CHAPTER ONE
INTRODUCTION

1.1 Background of the Study

Netflix is online web and application for watching movies and series. It was founded by Reed Hastings on August 29th 1997. Every year, Netflix has produced around one thousand stories both movies and series. Since 2015, Netflix has known as the most popular online web and application for streaming movies and series around the world because Netflix produces many titles of movie and series, not only based on adaptation but also the original one. Based on the total amount of the viewers, *On My Block* become one of the popular series in 2017 in Netflix. The series was released by Netflix on March 18th, 2017. The genre is drama-comedy and the story is about in a rough inner-city Los Angeles neighborhood, four smart, funny and streetwise teens find their lifelong friendship tested as they begin high school. The series also represent teenager's life.

In *On My Block* series there are many interesting conversations. Literally in language, conversation is essentially an oral language event between two participants or more which generally occurs in a relaxed atmosphere. Conversation is a forum that enables the realization of the principles of cooperation and manners in language events. For that, in conversation it is necessary to understand the implicature or meaning intended by the speaker, so what is spoken can be understood by the interlocutor. Pragmatically, implicature is the study of the implied meaning. One part of the branch of implicature is

conversational implicature that is conversation that have implied meaning when the speaker say. The hidden message is become interesting to discuss and become a study that is important to do, especially in serials like what are shown in Netflix. According to Grice (1975:4) "Implicature means implying". Pragmatically, implicature is considered as the most complicated part of its application. The hearer has to discover the implied meaning that is uttered by the speaker. In addition, implicature is a component of speaker meaning that constitutes an aspect of what is meant in a speaker's utterance without being part of what is said. What a speaker intends to communicate is characteristically far richer than what he or she directly expresses.

In this research, the researcher is interested to study conversational implicature in Netflix' *On My Block* because there are some misunderstanding of the utterances in the series by the viewers who do not understand the implied meaning from the utterances. Therefore, the aim are to understand what the meaning implied in a conversation, to add more knowledge that actually there are some meaning implied which we can apply to the real world when we are talking to someone.

1.2 Research Question

In doing a research, it is necessary to have research question. In this research, the researcher have two research questions:

1. What phrases or sentences containing particularized conversational implicature are found in the dialogue of the characters in Netflix' *On My Block*?

2. What particularized conversational implicature is implicated in each phrase or sentence in the dialogue of the characters in Netflix' *On My Block*?

1.3 Research Objective

Based on the research questions above, so the research objective of this research are:

1. To identify the phrases or sentences containing particularized conversational implicature used by the characters in the dialogue in Netflix' *On My Block*.

2. To analyze the particularized conversational implicature implicated in the dialogue of the characters in Netflix' *On My Block*.

1.4 Uses of the Study

This study has theoritical uses and practical uses:

1.4.1 Theoritical Uses

This research is expected have contribution in giving information and explanation about types and meaning of conversational implicature in Netflix' *On My Block* in order to enrich their understanding on using conversational implicature expression. With applying the theory of conversational implicature from Grice (1975) especially in particularized conversational implicature as the object, this research is also expected to giving the knowledge about particularized conversational implicature that there are the implied meaning through television show or series especially in Netflix' *On My Block*.

1.4.2 Practical Uses

This research is expected to give an additional reference to the study of pragmatics, especially about conversational implicature. This study is also expected to contribute to the teaching of pragmatics, especially on conversational implicature. Lecturers can use the findings of this study as an additional resource in pragmatics subject.

1.5 Scope of the Study

The scope of the research need to be clarified especially the specific aspects discussed as the focus of this research. This research focuses on the use of particularized conversational implicature in Netflix' *On My Block* on 8 episodes and the meaning of conversational implicature used in it by using the theory of conversational implicature by Grice (1975) through library research.