script frequently. Last, finding the types of conversational implicature based on Grice theory. After collecting the data, the writer analyzed the data by several steps. First, identifying the types of conversational implicature based on Grice theory which were generalized conversational implicature and particularized conversational implicature. Second, classifying the types of conversational implicature. Third, describing the meaning of each utterances identified as conversational implicature based on the context of the movie. Last, step making conclusion.

## FINDINGS AND DISCUSSIONS

### 1. Synopsis of The Croods movie



The Croods movie is an American animation movie with the comedy genre produced by Dreamworks Animation and distributed by 20th Century Fox in 2013. The writer and director of the movie are Kirk DeMicco and Chris Sanders. There are some voice actors. They are including Emma Stone, Ryan Reynolds, Nicolas Cage, Catherine Keener, Clark Duke and Cloris Leachman. The movie tells the story about Caveman Family named The Croods who cannot survive from the natural disaster. The Family members are consisting of the father which is the leader of the family named Grug, the wife named Ugga, the grand mother named Gran, the teenager daughter named Eep, the son named Thunk and the little girl named Shandy. The story is begun when the teenager daughter Eep sneaks out of the cave because she finds the light outside the cave. She is always curious with a new think outside the cave, but it againts the rules made by her father Grug which is not allowing everyone to leave the cave except for hunting

food. The moment in one night, she goes out of the cave because she sees the light and follows it. Suddenly she meets a teenager boy named Guy, he is a modern and inventive human. At first Eep attacks him but she stops because she is stunned with the fire made by Guy and desires to learn more about new things. Guy tells her that a big disaster will come and offers to help her to escape. However Eep refuses because she does not want to leave her family. Therefore Guy decides to leave and give her a noise-making shell and asks her to blow it out whenever she needs help. After a while, Grug, who has been looking for Eep, comes and brings her home and grounds her for what she has done. Eep shows her family the shell but her family destroys it because it is a new thing and it is bad. Suddenly an earthquake occurs and destroys their cave and forces them to leave the cave and jump into the lush land. They are chased by a macaw-nivore and attacked by a swarm of deadly red birds like Piranha. In panic, Eep finds a horn similar to the thorn which Guy gives her. After knowing that Eep is in danger, Guy makes a torch of fire to repel the birds. That is the beginning of the adventure of Guy and Caveman Family to find a new home.

**2. Data which are identified as conversational implicatures**

After analyzing the dialog of the movie, the writer found there were 20 utterances identified as conversational implicature. The detailed data can be seen in the table below:

No.	Types of conversational implicature	f	f%
1.	Particularized conversational implicature	15	75%
2.	Generalized conversational implicature	5	25%

**1. Data which are classified according to the types of conversational implicature**

Based on the table above, the writer found there were 20 utterances identified as conversational implicature in the dialog of the movie. The next step the writer classified the two types of conversational implicature based on Grice's theory which are generalized conversational implicature and the particularized conversational implicature. The detailed data can be seen in the table below:

Number of utterances	Utterance	Types of conversational implicature	
		Particularized	Generalized
1.	<i>We've been in that cave forever</i>	√	
2.	<i>Still early</i>	√	

3.	<i>I want to see some real caveman action out there. We do this fast. We do this loud, we do this as a family and never not be afraid. Go!</i>	√	
4.	<i>Two knuckle warning</i>	√	
5.	<i>Come on, come on. Darkness brings death! We know this.</i>		√
6.	<i>Run for your life</i>	√	
7.	<i>No one said survival was fun.</i>		√
8.	<i>You know she hates the cave, Grug.</i>		√
9.	<i>Just wait till we get home.</i>		√
10.	<i>What!? You can't keep me inside forever!</i>	√	
11.	<i>You know, you're a lot like your daughter.</i>	√	
12.	<i>Tomorrow.</i>	√	
13.	<i>It's a mountain. Mountains are safe. Mountains have caves. And water. And sticks.</i>	√	
14.	<i>I'll never live long enough to get there.</i>	√	
15.	<i>I only share when I'm outside the log. I'm funny that way.</i>	√	
16.	<i>Step aside, girls!</i>		√
17.	<i>We never have that much food</i>	√	
18.	<i>We don't get out much.</i>	√	
19.	<i>Oh, oh, `Guy'. `Guy' is with them. Well thank you for bringing me that interesting Guy update!</i>	√	

