CHAPTER II
REVIEW OF RELATED LITERATURE

This chapter will discuss the basic of the research that includes the definition of the implicature, types of implicature, the definition of social media, the definition of Instagram, the definition of meme, the definition of meaning and types of meaning. Those sections are discussed as follows:

2.1 Implicature

Davis (2007) explains that implicature is what a speaker says or what a sentence means which has implicit meaning. In the other word, implicature is a proposition that is implied by the utterance of a sentence in a context even though that proposition is not a part of or was actually said (Poots, 2005). In fact, implicature can be used in conversation or sentence.

Implicature can vary in strength according to the degree of the speaker's commitment to them how easily the speaker denies intending them, and how easily the hearer can avoid drawing them. The differ strength of implicature based on the level of speakers understanding to what he or she said. Then the hearer makes an interpretation based on her or his understanding by considering the background of the hearer.

From all the theories above, the researcher can conclude that Implicature derived from the verb to imply, as it originally from implication. In the other word, implicature is the additional information that can be deducted from certain information. The logic and natural feeling can be definitely to the listener by using argumentations from the speaker without expressing explicitly. Also, implicature
is used to make listener or people implicitly accept the assumption. In addition, there are two kinds of implicature, they are conversational implicature and conventional implicature.

2.1.1 Conversational Implicature

Conversational implicature is inferences that depend on the existence of norms for the use of language such as the widespread agreement that communicators should aim to tell the truth. Implicature arises as much in other speech genres and in writing as they do in conversation, so they are often just called implicature. Grice identified some of the communicational norms and showed how they are involved in the reasoning that makes it possible for utterances to convey rather more than is literally encoded in the underlying sentences (Griffiths, 2006:134)

Conversational implicature concerns with the way people understand an utterance in the conversation that they are expecting to hear. It can be seen when someone ask a question, the response given by the speaker will be implicit. For instance, if a person ask:

A : “Who is coming to the meeting?”

B : “Albinoni, Boccherini and Corelli.”

The explanation of the conversational above is in particular context of the conversation. This context should include the fact that B answer may well implicate that part from Albinoni, Boccherini and Corelli, nobody else is coming to the meeting.
2.1.2 Conventional Implicature

Conventional implicature is not truth-functional and it is not context dependent. Conventional implicature is generated by the meaning of the word or sentence used. This kind of implicature does not depend on special context for interpretation. Therefore, conventional implicature does not appear in conversation and depend on language context.

Conventional implicature is part of the conventional meaning of words, commitments and thus give rise to entailments. In some cases, the conventional meaning of the words used will determine what is implicated, besides helping to determine what is said. These commitments are made by the speakers of utterance by virtue of the meaning of the word they choose (Potts, 2005:11). Conventional implicature does not occur when the speaker is saying something. In addition, conventional implicature is generated by the meaning of words used.

Conventional implicature is not influenced by what is the speaker said in the conversation, but it only focusing on the sentence. For example:

“Joe is poor but happy”

The sentence above, implying poverty and happiness which is not compatible but in spite of his poor condition Joe is still happy. The term “happy” in the sentence will show that surprisingly Joe is happy even though he is being poor.

2.2 Meaning

This part will discuss two sections: they are the definition of meaning and types of meaning.
2.2.1 The Definition of Meaning

By studying meaning, people will learn how to use language to communicate each other and how to understand them. According to Crystal (2008:298) says the meaning is the basic notion which is used in linguistic both as a datum and as a criterion of analysis such as linguist study meaning and use meaning as a criterion for studying another aspect of language. The topic of meaning in the context of language necessitates reference to non-linguistic factors such as though, situation, knowledge, intention and use. Blakemore (2002) states meaning is the information or concepts that a sender intends to convey or does convey in communication with a receiver. Besides, meaning is pointed in accordance with the agreement of the users of language so they can understand each other and develop a communication.

2.2.2 Types of Meaning

According to Cristofel (2010), there are at least seven types of meaning in semantic such as connotative meaning, conceptual meaning, social meaning, affective meaning, reflected meaning, collocative meaning and thematic meaning (In Leech, 1985).

Conceptual meaning (sometimes called denotative or cognitive meaning) is widely assumed to be the central factor in linguistic communication. Then, the connotative meaning is the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual content. While social meaning is that which a piece of language conveys about the social circumstances of its use.
In addition, the affective meaning is sort of meaning can be called and often explicitly conveyed through the conceptual or connotative content of the words used. While reflected meaning is the meaning which arises in cases of multiple conceptual meaning when one sense of a word forms part of the response to another sense. Collocative meaning consists of the associations a word acquires on account of the meanings of words which tend to occur in its environment. Moreover, the thematic meaning is communicated by the way in which a speaker or writer organizes the messages in terms of order, focus, and emphasis.

2.3 Social Media

This part will explain two sections: they are the definition of social media and types of social media.

2.3.1 The Definition of Social Media

In the recent decade, globalization and new technologies have influence in everyday live of people. Social media is a feature-based website that can form a network and allow people to interact in a community and receive or get some information. As one of the communication, social media is not only used for a variety of information and inspiration, but also of self-expression, self-branding, and share stories or information with other people.

