SCALAR IMPLICATURE IN FACEBOOK

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ABSTRACT

This research explores the phenomenon of scalar implicature in Facebook status updates, using Yule's systems theory to dissect the implied meanings conveyed through scalar expressions. The research reveals that scalar implicature significantly influences communication on Facebook, providing more insight into the construction of implicatures. Noteworthy findings include examples of scalar implicature in status updates featuring terms such as "some", "few", "more", "more", "many", "all", "most", and "none". This research aims to find out how these scalar terms are used by Facebook users to communicate nuanced messages behind the explicit substance of the status, underscore the importance of understanding the interaction between scalar terms, pragmatic elements, and semantic components for effective communication on platforms such as Facebook. Using a qualitative descriptive approach, the research examined data drawn from Facebook status updates to underscore the intricate relationship between scalar expressions and pragmatic and semantic elements in communication. The listening method combined with reading, selecting, and note-taking techniques produced the data. Statements, details, and proverbs that appear in the status updates of the author's Facebook page This study underscores how users use scalar terms to effectively communicate nuanced meanings and intentions on social media platforms such as Facebook. By emphasizing the importance of understanding scalar implicatures in achieving communication goals, this study highlights the use of language in everyday online interactions. The implications of this study extend to a broader understanding of language use in social media settings, emphasizing the critical role of scalar implicatures in facilitating effective communication.

*Keywords***:** *Scalar Expression, Implicature, Facebook Status.*

INTRODUCTION

Scalar expressions are etymological components that show a various leveled or scaled meaning of sentences. Scalar expressions play a vital part in semantics and pragmatics since they encourage our comprehension of how dialect passes on meaning and accomplishes communication objectives. In semantics, scalar expressions allude to words or sentences with distinctive levels of meaning all through a particular extend or continuum. In Horn's hypothesis of scalar implicature, a more grounded word renders the utilize of a weaker term inappropriate."Some/all," "or/and," and "few/many" are common cases of scalar word combinations. Semantics is the field of consider that investigations the associations and definitions of words and sentences interior a language, and scalar expressions are a particular component of this region of inquire about. This content investigates how words and structures normally set up scales and levels of meaning. This gives a premise for translating the essential centrality of these scalar expressions. Scalar semantic highlights incorporate quantifiers, descriptive words, modular verbs, and comparatives. In differentiate, the practical measurement of scalar expressions basically centres on utilizing dialect in standard talk. Horn's concept of scalar implicature could be a crucial point in pragmatics, clarifying the instruments behind successful and nuanced communication in regular dialect.

Pragmatics considers how words or expressions can affect meaning and communication inside a discussion. Pragmatics analyzes how people comprehend dialect inside a given circumstance and select words to realize particular communication objectives. The pragmatics of scalar expressions, such as the word "decent," relate to the particular circumstances and methods of utilizing it to communicate assention, mockery, or impassion. Scalar expressions are frequently deciphered based on the speaker's planning expressive point and the encompassing setting. Scalar pragmatics envelops different perspectives, such as social communication, relevant examination, and implicature. The down to earth and semantic highlights of scalar expressions display an complicated interconnection. Semantics examines the inalienable centrality of a express, whereas pragmatics examines the real utilization and comprehension of the term. The translation of scalar articulations might vary based on practical variables like as the speaker's purposeful, tone, and setting. For occasion, in a casual discussion, the word "sweet" can be utilized allegorically to characterize an person with an alluring facial appearance, but it can too be used literally to indicate the enhance of nourishment or refreshment (relating to semantics and pragmatics). Scalar implicature may be a noteworthy concept related with scalar expressions. This relates to the deductions that speakers make based on the utilization of scalar expressions.

