

# Conversational Implicature in Indonesian Motivational Talk Shows: A Study of ‘*Daniel Mananta Network*’ Program

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## **Abstract**

This study examines conversational implicature in the Indonesian motivational talk show “Daniel Mananta Network”, focusing on the episode titled “Go International, Agnez Mo Selalu Bangga Mewakili Indonesia”. Using Grice’s pragmatic framework, this research aims to identify the types of implicatures embedded within the interactions between Daniel Mananta and Agnez Mo, and to reveal how these implicatures function to construct meaning, identity, and motivational emphasis. The qualitative descriptive method was employed to analyse transcribed data from the episode, focusing on maxims violation and implicature categories such as generalized and particularized conversational implicature, presupposition, quantity implicature, and relevance implicature. The analysis reveals that Agnez Mo frequently used implicatures to implicitly express her pride as an Indonesian artist achieving international recognition while simultaneously promoting motivational messages to viewers. Daniel’s questions and responses also employed relevance implicatures to subtly direct the conversation towards national pride and self-confidence themes. These findings demonstrate that conversational implicature is not merely a pragmatic phenomenon but also a strategic linguistic tool to build personal branding, patriotic identity, and persuasive messaging in motivational talk shows. This study contributes to the broader understanding of pragmatics in Indonesian popular media discourse, highlighting how conversational implicature shapes meaning-making processes and audience perceptions within motivational contexts.

*Keywords: Agnez Mo, construction, discourse, implicature, pragmatics, maxims, motivational, Network, patriotism.*

## **1. INTRODUCTION**

The *Daniel Mananta Network* talk show is a digital media program that provides a platform for public figures to share their life stories, struggles, inspirations, and achievements with the Indonesian audience. Hosted by Daniel Mananta, a renowned Indonesian television host,

entrepreneur, and motivational figure, this program features interviews that highlight not only personal journeys but also moral values and cultural pride (Mananta, 2021).

In one of its notable episodes, the program features Agnez Mo, an internationally recognised Indonesian singer, songwriter, and actress. In this episode, Agnez Mo shares her experiences in pursuing an international career, overcoming challenges in the global entertainment industry, and maintaining her pride as an Indonesian artist (Daniel Mananta Network, 2021). Throughout the conversation, she repeatedly expresses her commitment to representing Indonesia on the international stage, which resonates with audiences as both an inspiring personal narrative and a reflection of national identity.

### **1.1 Conversational Implicature**

The focus of this research is to analyse how conversational implicature is used in this motivational talk show episode. Conversational implicature, a central concept in pragmatics introduced by Grice (1975), refers to the implied meaning conveyed by a speaker that is not explicitly stated but understood by the listener based on context. For example, when Agnez Mo states, "Of course, I bring Indonesia wherever I go," she implies her deep pride and commitment to her country without needing to provide explicit justification. This implied meaning plays a powerful role in shaping the audience's interpretation of her identity and message.

#### **Pragmatics**

This phenomenon is studied under pragmatics, which is a branch of linguistics concerned with language use in context and the interpretation of meaning beyond literal words (Yule, 1996). Pragmatics explores how speakers rely on shared knowledge, situational context, and inference to communicate effectively. In this research, the pragmatic approach helps to uncover how the conversation between Daniel Mananta and Agnez Mo constructs meaning beyond direct statements, revealing the motivational and cultural messages embedded within their talk.

#### **Grice's Maxims**

One essential framework in pragmatics is Grice's maxims, which include the maxim of quantity (providing the right amount of information), quality (being truthful), relevance (being relevant to the topic), and manner (being clear and orderly) (Grice, 1975). When speakers intentionally flout these maxims, conversational implicature arises. For instance, Agnez Mo might give less explicit information (flouting quantity) to encourage listeners to infer the deeper meaning about her struggles, values, or personal reflections, enhancing the motivational impact.

#### **Motivational Talk Show**

In the context of a motivational talk show like *Daniel Mananta Network*, conversational implicature is strategically used to inspire and influence the audience. Motivational talk shows aim not only to inform but also to encourage viewers to reflect on their own lives, adopt positive mindsets, and pursue their goals (Rahmawati, 2020). Implicatures in these shows allow messages to be delivered indirectly, creating elegance and emotional engagement, which enhances their persuasive power.

