

Lingual Form of Conversation Implicature on Endorsement Contents by Balinese Celebgram

Anak Agung Gede Suarjaya¹, Anak Agung Istri Manik Warmadewi²

I Gusti Ayu Agung Dian Susanthi³, I Made Agus Angga Putra⁴

¹⁻²⁻³⁻⁴Universitas Warmadewa

Denpasar, Indonesia

E-mail: ¹mynsuar@gmail.com, ²manikwarmadewi@gmail.com,
³gungdian03@gmail.com, & ⁴putua702@gmail.com

Abstract

The main purpose of this research is to identify and describe the form of lingual implicature used in the endorsement content of Balinese celebgram. A qualitative approach was applied to this research. The endorsement video with Balinese language on @gek_Cantik25 account is used as a data source. The data in this research is the utterances of the celebgram in lingual form which contains implicatures in the endorsement video in Balinese language. The data was collected by transcribing the video, then sorting the data according to the purpose of this research for further analysis. The data are presented with explanations that support the classification. There are three (3) lingual forms that contain implicatures in this research, namely declarative lingual forms, imperative lingual forms, and interrogative lingual forms. Meanwhile, the type of implicature contained does not depend on the lingual form but on the intent the speaker wants to convey.

Keywords: form of lingua, endorse, implicature, Balinese celebgram

1. Introduction

The impact of the Covid-19 Pandemic has certainly greatly affected human life in various aspects. One of them is in terms of social interaction which is mostly done online due to the limitation of direct interaction in the community. Indirectly, human needs, both clothing and food needs, can be purchased online. Many online applications offer and pamper the public with these new living habits, such as Shopee, Tokopedia, and others. However, before the spread of the application, people, especially teenagers, carried out their social interactions online using Instagram application. This application is one of the most popular social media, especially for teenagers. Instagram is an online application which focuses to make users easier to share photos, videos, information, and articles (Wikipedia, 2021). Instagram users are not only individuals, but might be government, private, community groups, and others also use Instagram as a forum to share information. In addition, social media is also used as a network for promote and sell a product. The

number of the users of a media can be influenced by the contact comfort that provides by the media to its users and this generate satisfaction and comfort to socialize in online (Benkler dalam Nasrullah, 2017).

Discussing about a new habit of society with the variety of applications in smart phones that exist today, a promotion trend has been shown up. Promoting a product or service by using celebgram is becoming a new trend. Celebgram is a term intended for Instagram users who are known to many people with thousands, hundreds, or even millions of followers. Celebgram itself is an abbreviation of celebrity and Instagram which means Instagram users who are famous like celebrities in general, but come from a social media called Instagram. The terminology commonly used in using celebgram services is endorsement. This terminology is often found on celebgram's Instagram accounts in Indonesia, as well as Balinese celebgram's Instagram account.

Endorsement is an advertising language used to attract people's attention to buy their products, either in the form of goods or services. The word endorsement itself is usually shortened to endorse in daily use. Endorse which means to support or agree with something, is a word that comes from endorsement (Widi, 2021). As time goes by, social media users are very close to this word because of the increasing number of promotion activities that are advertised through celebgrams. The terminology endorsement or endorse that is used to promote a product is greatly influenced by how the celebgram promotes the product. They use distinctive language so its followers can be influenced by what is conveyed by them. The use of language in promoting a product, such as an advertisement on television, uses a slightly exaggerated language, likewise with the Balinese celebgram with the characteristics of Balinese language. Celebgrams who endorse a product means that they recommend the product to their followers on Instagram. The use of Balinese language by Balinese celebgram for endorsements is one of the efforts to maintain the existence of Balinese language. Celebgrams that have an influence in the social media may help to maintain the existence of the mother language, especially Balinese.