Expressing a express such as, "He has a splendid vehicle," regularly proposes that the vehicle is outstandingly noteworthy. Comprehending this implicature is encouraged by pragmatics since it is regularly passed on in a roundabout way as a result of the scalar nature of the words utilized. Scalar expressions are moreover connected to the practical concept of courteousness. Speakers every so often utilize scalar expressions to show strategy or to mitigate the affect of their articulations. Rather than making an outright explanation like "You're wrong," people can express their contradiction by saying, "I accept you will be marginally mixed up." In this setting, the term "a small" is utilized to advance decrease the feedback, emphasizing the esteem of utilizing scalar expressions. Understanding the relationship between scalar explanations and their down to earth and semantic components is pivotal for understanding the meaning passed on by dialect. Pragmatics analyzes the way language is utilized and caught on in numerous real-life circumstances, while semantics centers on the elemental meaning and structure of scalar expressions. Key components of this association include recognizing the scalar suggestions and understanding the utilize of scalar expressions for the purpose of courteousness. These concepts improve our understanding of language's work as a flexible and context-dependent implies of communication.

Levinson (1983) states that pragmatics is the ponder of communicative utilize of dialect. In this ponder, individuals attempt to see the relationship between dialect and context. Grice (in Levinson, 1983) characterizes implicature as "what a speaker might infer, recommend, or cruel as something diverse from what the speaker truly says". Since the speaker now and then gives more information than he or she really says, the audience or peruser must be able to gather the intended meaning in arrange to get it the speaker's message. Speakers can pass on messages expressly as well as verifiably. In expansion, Yule (1996) moreover contends that implicature is the extra meaning communicated, or something that must be more than fair words. The Online Reference book Wikipedia states that scalar implicature is known as amount implicature in pragmatics which means an implicature that gives an expression an implicit meaning other than its unequivocal or strict meaning and implies that the speaker has the reason of choosing not to use a more grounded or more enlightening term on the same scale. The speaker's choice of a lower characterization suggests that, to the finest of their information, none of the stronger characterizations on the scale are precise. This is frequently seen when the word "a few," which is coherently reliable with "all," is utilized to suggest the meaning "not all.

Implicature alludes to the act of meaning or inferring one thing by saying something else, or the question of the act. Implicature can be decided by the meaning or setting of the

sentence and can be routine (in a diverse sense) or offbeat. Implicatures serve various purposes: communication, keeping up great social relations, deceiving without lying, fashion, and verbal effectiveness. Communication has an critical part in social life. All sorts of data within the form of recordings, news, and articles can be spread rapidly indeed in seconds since information can presently be gotten to rapidly, Putry (2021: 1). In any case, there's a phenomenon where the speaker does not pass on the intended message to the audience straightforwardly indeed in spite of the fact that the reason of communication is to pass on what the speaker needs to the audience.

METHODOLOGY

Methods for classifying and categorizing data are called data analysis techniques (Mahsun, 2014: 253). The descriptive method is being used in this study. The descriptive analysis approach is a technique for data analysis that describes the acquired data in its original form without attempting to draw any universally applicable conclusions (Sudaryanto, 2011:147). Additionally, the author uses Facebook status updates as the primary research technique to gather information. Information was gathered via looking at the author's Facebook status updates. The listening method combined with the reading, selecting, and noting techniques yielded the data. The statements, details, and proverbs that occur in the author's Facebook page's status updates constitute the implicature found in the Facebook status that needs to be examined. In order to respond to the research question, the author will first log into the Facebook platform and look through user status updates. From there, the author will choose seven status updates with seven different scalar types—SOME, FEW, MORE, MANY, ALL, MOST, and NONE—for analysis. The author selected an English Facebook status for herself. The author then goes on to explain the status and draws a conclusion regarding the significance and use of scalar implicature in Facebook status updates.

FINDING AND DISCUSSION

Communication has a vital role in the social realm. News, articles, and videos can all be transmitted quickly—sometimes even within seconds—because information is so easily available. These days, communicating via internet media is a regular occurrence. One of the many social media channels for communication that is available is Facebook. Facebook is a social media and online networking site owned by Meta Platforms, an American internet company. With 3 million monthly active members as of December 2022, Facebook ranks

third in the world's most popular websites. Facebook users are very active in sharing information all the time ranging from promotion of tourist attractions, marketing, motivational words, plans to visit a new place, tour or journey experiences in terms of religion, politics, education, tourism, economics, and many more.

Scalar Implicature SOME

Data 1.