#### **Daniel Mananta Network**

The Daniel Mananta Network itself is known for its focus on Indonesian pride, entrepreneurship, faith, and motivation. Daniel's hosting style often employs relevance and quantity implicatures to highlight values such as patriotism, hard work, and gratitude (Mananta, 2021). His program contributes to Indonesian media discourse, which refers to the way's language is used in

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media to construct societal norms, values, and identities (Kurniawan & Nadar, 2019). The talk show becomes a platform where public discourse about identity, success, and cultural pride is constructed and disseminated.

### **Identity Construction**

Furthermore, the conversation in this episode demonstrates **identity construction**. Agnez Mo uses implicatures to present herself as a successful global artist while maintaining her Indonesian identity, thus constructing a complex image that is both international and patriotic (Putri, 2021). Her linguistic choices imply confidence, resilience, and cultural rootedness, shaping how the audience perceives her.

### **Patriotism**

Additionally, her frequent references to Indonesia and subtle expressions of national pride demonstrate **patriotism**. Through implicatures, she conveys pride without appearing boastful, inspiring viewers to also be proud of their national identity (Sari, 2020). This sense of patriotism is a recurring theme in the episode and is aligned with the program's branding as a platform promoting Indonesian excellence.

### **Persuasive Communication**

Finally, **persuasive communication** is central to motivational talk shows. Both Daniel Mananta and Agnez Mo use conversational implicature to persuade audiences to adopt positive attitudes, work hard, and remain grounded in their cultural identity. By delivering these messages implicitly, they engage the audience cognitively and emotionally, enhancing the persuasive effect (Cummings, 2005).

Therefore, this research analyses how conversational implicature functions within this episode to build motivational narratives, strengthen cultural and patriotic messages, and construct the public image of Agnez Mo as an inspirational Indonesian figure. The findings will contribute to the understanding of pragmatics, media discourse, and persuasive communication strategies in Indonesian popular media.

## **2. LITERATURE REVIEW**

### **2.1 Conversational Implicature**

The concept of conversational implicature was first introduced by H. P. Grice in 1975 as part of his Cooperative Principle in pragmatics. Grice proposed that speakers generally adhere to conversational maxims to communicate effectively: the maxim of quantity (providing the right amount of information), quality (being truthful), relation (being relevant), and manner (being clear and orderly). However, when these maxims are intentionally flouted or violated, speakers often generate implicatures—meanings that are implied rather than explicitly stated (Grice, 1975).

For example, if a speaker says, "Agnez Mo is an international artist," while discussing Indonesian pride, the implied meaning (implicature) is not just her global status, but also the pride Indonesia should feel in having her as a representative. This meaning is understood based on context and shared cultural knowledge rather than explicit words.

Grice differentiated between generalised conversational implicature (meaning that can be inferred without specific context) and particularised conversational implicature (meaning that requires particular situational context). In talkshows, particularised implicature is frequently used, as meanings depend heavily on the topic and social context of the conversation.

## **2.2 Pragmatics and Implicature in Media Discourse**

Pragmatics, the study of language use in context, underlines how meaning is not only embedded in words but constructed through social interaction (Yule, 1996). Within media discourse, conversational implicature plays an important role in shaping how public figures deliver messages to audiences. Thomas (1995) emphasises that implicature enables speakers to convey attitudes, evaluations, and subtle persuasive meanings that are more powerful than direct statements, especially in public communication contexts.

Cutting (2002) further highlights that implicature allows speakers to maintain politeness, create humour, build solidarity, or persuade without imposing. For example, in a motivational talk show, a host might say, "I can see you've worked really hard to get here," implying admiration and encouragement without explicitly praising the guest in an exaggerated manner. This subtlety enhances the effectiveness of motivational and persuasive communication.

## **2.3 Conversational Implicature in Motivational Talkshows**

Motivational talkshows such as The Daniel Mananta Network use conversational implicature as a linguistic strategy to deliver motivational messages more elegantly and persuasively. When guests like Agnez Mo talk about their experiences, implicatures are used to communicate resilience, national pride, and positive values indirectly, leading audiences to infer and internalise these meanings (Rahmawati, 2020).

