

Conversational Implicature on Youtube Cianjur Said Azab With Netizen, 'Habib Jafar Stress'

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Abstract

Podcasts have recently been popular among celebrities and community leaders making podcasts or online conversations or interviews/dialogues with various groups that are currently viral. Figures that are considered viral are used as interview subjects so that the things that become viral are thoroughly and openly discussed by the hosts. The data used as an object on Deddy Combuze's YouTube podcast, namely Habib Jafar, was used as the topic which was used as primary data for 1 hour 25 minutes of dialogue. After transcribing as many as 20 comments. This analysis is entitled Implicature YouTube Cianjur Dibilang Doom Sama Netizen, Habib Jafar Stress: In this study, the author uses a descriptive method which analyzes based on Grace's theory (2010) there are two types of implicatures. The results of the study concluded, the data used in this study are in the form of comments contained in the comments, the data is analyzed by steps (1) reading the comments contained on the YouTube social media, (2) marking each word or sentence that contains an implicature form (3) classifying based on types of implicature (4) conclude the data that has been presented carefully.

Keywords

implicature; youtube;
conversational



I. Introduction

Based on the current phenomenon that news appears through social media, one of the readers is very interesting to study. The amount of information received gave rise to various comments, both positively and negatively, on various uploads. The form of response from readers is a form of appreciation that arises as a result of uploads as a very interesting response to be studied more deeply. In addition, by understanding the perceptions that arise, social media users become wiser in uploading the latest information through social media, namely YouTube. This research proves that an upload in the form of news or information on YouTube actually provokes netizens to contribute in the form of comments.

YouTube according to (Miller, 2009: 3) is a video sharing community which means that YouTube users can upload and view all kinds of video clips online using any web browser. These videos can be in the form of tutorials, entertainment and so on. Implicature is one part of pragmatics. In connection with understanding, here are some definitions of implicature put forward by linguists. According to Brown and Yule (1996: 31) the term implicature is used to explain what the speaker might mean, suggest, or mean that is different from what the speaker actually said. This opinion rests on a meaning that is different from the literal meaning of speech.

According to Rudi Adi Nugroho et al (2007) the results of the research describe the form of implicature. Communication acts within a group often raises a meaning or intention behind the utterance. In social media, individuals and groups interact with each other online through the internet network (Indriyani, 2020). With the internet, citizen media is able to disseminate information in the form of text, audio, video, photos, comments and analysis (Saragih, 2020). Conversational implicature often appears in acts of communication within a group, both special conversational implicature and general conversational implicature. Understanding conversational implicatures will further facilitate the communication process, especially in a group.

Amri (2020: 100) online media fulfills the principles of politeness in language (maxims), namely: the maxims of tact, modesty, agreement, appreciation, and the maxim of sympathy. In addition, violations of the maxims were also found, namely: a) the maxim of wisdom, b) the maxim of modesty, c) the maxim of praise or appreciation, and d) the maxim of agreement. Polite language in online media requires communication negotiations, so that the speech partner understands information with accurate data. The similarities and differences in this study with previous research are: the similarities in Rudi and Elsa's research both discuss implicatures, while the differences in previous research Rudi's research describes the forms of implicatures in theater conversations. And for research, Elsa describes the implicature in stand up comedy shows.

II. Review of Literatures

Implicature is one part of pragmatics. In connection with understanding, here are some definitions of implicature put forward by linguists. According to Brown and Yule (1996: 31) the term implicature is used to explain what the speaker might mean, suggest, or mean that is different from what the speaker actually said. This opinion rests on a meaning that is different from the literal meaning of speech. According to Grice (Mudjiono, 1996:32-33) there are two types of conversational implicatures namely: conventional implicatures and non-conventional implicatures. Conventional implicature refers more to the conventional meaning of words, the meaning of conversation is determined by the conventional meaning of the words used. Unconventional Implicature, is an implicature that bases its meaning more on a context surrounding a conversation. YouTube according to (Miller, 2009: 3) is a video sharing community which means that YouTube users can upload and view all kinds of video clips online using any web browser. These videos can be in the form of tutorials, entertainment and so on.

