

## **ABSTRACT**

*Lisyati. 2022. Implicature of Speech in This Show Sahur Again on NET TV Episode 14-16 April 2022: Pragmatic Study. Advisor I : Siti Arifah, M.Pd . Advisor II : Mohammad Suhaidi, M.Th.I . Thesis. Sumenep: Indonesian Language and Literature Education Study Program, Teacher Training and Education College of the Republic of Indonesia Teacher Association.*

*Keywords: Pragmatics, implicature, types of implicature, implicature intent, it's sahur again*

*This research is motivated by the existence of utterances that contain humor with implied intentions/messages or so-called implicatures which are expressed by the characters in the sahur program again on Net TV episodes 14-16 April 2022. The implicatures in these speeches can affect how the audience can understand the true meaning of the speech. , so that it can be formulated in this study that how are the types of implicatures and the intent of implicatures in this program for sahur again on Net TV episodes 14-16 April 2022. This study aims to describe the types of implicatures and implicature intentions contained in this program for sahur again on Net TV episode 14-16 April 2022.*

*This research was included in the type of qualitative descriptive research. The source of the data were in the form of speeches in this event for Ini Sahur Lagi on Net Tv episodes 14-16 April 2022. The research data were in the form of speeches of the characters in this event for Ini Sahur Lagi which contain implicatures which were collected using the listening method and using the listening technique, free involvement, conversation and note-taking technique. The researcher listens to the speech in this video, sahur again on this YouTube channel, this talkshow then records the speech which was considered to contain implicatures.*

*The results of the research conducted by the researchers are that the researchers found two types of implicatures in this show sahur again on Net TV episodes 14-16 April 2022. The implicatures found were 8 datas of conventional implicatures, and 28 data of conversational implicatures or conversational implicatures. In this conversational implicature found in three types, they are general conversational implicature as much as 8 data, conversational implicature scaled as much as 12 data and special conversation implicature as much as 11 data.*

*In conclusion, the researchers conducted research on this event for Ini Sahur Lagi episodes 14-16 April 2022 because there are humorous utterances that contain implicatures so that the audience of the show can understand the true meaning. This research was a qualitative descriptive study using the method of observe with the note-taking technique and producing as many as 39 implicature data which are divided based on the types.*