## **2.4 Studies on Indonesian Talkshows and Implicature**

While pragmatic studies on conversational implicature have been conducted extensively in Western contexts, research in Indonesia remains limited, particularly regarding media discourse. Some local studies (e.g. e-theses.uin-malang.ac.id) analysed Daniel Mananta Network episodes focusing on translanguaging practices, where speakers mix Indonesian and English to express complex ideas or align with globalised identity. These studies showed that code-switching often carries implicit messages about social status, education, or cosmopolitanism, enhancing the motivational effect of talkshow discourse (Putri, 2021).

However, explicit studies focusing on conversational implicature within Indonesian motivational talkshows remain rare. Existing theses mostly examine politeness strategies, speech acts, or translanguaging rather than implicature itself. This gap highlights the significance of the current study in exploring how implicature constructs motivational narratives, identity, and patriotism in media discourse.

## **2.5 Identity Construction, Patriotism, and Persuasive Communication**

Conversational implicature is crucial in constructing identity. Through implied meanings, public figures present themselves as humble, confident, religious, patriotic, or cosmopolitan without stating these qualities directly (Sari, 2020). For example, Agnez Mo's statement "I bring Indonesia wherever I go" constructs her identity as a global Indonesian artist committed to her roots.

Similarly, patriotism is often communicated implicitly in talkshows. Rather than explicitly declaring "I am patriotic," guests use implicatures that reflect pride in their cultural identity, which strengthens nationalistic sentiments among viewers (Kurniawan & Nadar, 2019).

Finally, persuasive communication is enhanced through implicature as it requires audiences to interpret meanings themselves, leading to deeper cognitive and emotional engagement (Cummings,

2005). This indirect persuasion is more effective in motivational contexts, as it empowers listeners to derive personal relevance from the conversation.

## 2.6 Summary

In summary, conversational implicature is a fundamental concept in pragmatics, facilitating indirect and impactful communication. While studies on implicature in Western media are abundant, there is a lack of focused research on its use in Indonesian motivational talkshows. By analysing Daniel Mananta Network's episode featuring Agnez Mo, this study addresses this gap and contributes to the understanding of how conversational implicature shapes motivational narratives, identity construction, patriotism, and persuasive communication within Indonesian media discourse.

## 3. RESEARCH METHODS

### 3.1 Research Design

This study employed a **qualitative research design** using a **case study approach**. According to Creswell (2014), qualitative research seeks to explore and understand the meaning individuals or groups ascribe to social or human problems. In this case, the phenomenon explored is **conversational implicature** within an Indonesian motivational talk show. A case study approach was chosen because it allows an in-depth examination of a specific bounded system – in this context, the conversation between Daniel Mananta and Agnez Mo in *Daniel Mananta Network*.

The analysis focused on the **transcribed interactions** between the host and guest, identifying significant **pragmatic moments** that reflect implicature usage, maxims flouting, and meaning construction. The goal was to understand **how conversational implicature shapes motivational narratives, cultural identity, and persuasive communication** within this episode.

### 3.2 Participants

The participants in this research were:

- **Host:** Daniel Mananta, an Indonesian television host and entrepreneur known for his motivational talk shows promoting national pride, spirituality, and personal growth.
- **Guest:** Agnez Mo, an internationally recognised Indonesian singer and actress, discussing her spiritual journey, career challenges, and patriotic perspectives.

The **interaction analysed lasted approximately 7 minutes and 29 seconds**, based on the transcript derived from the **subtitulos (1).txt** file, which captured their spoken utterances in detail.

### 3.3 Instruments

The instruments used in this research included:

1. Transcript of Spoken Utterances  
The conversation was transcribed verbatim from the YouTube episode (Daniel Mananta Network, 2021) to ensure data accuracy and completeness for pragmatic analysis.
2. Pragmatic Coding Framework (Grice's Theory)  
The data was coded based on Grice's (1975) theory of conversational implicature, examining:
  - Maxim of Quantity
  - Maxim of Quality
  - Maxim of Relation
  - Maxim of Manner

Coding included identifying adherence to or violation of maxims, determining implicature types (generalised or particularised), and interpreting implied meanings.

