Meme Implicature Using the Word *'Tenggelamkan'*

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Abstract - The majority of Indonesians who are known to use social media as a means of communication and entertainment are certainly familiar with the term meme. A meme phenomenon popular is the use of the word *'tenggelamkan'* at the end of the discourse popularized by Susi Pudjiastuti, the former minister of fisheries and maritime affairs. The objectives of this study are as follows: (1) to determine the language style used in memes that use the word *'tenggelamkan'* and (2) to determine the implicature of memes using the word *'tenggelamkan'*. The data source of this research is taken from various pictures on the internet, amounting to 15 memes. The data collection used is the method *capture*. The research method is descriptive qualitative, the analysis used is Grice's theory of conversational maxims. The results of this study indicate the themes used in memes using the word *'tenggelamkan'* include the themes of love, friendship, corruption, worship, and food. The use of language styles that are reflected, such as 9 memes of cynicism, 5 memes of paradox, and 1 meme of rhetoric. The implicatures of meme data using the word *'tenggelamkan'* are as follows: satire, suggestion, satire and suggestion.

Keywords: Implicature, Language Style, Memes, *Tenggelamkan*

I. INTRODUCTION

The majority of Indonesians are known to use social media a lot as a means of communication and entertainment is certainly no stranger to the term meme. The sheer number of memes scattered on various social media provides several positive impacts, namely the emergence of various works inspired by images memes.

The phenomenon of spreading meme images on social media is a new phenomenon. This happens because of technological advances that occurred in the year 2000s. There are experts who research specifically on meme images currently not found. Shifting the meaning of meme images to the original term itself is also a decision based on the current understanding of society. The boundaries of meme images with caricatures are also not very visible. Caricature is a form of comic that can be inserted into a meme image, however, meme images themselves are not a kind of comic, so the term image wider memes. A special requirement of meme images is that there is a conflict raised from real problems that exist in people's lives usually in the form of photos or social portraits that contain humor and satire.

The humor contained in memes has many forms and functions. The form of humor in memes contains images and writings that can be seen in linguistic units such as; words, phrases, sentences and discourse. Humor memes function as a means of entertainment, a form of protest, and voicing opinions. According to Setiawan (1990), humor is a feeling, a symptom that stimulates a person to laugh that comes from a symptom or a creation from within or outside of a person. The function of humor is as follows: (1) making people aware that people are not always

right, (2) seeing problems from various angles, (3) entertaining, (4) making thoughts, (5) being tolerant, (6) as criticism. The function of humor, apart from entertaining, is as a media for protest, as a means of criticism towards the government and social society indirectly (Sujoko, 1982).

Meme comes from the Greek means to imitate or resemble. The term is used to define the birth of the cultures that occurred because of the formation of an imitation or replicator. This imitation or replicator comes from the relationship between humans and humans and others as imitators of information so that a new culture is formed over other cultures that has happened in the past. At this time, the word meme underwent a slight shift in meaning. (Dawkins, 1989:192) said he originated the term meme as a cultural equivalent of the gene. This was done by shortening the term *mimeme* which he said he derived from the Greek *mimeisthai*, to imitate. In line with Blackmore (2019), the core definition of a meme is 'that which is imitated'.

Memes on the internet is indeed a cultural imitation. According to Grundlingh (2018), memes are a common way for individuals to communicate online. But more specifically, memes scattered on the internet are cultural imitations of the character humor and contain elements of sarcasm in order to insinuate a culture or social phenomena that have been experienced by society. The meme found on the internet, is a snippet with several supporting sentences to provide useful information about social events in society to remind people of things that are full of morals however keep it entertaining. In line with this, KBBI (2008) states that memes are an idea, behavior or style that spreads from one person to another in a culture. A meme is a snippet of images from television shows, movies, and so forth or modified homemade images by adding words or writings for humorous or entertaining purposes.