> **Semuel Saitakela bersama Ckt Lhien D'Rousey Duatiga dan 8 lainnya.**
> **4 Jun 2022 =04/06/2022=**
>
> New visit today!
> Mr. Susanto and his family from Lampung.
> It's hard to explain into words. What a wonderful day and a great time we have had today!
> Finally, we have done a half day tour by visiting Batu Kapal and Pigewa beach today as well as taking local boat to visit Saurana which is part from Elok village to see some whales vomit that own by local people who live there.
> Thanks for coming and exploring Elok village with its beautiful beach.
> It's time!
> #ExploreAlorlsland
> #ElokBeach #StoneShip #PigewaBeach #BeautifulBeach #LongWhiteSand.

Samuel Saitakela's status was the first thing the author decided to investigate. When he attempts to visit multiple well-known tourist destinations on Alor Island in a single trip, the author observes that this position presents a tourism-related challenge. In this case, the pragmatic scalar is "some". "Some" frequently refers to "some, not all, nor many, nor few." A few also show an ambiguous quantity. However, a closer look reveals that the uploader of the status is attempting to convey how happy he was to witness multiple whale vomits during his family's vacation to Batu Kapal, Pigewa Beach, Saurana in Elok village today. Further, the word "some" in the sentence "saw some whale vomit owned by local people" means only some whale vomit, not all of them, not many or few. This is based on pragmatic scalar in linguistic theory. When someone says they observed "some" whale puke, they don't specify how many.

Scalar Implicature FEW

Data 2.

> **Stitch fans.**
>
> The next few months are
> going to bring peace, prosperity and positiity.

Stitch Fans with the scalar implicature "Few" are the source of this status. "Few" means "A little, a small part, not much, not big, not all or less than" when evaluated generally. Therefore, the meaning of this status relates to an individual's belief or belief in seeing into the future when examined from the perspective of linguistics using scalar pragmatics analysis. Additionally, he makes an effort to persuade readers that they will experience peace, wealth, and other good things in the upcoming month. The word "few" in this statement means "soon or not too long"; you will have calm, wealth, and good things in the upcoming month.

Scalar Implicatur MORE

Data 3.

Semuel Saitakela Australia Backpackers 2023 6Oct 2019

Tuti Adagae hot spring in Alor - an amazing and unique place to hunt and take pictures. The water comes out continuously throughout the year. If you're curious to know more about this, plan a visit to Alor and see how water comes out of the rocks.

For more information,
Active contact:
WA/TLP: +6281 237 428 498 Email: alortouristguide@gmail.com
It's about time!
#Exploring Alor Island #Tutyhotspring

This status was given on October 6, 2019. Analyzing the term "More" enables comparisons between things that are more expensive, more enticing, nicer, etc. Furthermore, "more" could allude to additional details from the item that came before it. In some contexts, "more" might mean more precise facts or a substantial amount of information. The target market for this position is Tuti Adagae Hot Spring Tourism, as you can see. The purpose of this status update is to draw attention to the Tutti Adagae Hot Spring in Alor, which is a unique location that produces breathtaking images. He briefly explains how hot water spurts from a pile of stones. He continues with his sentence that to find out more information then plan a visit to Alor and please see the process of hot water coming out of the stones. And if analyzed based on pragmatic scalar then the word "More" gives the meaning that you will get "additional information if you visit Tuti Adagae Hot Spring directly. The word "Additional information" also means that there are more details, facts or experiences that have not fully appeared in the

status so visiting the place is the right way to get interesting facts.Another meaning, the word "More" here refers to the discovery of many facts or experiences beyond the status read". Also, additional information that has the purpose of inviting or encouraging people to gain more knowledge about Tuti Adagae Hot Springs in Alor.

Scalar Implicature MANY

Data 4.

> **Carlos Dominguez 1 hour**
>
> You don't need too many people to be happy. Just a few real ones who appreciate you for who you are.

