

CONVERSATION IMPLICATURE IN SPONGEBOB SQUAREPANTS: YOUR SHOE'S UNTIED ANIMATION

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ABSTRACT

A research entitled Conversation Implicature in Spongebob Squarepants: Your Shoe's Untied Animation aim to find the type, function of implicature, and context that found in this animation and explain or describe the type, function of implicature and context. The source taken from the transcript of SpongeBob Squarepants: Your Shoe's Untied. The writer uses Yule and Searle theory which Yule is to identify types of implicature found in the animation and Searle to find the function of implicature found in the animation. This analysis uses qualitative descriptive method. Results found in this analysis are that there are 2 data using general implicature, 2 data using particularized implicature, and 1 data using scale implicature.

Keywords: Pragmatics, Implicature, Meaning, Spongebob Squarepants

INTRODUCTION

Communication is something that every human needs because the reason is simple, human is a social being. As a social being, human needs to communicate and to communicate, human needs a language to understand one each other. Kridalaksana (in Rafdani (2024)) explain that the language is a system used by people to work together, interact, and identify themselves, and to communicate one each other. Levinson (1983) explains Pragmatics that Pragmatic analysis takes into account various factors, including the speaker's intentions, the relationship between the speaker and the listener, and the situational context in which communication occurs. Yule (2006) explained in his book "Pragmatik" that when it comes to implications, implications are very closely related to the principle of cooperation. This form of cooperation is a simple cooperation in which the people who are talking are generally not assumed to try to confuse, play, or hide relevant information from each other. According to Levinson (in Nandar (2009)) explains about Pragmatics, "*Pragmatics is the study of deixis (at least in part), implicature, presupposition, speech act and aspects of discourse structure*". Rahardi (2003:85) stated that in a real speech, the speaker and the speaking partner can communicate smoothly because they both have a kind of similar background of knowledge about something being said.

This research discusses the implications in the SpongeBob animation entitled "Your Shoe's Untied". This research will also discuss the types of implications contained in this SpongeBob animation. The researchers chose the title of this TV series because on the IMDb.com website, this TV series received a rating of 8.8/10 from more than 1,300

reviewers, where this rating is quite high, and the researchers were interested in choosing this SpongeBob TV series.

The researchers discussed this research topic because there were cases that relevant to the writer's research. For example, when a teacher walks into a classroom and the teacher says "Wow, this room is so hot", the students do the action which immediately open the window and turn on the air conditioning. In this case, it can be explained that the teacher is not solely saying that the temperature of the room is hot, but also gives the implication that the students in the class are doing something so that the room will not getting hot. Therefore, they do so by opening the classroom window and/or turning on the air conditioner. Implications can also occur in our daily lives, because speech can imply something, and we can understand what the implications are contained in the speech.

Nadia and Asih (2021) used a qualitative descriptive method and Sugiyono's theory to explain the qualitative descriptive method. With the short explanation above, the researchers choose this topic by explaining what types of conversation implicatures are found in SpongeBob's animation entitled "Your Shoe's Untied".

Husnun and Tatan (2023) used a qualitative descriptive method and uses almost the same collecting data method which reading, observing, and analyzing. With the short explanation above, the researchers choose this topic by explaining what types of conversation implicatures are found in SpongeBob's animation entitled "Your Shoe's Untied".

The researchers use the SpongeBob animation as a subject because in the SpongeBob animation, there is a joke where there is a sarcasm or hidden message in the dialogue presented from this TV series and the researchers want to explain the types of implications found in this TV series.

METHODS

The source of this research data is the animated film SpongeBob SquarePants which entitled: "Your Shoe's Untied" which has a duration of eleven minutes. The subject of this research is the dialogue contained in the film, while the object of the research is the implicature of the conversation between the characters in the film.