The language that is used in Instagram content, whether consciously or not contains implicatures. The perception of implicature first appeared in a work entitled *Logic and Conversation* by Grice. In short, implicature is an utterance that has different meaning from what is actually spoken (Ariani & Dkk., 2016). Implicature has a hidden meaning; the utterance that is said by the speaker implied something that is not the same as what was actually said. Implicature is an indirect expression or in other words the meaning of the expression is not reflected the meaning of the words literally (Ihsan, 2011). There needs to be an interpretation of the context referred to in the utterances conveyed by celebgram when carrying out endorsement activities of a product or service so the speech can be understood. An utterance spoken by a speaker can contain multiple interpretations due to implicatures (Sumarsono, 2010: 21).

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Implicature itself means the hidden meaning that is in the form of the language spoken. It can be concluded that what is said by the speaker can have a different meaning or purpose from what is said. In line with that, one of the most important ideas in pragmatics is implicature (Levinson, 1992). An important reason underlying this statement is that implicatures provide an explicit description of how to imply more than what are spoken.

One of implicature is also known as conversational implicature. This type of implicature is one of the many aspects of pragmatics that focuses on digging deeper than the meaning of an utterance or utterance according to its context (Suyono, 1990:4). Language is referred to as an instrument in communication and acts as a conveyer of an idea, thought, concept or opinion of the speaker, as well as an instrument to deliver replies from the interlocutor. (Chaer, 2014). The use of the language of the Balinese celebgram or its dialect is its own attraction. This is one of the reasons many Instagram users follow Instagram accounts. In addition, the creativity of the celebgrams produces very interesting content.(Warmadewi, 2021). Balinese language itself can be said to be a language with complex variations due to the sor-singgih, considering that Bali is still thick with the caste system. The Balinese language used as an introduction to endorsement content also varies. Nevertheless, it should be appreciated for the use of Balinese as the language of instruction in the endorsement content of Balinese celebrities.

2. Review of Literature

Several studies related to implicature have been done before. The first research entitled "Implications in Public Service Advertisements" by Ariani, et al in 2016. This research examines the types of implicatures found in service advertisements broadcast on several television stations. In addition, the research also discusses the pragmatic implications found in these public service advertisements. The research used the documentation method with data sampling from November 2015 to April 2016. The data were analyzed based on Grice's theory. The results of this research of 14 public service advertisements found that conversational implicatures were found to be more than conventional implicatures. Likewise, pragmatic implications are grouped into 7 types of pragmatic implications. Of course, this research is different from this research, although they both use implicatures as their research, but the object of research is different. This research uses the endorsement content of the Bali celebgram as the object of the research.

The second research by Hikmah and Irma in 2021 with the research title "Implicature Analysis of Conventional Memes in the Tegal Radar Newspaper". This research describes conventional implicature as a type of implicature by using memes in the newspaper Radar Tegal in September and October 2019 (Hikmah & Irma, 2021). Implicature discourse is used as data by using data triangulation techniques. The results of this research are to provide an explanation related to conventional implicatures in memes that intend to convey news, learning, terrorists, influence

demo events, and human trafficking, where memes in newspapers are also a visual form of expression of response to an event. Implicature as a research by making memes as objects or research data, so it is different from this research.

Next is a research conducted by Sari, et al (2020) with the title "Analysis of the Meaning of Implicatures in Public Service Advertising Discourse on Social Media". This research is a form of research on discourse analysis in the form of implicatures in public service advertisements (Sari & Dkk., 2020). This research uses social media, namely Instagram, as a data source. There are 10 accounts as data sources, 1 account of children's organizations and 9 accounts of the Indonesian ministry whose data was taken in January 2020. This research reviews the meaning of implicatures found in public service advertisements, which found 3 meanings, namely appeals (invitations), prohibitions (satire), and warnings. Both use social media and implicature studies as objects of research, but have differences in which the research uses Public Service Advertisements with a combination of discourse analysis, while this research uses endorsement content of Balinese celebrities.