The popularity of the word 'drown' is a phenomenon that is widely used as a meme. The word 'sinking' was popularized by the minister of maritime affairs and fisheries, Susi Pudjiastuti as an order for foreign ships entering Indonesian territory. Through orders to sink foreign ships entering Indonesian territory, it is hoped that fishing in Indonesian areas will be a deterrent effect. The use of the word *tenggelamkan'* has become a well-known expression and is widely used by the public in response to various situations.

The understanding contained in memes as humor can be known through the implications of the various forms contained in memes. Implicatures have two types according to conventional implicatures and conversational implicatures. Implicative differences according to Lyons (1993:272), the difference between them is that the former depends on something other than what is truth-conditional in the conventional use, or meaning, of particular forms and expressions, whereas the latter derived from a set of more general principles which regulate the proper conduct of conversation.

The difference between conventional implicatures and conversational implicatures is that conventional implicatures are associated with general usage and meaning. Meanwhile, the conversational implicature includes the principles in proper speech, the assumption that appears in the conversational implicature is the use of 'cooperation principles'.

Conversational implicature is a pragmatic implication in conversation that arises because of a violation of the principle of conversation. Grice (1975:45) explains that conversation has a cooperative principle in which every speaker must comply with the four maxims of conversation, namely: (1) maxim of quantity, (2) maxim of quality, (3) maxim of relevance, (4) maxim of manner. These principles are not always adhered to in conversation, sometimes they are deliberately violated in order to get implicature effects such as humor.

a) Maxim of Quantity
This maxim expects the speech partner to provide sufficient responses or answers as needed by the interlocutor.

b) Maxim of Quality
Maxim of quality expects each speech participant to tell the truth or be based on evidence.

c) Maxim of Relevance
The maxim of relevance requires speech participants to make relevant contributions to the subject matter.

d) Maxim of method
Maksim requires speech participants to speak directly, not obscurely, and not exaggeratingly. In general, speakers who transgress have one goal of creating a funny effect.

There have been many researches on the topic of humorous memes such as Harlow,

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Rowlett, & Huse (2020); Hirsch (2019); Nee & De Maio (2019); Piata, (2016), but what has become an update in this research is the topic of memes with the word '*tenggelamkan*' that no one has researched. This is important to be studied as part of the linguistic phenomenon in the world of Indonesian social media. Thus, the aims of the present study are to determine the language style used in memes that use the word '*tenggelamkan*' and to determine the implicature of memes using the word '*tenggelamkan*'.

METHODS

This study uses a descriptive qualitative method that aims to describe the implicature of memes with the word '*tenggelamkan*' as a phenomenon in social media. The data source in this study comes from the internet media with a total of 15 memes. The memes used as data were accessed in January 2020. The instruments used were mobile phones, stationery, and meme selection indicators as data in this study by sorting out memes that use the word '*tenggelamkan*'. The data collection used is the method *capture*, the matching method is used to analyze the data contained in the language itself, the split method is used to analyze data that is outside the language. The analysis used is Grice's theory of conversational maxims.

RESULTS AND DISCUSSION

This section presents the results and discussion which includes the implicatures contained in the meme with the word '*tenggelamkan*', a linguistic aspect that causes humor in the '*tenggelamkan*' meme.

Table 1. Themes in the '*tenggelamkan*' meme

No	Themes	Amount
1	Romance	6
2	Friendship	1
3	corruption	1
4	Worship	2
5	Other social life	5
	Total	15

Linguistics in the '*Tenggelamkan*' Meme

The linguistic aspects contained in the '*tenggelamkan*' meme include the use of language styles with Cynicism figures of 9 memes, paradox figures of 5 memes, and rhetorical figures of 1 meme.