This research uses Qualitative Descriptive method. According to Sugiyono (in Rahmawati, Wijayanti, and Diani (2022)) qualitative research is descriptive because the data collected is in the form of words or pictures, so it is not focused on numbers. This study uses a qualitative descriptive method because the data is in the form of language on the implication of conversation, so the data obtained is in the form of words. The research method using qualitative descriptive method because the data is in the form of language on the implicature of conversation, so the data obtained is in the form of words. According to Bogdan and Biklin (in Bustam (2020)) reveals that:

- a. Qualitative research is descriptive.
- b. The data collected is generally in the form of words.
- c. Qualitative research is more concerned with the process than the finished product.
- d. Qualitative research analyzes data logically.
- e. Meaning is an essential focus on qualitative research.

This study uses data using observation and recording techniques. According to Sugiyono (in Urohmah (2023)) in qualitative research, data collection can be carried out in a natural setting, primary or secondary data sources, and various ways. And in data

collection, it can be done by observation, interview, documentation, questionnaire (questionnaire). In this research, observation techniques will be used as data collection techniques because it is impossible for researchers to use interviews, documentation, or questionnaires as data techniques where researchers use videos and transcripts as data sources. Then, in collecting data through observation, the forms of speech that were observed were some of the ones carried out by characters from the show and transcript in the *SpongeBob SquarePants: Your Shoe's Untied* Animation. First, the researchers watch the eleven-minute series which then continued by reading the transcript. The process is carried out by understanding each character and their situation as a context so that it can be easily understood before observing a conversation as a follow-up observation. Then, the conversation available will be recorded and then analyzed.

According to Nurastuti (2007) data analysis techniques are divided into two, descriptive analysis and statistical analysis. Descriptive Analysis is a research analysis by detailing and explaining at length the relevance of research data in the form of sentences. The research conducted by this researcher produced data in the form of words from conversations between characters in the animated film *SpongeBob SquarePants: Your Shoe's Untied*, so this research can be classified as descriptive research.

The researcher took and filtered some data to be analyzed into this study. For the subjects to be analyzed, the researcher collected several cases that are likely to be studied regarding the implications by taking a few sentences from the animated film *SpongeBob SquarePants: Your Shoe's Untied* through transcripts. First, data is collected in the form of implicit cases through conversational dialogues from available transcripts. The dialogue of the conversation spoken by the figure certainly contains several speeches. The speech will be observed first. Before starting the analysis, a context is needed.

Then after the data was collected by the viewing method and the recording technique, the data was then analyzed using the matching method. Steps in analyzing research data, namely; (1) prepare data in the form of speech fragments to be analyzed, (2) data are classified based on the type of conversation implication according to Yule, (3) describe the data based on the type of conversation implication according to Yule, (4) conclude the results of data analysis.

For the source of research data, the researcher needs to look at the *SpongeBob* animation transcript and watch the *SpongeBob SquarePants: Your Shoe's Untied* animation movie. Therefore, the writer uses this website to look at the transcript: https://spongebob.fandom.com/wiki/Your_Shoe%27s_Untied/transcript

RESULTS

The result found that in this *SpongeBob SquarePants* episode entitled: “Your Shoe’s Untied”, the writer found that there are 5 implicature which 2 of them is general conversation implicature, 2 of them is particularized conversation implicature, and 1 of them is scale conversation implicature which shown on **Table 1**.

Table 1. Implicature data found

General Implicature	Particularized Implicature	Scale Implicature
2	2	1

DISCUSSION

Data 1

Context : **SpongeBob asks Flying Dutchman if he can help SpongeBob to tie his shoes**

SpongeBob : “[laughs] Those are great, Mr. Flying Dutchman, sir. Now can you show me how to tie my shoes? [cut to close-up on SpongeBob's untied shoes]”

Flying Dutchman : “[laughs] I don't know how to tie me shoes. I haven't worn shoes for over 5,000 years! [waves his tail around, then holds a sock with two blue stripes up] But sometimes I like to wear this little sock over me ghostly tail. [laughs as he flies off while lightning goes off. The scene changes SpongeBob crawling into his pineapple.]”

