



Forms of Conversational Implicatures Between Sellers and Buyers at Kempas District Market

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ABSTRACT

This study aims to identify and analyze the forms of conversational implicatures used by sellers and buyers in buying and selling interactions at the Kempas District market. This study uses a descriptive qualitative method. The research data consists of sellers' and buyers' utterances containing conversational implicatures, with data sources coming from buying and selling interactions at Rumbai Jaya Market, Sungai Gantang Market, and Harapan Tani Market. Data collection techniques were carried out through observation, recording, and note-taking. Data analysis techniques used the Miles and Huberman interactive analysis model, which includes data reduction, data presentation, and conclusion drawing. The results of the study show three forms of conversational implicatures, namely 27 instances of general conversational implicatures, 21 instances of specific conversational implicatures, and 5 instances of scaled conversational implicatures. Of these three forms, general conversational implicatures are the most dominant form used in buying and selling interactions in the markets of Kempas District. This finding shows that the general conversational implicature form is predominantly found because most of the utterances in buying and selling transactions are conveyed directly, simply, and easily understood by the interlocutor without requiring additional context. These general implicatures give rise to many implied meanings, such as persuasive meanings, negotiation meanings, subtle sarcasm, and indirect rejection, which are used as strategies by both sellers and buyers in the bargaining process.

Keywords: forms of conversational implicatures, sellers, buyers

Bentuk Implikatur Percakapan Penjual dan Pembeli di Pasar Kecamatan Kempas

ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis bentuk implikatur percakapan yang digunakan oleh penjual dan pembeli dalam interaksi jual beli di pasar Kecamatan Kempas. Penelitian ini menggunakan metode kualitatif deskriptif. Data penelitian berupa tuturan penjual dan pembeli yang mengandung implikatur percakapan, dengan sumber data berasal dari interaksi jual beli di Pasar Rumbai Jaya, Pasar Sungai Gantang, dan Pasar Harapan Tani. Teknik pengumpulan data dilakukan melalui teknik simak, rekam, dan catat. Teknik analisis data menggunakan model analisis interaktif Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan simpulan. Hasil penelitian menunjukkan adanya tiga bentuk implikatur percakapan, yaitu implikatur percakapan umum sebanyak 27 data, implikatur percakapan khusus sebanyak 21 data, dan implikatur percakapan berskala sebanyak 5 data. Dari ketiga bentuk tersebut, implikatur percakapan umum merupakan bentuk yang paling dominan digunakan dalam interaksi jual beli di pasar Kecamatan Kempas. Temuan ini menunjukkan bahwa bentuk implikatur percakapan umum menjadi dominan ditemukan karena sebagian besar tuturan dalam transaksi jual beli disampaikan secara langsung, sederhana, dan mudah dipahami oleh mitra tutur tanpa membutuhkan konteks tambahan. Implikatur umum ini banyak memunculkan makna-makna tersirat seperti makna persuasif, makna negosiasi, sindiran halus, serta penolakan tidak langsung yang digunakan sebagai strategi penjual maupun pembeli dalam proses tawar-menawar.

Kata kunci: bentuk implikatur percakapan, penjual, pembeli

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INTRODUCTION

Language is the primary means for human social interaction. In everyday life, humans use language not only to convey information directly but also to convey specific intentions indirectly. The meaning of utterances in a conversation often cannot be understood solely from the language structure used, but must be linked to the context of the speech situation, the relationship between the speaker and the interlocutor, and the purpose of the communication. Therefore, understanding the meaning of utterances is a crucial aspect in linguistic studies, particularly in spontaneous and contextual oral communication (Oki Rasdana, 2013).

In everyday conversation, speakers often use utterances that contain implicit meaning. This implicit meaning arises when the speaker does not directly convey their intention but expects the interlocutor to interpret it based on the existing context. George and Mamidi (2020) state that utterances often appear in conversations with implicit meaning. Because, if one party does not understand the purpose or meaning of the other person's utterance, it can give rise to conversational implicature, namely a situation where the interlocutor intends to convey subtle sarcasm, but the speaker is unaware of it.