In this research, the writer uses Grace's theory. According to Grace (in Rohmadi, 2010: 60) states that implicature is divided into two, namely conventional and non-conventional implicature. a) Conventional Implicature, Conventional implicature is the meaning of an utterance that is conventionally or generally accepted by society. For example: "As a Javanese, of course he will act politely, understandingly, and not like to stand out.." The conventional implicature in example (1) above is often referred to as the principle of cooperation, and in practice this principle adheres to four maxims which stated by Grace, namely the maxims of quality, quantity, relevance, and implementation or method. b) Unconventional Implicatures, Unconventional Implicatures are utterances that imply something different from the truth. For example, a mother who orders her daughter to make her father drink is simply implied as follows: "+ Yul, the water that was boiled in the kitchen is already boiling." and "Yes, sir, coffee or milk?"

III. Research Methods

A qualitative descriptive approach to research with the object of study is WA social media (whats app) which is used as a medium of social communication. This research was conducted from October 2022 to December 2022. The primary data source in this study was social media used by UMSU students in the Indonesian Language Education Study Program. Secondary data is research data obtained through observation, structured interviews and unstructured interviews with students as research subjects. Qualitative data analysis according to Bodgan and Biklen in Moelong (2005:248) analyzing qualitative data is an effort made by working with data, organizing data, sorting it into manageable units, synthesizing it, searching, finding what is important, what is learned, and deciding what to communicate with others using cellular cell phones of various brands.

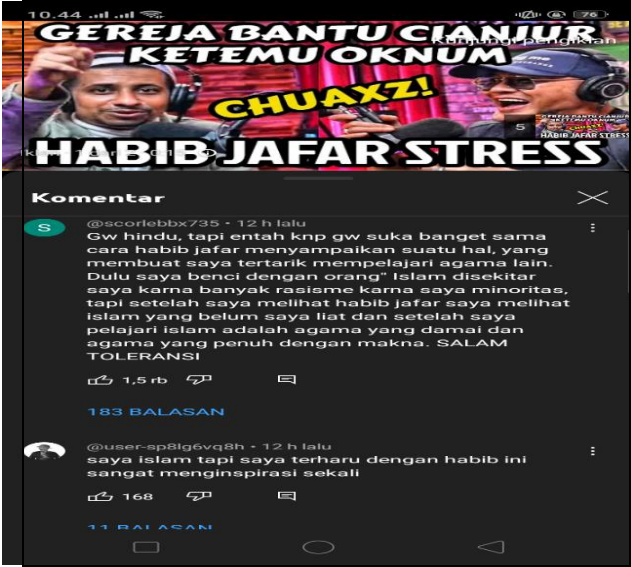
IV. Discussion

The results of the implicature study the author uses Grice's theory to identify and classify the types of implicature found in YouTube social media conversations.

4.1 Conventional Implicature

Conventional implicature is the meaning of an utterance that is generally accepted by society. This is in accordance with data from netizen comments on YouTube social media on the Cianjur news, which is said to be doomed by netizens, Habib Jafar is stressed. Based on that, it can be analyzed in the following comments:

Table 1. Netizen Comments about the Church Helping Cianjur Meet Persons

	Scorebx735: I'm Hindu, but for some reason I really like Habib Jafar's way of conveying things, which made me interested in studying other religions. In the past I hated Islamic people around me because there was a lot of racism because I was a minority, but after I saw Habib Jafar I saw Islam that I had not seen and after I learned Islam is a religion of peace and a religion full of meaning. GREETINGS TOLERANCE. User-sp8lg6q8h: I'm Muslim but I'm moved by this habib, it's very inspiring.
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Source: <https://youtu.be/HNx8aRO9L0Y>

"Gw hindu, tapi entah knp gw suka banget sama cara habib jafar menyampaikan suatu hal, yang membuat saya tertarik mempelajari agama lain. Dulu saya benci dengan orang" islam disekitar saya karna banyak resisme karna saya minoritas, tapi setelah saya melihat habib jafar saya melihat islam yang belum saya liat dan setelah saya pelajari islam adalah agama yang damai dan agama yang penuh dengan makna. SALAM TOLERANSI."(D1/PE/K1).

