Research Article

# Implicature in Online Comics of ``Komik Grontol" Instagram: A Pragmatics Study

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**Abstract.**
Language on social media frequently exploits various objectives through its implicatures. One of the more intriguing applications of this technique is the use of language implicatures in digital comics on the Instagram account "Komik Grontol". The purpose of this study is to describe the form and function of implicature used in Online Comics of "Komik Grontol" Instagram. This research employed a descriptive-qualitative approach. The data source in this research is the Instagram social media account of "Komik Grontol". The data taken from the source consists of written speech in humor posts on the "Komik Grontol" Instagram, which contains implicature. The results of the data analysis show two forms of implicature: conventional implicature and conversational implicature. Conversational implicature dominates with 24 instances, while the remaining is a form of conventional implicature with four instances. Furthermore, the data from "Komik Grontol" Instagram posts revealed five functions: representative (6 instances), directive (7 instances), expressive (12 instances), commissive (2 instances), and isbati (1 instance). This online comic uses implausibility to satirize current social events.

**Keywords:** implicature, Instagram; komik grontol, pragmatics

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## 1. Introduction

Humor is often present in speech events. Its presence is an essential element in life, which is referred to as a means of refreshment and survival [1]. In the past, its presence was often found in folk arts such as *ketoprak, ludruk*, or *wayang kulit*. When language media developed along with the development of technology, humor was present through radio broadcasts, including *ketoprak, ludruk*, and *wayang kulit*, which were no longer only enjoyed through live performances but also through television broadcasts. In written media, humor is presented in short stories in mass media, such as newspapers or magazines, and books in the form of comics. In addition, humor media has also developed in the form of applications in the form of Webtoon, which no longer

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require someone to carry newspapers, magazines, or books wherever they go but carry a cellphone, and readers can access them easily.

Technological advances have transformed comics to appear on social media in a more exciting form. When social media, such as Instagram, is present in the middle of gadget users, comics are also present with various purposes. Several humor accounts that are no less interesting than the previous version have emerged. Its presence as a combination of graphic humor and literature—as the type mentioned by [1] Rahmanadji—presents images and writings that are interesting and easily accessible to anyone. For example, accounts such as Tahilalats, Komikinajah, and Tekotok even feature moving images and sound.

The development of humor occurs not only in the form and means but also in the themes carried in each submission. Humor that is formed not only presents something that raises laughter, but also in its understanding, readers must have certain 'provisions' often referred to as background knowledge. One humor account that presents its humor in this way is the "Komik Grontol" account. As stated by Kusmanto et al. [2], social media as humor media not only presents jokes through humor but also serves other purposes, such as criticism and ideas.

The "Komik Grontol" account joined Instagram in 2018 by labeling itself as a 'moron joke' account, which stands for the word grontol. The account is distinctive in its presentation of humor. One of the methods used is to relate its humorous posts to current issues, or many of his posts can only be understood more deeply if the reader understands the issue being discussed in the comic. One follower even commented that he gets his updates not from news programs but from the comic account. In other words, readers, whether they are followers of the account or not, must understand the implications contained in the post. [3] Nadar states that to understand an utterance, a speech partner must interpret the intent of the utterance. In this case, the speech that becomes the data is written speech.

Research on implicature and the object of study of cartoons, comics, and memes has been done before. For example, Research by [4] Haq examines implicature in political meme accounts with the title "Implicature in Indonesian Political Meme Accounts". Then, there is also [5] Ramadhan, who wrote an article entitled "Implicature in the Editorial Cartoon Discourse of Poliklitik Instagram Accounts". In the study, [5] Ramadhan (2018) examines the form of implicature used and the function of using the implicature. Furthermore, there are also research studies by [6] Putro (2019), [7] Akbariski (2022), and [8] Nasipah, which both examine the @Tahilalats account. [6] Putro (2019), in his research, focuses on examining the form of implicature, including speech acts and maxims of

humor in the Tahilalats account. [8] Nasipah, similar to [6] Putro, also discusses the implicature created in the Tahilalats account, but she also examines several violations of politeness principles that are also found in it. Meanwhile, [7] Akbariski focused on the sound play in creating humor in Tahilalat's account. In addition, other studies also discuss implicature in comic accounts, namely [9] Sinungharjo's writing, which focuses on examining implicature in Okky Andrian Lola's Instagram comics as a pornographic humor discourse. Of the six studies and based on a review of previous research, no research has been found examining the implicature in the "Komik Grontol" account. In delivering its humor, this account tends to convey its humor with certain implications. One of them is by linking it to current issues. As the purpose of this study is to discuss its form and function, it is expected to show other language phenomena that have not been discussed in previous studies.