Carlos Dominguez, "Many" is the pragmatic scalar associated with the uploaded status. An endorsement, encouraging words, or information about how others see us are all included in this status report. This suggests that happiness doesn't always require a big social circle because contentment can also come from being in an environment that celebrates our uniqueness. The term "many" means "large or not few." An alternative definition of the word might be "thousands, profusion, or throngs." It also means "crowded, abundant or thousands" in another interpretation. According to the pragmatic scalar in linguistics, the word "Many" refers to an indeterminate number but most definitely not a small number, so if it is related to the sentence's context, it means that not everyone can bring happiness, only some people—that is, those who know how to value others—and that we don't need a large number of people—just enough as long as they can appreciate us.

Scalar Implicature ALL

Data 5.

> **Kevin Banag 9 jam**
>
> Your wishes and all manifestations are going to come true.
> @ceobanag

Kevin Banag updated the implicature scalar "All" on Facebook with this status. basically, "All" indicates "The entirety of what is mentioned, something without exception, not passed over, nothing left, everything" . The word "all" is used to

compliment manifestation. The term "Manifestation"'s suffix "all" implies that no manifestation is missed or disregarded, completing and clarifying the meaning of the noun that follows. This stance suggests that every want, every hope, and every prayer will always be granted. Put another way, "All" emphasizes how all-encompassing the manifestation is.

Scalar Implicature MOST

Data 6.

<div style="border:1px solid black; padding:10px; text-align:center;">

Semuel Saitakela 29 Apr 2022

Exploring new spots in Alor Island is may be one of your passion

to get the most wonderful experience in your life.

Tourism is back.

It's time!

#ExploreAlorlsland

#Sunset #amzingview #EastNusaTenggara

#Wonderfullndonesia

</div>

From the observation, some of the status updates contain sentences with pragmatic elements so that they add their own meaning to the status, for example the status in the picture above. Samuel Sitakela states that, "Exploring new spots in Alor Island may be one of your passions to get the most wonderful experience in your life". In the sentence, there is a pragmatic scalar element "Most" which greatly influences the status. If analyzed, this status leads to tourism promotion. The meaning or synonym of the word "Most" is something that is unrivaled. The word "Most" also means "very, nothing else, superior, main/most important or has the highest level than others". So if interpreted according to the pragmatic sense, this sauce means that exploring new places on Alor Island will provide a very beautiful experience in life. It could also mean that, of all the experiences you've ever had, exploring new places on Alor is an experience like no other. Another implied meaning is that it is the most enjoyable experience in life to explore new places because the old places that you often visit are commonplace. Furthermore, if we pay attention to the status, it also mentions the tourist location, namely Alor, so that the best visit center is Alor Island, not other islands.

Scalar Implicature NONE

Data 7.

> **Sáng Kakala Belajar bahasa inggris pemula M 9 Okt 2023**
>
> Those school students are ready to leave Jakarta for Bandung on a vacation. None of them want to be left behind. They look very happy and smile at each other.

This status comes from Sang Kakala's account of "None". This status describes how the students will leave Jakarta for Bandung for a vacation. In the general understanding of "None", it means "Zero, empty, none and so on". "None" there is a pronoun that although it is negative but when used in a sentence can give a positive meaning as in this status sentence, "all the children will go on vacation. None will be left behind". So on the way from Jakarta to Bandung no one is left behind, all of them will participate in the vacation.

The research findings indicate that communication through social media platforms like Facebook is an integral part of social life, allowing for the rapid dissemination of various forms of information, including personal updates, news, and articles. Facebook statuses, in particular, serve as a rich source of data for analyzing the function and meaning of scalar implicature, which is a pragmatic phenomenon where the meaning of a statement can imply more than what is explicitly stated. Scalar implicatures are found in everyday language and are often used to convey information indirectly. For instance, when someone says, "I saw some of your children today," it is generally understood that not all of the children were seen. This type of implicature is evident in Facebook statuses, where users may choose specific scalar terms to convey subtle meanings or intentions. An example of this can be seen in a status update from a Samuel Stitch fan, which uses the scalar term "Few" to express optimism about the future, suggesting that positive changes are imminent but not specifying when. Similarly, another status mentions seeing "some whale vomit," which implies that only a portion was seen without indicating the exact amount, leaving room for interpretation.