Social media refers to the needs of people to connect with other people and they can share thoughts, ideas, and experiences. While media refers to the technological means used to connect and interact with others. Social media is about the use of various media and technologies to reach out and connect with others, build trust, and create relationships.
Mayfield (2008) explained social media is a group of new kinds of online media. There are many characteristics of social media such as participation, openness, conversation, community and connectedness.

2.3.2 Types of Social Media

There are many kinds of social media. People often use kinds of social media via smartphones and sometimes in the computer. Social media is frequently used by many people is like facebook, twitter, line, WhatsApp, blackBerry messenger and Instagram.

According to Behrens (2008) Facebook is an online social networking website that is operated and privately owned by Facebook Inc. Also Facebook is an online social networking that allows its users to connect with friends and family as well as make new connections. Using facebook users can create profiles, upload photos and video also can send messages. All interaction in facebook is published in a news feed which is distributed in real-time to the member's friends.

Line is an application that is used for messaging (messenger/chat) for free on a smartphone. However, the actual line application can also be referred to as a social networking because there is a timeline feature as a forum for sharing status, voicemail, video, photos, contact, and location information. With line application, people can make voice calls and video call in real time with other people.

Twitter is a microblogging that allows users to send and read text-based tweets. Twitter is an online news and social networking service where users post and interact with messages and tweets. Every day twitter users always poured
their mind to be distributed to other users via twitter and make tweets (status twitter) that any kind tweets.

WhatsApp is a social media or messenger application in a smartphone and used for chatting as the alternative media of short messages service. This application uses 3G or wifi connection for communication in which the users do not need to pay an additional payment. Using WhatsApp people can do voice calls and video calls with other people.

According to Ifeanyi-obi C. Et al (2014), BlackBerry Messenger is a proprietary internet-based instant messenger application included on blackberry devices that allow messaging. They have contact with others using direct communication or even facilitated by a media namely communication tool. From many different media to communication, BlackBerry messenger is one of the most popular communication tools recently.

Instagram is an online mobile photo-sharing, video-sharing, and social networking service that enables its users to take pictures and videos. People can share their photo and video to their friends or family. Instagram as new social media on the basis of the photo or video into its own uniqueness which makes Instagram popular especially among young people.

2.4 Instagram

Instagram was created by Kevin Systrom and Mike Krieger and was launched 6 years ago on October 6, 2010, as a free mobile app. Instagram is distributed through the Apple app store and google play. Instagram name itself comes from insta and gram, insta which means instant and gram it means
Telegram. Can be inferred from its name, which means informing or share photos and videos with others quickly.

Tyer (2016) states that Instagram is a form of social media that shares photos over the internet through an application that allows users to alter their images by applying filters and sharing their photos on a variety of other social media platforms. The success of Instagram is largely due to our society’s growing demand for access to social media and smartphones. It is an application most often used through a cellular device.

The contents contained on Instagram such as the main page (home), search, camera, user, follower, and following. In addition, Instagram has features and tools to make this app more interesting. Through Instagram, people can upload photos and short videos with some effects or filters in their feed. In June 2013, users can connect their Instagram account to Facebook, Twitter, Tumblr, etc. In December 2013, Instagram added a feature named Instagram direct that allows users to send photo only to a specific person.

On August 2, 2016, Instagram launched a new feature called Instagram stories. Instagram stories allow users to share photos and videos which disappear after 24 hours and don’t appear on the user’s profile grid or in their feed. Also, Instagram has new feature namely boomerang. Boomerang is an app that allows users to shoot a short video that loops back and forth infinitely. Then the user can post directly in their Instagram stories. Then on November 21, 2016, Instagram launched live video which allows users to broadcast live on Instagram for up to
one hour. Live videos on Instagram are not preserved and are removed from the service once a user is done broadcasting.

Wagner (2017) says that on February 22, 2017, Instagram released a new feature that enables users to post up to ten pictures or videos in the same post. People can tap the upload button as usual and select the new icon to upload multiple photos and videos. The post can be edited with the option to filter everything at once or edit individual photos or videos. Users will be able to view other's posts by swiping left to reveal the other photos or videos.

2.5 Meme

Meme is one product of creative users of social media that is created for the development of social media facility which initially only be used for a variety of texts. Now meme used as a means of various pictures and even videos. Images are typically used nuanced humor, satire or criticism shows that related in everyday life because of the nuanced picture is a joke, then the form of social criticism used by the public especially users of social media as a joke on Instagram.

One very common, the large meme is the image macro. An image macro is a set os stylistic rules for adding text to images. Some images macro involve adding the same text to various image and others involve adding different text to a common image. Just like emoticons which exist in an environment well suited to supporting their survival. Image macros are able to thrive online because the software necessary for their creation and distribution is readily available (Mandiberdg, 2012:127).
2.5.1 The Characteristics of Implicature Meme

According to Konzack (2015) an internet memes is defined as a motif that is virally disseminated through the internet. The motif often undergoes lot of variations and may consists of sound, picture, movie clip, and written text. There are several characteristics of implicature meme such as:

a. Meme have pictures that convey certain messages or implicit meaning which are then reflected in the captions which are placed on picture.

b. The messages portrayed in memes are almost humorous. Sometimes people who post meme with implicature to express their feeling or their condition.

c. Images and caption are typically used on meme nuanced humor, satire or criticism shows that related in everyday life.