## ABSTRACT

**RIEZKA MAGHFIRAH**: An Analysis of Conversational Implicatures in Podhub Podcasts on Deddy Corbuzier's YouTube Social Media Account. **Indonesian Language Education Program, Faculty of Teacher Training and Education, Malikussaleh University, 2026.**

Conversational implicature is a branch of pragmatics that examines the implied meaning in an utterance. This study aims to describe the types of conversational implicatures and the speech acts associated with them in the last five episodes of the Podhub podcast on Deddy Corbuzier's YouTube channel. The analysis of implicature types is based on Putrayasa's theory, while the analysis of speech acts draws on Austin and Searle's speech act theory.

This study employs a qualitative method using a descriptive approach. The data sources consist of utterances containing conversational implicatures from the last five episodes of the Podhub podcast uploaded in 2025–2026, totaling 40 data points. Data were collected through listening and note-taking techniques. The research instrument consisted of the researcher as a human instrument, supported by data collection tables and NVivo 12 Plus software. Data analysis was conducted through data reduction, data presentation, classification of implicature types, classification of speech acts, and drawing conclusions.

The results of the study revealed three types of conversational implicatures: general conversational implicatures (6 data points), scaled conversational implicatures (9 data points), and specific conversational implicatures (25 data points). Specific conversational implicatures are the most dominant type because the meaning of utterances is highly dependent on context and shared knowledge among speakers. Based on speech acts, 17 instances of the representative function, 9 of the directive function, 1 of the commissive function, and 13 of the expressive function were found, while no instances of the declarative function were found. The representative function dominates because speakers more frequently use implicatures to convey information, opinions, experiences, and evaluations. This study is expected to serve as a reference for the development of pragmatic research, particularly regarding conversational implicatures in digital media.



**Keywords**: pragmatics, conversational implicatures, speech acts