<b>20.</b>	<i>Face it! If he actually had an idea of his own I'd, I'd have a heart attack and die!</i>	√	
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### 3.The implied meaning of the utterances

Based on the table above, there are 15 utterances determine as particularized conversational implicature and 5 utterances identify as generalized conversational implicature. The last step is the writer interpreting the meaning of each utterance. The detailed data can be seen in the table below:

#### Datum 1

Context : On a sunny morning, Grug came out of the cave to make sure the situation outside the cave is safe for his family, however Eep suddenly came out of the cave without waiting for his signal.

Grug : You're supposed to wait for my signal Eep. Eep?  
 Eep : *We've been in that cave forever*  
 Grug : Three days is not forever

The first utterance was classified as particularized conversational implicature because we need special knowledge to understand the conversation. If we related it with the context of the movie, Eep is the teenage girl that has a curiosity about new thing outside the cave and like to explore a new thing and its againts the rules applid of the cave. So the implied meaning from Eep's utterance is staying in the cave for three days is a long time for her and she felt bored for she can't do anything as long as she in the cave.

#### Datum 2

Context: All the members of The Croods family are ready to leave for breakfast except the Grand that is still inside the cave. Ugga called her, but there was no answer and when she called her again for the second time, suddenly, an old lady with white hair came out of the cave.

Ugga : Mom we're readey to leave. Mom!  
 Gran : Still alive!  
 Grug : *Still early*  
 Gran : *And you're still fat.*

In this conversation the implicature occurs in two utterances. First when Grug said "still early" and Gran said "and you're still fat". If we relate based on the context of the

movie, Gran is typical of mother-in-law who likes to tease her son-in-law Grug who eagerly awaits for her death to come. By saying “Still early”, Grug’s implicature meaning is that he is disappointed that Gran is still alive. While Gran replies to him with the utterance “and you’re still fat” which has the implicature meaning she offends Grug for his behaviour. These utterances need special knowledge to understand it. So these utterances are included in particularized conversational implicature.

### Datum 3

Context: The Croods form up in a flying wedge, with Grug as the leader. All the members of The Croods family are ready for hunting food.

Grug : Breakfast formation!  
Grug : *I want to see some real caveman action out there. We do this fast. We do this loud, we do this as a family and never not be afraid. Go!*

If we relate it with the context of the movie, none of the other families in their community have survived due to natural selection. So Grug, which is typical of a stubborn and overprotective father and as the leader of the family that has a full-time job to keep everyone in his family alive, he creates the motto of his family to “Never not be afraid”. The implied meaning behind the motto is Grug warns his family to be afraid of anything new because it is dangerous and bad. He thought that is the only way to protect them from all dangers outside the cave. This utterance was included in particularized conversational implicature because we need special knowledge to understand the conversation.

### Datum 4

Context: The Croods family on their way to the cave after hunting for breakfast.

Thunk : Oh, hey Dad, can we eat now?  
Grug : *Just wait till we get home.*

Grug’s answer implicated to Thunk that he can’t eat the food right now because he must wait until they come home. This utterance includes in generalized conversational implicature because a special knowledge is not required to understand it.

### Datum 5

Context: A shadow touches Grug’s feet. He faces up - the sun is setting behind the canyon wall. He holds up his hand to measure how much daylight is left.

Gran : *Two knuckle warning*  
Ugga : Come on Croods. Go, go, go.

Two knuckle warning is the signal that the sun goes down and the implied meaning is all the members of the Croods family be warned to return to the cave immediately because all of them were afraid of the darkness. This utterance includes in particularized conversational implicature because we need special knowledge to understand it.