From the background and several studies above, an interesting problem to be discussed in this research is what forms of lingual implicatures are found in the endorsement content of Balinese celebrities. The purpose of this research is to describe the form of lingual implicatures that exist in the endorsement content of Balinese celebrities.

3. Methods

The research that wants to be studied at this time is about the Implicature of Balinese Language Endorsement Content by Celebgram on Instagram Social Media. This research follows up on previous research, which made Balinese language with data sources taken from Instagram as the object of research. With the rapid development of technology, the data used as research sources turn to sources related to technology, such as social media. This is because the impact of social media is extraordinary in influencing people's lives. Likewise, the influence of celebgrams when uploading content related to endorsements.

Social media as a data source makes researchers directly involved in observing and collecting data in the form of Balinese speech from celebrities on Instagram social media. Researchers do not only observe and record the data that is needed in this research. In this case it can be said that the researcher is one of the research instruments where the researcher is a data collection tool (Moleong, 2012). The data collection method used in this research is the listening and writing method by listening to Balinese speech used by Balinese celebrities. The use of the listening method is realized through basic techniques and advanced techniques. basic technique using tapping technique, then continued with free listening technique, free speech, and note-taking technique (Sudaryanto, 2015). In addition, the documentation method is also one of the methods used in this research to make it easier to transcribe data in the form of videos.

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Qualitative research that emphasizes meaning, focuses more on quality data with qualitative analysis (Sutopo, 2006). This research is related to previous research. While the previous research on Balinese Language Politeness by Bali Celebgram on Instagram Social Media reviewed language politeness, the current research focuses on the implicatures of endorsement content. This research was also conducted to find out how the existence of the Balinese language on social media, especially Instagram. Thus, the Balinese language as one of the elements of Balinese culture is able to be maintained.

4. Results and Discussion

Lingual form is a pragmatic unit of speech from a linguistic unit (Wiryotinoyo, 2010). The construction of speech sounds that are productively heard and spoken in spoken or written language is also known as lingual form. Morphemes, words, phrases, clauses, and sentences are types of lingual forms. In this research, the data come from lingual form of conversational implicatures were taken from the endorsement videos of Balinese celebgram. The current trend is to endorse celebgrams to promote a product or service. This is considered the most helpful in promoting goods or services during a pandemic like today. Celebgrams have a lot of followers, so when celebgrams upload a video or photo of a product, many Instagram users may see the product or service. The choices of sentences in the endorsement content are of very important. In the choice of words or sentences, there are many conversational implicatures.

The video are uploaded on Instagram in the account with username: @gek_indah25. The content contains the promotion of product, namely kebaya, and store, namely sentrik. The celebgram that endorsed by the companies is I.G.A. Diah Cahya Dewi, or with also known with account name @gek_Cantik25. The celebgram is one of the celebgrams that uses Balinese as the language of instruction in each of its contents. In the discussion related to the lingual form of conversational implicature, it is important to know the context and situation. The discussion is as follows.

Context of Data 1

Gek Cantik used an ordinary bicycle, while the people she met use electric bicycles. The data was taken when Gek Cantik met people on the street who used strange but unique vehicles according to her. Until he met Bli Alit and a conversation ensued.

Data 1

All data in the context is taken from the post of IG account @gek_Cantik25 (Gek Cantik). In this post, Gek Cantik who came home from the market to buy her daily needs met some people she knew.

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Gek Cantik : *Haduh kenyel san tyang bli, dibi baange gae biin tyang peteng ajak kurenane, ube keto semengane biin tyang bangun kal rahinan, kene be bek san tyang ngabe blanjaan bli. Bli kal kije to ? wih ape tegakin bli ne? Jeg busan liu san masih tepuk tyang e negakin sepeda ape motor.. pokokne kene be tepuk tyang bli. (Oh, I'm so tired, yesterday I was given a night job by my husband, this morning, I need to prepare for the ceremony, I brought a lot of groceries. Where are you going? Wow, what vehicle is that? I've seen a lot of bicycle or motorbikes before... basically this is what I saw Bli.)*