In linguistics, one branch of science that studies language as a means of communication is pragmatics. According to Brutu (2020), pragmatics is a level of linguistic study that examines language in terms of its users. Pragmatics is the study of language use in the context of communication. In pragmatic studies, the speaker's meaning (pragmatic meaning) can only be understood based on the context. Damayanti (2020) One branch of pragmatics that focuses on meaning that is not directly expressed is implicature. In the communication process, an utterance not only functions as a conveyor of information but also carries a specific intention that the speaker wishes to achieve. This intention can be an invitation, an allusion, a rejection, or an agreement, which is sometimes not explicitly stated. Therefore, it is important to under-

stand that utterances have the power to influence the interlocutor, depending on how they are delivered and in what context. This opinion aligns with the view of Sapitri et al. (in Charlina and Sinaga, 2007), who stated that pragmatics studies the intent or force of speech, namely the power contained in an utterance to achieve a specific goal in communication.

Conversational implicature functions as a communication strategy to convey meaning indirectly, such as persuading, rejecting, insinuating, or bargaining. Mayasari et al. (2016) explain that implicature is used to convey the speaker's suggested or intended meaning, but differs from the literal meaning of the utterance. Yule (2006) divides conversational implicature into three types: general conversational implicature, specific conversational implicature, and scaled conversational implicature. These three types of implicature demonstrate variations in how speakers convey meaning based on their level of dependence on context.

Buying and selling interactions in traditional markets are a communication context rich in the use of conversational implicature. During transactions, sellers and buyers do not always communicate their intentions directly. Sellers often use persuasive speech or implied offers, while buyers employ specific language strategies in bargaining. This demonstrates that language in buying and selling transactions functions not only as an economic tool but also as a means of maintaining politeness and building social relationships. Aliyah (2017) states that traditional markets are not only places for buying and selling transactions but also spaces for social and cultural interaction.

Kempas District is an area with diverse social and cultural backgrounds. Traditional markets in Kempas District serve as centers of interaction for people from various ethnic backgrounds, such as Malay, Javanese, Bugis, Banjar, and Batak. This diversity influences the communication patterns of sellers and buyers, particularly in the use of indirect speech containing conversational implicature. The spontaneous and natural interactions that occur in markets make this context rel-



evant for examining forms of conversational implicature in buying and selling transactions.

Based on this background, this study focuses on the forms of conversational implicature used by sellers and buyers in the Kempas District market. The research questions are:

- 1) What forms of conversational implicature are used by sellers and buyers in buying and selling interactions in the Kempas District market?
- 2) What forms of conversational implicature are most dominantly used by sellers and buyers in buying and selling interactions in the Kempas District market?

In line with these research questions, this study aims to:

- 1) Identify and describe the forms of conversational implicature used by sellers and buyers in buying and selling interactions in the Kempas District market.
- 2) Determine the most dominant forms of conversational implicature in buying and selling interactions in the Kempas District market.

The results of this study are expected to provide both theoretical and practical benefits.

- 1) Theoretically, this research is expected to enrich pragmatic studies, particularly regarding conversational implicature in the context of buying and selling interactions in traditional markets.
- 2) Practically, this research can serve as a reference for students and educators in understanding the use of conversational implicature in oral communication and as a reference for future researchers.

This research is supported by several relevant previous studies.

- 1) Research by Annisa Fajar Aprilia and Ira Eko Retnosari (2018) examined conversational implicature in sales transactions at the Suramadu River in Madura and found that the utterances of sellers and buyers contained many implicit meanings that

were understood through the context of the interaction.

- 2) Research by Sulfiana and Cintya Nurika Irma (2019) analyzed the forms and functions of implicatures in advertisements and found that implicatures function as a persuasive strategy, even though the communication context is one-way.
- 3) Research by Sartika Sari et al. (2022) examined conversational implicatures in buying and selling transactions at Samarinda Morning Market, focusing on sentence forms such as declarative sentences, questions, and commands.
- 4) Research by Elan Halid and Erlina (2024) examined the forms of implicatures in buying and selling transactions in traditional markets, highlighting the implicatures of agreement, refusal, and bargaining.
- 5) Research by Zulfi Fatkhurrohman (2024) examined the types of conversational implicatures in buyer-seller interactions and related them to Indonesian language learning in high school. Unlike these studies, this study focused on three forms of conversational implicatures: general, specific, and scaled, in the context of buying and selling interactions at the traditional market in Kempas District.