Analysis

In data 1, the Flying Dutchman utterances *"But sometimes I like to wear this little sock over me ghostly tail"* Using situational context and general knowledge. In situational context, the dialog starts where SpongeBob meets Flying Dutchman and ask him on how to tie a shoelace because SpongeBob needs help. In general knowledge context, this context is related to recognizing the character and understanding the typical humor elements present in the animation, such as the example of the Flying Dutchman who can't tie his shoelace because he is a pirate ghost who can't use shoes but collects and uses socks.

This data using Scale implicature because there is a word which describes the value. In his utterances, *"But sometimes I like to wear this little sock over me ghostly tail."*, there is a word *sometimes* which means he may wear it, and he may not wear it. Sometimes in terms of value is lower than always and often.

Data 2

Context : **The customer disappointed with the Krusty Krab because their order didn't arrive and Squidward accidentally eats their order.**

Mr. Krabs : “Let's see, a five-letter word for happiness. “Money.” [laughs]”

Customer : “[off-screen] This is the worst service we've ever had! We're going to the Chum Bucket! [Mr. Krabs opens the bathroom door to see what the problem is]”

Mr. Krabs : “Wait! Wait! Don't go! [his pants are on the ground]”

Harold : “Oh, yeah, we are definitely out of here. [the customers continue to complain. Mr. Krabs runs over to the door, his pants are still on the ground.]”

Analysis

In data 2, the utterances *“[off-screen] This is the worst service we've ever had! We're going to the Chum Bucket! [Mr. Krabs opens the bathroom door to see what the problem is]”* using situational context because in this utterance, the customer express his dissatisfaction about the service in Krusty Krab directly in that situation. Therefore, they decide and go to the other restaurant, Chum Bucket.

This data use general conversation implicature because in this utterance “*This is the worst service we’ve ever had! We’re going to the Chum Bucket!*” the customer stated their dissatisfaction to the Krusty Krab directly with clear and understandable statement. This implies that the service at the Krusty Krab is bad and the customer decided to move to another restaurant.

Data 3

Context : SpongeBob admits to Mr. Krabs that he didn’t know how to tie shoelaces

SpongeBob : “I forgot how to tie my shoes.”

Mr. Krabs : “[*laughs*] That's all?”

SpongeBob : “So you’ll show me how?”

Mr. Krabs : “I don't wear shoes. [*close up on his feet. SpongeBob gasps, then runs over to Tom*]”

Analysis

In data 3, the utterances “*I don't wear shoes. [close up on his feet. SpongeBob gasps, then runs over to Tom]*” using situational context because in this utterance, Mr. Krabs responds to SpongeBob's request to show him how to tie his shoes by explaining that he is not wearing shoes. In fact, a close-up image of his legs shows that as a crab character, which means Mr. Krabs does not have legs like humans.

This data use general conversation implicature because in this utterance “*I don't wear shoes.*” Mr. Krabs directly states that he is not wearing shoes. Therefore after hearing that SpongeBob trying to seek help from other characters.

Data 4

Context : SpongeBob which comes to the Krusty Krab meets patrick and he still forget how to tie his shoelace

SpongeBob : Well, a sponge has to look his spongiest. [*walks to the kitchen putting a line of holes in the floor with his feet*] Well, I've gotta get to work. [*opens the kitchen door and plops on the floor, face first. He grunts; then talks muffled by the fact that he hasn't stood up yet and is talking straight into the floor.*] Oh, barnacles! Maybe I should just lay here.

Squidward : [*peeks his head through the order window*] Those patties aren't going to cook themselves, SpongeBob.

SpongeBob : He's right! Got to make... Krabby Patties! [*holds out a spatula and gets up*] Laces or no laces! [*crawls over to the grill while grunting*] Ah... I just have to stand in this one spot! [*makes a Krabby Patty*] Ta-dah! A perfect patty!

Analysis

In data 4, the utterance “[*peeks his head through the order window*] *Those patties aren't going to cook themselves, SpongeBob.*” using situational context because Squidward is the cashier at the Krusty Krab restaurant and reminding SpongeBob to make Krabby Patties because SpongeBob seems distracted or out of focus. In this utterance, Squidward's statement about patties that won't cook themselves describes an urgent need

for SpongeBob to act, i.e., make Krabby Patties. This is a direct reaction about the situation in the restaurant kitchen, where Squidward needs SpongeBob's help to prepare the patties.