Bli Alit : *ooh ne madan sepeda listrik gek, salah satu produk ne Sentrik. (Oh, this is called the electric bicycle, one of the products from Sentrik.)*

From the data above, it can be seen that Gek Cantik's question has been answered by Bli Alit. Bli Alit gave a reply in the form of a declarative sentence about what Gek Cantik previously thought was a motorbike. The lingual form found is in the form of declarative sentences. Bli Alit also added information that was not questioned by Gek Cantik. This information aims to provide specifications for the origin of the vehicle products used in this video. This can also imply that if Gek Cantik wants to buy an electric bicycle, Bli Alit suggests at Sentrik instead. Additional sentences from Bli Alit contain implicatures to promote the seller of the electric bicycle, Sentrik.

Data 2

This part was taken when Gek Cantik was going to pay for parking her bicycle in the market parking lot.

Tukang parkir : *Siu!* (One thousand!)

Gek cantik : *Ne limangatus gen!* (Five hundred rupiah will be enough!)

The lingual form above is classified as an imperative sentence. Because the interlocutor refuses an order from the speaker to do something, in this context she pays a certain amount of money. From the lingual form above, it is implied that Gek Cantik refuses to hand over Rp.1000 to pay for parking. This is shown by Gek Cantik's answer "Five hundred rupiah will be enough." The difference in nominal between the speaker's and the interlocutor's words is identified as a negotiation which shows the rejection of the selling price so that the buyer (in this context, Gek Cantik) lowers the original price. The implicature that can be detected in this conversation is the rejection of the interlocutor to the speaker.

Data 3

This data was taken from Gek Cantik's short conversations with children she met on her way home.

Gek cantik : *Wih putu,,nak ngudiang cenik-cenik ngabe motor masuk ? bahaya tawang.. helm sing nganggo, SIM sing ngelah, misi ngajak adik pere.*

Sing nawang bahaya.. (Wow, Putu, how come a child uses a motorbike? It's dangerous you know. You don't wear a helmet, don't have a driver's license, and are alone with your sister. You know it's dangerous.)

Anak-anak : *ape montor, yee nak sepeda.. hahahaha ketinggalan hahaha.* (This is a bicycle not a motorcycle.. hahaha.. you are so outdated hahaha.)

The lingual form found from the answer from the interlocutor is a declarative sentence which tells that the object being used is a bicycle, not a motorcycle. The implied message of the sentence is the mocking impression that is made by the interlocutor to the speaker because the speaker does not know about the existence of an electric bicycle.

Data 4

Gek Cantik : *Miih luung sajan bli, lamun keto baang tyang nyilih cepok bli nah?* (Wow, that's cool, can I borrow it?)

Bli Alit : *Yihh..adi nyilih bli kel kundangan jani* (Yih, how come you borrow it, I want to go to an invitation now)

This conversation fragment is taken from Gek Cantik's video. Gek Cantik wanted to borrow Bli Alit's electric bicycle because she was impressed by what Bli Alit had previously explained. In the lingual form of a declarative sentence, Bli Alit informed Gek Cantik that she would go to the invitation. This lingua form contains the implicature of rejection of Gek Cantik's request. This is implied in the sentence "Yih, how come you borrow it, I want to go to an invitation now". In this context, Bli Alit politely refused by informing that he is going to an invitation, so his bicycle is being used by him, so Gek Cantik shouldn't borrow it.

Context Data II

The second data is the video of kebaya endorsement content uploaded by @gek_indah25. In the video, Gek Cantik was suggested by her partner to pray to the temple. However, the suggestion from his partner was rejected because she did not have any kebaya kebaya (traditional Balinese women's upper clothes). From the content, several forms of lingual implicature were found as follows.