Paradox is a style of language by comparing the original situation with the opposite situation. In Figure 1. The meme contains a language unit in the form of discourse. The thing that is being compared is that the performance as people's representatives should be mandated in carrying out their duties, helping the community instead to take actions that are detrimental to the people and the state, namely corruption. The following is an example of a meme with a paradoxical language style:

Picture 1. Figure of speech of Paradox

Cynicism is direct satire. Picture 2. meme uses a cynical style which shows openly to someone who only comes when they need help but when they don't need to just leave. discourse that contains pictures 2. Meme has the purpose of being a satire or insult that ends with the word drown as a form of expression of annoyance. The following is an example of a meme using a cynicism style as follows:

Picture 2. Figure of speech of Cynicism

Rhetorical is a figure of speech in the form of a question. The meme in picture 3 uses the question word that comes at the beginning by saying 'who' is the person who doesn't eat fish. Indonesia has a large sea area and abundant catches. It is a question of who does not consume fish because it has many health benefits. An example of a meme that uses a rhetorical language style is as follows.

Picture 3. Figure of speech of Rhetorical

Meme implicature '*tenggelamkan*'

Memes are generally used as a means of humor and expressing messages as social criticism of the phenomena that occur. The message in a meme can be interpreted implicitly through the various forms in the meme. To find out the meanings that are implied in memes, it is necessary to analyze various contexts. Here's the implicature for the 'drowning' meme.

Table 2. Implicature of Memes Using the word '*tenggelamkan*'

No	Implicature of	Appearance
1	Satire	11111
2	Suggestions	
3	Satire and suggestions	111

a. Satire

Picture 4. Implicature of Satire

The meme above has a discourse (*itu yang nonton bolanya kuat tapi sholat subuhnya lewat 'tenggelamkan'*). The meme uses the theme of worship as a form of satire to someone who is able to do activities in the form of watching soccer matches, where generally soccer matches are approximately 2 hours long and usually air at night. The meme above contains an insinuation through the use of language in the next sentence 'but the prayer is passing' or not doing the dawn prayer, this can happen because of being lazy, sleeping, or forgetting. The use of language in the meme above uses the word '*tenggelamkan*' as a funny effect where someone who is qualified to watch the ball but not at dawn should be drowned. This is certainly not a form of threat

that will actually be drowned, but as a form of expression of humor.

The satire form in the meme above is contained in language units in the form of discourse and pictures. Susi Pudjiastuti became an icon in the '*tenggelamkan*' meme for being a pioneer of the word so that it became popular in the community even though the word was not a novelty, because her position as minister of fisheries and maritime affairs became one of the public's highlights. From the picture of Susi Pudjiastuti's face, there is a seriousness in her facial expression, it is indicated by the absence of upward drawn lines from the lips, sharp eyes, and pointing fingers indicating seriousness in expression. The meme image becomes humorous for netizens because a minister who has the jargon of '*tenggelamkan*' for a fisherman and a state who breaks the rules displays posts about various posts that contradict his duties.

b. Suggestion

Picture 5. Implicature of Suggestion

The meme above contains the discourse *'itu yang tidak berani melamar cuma berani pacaran tenggelamkan'*. The meme example uses the theme of romance as a form of suggestion and humor for the reader. The meme provides advice through the use of written language that a person must be brave in determining a serious relationship with the opposite sex so that he is bound to a legal bond, not only dating but daring to propose or propose as a form of seriousness.

The picture in the meme uses the face of Susi Pudjiastuti who wears a brown kebaya, black glasses, and a smile on her lips is visible. The figure of Susi Pudjiastuti in the picture is someone who will drown if not someone who shows seriousness in proposing their lover and only dares to date.

c. Satire and suggestions

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Picture 6. Implicature of Satire and Suggestion

The meme above contains the discourse *'punya istri nggak bisa masak tenggelamkan'*. The meme uses the wife theme as a satire and suggestions for readers. The satire and suggestions in the meme are shown through the use of language that a husband should have a wife who can cook. The statement on the meme does not need to be debated because it does return to each individual person. The image in the meme is of Susi Pudjiastuti's face with her finger pointing at something like orders to drown.

CONCLUSION

The results of this study indicate the themes used in memes by using the word '*tenggelamkan*' include the themes of love, friendship, corruption, worship, and food. The use of language styles that are reflected, such as 9 memes of cynicism, 5 memes of paradox, and 1 meme of rhetoric. The implicatures of meme data using the word '*tenggelamkan*' are as follows: satire, suggestion, satire and suggestion.

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