METHOD

This research is a descriptive qualitative study, using data collection methods based on field studies. According to Sugiyono (2020), a descriptive qualitative approach is data collection that does not emphasize numbers but rather in the form of words or images. In this study, the researcher can act as a non-participant, an active participant, or a passive participant.

This research was conducted in several markets in Kempas District, Indragiri Hilir Regency, Tembilahan, Riau, Indonesia. The data collection process took two weeks, with two visits to each market to ensure a more comprehensive and varied data collection. The data in this study were

conversations containing conversational implicatures. The data sources in this study were sellers and buyers who interacted during the buying and selling process in the market.

The data collection technique used in this study was the listening, recording, and note-taking technique proposed by Mahsun (2012). The data analysis technique used in this study is the Miles and Huberman model according to Sugiyono (2019), namely data reduction, data presentation, and drawing conclusions. Moleong (2017) states that triangulation is a data validity checking technique that utilizes something other than the data for checking purposes or as a comparison to the data. So the validity of this research data uses investigators as checkers of the accuracy of the research data, the investigators selected are the supervisor I and supervisor II in this study.

RESULT

1. General Conversational Implicature

General conversational implicature is an implicature whose meaning is direct and requires no additional interpretation. This means that the speaker's intent can be clearly understood through the sentence structure of the utterance.

Datum 1

Buyer: "Jeruk yang ini sama itu, manisan yang mana, Buk?"

Seller: "Itu yang paling laku, Kak."

Buyer: "This orange and that one. Which candied fruit, ma'am?"

Seller: "That's the best seller, sis."

The conversational implicature in (1) contains a general conversational implicature. For example, a buyer wants to buy oranges and wants to check the taste before choosing. He asks the seller, "Which one is sweeter?" referring to two types of oranges available at the stall. However, the seller doesn't directly compare the tastes, but instead says, "That's the best-selling one, Sis." This utterance literally only provides information about

sales levels, but in this context, it implies that other buyers prefer these oranges, possibly because they are sweeter or of better quality. This implicature falls under the general conversational implicature category because its meaning can be readily understood by anyone without requiring additional knowledge of the specific situation.

Datum 2

Buyer: "Ini 25 ya Pak"

Seller: "Jangan lah Buk, modalnya aja 20 Buk."

Buyer: "Here it is, 25, sir."

Seller: "Don't worry, ma'am. The initial cost is only 20, ma'am."

The conversational implicature in (2) contains a general conversational implicature. For example, when a buyer bids on an item for 25,000 rupiah, the seller responds by saying, "Don't worry, ma'am. The initial cost is only 20,000 rupiah." This utterance doesn't directly reject the offer, but rather conveys that the offered price is too low because it's close to the cost price. Even though the seller doesn't explicitly say "no," the buyer can understand that the seller is reluctant to lower the price. This implied meaning is widely understood in bargaining situations because it follows common conversational principles, and therefore falls under general conversational implicature.

Datum 3

Buyer: "Berapa ikan ni Bang?"

Seller: "Sematanya 5 ribu, yang 4 ribunya tu yang belakang."

Buyer: "How much is this fish, bro?"

Seller: "Semanya 5,000 rupiah, the 4,000 rupiah ones are at the back."

The conversational implicature in datum (3) contains a general conversational implicature. A buyer approaches a salted fish stall and asks, "How much is this fish, bro?" The seller then replies, "Semanya 5,000 rupiah, the 4,000 rupiah ones are at the back." Although the buyer does not specify



the type or location of the fish in question, the seller immediately responds by differentiating the price based on the fish's position in the stall. The fish at the front are only 5,000 rupiah, while the ones at the back are 4,000 rupiah. This indicates that fish prices are not uniform, and the seller assumes the buyer wants to know all the available options. This utterance is general, without the need for specific context, because the meaning of the price differences can be understood by anyone in a similar situation.