Conventional implicature in the utterance, "I'm Hindu, but I don't know why I really like Habib Jafar's way of conveying things, which made me interested in studying other religions..." (D1/PE/K1) when interpreted in the quote the comment is a conventional implicature that Hindu netizens have a different religion from Habib Jafar but he likes the way Habib Jafar conveys things. These comments are generally accepted by the public because there is no mention of other religions. From the data, netizen comments describe conventional implicatures that can be accepted by society. That is in the sentences described by netizens. this is in accordance with data on netizen comments on YouTube social media data. For more details, see Data 1 above.:

4.2 Conventional Implicature

Conventional implicature is the meaning of an utterance that is generally accepted by society. This is in accordance with data from netizen comments on YouTube social media on the Cianjur news, which is said to be doomed by netizens, Habib Jafar is stressed. Based on that, it can be analyzed in the following comments:

"Kakak saya mualaf karena selalu nonton habib ja'far, minta doa bib supaya kami yang mualaf ini bisa istiqomah." (D2/PE/K3)

Table 2. Netizen Comments About the Church Helping Cianjur Meet Persons

 The screenshot shows a YouTube video player with the title "GEREJA BANTU CIANJUR - KETEMU OKNUM CHUAXZ! HABIB JAFAR STRESS". Below the video, there are three comments from netizens. The first comment is from @erikkadek9694, the second from @eleanorgarnetameribel611, and the third from @gustiranda4991. Each comment is followed by a reply count (BALASAN).	Erikkadek9694: my sister is a convert because she always watches habib ja'far, asking for prayers so that those of us who are converts can be istiqomah Eleanorgarnetameribel611: I'm not a Muslim but I'm very impressed with this habib. Continue the struggle bib Gustinda4991: I am a Christian, in Kalimantan. Thanking anyone who has helped my brothers and sisters in Cianjur. The content of this podcast is very good
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Source: <https://youtu.be/HNx8aRO9L0Y>

Table 2 contains a conventional implicature that netizens are converts because they always watch Habib Ja'far. This speech is generally accepted by the community because there is nothing that offends other religions. From the data, netizen comments describe conventional implicatures that can be accepted by society. That is in the utterance of the sentence described, "My sister is a convert because she always watches habib ja'far, asking for prayers so that those of us who are converts can be istiqomah...."

4.3 Conventional Implicature

Conventional implicature is the meaning of an utterance that is generally accepted by society. This is in accordance with data from comments by netizens on YouTube social media and the Cianjur news is said to be doomed by netizens, Habib Jafar is stressed. Based on that, it can be analyzed in the following sentences:

" Habib milenial yang bisa relate sama kehidupan sekarang dan bisa merangkul sama berbagai model orang.. keren memang habib ini... I love you habib."
(D3/PE/K6)

The data from the 3 utterances contains conventional implicature that these netizens think that Habib can embrace everyone. These comments are generally accepted by the public because there is no mention of other religions. That is in the sentences described by netizens. "Millennial habib who can relate to today's life and can embrace various models of people... this habib is really cool... I love you habib" this is according to netizen comment data on YouTube's social media data.

Table 3. Netizen Comments about the Church Helping Cianjur Meet Persons

 The image shows a screenshot of a YouTube video player. The video title is "GEREJA BANTU CIANJUR KETEMU OKNUM" and the channel name is "CHUAXZ!". The video content shows a man wearing a blue cap and headphones, with the text "HABIB JAFAR STRESS" overlaid. Below the video, there is a comment section titled "Komentar" with a comment from @harimurty5524, 9 h lalu, which reads: "Habib milenial yang bisa relate sama kehidupan sekarang dan bisa merangkul sama berbagai model orang ..keren memang habib ini 😊👍.I love you bib".	Harimurty5524: Millennial habib who can relate to today's life and can embrace various types of people... this habib is really cool... I love you habib
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Source:<https://youtu.be/HNx8aRO9L0Y>