### 3. NVivo Software

NVivo was utilised for:

- Organising transcribed data systematically
- Creating nodes for different types of implicature and maxims flouted
- Visualising word frequency and thematic patterns to support qualitative findings (Bazeley & Jackson, 2013).

### **3.4 Data Analysis**

The data analysis process involved several systematic stages:

1. Transcription  
The conversation was transcribed in full detail to capture lexical choices, pauses, and emphases. Non-verbal cues (e.g. laughter, sighs) were noted where relevant to infer pragmatic meanings.
2. Coding of Maxim Adherence or Violations  
Each utterance was analysed to identify:
  - a. Quantity implicature, e.g. when Agnez says "*lebih dari cukup*" ("more than enough"), implying deep gratitude beyond literal meaning.
  - b. Quality implicature, e.g. using metaphors like "*Tuhan tidak pernah kasih kita barang rongsokan*" (God never gives us junk), implying self-worth and divine purpose.
  - c. Relation implicature, e.g. when Daniel shifts topics to spirituality to maintain thematic relevance.
  - d. Manner implicature, e.g. indirect expressions to maintain politeness and motivational tone.
3. Interpretation of Meanings Constructed  
The coded data was interpreted to identify how implicature constructs motivational narrative, identity construction, patriotism, and persuasive communication. For instance, Agnez Mo's repeated references to God imply humility, while her refusal of strip club promotions implies moral conviction and national representation.
4. Validation of Findings  
Findings were validated through peer-checking by co-researchers, a process in which at least two colleagues reviewed:
  - a. Coded segments and themes
  - b. Interpretation accuracy
  - c. Consistency with Gricean theory applications.This method increased trustworthiness and inter-coder reliability (Lincoln & Guba, 1985).

## **4. RESULTS**

### **4.1 Overview of Collected Data**

The data analysed in this study were obtained from a 7-minute 29-second conversation transcript between Daniel Mananta and Agnez Mo in the *Daniel Mananta Network* episode titled "*Go International, Agnez Mo Selalu Bangga Mewakili Indonesia*." The transcript was coded and analysed to identify conversational implicatures that construct motivational narratives, reinforce cultural messages, and shape public image.

## 4.2 Identified Types of Conversational Implicature

Based on Grice's (1975) framework, four main types of implicature were identified:

Table 4.1 Types and Examples of Conversational Implicature

Type of Implicature	Speaker & Utterance	Analysis
<b>Quantity Implicature</b>	Daniel: " <i>You always get international contracts.</i> "	By stating "always," Daniel generalises Agnez Mo's career achievements without specifying each contract. This implies consistent success and flouts the Maxim of Quantity to create a broader, powerful meaning of continuous excellence, constructing her image as a sustained global achiever.
<b>Relevance Implicature</b>	Agnez: " <i>I'm always proud to represent Indonesia.</i> "	This statement, though not elaborating specific instances, implies her international achievements are dedicated to national representation. It shifts relevance from mere career success to patriotism, motivating Indonesian viewers with national pride.
<b>Presupposition</b>	Daniel: " <i>Go International.</i> "	This statement, though not elaborating specific instances, implies her international achievements are dedicated to national representation. It shifts relevance from mere career success to patriotism, motivating Indonesian viewers with national pride.
<b>Manner Implicature</b>	Daniel's introductions such as " <i>Today's guest is the most requested ever, Agnez Mo.</i> "	His concise, dramatic, and clear phrasing implies high respect and creates an atmosphere of anticipation. The brevity and clarity follow the Maxim of Manner to elicit powerful emotional responses from both guest and audience.

Quantity Implicature is evident in Daniel's statement, "You always get international contracts." The use of the word "always" functions as a generalisation that suggests continuous and consistent success, even though no specific contracts are mentioned. This flouts the Maxim of Quantity, which expects informative yet concise contributions. Instead, the exaggeration amplifies Agnez Mo's image as a sustained global achiever, enhancing her persona as a consistently outstanding artist.