### Datum 6

Context: The Croods run inside the cave because the sky is getting dark.

Ugga : Come on Croods. Go, go, go.  
Grug : *Come on, come on. Darkness brings death!*  
*We know this.*

Grug's implied meaning is to warn all the Croods to immediately go back to the cave because there is plenty of wild animals hanging around at night who will be ready to attack and prey on them. There is no special knowledge to understand this utterance, this includes generalized conversational implicature.

### Datum 7

Context: It's become a habit to The Croods family to take a bath at night. So according to the movie, Ugga's using a heavy stick to smack their body and clean the dust in their clothes. But, when it's gran's turn to take a bath, she always run.

Ugga : The moon is full. Bath night. You too mom.  
Gran : *Run for your life*

The implication that Gran makes is she hates having her body cleaned because she thinks it could remove her protective layer so she runs as far as she can from Ugga. This utterance includes in particularized conversational implicature because we can understand the context with the special knowledge which is Gran didn't like to take a bath.

### Datum 8

Context: Grug looks around the cave looking for Eep

Grug : Is she still out there?  
Ugga : *You know she hates the cave, Grug.*

Ugga implicated that yes, Eep is still out of the cave because Eep hates the cave. This utterance includes generalized conversational implicature because we didn't need special knowledge to understand it.

### Datum 9

Context: Eep climbs the cliff higher because she hears a horn sound behind the cliff and she is curious about it. While Grug leaves the cave looking for her, a giant bear owl comes up behind him and is ready to attack. Luckily, they made it back to the cave.

Grug : That was too close!  
Eep : I was watching. I was fine  
Grug : What were you doing up there, Eep?  
Eep : I mean, why are we here? What are we doing this for?

Grug : *No one said survival was fun*  
Eep : Nothing is fun.

Grug's implicated meaning is he answer Eep's question that they are stayed in the cave to survive and survive is not a fun thing. There is no special knowledge to understand the conversation because in general people understand that survival is not easy and fun, so this utterance includes as a generalized conversational implicature.

### Datum 10

Context: Eep was grounded for she sneaked out the cave at night.

.Grug : Okay Eep, that's it. We're going back to the cave and you're going to stay in there until you're older than... her!  
Eep : *What!?! You can't keep me inside forever!*

Eep's utterance implicated that she is refusing and protest Grug's decision to punish her to stay in the cave until her older than her 80 years old grandmother which means that is a very long time. This utterance needs special context to understand it so this is included as a particularized conversational implicature.

### Datum 11

Context: All the Croods members have known that Guy can make the fire. So Grug demanded Guy to make the fire for him by grabbing him and squeezing him tight which causes Guy's ribs are cracked for the second time.

Grug : Make some for me. Make it.  
Guy : *You know, you're a lot like your daughter.*

Guy's implied meaning is, Eep and Grug are doing the same thing to him which is squeezing him till he cracked and painted. This includes particularized conversational implicature.

### Datum 12

Context: The Croods gather around Guy to hear the story about the tiger that flies to the place that he called as tomorrow.

Thunk : Where did she fly?  
Guy : *Tomorrow.*

A tomorrow is a place named by Guy that he claims is a paradise and safe place to live. This utterance includes particularized conversational implicature because there is special knowledge in the utterance.

### Datum 13

Context: The Croods consider whether they choose to follow Guy going to the mountain or follow Grug looking for another cave to live in.

Eep : Have you been there?  
Guy : *It's a mountain. Mountains are safe. Mountains have caves. And water. And sticks.*

Based on the context of the movie, Guy has a dream to go to the mountains and is on his way to make it happen but he got trapped by The Croods. So, Guy's implicate meaning is he actually never went to the mountain before, so he just estimates how the mountains look like because he wants to convince them to go there so he can make his dream come true. This utterance includes a particularized conversational implicature.