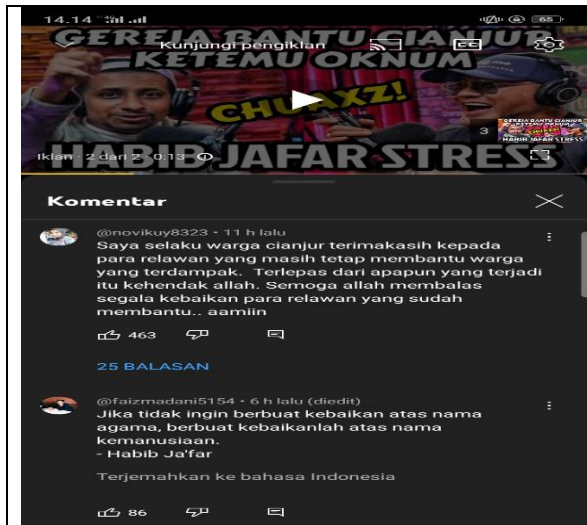
4.4 Conventional Implicature

Conventional implicature is the meaning of an utterance that is generally accepted by society. This is in accordance with data from netizen comments on YouTube social media on the Cianjur news, which is said to be doomed by netizens, Habib Jafar is stressed. Based on that, it can be analyzed in the following comments:

"Jika ingin berbuat kebaikan atas nama agama, berbuat kebaikan atas nama kemanusiaan. Dulu saya benci dengan orang islam disekitar saya karna banyak resisme karna saya minoritas, tapi setelah saya melihat habib jafar saya melihat islam yang belum saya liat dan setelah saya pelajari islam adalah agama yang damai dan agama yang penuh dengan makna. SALAM TOLERANSI."(D4/PE/K8)

Data 4 contains conventional implicatures that these netizens do good in the name of religion, do good for humanity. These comments are generally accepted by the public because there is no mention of other religions. From the data, netizen comments describe conventional implicatures that can be accepted by society. That is in the sentences described by netizens. "If you want to do good in the name of religion, do good in the name of humanity." this is in accordance with data on netizen comments on YouTube social media data. For more details, see Table 4 below:

Table 4. Netizen Comments about the Church Helping Cianjur Meet Persons

	Novikuy8323: I, as a resident of Cianjur, thank the volunteers who are still helping the affected residents. Regardless of what happens it is God's will. May Allah repay all the kindness of the volunteers who have helped... aamiin Faizmadani5154: If you want to do good in the name of religion, do good in the name of humanity -Habib Ja'far
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Source:<https://youtu.be/HNx8aRO9L0Y>

4.5 Conventional Implicature

Conventional implicature is the meaning of an utterance that is generally accepted by society. This is in accordance with data from netizen comments on YouTube social media on the Cianjur news, which is said to be doomed by netizens, Habib Jafar is stressed. Based on that, it can be analyzed in the following comments:

"Ini baru habib beneran layak disebut ustadz. Ceramah nya tidak menghakimi indahnya jika semua ustadz seperti ini tidak memprovokasi seperti yang kebanyakan.." (D5/PE/K9)

In table 4, it contains conventional implicatures that netizens say that habib deserves to be called an ustadz, his lectures do not judge other people. These comments are generally accepted by the public because there is no mention of other religions. From

Table 5. Netizen Comments About the Church Helping Cianjur Meet Persons

	Rayyenchanelhiburan8638: Habib ja'far is heartwarming... I am at peace with my heart with many positive lessons from habib, his da'wah is really classy Boylivery1487: this is a new Habib who really deserves to be called Ustadz. The lecture doesn't judge the beauty if all ustadz like this don't provoke like most.
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Source:<https://youtu.be/HNx8aRO9L0Y>

Netizen comment data outlines conventional implicatures that can be accepted by society. That is in the sentences described by netizens. "This new habib really deserves to be called ustadz. The lecture doesn't judge the beauty if all ustadz like this don't provoke like most. this is in accordance with data on netizen comments on YouTube social media data.