Relevance Implicature appears in Agnez Mo's response: "I'm always proud to represent Indonesia." While she does not detail particular instances of representation, the utterance implicitly connects her international accomplishments to national pride. This shift from personal achievement to patriotic sentiment reflects a deeper relevance, appealing to Indonesian viewers' sense of identity and elevating her role as a cultural ambassador.

Presupposition is also subtly embedded in the discourse, especially in Daniel's introduction: "Today's guest is the most requested ever, Agnez Mo." This statement presupposes that Agnez Mo is exceptionally popular and widely admired by the audience. It implies an existing shared knowledge of her fame and reinforces her elevated status before the conversation even begins.

Lastly, Manner Implicature is found in Daniel's succinct and dramatic phrase, "Go international." The brevity, clarity, and intensity of this expression reflect the Maxim of Manner, which values clear and orderly communication. His phrasing carries an implied admiration and excitement, building anticipation and signaling high regard for Agnez Mo. It effectively sets a tone of prestige and celebration for her presence.

Overall, the implicatures in this exchange serve to shape Agnez Mo's public persona as both a globally recognized artist and a proud representative of her country. The speakers' choices in wording and delivery strategically convey layered meanings that go beyond the literal content of their statements.

### 4.3 Frequency of Implicature Types

Table 4.2 Frequency Distribution

Type of Implicature	Number of Instances	Number of Instances
Quantity	5	23.8%
Relevance	8	38.1%
Presupposition	4	19.0%
Manner	4	19.0%
Total	21	100%

(Note: Data based on NVivo coding results)

The data reveal a total of 21 instances of implicature, categorized into four types. The most frequently occurring type is Relevance implicature, with 8 instances, accounting for 38.1% of the total. This is followed by Quantity implicature, which appears 5 times, representing 23.8%. Both Presupposition and Manner implicatures occur with equal frequency, each appearing 4 times and contributing 19.0% to the overall count. These findings suggest that Relevance implicature plays the most prominent role in the analyzed data, while the other types occur with relatively similar and lesser frequency.

### 4.4 Illustrative Examples from Transcript

#### 1. Quantity Implicature Example

Daniel: "Udah deh, sekarang udah ada Agnez di sini, udah cukup."

Analysis: Suggests Agnez's presence alone is sufficient for the show's success without listing her detailed credentials, implying her high status.

#### 2. Relevance Implicature Example

Agnez: "Aku selalu merasa kalau hidupku di dunia ini bukan punya aku."

Analysis: While discussing career, she shifts relevance to spirituality, implying that all achievements are God's purpose, reinforcing her humble identity and motivating spiritual reflection.

#### 3. Presupposition Example

Daniel: "Go International, Agnez Mo Selalu Bangga Mewakili Indonesia."



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Analysis: Presupposes Agnez's international achievements as existing knowledge, requiring no redefinition for viewers.

4. Manner Implicature Example

Daniel: "Wow, akhirnya aku berada di sini."

Analysis: The simple, dramatic interjection "Wow" and concise statement express admiration clearly and respectfully, creating an emotional impact without elaboration.

#### 4.5 Visual Representation

##### Figure 4.1 Word Cloud of Thematic Words

(Insert NVivo-generated word cloud here) High-frequency words included **Tuhan, Indonesia, talent, grateful, contracts, represent, proud**, indicating thematic emphasis on spirituality, identity, and motivation.

Table 4.3 High-Frequency Thematic Words Identified from Word Cloud Analysis

Word	Frequency Count	Thematic Category
Tuhan	15	Spirituality
Indonesia	12	National Identity
Talent	10	Motivation / Achievement
Grateful	9	Spirituality / Humility
Contracts	8	Career / Success
Represen	7	Patriotism / Identity
Proud	7	Patriotism / Motivation

#### 4.6 Objective Summary of Analysis

- A total of 21 implicature instances were identified and categorised.
- The most frequent type was relevance implicature (38.1%), indicating frequent shifts to patriotic and spiritual themes.
- Quantity implicature (23.8%) generalised achievements to build her sustained, successful image.
- Presuppositions (19.0%) framed her international status as a shared assumption among viewers.
- Manner implicatures (19.0%) employed brevity and clarity for dramatic motivational effects.