Based on this background, the aims of this research are (1) to describe the forms of implicature in the posts of the Instagram account "Komik Grontol" and (2) to describe the function of the use of implicature as a builder of humor in it. Looking back at some of the research that has been done previously from 2017–2022, the research revolves around language research viewed from an authoritarian perspective. This research is conducted by looking at language from a descriptive perspective that views language not in terms of right or wrong but in terms of language concepts in the field. Thus, the analysis pattern is not based on the correctness of the rules but on the data found in the field, which in this case is the social media account Instagram. From the analysis, interesting language data will be obtained from the use of humor in new social media that has not been done before, both from the form and function of its use. In addition, results will also be obtained in the form of language use, which is not merely a mechanism for using language but also for conveying messages in the language used through the humor presented.

## 2. Method

This research was conducted with a descriptive-qualitative approach (see [10] Creswell, 2012). This approach is used because the data in this study is qualitative and sourced from language media in the form of Instagram social media. The presentation of the results also refers to the exposure of words and sentences that do not involve quantitative counting of numbers. The research stages are broadly divided into the planning, implementation, reporting, and output stages. The targeted achievement indicators are the proposal and research instruments in the planning stage. At the implementation

stage, the targeted achievement indicators are data and data analysis results, while at the reporting and output stage, the targeted achievement indicators are research reports and outcomes.

The data source in this research is the Instagram social media account of "Komik Grontol". The data taken from the source is in the form of written speech in humor posts on the "Komik Grontol" account, which contains implicature. The data in this study were collected from October 2022 to February 2023 using the listening technique and continued with the note-taking technique. The listening technique was used to listen to the use of language in the "Komik Grontol" account posts that contained implicatures. The note-taking technique was carried out as a continuation of the listening technique to record the data obtained from the data source to determine the type and function of the implicature found. In the process, the instrument used in this research is a data card. This data card is used in the process of classifying data that has been obtained in the data collection process.

Data analysis in this study was carried out using the commensurate method. This method describes language phenomena determined by factors outside the language. In this case, the determinant of the data in the form of utterances in the "Komik Grontol" account post is the context of the conversation, which is the outer part of an utterance. As mentioned by [11] Sudaryanto (2015), the commensurate method is used when the determinant of language phenomena in research data does not come from within the language but from outside. The results of the analysis that have been obtained in the next stage are presented in the form of a report. In this case, the technique used is informal. According to [11] Sudaryanto (2015), the informal technique is a technique of presenting the results of the analysis that describes the results of the analysis with ordinary words without involving quantitative counting of numbers.

# 3. Result and Discussion

The following is a presentation of the results and discussion related to the forms of implicature in the Instagram account post "Komik Grontol" and the function of using implicature as a humor builder in it.

## 3.1. Results

The results of this study indicate that 28 data were found on the Instagram account post "Komik Grontol" containing implicature. This is calculated from October 2022

to February 2023. The data include four posts in conventional implicature and 24 in conversational implicature. Then, this study found the functions of the implicature: the representative, the directive, the expressive, the isbati, and the commissive functions.

There are two forms of implicature in pragmatics. Amrullah says that the two types of implicature are conventional and conversational [12]. From the results of this study, 28 data containing implications have been found in the Instagram account post "Komik Grontol". The form of implicature is dominated by conversational implicature, with data found in 24 posts and 4 data included in the form of conventional implicature.

There are several functions of implicature in pragmatics. Among them are representative, directive, expressive, commissive, and isbati [13]. From the research results, the data that has been found has all five functions. However, the function of implicature in the data is dominated by the expressive function, with 12 posts. Then, the minor function found is the isbati function with one post data. There are also directive functions with seven posts, representative functions with six, and commissive functions with two posts.

## 3.2. Discussion

According to the study's findings, the posts on the "Komik Grontol" Instagram account contained 28 pieces of data that contained implicature. With 24 posts and four pieces of data provided in the typical implicature form, conversational implicature predominates in the implicature form [13].

### 3.2.1. The Conventional Implicature

Conventional implicature has a meaning that can be known directly. According to [12] Amrullah, conventional speech is related to the use and general meaning of language known to the general public. From the results of this study, four data points have been found that are included in the conventional implicature. It can be seen in the data [1A/D} in Figure 1.