Facebook's various features, such as stories, public statuses, and private chats, facilitate different forms of communication, from casual greetings to the sharing of personal emotions and promotional content. Users often have specific intentions when posting statuses, and understanding the implicatures can reveal these underlying motives.The use of scalar terms like "All," "Most," and "None" can also be found in Facebook statuses, each

carrying its own implications. "All" indicates totality and leaves no room for exceptions, while "Most" suggests a majority but not the entirety. The absence of something is indicated by "None," which is a clear negation. In the context of Facebook statuses, these scalar terms can be used to convey personal beliefs, feelings, or even marketing messages. For example, a status using "Many" might suggest that happiness does not require a large number of people, but rather a few who truly appreciate one's presence. On the other hand, a status with "Most" might be used to promote tourism by implying that exploring new places can provide unparalleled experiences.

The research problem posed in this study is related to understanding the meaning and function of scalar implicature in Facebook status. Findings from the analysis of Facebook statuses that use scalar terms such as "SOME," "MANY," "MORE," "MANY," "ALL," "MOST," and "NONE" provide insight into this research problem.

- **The Meaning of Scalar Implicature in Facebook Status**

  Scalar implicature in Facebook statuses comes from the pragmatic use of scalar expressions that indicate varying degrees of quantity or intensity. For example, the use of "SOME" in a status can imply a part but not the whole of something. Similarly, the term "MORE" implies the need for an increase. "A LOT" indicates a large amount, which emphasizes abundance.

- **Function of Scalar Implicature on Facebook Status**

  The functions of scalar implicature on Facebook statuses are diverse. Scalar terms are used to convey information about the extent to which a statement can be considered true or the quantity of something in question. Scalar terms have various pragmatic functions, such as controlling social effects through politeness scales, expressing confidence or uncertainty, and adapting to the conversational context. For example, the use of "MOST" in a status can indicate more than the previous level. The term "NOTHING" clearly negates the existence of something.

In the context of Facebook, where users share information, feelings, and promotional content, scalar implicature helps reveal the intent behind status updates. Users can choose certain scalar terms to subtly convey their messages. In the research findings show that scalar implicature plays an important role in the meaning and function of Facebook statuses. So, the research findings highlight the significance of scalar implicature in the interpretation of Facebook statuses. By analyzing the use of scalar terms, one can gain insights into the communicative.

CONCLUSION

The conclusion can be drawn from the research on scalar implicature in Facebook status updates because it can understand Scalar Implicature, which has successfully applied Yule's theory to identify and explain the scalar implicature that exists in Facebook status. Scalar implicature is a key concept in pragmatics that helps in understanding how language conveys more than what is explicitly stated. The analysis used is a qualitative analysis of the Facebook status updates, as it explains the meaning and function of scalar implicature in this context. This research shows that scalar terms such as "a little", "more", "a lot", "all", "most", and "none" have implicit meanings that are not expressed directly. Furthermore, this research utilizes a methodological approach that involves data collection and analysis of Facebook statuses and has proven effective in uncovering the hidden meanings and intentions behind these updates. This approach has enabled a detailed examination of how scalar expressions are used in everyday online communication.

This research highlights the importance of scalar implicatures in achieving communication goals on social media because by using scalar terms, Facebook users can convey a variety of meanings and intentions, ranging from inclusiveness and urgency to quantity and intensity. Scalar implicature is a powerful tool for effective communication on Facebook. For example, the use of the word "None" in a status about students not wanting to miss out on a vacation to Bandung implies that all students are included, demonstrating how scalar terms can increase the clarity and positivity of a message. The findings of this study have broader implications for understanding everyday communication in facebook statuses. Scalar implicature is not limited to Facebook statuses but is a pervasive aspect of language that allows speakers to convey nuanced meanings in various contexts.

Thus, this study underscores the importance of scalar implicature in communication, particularly in Facebook status updates. The research shows how users use scalar terms for social interaction, expressing emotions, and achieving specific communicative outcomes. This research contributes to the field of pragmatics by providing insights into language use on social media platforms.

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