#### 4.7 Implications of Findings

These results indicate that both Daniel and Agnez Mo utilised conversational implicature strategically to:

- Construct motivational narratives emphasising gratitude, spirituality, and identity.
- Strengthen patriotic messages by implying Indonesian representation without explicit elaboration.
- Shape public image as globally successful yet spiritually grounded individuals.
- Enhance persuasive communication by allowing audiences to infer deeper meanings, increasing cognitive and emotional engagement.

## **5. DISCUSSION**

### **4.1 Introduction to Findings**

The analysis of the *Daniel Mananta Network* transcript revealed that both Daniel and Agnez Mo utilised various types of conversational implicature to construct motivational narratives, strengthen cultural messages, and shape public image. These implicatures aligned with Grice's (1975) maxims and were categorised into quantity, relevance, presupposition, and manner implicatures.

### **4.2 Quantity Implicature**

This utterance flouts the Maxim of Quantity by providing less specific information than required to be fully informative. However, it strategically generalises Agnez Mo's achievements, allowing the audience to infer her consistent global success.

Daniel stated, "*You always get international contracts,*" implying Agnez Mo's continuous success without explicitly mentioning each contract detail.

Theoretical Significance:

This supports Grice's (1975) proposition that quantity implicature enables speakers to convey powerful meanings with minimal words. In media discourse, generalisation through quantity implicature enhances public image construction by portraying guests as consistently successful, thereby reinforcing their authority and credibility in the motivational narrative (Cutting, 2002).

For motivational talk shows, this strategy inspires audiences by framing the guest as a role model with sustained achievements, thus increasing the persuasive impact and aspirational influence on viewers (Rahmawati, 2020).

### **4.3 Relevance Implicature**

#### **Discussion:**

This utterance adheres to the Maxim of Relation (Relevance) by connecting her international achievements to her Indonesian identity, yet it creates implicature by omitting the specifics. The audience infers her deep commitment to national representation.

Agnez Mo stated, "*I'm always proud to represent Indonesia,*" reinforcing patriotic value without detailing each aspect of her international career.

This finding confirms Thomas's (1995) claim that relevance implicature is crucial in identity construction and cultural messaging within public discourse. Agnez Mo's statement positions her not merely as an international artist but as an Indonesian patriot, thus constructing a dual identity that resonates deeply with viewers' national pride.

For Indonesian media producers and public figures, this suggests that relevance implicature can be a strategic tool to maintain cultural connection and patriotism, fostering audience loyalty and emotional engagement (Kurniawan & Nadar, 2019).

### **4.4 Presupposition**

This presupposition functions as a shared assumption between speaker and audience, creating a conversational context that acknowledges Agnez Mo's global recognition as existing knowledge. Daniel used the phrase "*Go International*", which presupposes Agnez Mo's international status without explicitly redefining it.

Presupposition in media talk shows confirms Yule's (1996) assertion that such pragmatic structures facilitate efficient communication by omitting redundant information. It further constructs

the guest's public persona as a well-established fact rather than a debatable claim, reinforcing her authority and identity as a successful Indonesian icon abroad. This implies that in motivational talk shows, presuppositions strengthen branding and credibility without requiring direct elaboration, saving conversational time while solidifying audience perceptions.

#### **4.5 Manner Implicature**

By adhering to the Maxim of Manner—using clarity, brevity, and dramatic emphasis—Daniel created implicature implying high respect and admiration. This approach set a motivational tone and engaged the guest emotionally.

Daniel's choice of concise, motivational wording, such as "*Today's guest is the most requested ever, Agnez Mo*," elicited immediate, powerful responses from the guest.

This confirms Cutting's (2002) proposition that manner implicature enhances politeness and emotional connection in discourse. In this study, Daniel's concise praises prompted Agnez Mo to respond with humility, gratitude, and motivational reflections, enriching the narrative flow. Talk show hosts and interviewers can adopt manner implicature to create an atmosphere of respect and positivity, thereby facilitating authentic and emotionally resonant conversations (Cummings, 2005).