### Datum 14

Context: Grug finally decided that all the members of The Croods must walk to the mountain.

Ugga : I don't know Grug. We've never really walked that far.  
Thunk : I don't think my feet can do that  
Gran : *I'll never live long enough to get there*

The utterance of Gran certainly implicated that it's a long journey. As in the context of the movie, Grand is an 80 years old lady which means she didn't have the energy to walk that far. This includes as particularized conversational implicature because we need special knowledge to understand the conversation.

### Datum 15

Context: Eep asking to Guy about the story that he told last night.

Eep : Hey, do you have a minute? How did the tiger fly?  
Guy : *I only share when I'm outside the log.*

*I'm funny that way.*

Guy's implied meaning is he wants Eep to release him out of the log. He knows that Eep is curious about his story and will do anything to hear the story. So, he uses that chance to escape from the croods. This utterance includes as a particularized conversational implicature.

#### **Datum 16**

Context: The Croods have to pass a rocky road to go to the mountain, but they do not have footwear to step on it.

Thunk : You mean these rocks? Ahh owww! Do not  
step on these rocks!  
Gran : *Step aside, girls!*

Gran's utterance implicated that she thinks all the croods members are so weak because they can't walk on top of the rock. This utterance includes as a generalized conversational implicature

#### **Datum 17**

Context: The Croods eat the turkeyfish for dinner brutally because they never have that much food before.

Guy : Looks like we won't be having any  
leftovers.  
Eep : What are "left-overs?"  
Guy : You know, when you have so much food to  
eat you have some, left over  
Eep : *We never have that much food*

Eep implied that she and her family never had leftovers before because they never had a lot of food to eat. This utterance includes a particularized conversational implicature.

#### **Datum 18**

Context: While on their way to the mountain the rain occurs and it never happened to them before, since they are always in their cave.

Guy : You've seen rain before... Right?  
Eep : *We don't get out much.*

Eep's implied meaning is she had never seen the rain before because they spent almost all their time to stayed in the cave. This includes as a particularized conversational implicature.

#### **Datum 19**

Context: All the member of The Croods takes a rest in a cozy crook of the tree except Grug.

Grug : Croods! Come get down here!  
Ugga : Grug, they're okay. Guy's with them.

Grug : *Oh, oh, 'Guy'. 'Guy' is with them. Well thank you for bringing me that interesting Guy update!*

Grug's implied meaning is he hates to hear that Guy takes over his job to take care of his family. This utterance includes as a particularized conversational implicature.

### Datum 20

Context: Eep and Gran decide to continue their journey with Guy because they think Guy knows better how to protect them better than Grug.

Gran : Grug has no idea how to protect us. In fact, he has no ideas at all.

Ugga : No, that's not true. What about that one time when he a...

Gran : *Face it! If he actually had an idea of his own I'd, I'd have a heart attack and die!*

Gran's implied meaning is Grug will never have an idea in his whole life because she thinks Grug is a stupid man. She even dared to bet that she would have a heart attack and die if Grug has an idea of his own. This utterance includes as a particularized conversational implicature.

### CONCLUSION

Based on the result of conversational implicature analysis using Grice theory, it was found that there were 20 utterances identified as conversational implicature used by the characters in The Croods movie. Among all include, 15 utterances were classified as particularized conversational implicature and 5 utterances were classified as a generalized conversational implicature. Which can be percentaged, particularized conversational implicature 75% occurred and generalized conversational implicature 15%. It can be conclude that particularized conversational implicature is the most prominent appearing in the movie. In analyzing the utterances of particularized conversational implicature, this research focus on analyzing the conversation identified as particularized conversational implicature which then related it with the context of the movie. If the conversation needs special knowledge of the movie to understand it, then it could be classified as a particularized conversational implicature. Otherwise, in analyzing the generalized conversational implicature, the writer focusses to found out the conversation which had the implied meaning but still can be understood in general without knowing the specific context of the movie.

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