Data [1A/D] was uploaded on October 14, 2022. The context of the data is a situation where a boss is holding a meeting with employees to ask for suggestions to increase employee morale. It can be seen in the speech of one of the employees that "Raise employee salaries" is a speech that responds to the boss's question. The speech delivered by the boss can be understood directly by his employees, commonly known by the public. According to [12] Amrullah, the general public can understand the meaning of conventional implicature speech. Thus, the speech in the data is included

**Figure** 1: The Example of Conventional Implicature (Data 1A/D).

in conventional implicature. Then, the speech is included in directive speech because it has the pragmatic function of suggesting.

### 3.2.2. The Conversational Implicature

In the Instagram account post "Komik Grontol", 24 data that include conversational implications have been found. In a conversation that is included in conversational implicature, context is required to understand the conversation [12]. One is in data [1B/E], which is described in Figure 2.

The data was uploaded on October 3, 2022. The context of the comic post is a married couple who will create content on a sunny day. The husband's words in the comic fragment, "Waiya! I almost forgot to bring the most important component for making content" are included in the conversational implicature because what is meant by "important component" is not the camera but the brain. As seen in the second comic display, the wife is holding the "Domestic Violence Prank" script given by her husband.

**Figure** 2: The Example of Conversational Implicature (Data 1B/E).

The word prank comes from English, which means joke, so the meaning of the content is just a joke, even though their household is fine. As a result of the speech, there is a violation of the quantity-thimble cooperation principle that makes a non-commensurate contribution. Then, the data from the comic post is included in the expressive speech. The speech criticizes Indonesian YouTubers, who often make less educational YouTube content, so the criticism is conveyed with jokes in the form of comics.

### 3.2.3. The Functions of Implicature

According to the study's findings, the data that was discovered has each of the five roles. However, the expressive function, which has 12 posts, predominates the implicature function in the data. The isbati function with one post of data is then the least discovered function. Additionally, there are representative functions with six posts, commissive functions with two posts, and directive functions with seven posts.

### 3.2.3.1. Representative

Representative functions found in comic posts on the "Komik Grontol" account are 6 data. Speeches that state, report, show, and mention something are included in the representative pragmatic function [13]. As in data [5B/R], data has a representative pragmatic function. The data is described in Figure 3.



**Figure** 3: The Example of Representative Function (Data 5B/R).

The data was uploaded on October 16, 2022. The context in the comic post is that several women and men are talking about their income every month. The man's speech in the comic fragment, "*Gue dibayar 2M* (I get paid 2M)" is included in the representative speech with the pragmatic function of stating. The speech is used to state that he has an income of 2M. However, the 2M referred to in the utterance is not money, but *Makasih, Mas*. It can be seen in the fourth comic display that the man wearing the orange shirt said, "*Makasih, Mas!* (Thank you, Mas!)", so the speech is included in the conversational implicature. The result of the speech is a violation of the quantity-thimble cooperation principle that contributes not as expected. This is following [13] Rustono's opinion that

the utterance in which there is a violation of the quantity thimble does not make an appropriate contribution to the speech partner.

### 3.2.3.2. Directive

From the research results, 7 data were included in the directive function on the Instagram post "Komik Grontol". The directive function is a speech that is delivered so that the speech partner does something the speaker has conveyed [13]. The data is described in Figure 4.

Data [8B/D] was uploaded on October 25, 2022. The context in the post is two friends from college discussing work issues. The speech of the man in black in the comic fragment is, "Why be a corporate slave? You've always had a talent for drawing. Make money from your passion!" is included in the directive speech. The speech aims to tell his friend by influencing him to do what he said. This follows one of the functions of directive speech: to tell [13]. Then, the data is also included in conversational implicature because the purpose of telling his friend to resign is not to find his passion but so that the man in black can apply for a job at his friend's office when he resigns and has a job. The result of the speech is a violation of the relevance-thimble cooperation principle. This happened because the beginning of the story was to ask for news, but the response of the man in black was to discuss his friend's passion. That way, the topic discussed by both of them is not following the topic. As Rustono said, a violation of the relevance thimble cooperative principle is not talking about things following the topic when talking [13].

### 3.2.3.3. Expressive

Based on the analysis, the most common pragmatic function found in the posts of comics on the Instagram account "Komik Grotol" is the expressive function. The function has the purpose of praising, thanking, criticizing, and complaining [13]. The expressive function data that has been found is for 12 posts. The data is dominated by posts criticizing a thing or event that is on the rise in Indonesia. The data is described in Figure 5.