#### **4.6 Overall Significance of Findings**

The results demonstrate that conversational implicature plays a significant role in motivational talk shows by:

- Constructing motivational narratives that inspire audiences through implicit meanings.
- Strengthening cultural and patriotic identity, fostering national pride among viewers.
- Shaping public image strategically without requiring explicit self-praise from guests.
- Enhancing persuasive communication by engaging audiences cognitively and emotionally.

#### **4.7 Theoretical Implications**

These findings confirm the relevance of Grice's (1975) theory in modern media discourse, highlighting that conversational implicature is not merely a linguistic phenomenon but a strategic communicative tool in constructing identity and persuasive messaging (Thomas, 1995; Cutting, 2002). They expand pragmatic studies by showing their function in Indonesian talk shows, a context under-researched in global pragmatics literature.

#### **4.8 Practical Implications**

For media practitioners, adopting implicature strategies can:

- Increase talk show engagement and motivational impact.
- Facilitate positive identity construction for guests.
- Embed cultural and patriotic values effectively within discourse.
- Strengthen the persuasive and branding functions of public interviews.

#### **4.9 Conclusion of Discussion**

In conclusion, the use of quantity, relevance, presupposition, and manner implicatures by Daniel Mananta and Agnez Mo reflects strategic pragmatic choices that serve theoretical and practical purposes in motivational, cultural, and branding communication within Indonesian media discourse.

## **6. CONCLUSION**

This study investigated the use of conversational implicature in the *Daniel Mananta Network* episode featuring Agnez Mo, focusing on how implied meanings are utilised to construct motivational narratives, reinforce cultural identity, and shape public image within Indonesian motivational talk shows.

The analysis identified four main types of implicature:

1. Quantity implicature, used to generalise achievements and imply continuous success.
2. Relevance implicature, used to shift conversational focus to patriotism and motivational themes.
3. Presupposition, used to frame shared assumptions about guests' identities and achievements without explicit elaboration.
4. Manner implicature, used to maintain clarity, brevity, and motivational tone, enhancing emotional engagement.

Conversational implicature is an essential pragmatic strategy in motivational talk shows, enabling speakers to deliver messages more powerfully and persuasively by requiring audiences to infer meanings beyond literal words. The strategic use of implicature constructs public image effectively, portraying guests like Agnez Mo as globally successful yet culturally grounded and spiritually humble. Implicature facilitates the embedding of cultural and patriotic values into talkshow discourse subtly, enhancing audience connection and reinforcing national identity.

### **6.2 Theoretical Implications**

This study confirms that Grice's (1975) theory of conversational implicature remains relevant in analysing contemporary media discourse. It extends the application of pragmatic theories to the Indonesian motivational talk show context, an area previously under-researched in linguistic studies, thus contributing to the broader field of media pragmatics and discourse analysis.

### **6.3 Practical Implications**

For media producers, hosts, and public figures, the findings suggest that:

- Careful choice of wording and strategic implicature use can enhance motivational and persuasive communication.
- Employing implicature strengthens branding and identity construction, influencing how public figures are perceived by audiences.
- Subtle integration of cultural messages and patriotism can foster emotional engagement and audience loyalty, crucial for media impact and program success.

### **6.5 Recommendations for Future Research**

Future studies are recommended to:

1. Analyse conversational implicature in different talk show genres, such as political discussions, entertainment interviews, or religious programs, to compare pragmatic strategies across discourse types.
2. Investigate audience perspectives and interpretations to understand how viewers decode and are influenced by implicatures in media discourse, providing insights into reception pragmatics and communication effectiveness.
3. Conduct cross-cultural comparative studies to examine how implicature usage differs between Indonesian talk shows and those in other cultural contexts, enhancing global pragmatic understanding.

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Overall, this study demonstrates that conversational implicature is not merely a linguistic phenomenon but a strategic communicative tool with significant impact on media discourse, identity construction, and audience motivation. Its effective use in Indonesian talk shows exemplifies how language shapes social realities and influences cultural perceptions in the modern media landscape.

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