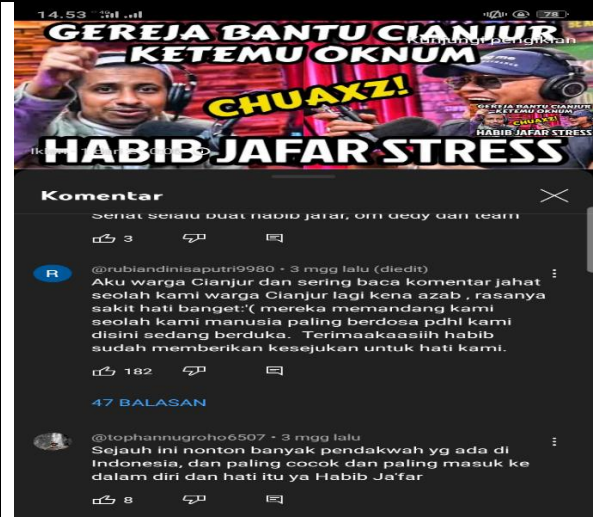
4.6 Unconventional Implicature

Implicature Unconventional utterances that imply something different from the truth. This is in accordance with data from netizen comments on YouTube social media on the Cianjur news, which is said to be doomed by netizens, Habib Jafar is stressed. Based on that, it can be analyzed in the following comments:

“Aku warga cianjur dan sering baca komentar jahat seolah kami warga cianjur lagi kenak azab, rasanya sakit hati banget mereka memandang kami seolah kami manusia paling berdosa padahal kami disini sedang berduka. Terimakasih habib sudah memberikan kesejukan untuk hati kami...” (D6/PE/K10)

Table 6 contains unconventional implicatures that netizens from Cianjur often read malicious comments as if Cianjur residents were being punished. These comments are generally unacceptable to the public because they offend other religions. From the commentary data, netizens describe unconventional implicatures that cannot be accepted by society. That is in the sentences described by netizens. "I am a resident of Cianjur and often read malicious comments as if we, citizens of Cianjur, are being doomed,

Table 6. Netizen Comments about the Church Helping Cianjur Meet Persons

	Rubiandinisaputri9980: I am a resident of Cianjur and often read malicious comments as if we residents of Cianjur are being doomed, it really hurts them to look at us as if we are the most sinful humans even though we are here in mourning. Thank you habib for giving coolness to our hearts. Tophannugroho6507: So far, I've watched a lot of preachers in Indonesia and Habib Ja'far is the most suitable and goes deep into himself and his heart.
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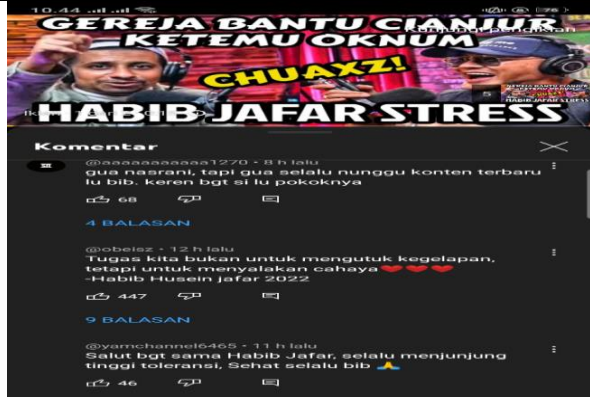
Source:<https://youtu.be/HNx8aRO9L0Y>

“Rasanya sakit hati banget mereka memandang kami seolah kami manusia paling berdosa padahal kami disini sedang berduka. Terimakasih habib sudah memberikan kesejukan untuk hati kami.” this is in accordance with data on netizen comments on YouTube social media data. For more details, see Data 6 above.:

4.7 Conventional Implicature

Conventional implicature is the meaning of an utterance that is generally accepted by society. This is in accordance with data from netizen comments on YouTube social media on the Cianjur news, which is said to be doomed by netizens, Habib Jafar is stressed. Based on that, it can be analyzed in the following comments:

Table 7. Netizen Comments About the Church Helping Cianjur Meet Persons

 Komentar @aaaaaa1270 • 8 h lalu gua nasrani, tapi gua selalu nunggu konten terbaru lu bib. keren bgt si lu pokoknya 4 BALASAN @obeisz • 12 h lalu Tugas kita bukan untuk mengutuk kegelapan, tetapi untuk menyalakan cahaya 🙏🙏🙏 -Habib Husein Ja'far 2022 9 BALASAN @yamchannel6465 • 11 h lalu Salut bgt sama Habib Jafar, selalu menjunjung tinggi toleransi, Sehat selalu bib 🙏🙏	Aaaaaaa1270: I'm a Christian, but I'm always waiting for your latest content, bib. You're really cool. Obeisz: Our task is not to curse the darkness, but to turn on the light -Habib Husein Ja'far 2022 Yamchannel6465: Big salute to Habib Jafar, always upholding tolerance, always healthy, bib.
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Source:<https://youtu.be/HNx8aRO9L0Y>

"Tugas kita bukan untuk mengutuk kegelapan, tetapi untuk menyalakan cahaya."(D7/PE/K12)

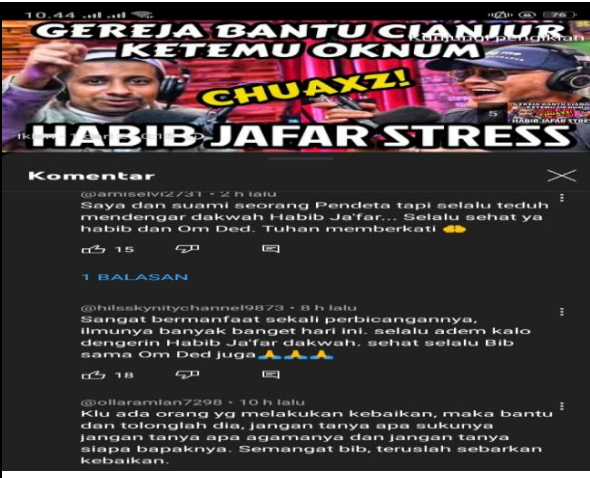
Data 7 contains conventional implicatures that netizens say that we are not to curse the darkness but to turn on the light. These comments are generally accepted by the public because there is no mention of other religions. From the data, netizen comments describe conventional implicatures that can be accepted by society. That is in the sentences described by netizens. "Our duty is not to curse the darkness, but to turn on the light" this is according to data from netizen comments on YouTube's social media data.

4.8 Conventional Implicature

Conventional implicature is the meaning of an utterance that is generally accepted by society. This is in accordance with data from netizen comments on YouTube social media on the Cianjur news, which is said to be doomed by netizens, Habib Jafar is stressed. Based on that, it can be analyzed in the following comments:

"Klu ada orang yg melakukan kebaikan, maka bantu dan tolonglah dia, jangan tanya apa sukunya jangan tanya apa agamanya dan jangan tanya siapa ayahnya. Semangat bib, teruslah sebarakan kebaikan." (D8/PE/K16)

Table 8. Netizen Comments about the Church Helping Cianjur Meet Persons

 Komentar @arniselvi2731 • 2 h lalu Saya dan suami seorang Pendeta tapi selalu teduh mendengar dakwah Habib Ja'far... Selalu sehat ya habib dan Om Ded. Tuhan memberkati 🙏 1 BALASAN @hilsskynitychannel9873 • 8 h lalu Sangat bermanfaat sekali perbicangannya, ilmunya banyak banget hari ini. selalu adem kalo dengerin Habib Ja'far dakwah. sehat selalu Bib sama Om Ded juga 🙏🙏🙏 @ollaramlan7298 • 10 h lalu Klu ada orang yg melakukan kebaikan, maka bantu dan tolonglah dia, jangan tanya apa sukunya jangan tanya apa agamanya dan jangan tanya siapa ayahnya. Semangat bib, teruslah sebarakan kebaikan.	Arniselvi2731: My husband and I are pastors but we always listen to Habib Ja'far's sermons.. always be healthy, habib and uncle ded. God bless Hilsskynitychannel9873: the discussion is very useful, there is a lot of knowledge today. It's always cool to listen to Habib Ja'far preaching. Always healthy bib and uncle ded too Ollaramlan7298: if someone is doing good, then help and help him, don't ask what his ethnicity is, don't ask what his religion is and don't ask who his father is. Keep spirit bib, keep spreading the goodness.
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Source:<https://youtu.be/HNx8aRO9L0Y>

Table 8 contains a conventional implicature that netizens say that people who do good don't ask about their ethnicity or religion and continue to spread kindness. These comments are generally accepted by the public because there is no mention of other religions. From the data, netizen comments describe conventional implicatures that can be accepted by society. That is in the sentences described by netizens. "If someone is doing good, then help and help him, don't ask what his ethnicity is, don't ask what his religion is and don't ask who his father is. Cheer up bib, keep on spreading the goodness" this is according to data from netizen comments on YouTube social media data. For more details, see Data 8 above.