This data use particularized conversation implicature because in this utterance “[*peeks his head through the order window*] *Those patties aren't going to cook themselves, SpongeBob.*” Squidward says that Krabby Patties won't cook for themselves, which suggests that he wants to remind SpongeBob to focus on his duties as a chef. This is a particularized implication because the implied meaning (patties will not cook on their own) is specifically relevant to the situation in the kitchen of the Krusty Krab restaurant at the time which means, SpongeBob needs to focus on his job and make the patties because the patties can't make patties on their own.

Data 5

Context : SpongeBob who don't know how to tie shoelace receives a suspicious look from Patrick assuming that he can't do it.

Patrick : [*SpongeBob gives him a dirty look*] Your shoes are still untied. [*SpongeBob takes his shoe off the chair*]

SpongeBob : [*looks away*] Well, [*Patrick looks shocked*] I guess you don't want me to show you how to do it.

Patrick : I'm sorry! [*covers his mouth with his shoes*] I won't interrupt anymore!

SpongeBob : I've got it! The first rule of shoe-tying is always start with your right foot. Now the lesson will officially begin. [*sets his right foot on the chair arm and unties his laces. Ties his laces, but they come undone. SpongeBob laughs nervously and tries again, but the laces untie themselves once more. SpongeBob smiles sheepishly at Patrick while Patrick glares at him*] That's... "knot" right. [*laughs nervously*] Get it? Knot... right... hmm...

Analysis

In data 5, the utterance “[*looks away*] Well, [*Patrick looks shocked*] I guess you don't want me to show you how to do it.” using personal knowledge context because SpongeBob and Patrick are interacting with each other. SpongeBob initially shows frustration because Patrick is bothering him when he tries to tie his shoes. He averts his gaze and expresses the feeling that maybe Patrick doesn't want him to show you how to tie the shoes shown in this utterance “[*looks away*] Well, [*Patrick looks shocked*] I guess you don't want me to show you how to do it.”. Patrick responded, “I'm sorry! I won't interrupt anymore!”, suggesting that he feels guilty for bothering SpongeBob.

This data use particularized conversation implicature because in this utterance, SpongeBob assume that Patrick probably doesn't want him to show him how to tie his shoes, based on Patrick's shocked facial expressions and reactions depicted in this utterance “[*looks away*] Well, [*Patrick looks shocked*] I guess you don't want me to show you how to do it.”. The implication is that SpongeBob interprets Patrick's reaction as a refusal or disinterest in accepting help.

CONCLUSION

The results of this study show that the SpongeBob SquarePants: Your Shoes Untied series contains 5 findings that contain implications through the process of analyzing speech delivered by the characters involved and actions that are presented through quotes on transcripts as a trigger for the existence of a context of speech events that only focus on the components of the situation and the meaning used. Of the 5 data that have been analyzed on the research subjects, each of the implications can be categorized based on their type which produces various data for general types of implications, particularized types of implications, and types of scale implications. Each of the resulting implications is supported based on the speech, meaning, and context in the analyzed transcript. This series usually has a special context that requires the audience to understand the relationship of the character. One example of a particularized implication is when Squidward says "Oh, gee, SpongeBob, that's a great idea. And maybe I should cook the patties, and do the dishes, and wear square pants, and live in a pineapple, while you wait in the unemployment line!" to his speaking partner, SpongeBob who asks Squidward to take the Krabby Patty. This implication can be triggered by the context that shows that in this animation, Squidward often gives a cynical and frustrated view of Spongebob because of his nature and behavior. Therefore, with the occurrence of these words, what Squidward did in saying the response from Spongebob can be said to be a particularized implication, because of Squidward's nature which is said to be lazy and does not want to be close to Spongebob because of Spongebob's behavior.

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