Data 1

(It's told that Gek Cantik is making tiktok when her husband comes. "Wi" in this case is a call intended for her husband)

Gek cantik : *aduh wi jeg mengganggu sajan, sing nawang anak main tiktok engken nah* (Oops, it's so annoying, can't you see I am taking a video for Tiktok?)

Wi : *"hei..kamu nawang rahinan jani? "* (hey... do you know it's Sarasvati day?)

The reply sentence from the interlocutor above can be classified as an interrogative sentence which asks the speaker about something. There is an implied message or implicature in this interrogative sentence, which is telling the speaker to get ready to go to the temple to pray because today is rahinan (Sarasvati day). However, this message is not stated openly by the interlocutor. The lingual form found is in the form of interrogative sentences uttered by Wi.

Data 2

Gek cantik : *sing nawang!* (Whatever!)
Wi : *jani saraswati!* (Today is Sarasvati!)

In the conversation above, the reply of the interlocutor can be classified as a declarative sentence which provides information that today is a holy day. This declarative sentence does not only contain real information but also implied messages or implicatures in it. The implicature contained in the reply of the interlocutor is that the speaker should prepare herself at this time to go to the temple because today is Saraswati's day, instead of busy making video for Tiktok.

Data 3

Gek cantik : *Kebaya sing ngelah wi* (No outfit for today)
Wi : *Sing ngelah kebaya keto? Men ane anggo ugasne ento ape?*
(Are you sure? What were you wearing last ceremony?
Kebaya isn't it?)

In data 3, the sentences spoken by the interlocutor can be classified as interrogative sentences. In this interrogative sentence, the interlocutor asks the speaker about the kebaya. This interrogative sentence also contains implicatures or implied messages conveyed by the interlocutor to the speaker. The interlocutor implies that the speaker cannot possibly have none of the kebaya, because the previous kebaya still exists. The speaker or Gek Cantik gives a signal if there is a new kebaya, then she will go to the temple. In the video, it is not directly conveyed orally where it is best to buy a kebaya, only informed in writing in the Instagram caption.

Data 4

Gek cantik : *Ae be tawang tyang wi, tapi kan rahinan di bali nak liu. Ade galungan, ade kuningan, ade sugian bali, sugian jawa, purnama, tilem, kajeng kliwon. Jani ne kel teka saraswati, wi. Kebaya tyang sing ngelah tawang, telah sube stok kebaya e. Masak kebaya to to gen anggo? Kan lek ati ajak timpal-timpal ajak pisaga* (Sure, I know, but there are many ceremonies in Bali. There are Galungan, Kuningan, Sugian Bali, Sugian Jawa, Purnama, Tilem, Kajeng Kliwon. Now is Saraswati Wi. I

don't have any kebaya that up to date, most of them are out of stock. You want me to use the previous Kebaya? No! People will mocking me.)

Wi : *Ee gek, gek kal ke pura ape kal fashion show? Nawang tujuan ke pura ento? Nak kel ngaturang bhakti menghadap Ida Sang hyang Widhi Wasa , gek* (Gek do you want to go to the temple or do you want to go to a fashion show? Do you know the purpose of going to the temple? Praying gek, praying. To Ida Sang Hyang Widi Wasa)

The data implies two kinds of lingual forms of sentences detected in the speech of the interlocutor; interrogative sentences and imperative sentences. Both sentences contain implicatures or implied messages. The implicature that the interlocutor wants to convey is that you don't need to have a new Kebaya to go to the temple, because the purpose of going to the temple is to pray.

5. Conclusion

Conversational implicature is one aspect of pragmatics with the main focus on researching the meaning of an utterance according to its context. Implicature means that there is a difference between the utterance and the actual intention to be conveyed by the speaker. There are 3 (three) forms of lingua containing implicatures found in this research; namely: declarative sentences, imperative sentences, and interrogative sentences. As for the implicatures found in the lingua form, it varies not depending on the lingua form but based on what meaning the speaker wants to convey, such as: rejection, product promotion, ridicule, etc.

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