Datum 4

- Seller : "Saya punya jilbab yang warna serupa dengan baju kakak biar cocok, mau dicarikan?"
- Buyer : "Boleh deh, sekalian biar nggak nyari-nyari lagi di tempat lain."
- Seller : "I have a hijab in a similar color to your sister's dress, so it matches. Would you like me to find it?"
- Buyer : "Okay, so I won't have to look elsewhere."

The conversational implicature in datum (4) contains a form of general conversational implicature. That is, a seller offers an additional product in the form of a hijab by saying, "I have a hijab in a similar color to your sister's dress, so it matches. Would you like me to find it?" This offer contains the implicature that the seller wants to encourage the buyer to purchase a hijab as a complement to the chosen outfit. The buyer then replies, "Okay, so I won't have to look elsewhere," which implies that he or she accepts the seller's offer for practical reasons. The meaning of this implicature can be generally understood by anyone, without needing to know the specific social context, so this conversation is a general conversational implicature.

2. Specific Conversational Implicatures

Specific conversational implicatures are implicatures that arise in specific conversational situations, requiring the interlocutor to understand

the context and implied meaning behind the speaker's utterance.

Datum 5

- Buyer : "Nanti dulu, nengok-nengok dulu."
- Seller : "Iya kami mau tutup sayang gada lagi"
- Buyer : "Wait a minute, let's take a look around."
- Seller : "Yes, we're closing, but we don't have any more."

The conversational implicature in (5) contains a specific conversational implicature. This is when a seller offers his merchandise to a potential buyer. After looking around, the buyer says, "Wait a minute, let's take a look at the others first," as a way of delaying a purchase decision. The seller then responds, "Yes, we're closing, but we don't have any more." Literally, the seller is simply conveying the possibility of running out of stock if the item is delayed. However, in this context, the utterance implies an invitation for the buyer to buy immediately before it runs out. This implied meaning does not arise from the direct words, but from the specific situation: the buyer delaying, and the busy market conditions. Because it depends on this context, this utterance is a specific conversational implicature.

Datum 6

- Buyer : "Ikan asin tawar yang kecil-kecil gada ya?"
- Seller : "Ooo gada Buk, mau dicarikan juga gada. Di seberang banyak tu, pergilah ke seberang sana."
- Buyer : "Are there any small, freshwater salted fish?"
- Seller : "Oh, no, ma'am. I want to find some. There are plenty on the other side, so go over there."

The conversational implicature in (6) contains a specific conversational implicature. A buyer asks about the availability of small, freshwater salted fish. The buyer hopes the seller has them, but the

seller responds, "Oh, no, ma'am. I want to find some. There are plenty on the other side, so go over there." The seller explicitly states that the item is not available. However, the seller implicitly suggests that the buyer look for it in another part of the market, specifically the fish canteen area. This seller's utterance contains a specific conversational implicature because the implied meaning can only be understood by knowing the context, namely the location of the market. Without understanding that context, the meaning of "go over there" will not be fully understood as a suggestion.

Datum 7

Pembeli: "Kalau mesin cuci cuci cepat?"

Penjual: "Jangan mesin cuci Kak, ini dikucek-kucek aja."

Buyer: "Does the washing machine wash quickly?"

Seller: "Don't use the washing machine, Sis. Just rub this."

The conversational implicature in datum (7) contains a specific conversational implicature. A buyer is browsing house dresses at a market stall and talks about her habit of washing clothes in the washing machine because it's more practical. The seller then responds by saying, "Don't use the washing machine, Sis. Just rub this." Explicitly, the seller is only giving advice on how to wash, but it is implied that the material of the house dress is not suitable for washing in a washing machine because it might be easily damaged or because it is delicate. This implied meaning can only be understood if the buyer understands the context that the material being discussed is a specific type of fabric. Therefore, this utterance is a specific conversational implicature because it depends on the conversational situation and the characteristics of the product being discussed.