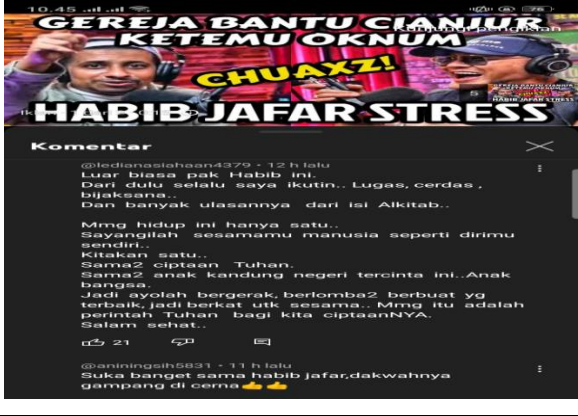
4.9 Conventional Implicature

Conventional implicature is the meaning of an utterance that is generally accepted by society. This is in accordance with data from netizen comments on YouTube social media on the Cianjur news, which is said to be doomed by netizens, Habib Jafar is stressed. Based on that, it can be analyzed in the following comments:

"luar biasa pak habib ini. Dari dulu selalu saya ikutin... lugas, cerdas, bijaksana. Dan banyak ulasannya dari alkitab Mmg hidup ini hanya satu sayangilah sesamamu manusia seperti dirimu sendiri kitakan satu sama2 ciptaan Tuhan sama2 anak kandung negeri tercinta ini.. anak bangsa. Jadi ayolah bergerak, berlomba2 berbuat yg terbaik, jadi berkat utk sesama.. mmg itu adalah perintah Tuhan bagi kita ciptaannya salam sehat..." (D9/PE/K17)

Data 9 contains conventional implicatures that netizens say that Pak Habib is an intelligent and wise person, so love your fellow human beings like you love yourself. These comments are generally accepted by the public because there is no mention of other religions. From the data, netizen comments describe conventional implicatures that can be accepted by society. That is in the sentences described by netizens. "This Habib is extraordinary. I've always followed it... straightforward, smart, wise. And there are many reviews from the Bible. Really, there is only one life. Love your fellow human beings as yourself. We are all God's creations, the biological children of this beloved country.. children of the nation. So come on, move, compete to do your best, be a blessing to others.. really, that is God's command for us, his creations, greetings are healthy," this is according to data from netizen comments on YouTube's social media data. For more details, see Data 9 below:

Table 9. Netizen Comments about the Church Helping Cianjur Meet Persons

	Ledianasiah4379: this is extraordinary, Mr. Habib. I've always followed it... straightforward, smart, wise. And many reviews from the Bible Indeed, there is only one life. Love your fellow human beings as yourself. We are all God's creations and the biological children of this beloved country.. children of the nation. So come on, move, compete to do your best, be a blessing to others. Aniningsih5831: I really like Habib Jafar, his preaching is easy to digest
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Source:<https://youtu.be/HNx8aRO9L0Y>

V. Conclusion

Conventional implicature is the meaning of an utterance that is conventionally or generally accepted by society. The unconventional implicature in question is an utterance that implies something different from the truth. Basically, the analysis in the Youtube implicature of the Church Help Cianjur Meets Habib Jafar Stress's Person answers the problem and proves the research objectives, while the conclusions obtained in this study are as follows: 1. Types of Implicatures The implicatures in the 20 comments contained in the video on Youtube there are 9 data included in the implicature. Of the 20 comments divided into 9 data belonging to conversational implicatures, and 8 data belonging to conventional implicatures.

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