Data [12B/E] was uploaded on November 4, 2022. The comic depicts a hotel maid wearing a red kebaya coming to one of the customers' rooms and asking for an ashtray. The context in the comic is related to the rising issue of women making pornographic videos ([14] Hasbi). The comic has the same context as the issue: a woman wearing a red kebaya and eye patch. The connotation of the red kebaya is related to the woman

**Figure** 4: The Example of Directive Function (Data 8B/D).

who made the pornographic video in the hotel. One of the utterances in expressive speech is criticizing [13]. Thus, the context of this post is to criticize the issue, but the speech in the comic is made as a joke. As in the woman's speech in the comic fragment, "Belekan, sir. Afraid of Nularin" Then, the data is included in conversational implicature because it has a different meaning from the speech conveyed, namely criticizing the current issue, but is delivered with jokes in the form of comics.

### 3.2.3.4. Isbati

From the analysis results, 1 data was found in the Instagram post of the "Komik Grontol" account. The isbati function is a pragmatic function of an utterance that creates new things, such as deciding, canceling, prohibiting, allowing, and apologizing [13]. Data [5A/I] in Fig. 6 below was uploaded on March 8, 2023. The context of the data is a man who is on patrol and then meets a sundel bolong. The speech in the comic post data is included in the isbati speech with the pragmatic function of prohibiting. It can be seen

**Figure** 5: The Example of Expressive Function (Data 12B/E).

in the fourth comic display that a man breaks a cigarette after seeing a hole in the throat of a sundel bolong. This is a form of prohibition because there is a service message for social media users not to smoke in the post. Then, the speech data is included in conversational implicature because it has a specific meaning and context for what is expressed. It can be seen in the comic fragment, "The hole is in front, Bang. Hihihihi. Want to see?" means that the hole in the front is not a hole that characterizes sundel bolong, but a hole caused by smoking. The data is described in Figure 6.

### 3.2.3.5. Commissive

The commissive function in the "Komik Grontol" account posting is 2 data. The function intends that the speech delivered can bind the speech partner to act according to One of the data sets with a communicative function described in Figure 7.

Data [23B/K] was uploaded on March 6, 2023. The context of the data is a man asking his friend to help him look after the candle while he is away. The words in the comic fragment, "*Yoi! Ntar Gue bagi duit. Jangan sampai padam,ya, Bro! Gue tinggal bentar.*"

**Figure** 6: The Example of Isbati Function (Data 5A/I).

is included in the commissive speech with the pragmatic function of promising. This is shown when the man in orange promises to give him money after helping him. Then, the speech data is included in the conversational implicature because the meaning of *menjaga lilin* (keeping the candle) in the speech is not the person who is performing the *ngepet* ritual, but *menjaga lilin* (keeping the candle) from dying to put it on his girlfriend's birthday cake.

## 4. Conclusion

An in-depth analysis of the forms and purposes of implicature in the "Komik Grontol" Instagram account has been presented by this study, illuminating the nuanced interaction between language and humor in the world of online comics. The study discovered two primary types of implicature, namely conventional implicature and conversational implicature, which contribute to the comic's complex linguistic environment. This study also identifies five implicature functions, including representative, directional,
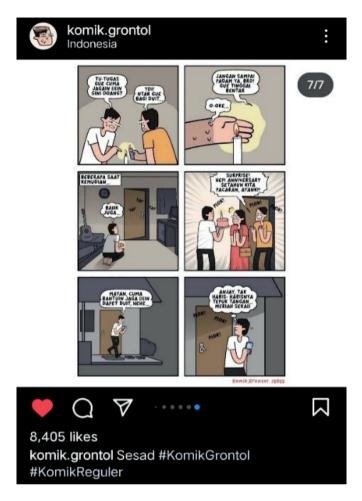
**Figure** 7: The Example of Commissive Function (Data 23B/K).

expressive, isbati, and commissive functions. Each function has a specific function in the comic's ability to convey meaning and emotion. These comics could critique, praise effectively, thank, and complain about numerous social issues and events by employing comedy and satire as instruments. Still, the expressive function, in particular, emerged as the dominant style. This study also underlines how context is crucial for understanding the intended meaning of these comics, with conversational implicature strongly reliant on the reader's familiarity with current affairs, cultural allusions, and the use of implausibility to parody current social events. "Komik Grontol" was discovered to offer a distinctive fusion of humor and social criticism, skillfully utilizing implicature to face modern challenges and significantly contributing to the ever-evolving online humor environment. Overall, this research advances our knowledge of language use in the digital age and sets the path for further investigation into how this particular type of comic affects social perception and public conversation.

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