Datum 8

Buyer : "Berapa bang harga udangnya?"

Seller : "80 aja sekilo, Kak."

Buyer : "Kan udangnya tinggal segitu bang, udah siang pula."

Buyer : "How much are the shrimp, bro?"

Seller : "Just 80 a kilo, Sis."

Buyer : "There's only that much shrimp left, bro, and it's already noon."

The conversational implicature in datum (8) contains a specific conversational implicature. A buyer comes to a shrimp seller's stall at the market when it's almost noon. He sees that the shrimp at the stall has started to dwindle, and only a few remain. The buyer then asks to confirm the price of the shrimp being sold. He says, "How much are the shrimp, bro?" The seller replies with the normal price, "Just 80 a kilo, Sis." Hearing this, the buyer then replies, "There's only that much shrimp left, bro, and it's already noon." This buyer's utterance contains a specific conversational implicature, because the buyer doesn't directly bargain, but rather implies a hope that the seller will offer a discount, citing the low shrimp stock and the fact that it's already noon. The buyer's intention can only be understood in the context of the time and the nearly depleted stock.

3. Scalar Conversational Implicature

Scalar conversational implicature is a type of conversational implicature that arises when a speaker uses a word or phrase that occupies a specific position on a scale of quantity, frequency, or value, so that the intended meaning is not expressed directly but is understood through comparison on that scale.

Datum 9

Buyer : "Ga bisa kurang?"

Seller : "Kalau ambil banyak, bisa kami kurangin sedikit."

Buyer : "Can't we buy less?"

Seller : "If you buy a lot, we can reduce it a little."

The conversational implicature in datum (9) contains a form of conversational implicature of scale. For example, a buyer is looking at onions.



He is interested and asks about the price. The buyer feels the price is quite high compared to other stores and tries to bargain. The buyer only intends to buy half a kilo, but still tries to ask about the possibility of a discount by saying, "Can't we buy less?" In response, the seller does not immediately refuse or agree, but instead answers with a conditional sentence, "If you buy a lot, we can reduce it a little." This utterance is included in conversational implicature of scale because the seller uses expressions that indicate the scale of quantity, namely "a lot" and "a little." The implicature arises when the seller does not explicitly state that the price cannot be reduced for small purchases, but instead implies that the discount is only possible for large purchases.

Datum 10

- Buyer : "Jeruknya manis semua?"
Seller : "Sebagian besar manis, Bu. Ada juga yang manisnya sedang, tapi nggak terlalu asam lah."
Buyer : "Are all the oranges sweet?"
Seller : "Most of them are sweet, ma'am. There are some that are medium sweet, but they're not too sour."

The conversational implicature in datum (10) contains a form of scaled conversational implicature. A buyer is examining a pile of oranges on display and appears to want to buy some, but he is still unsure about their taste. To confirm, he asks the seller if all the oranges are sweet. In response, the seller answers using an utterance that contains a scale of taste, namely, "most are sweet" and "some are medium sweet." This seller's utterance demonstrates a scaled conversational implicature, implying that not all oranges are sweet, but most are, and the rest are not too sour. The seller does not state absolutely that the oranges are sweet, but instead uses graduated expressions (from sweet to medium to sour) to convey information subtly and realistically to the buyer.

Datum 11

- Buyer : "Kalo yang hidup ini berapa?"
Seller : "35, kadang 30, tergantung ukuran."
Buyer : "How much for a live one?"
Seller : "35, sometimes 30, depending on the size."

The conversational implicature in datum (11) contains a form of scale conversational implicature. A buyer approaches a fish stall at the market and points to several live fish in a container. He asks, "How much for a live one?" The seller replies, "35, sometimes 30, depending on the size." In this conversation, the seller conveys that the price of live fish is not fixed, but depends on the size of the fish. The word "sometimes" in the utterance creates a scale conversational implicature because it indicates a position on a frequency scale (always–often–sometimes–rarely–never). The implied meaning is that the price of live fish is not always 35 thousand, but can sometimes drop to 30 thousand if the fish is smaller or depending on market conditions. The implicature meaning of this utterance is that the larger the fish chosen, the more expensive it is, and vice versa.

Datum 12

- Buyer : "Berapa ini?"
Seller : "Yang bagus isinya banyak 20,30."
Buyer : "How much is this?"
Seller : "The good ones contain 20,30 lots."

The conversational implicature in datum (12) contains a form of scale conversational implicature. It's a buyer and a seller of groceries. When the buyer asks the price by saying, "How much is this?", the seller replies, "The good ones contain 20, 30 lots." The seller's utterance not only provides information about the price but also includes information about the quality of the goods. This utterance includes a scale conversational implicature because the seller uses the word "many," which indicates a position on a quantity

scale (little, enough, or a lot). This word indicates a relatively high level of the quantity of the goods without having to compare it directly with other goods. The implied meaning is that the product contains enough quantity to be considered worth the price of 30,000 rupiah. The seller wants to convey that the price offered is not because it is expensive, but because the product contains a lot. In other words, the more the goods contain, the more appropriate the price.

DISCUSSION

Based on the research results, general conversational implicatures were the most dominant form found in buying and selling interactions at the Kempas District market. The dominance of general conversational implicatures indicates that most sellers and buyers tend to use utterances whose implied meanings can be understood directly without requiring specific context. From a pragmatic perspective, this aligns with Yule's (2006) view, which states that general conversational implicatures arise when additional meanings can be reasonably inferred by the interlocutors based on the principle of conversational cooperation. In the context of traditional markets, the use of general implicatures reflects the need for fast, efficient, and practical communication, given that buying and selling interactions are often brief and involve multiple speakers.

In contrast to general conversational implicatures, specific conversational implicatures are found in fewer quantities but possess a deeper contextual meaning. Specific conversational implicatures emerge in certain situations that require a shared understanding of the context, such as the condition of the stall, the characteristics of the goods, or the ongoing bargaining situation. From a pragmatic perspective, this type of implicature requires the interlocutors to have shared background knowledge to accurately understand the implied meaning. Without this

context, utterances made by sellers or buyers are potentially misinterpreted.

Scalar conversational implicatures were the least frequently encountered implicature in this study. These implicatures are characterized by the use of words indicating position on a scale of quantity, frequency, or quality, such as "many," "few," "most," or "sometimes." From one perspective, the lack of scale implicatures may be due to the tendency of sellers and buyers in the Kempas District market to convey price and quality information directly to avoid confusion. However, from another perspective, the presence of scale implicatures indicates the sellers' relative honesty in conveying variations in quality or price without making absolute claims.

The findings of this study demonstrate a similar pattern to other studies, namely the dominance of general conversational implicatures in the context of traditional markets. However, this study is unique in the multicultural socio-cultural context of Kempas District. The diversity of speakers' backgrounds encourages the use of utterances that are relatively easy for all parties to understand, making general conversational implicatures the primary choice. This is a significant contribution to the study of pragmatics, particularly in the context of traditional markets in culturally heterogeneous areas.

This research draws directly from the natural interactions between sellers and buyers in several different markets. The use of listening, recording, and note-taking techniques allowed researchers to capture authentic speech, resulting in data that represents actual linguistic practices. However, this research also has limitations. These limitations include the data scope, which only covered three markets, so the results cannot be broadly generalized to all traditional markets. Furthermore, this research focused only on conversational implicatures, so the function and impact of implicatures on transaction success were not discussed in depth.



CONCLUSION

Based on the research results, it can be concluded that the conversational implicatures in seller-buyer interactions at Kempas District Market consist of general conversational implicatures, specific conversational implicatures, and scaled conversational implicatures. General conversational implicatures are the most dominant form because the implied meaning in the utterance can be understood directly by the interlocutor without requiring additional context. Specific conversational implicatures appear in utterances that require an understanding of a specific context, while scaled conversational implicatures are characterized by the use of expressions indicating levels of value or quantity. Thus, the forms of conversational implicatures used by sellers and buyers at Kempas District Market show variations in the forms of implicatures according to the need to convey meaning in the transaction process.

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