Implicature In Internet Memes: A Cyberpragmatic Approach

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Abstract
The study of internet memes has recently attracted the interest of scholars from various disciplines. This interest comes from the fact that language is one of how humans can communicate with one another; through language, a person can offer feelings, ideas, and others, whether written or oral. This research paper analyzes internet memes following Grice's theory of implicature (1975). This paper aims to investigate the implied meaning of memes that represent captions whin the image. It claimed that memes are not easily comprehended or understood by everyone. The analysis shows that each meme category includes implicature influenced by two types of contexts. Moreover, the two contexts are connected, especially physical context, because an image represents each meme, and associating this context with another makes the suggested meaning easier to deduce.

Keywords: Internet Memes, Implicature, Context

Introduction
The Internet and social media are tools for disseminating information and ideas. People can use social media to share views, opinions, criticisms, and even convey current moods by writing status updates, emoticons, and articles representing their thoughts.Memes are another way of revealing ideas, opinions, or attitudes. People may be familiar with memes due to their widespread distribution. According to (Dynel, 2016), a meme is an artifact of the internet and can imitate, remixed, and distributed through technology-mediated communication.
Memes consist of an image and short text to describe someone's feelings about a situation, which intends to entertain the reader (Taecharungroj & Nueangjamnong, 2014). Furthermore, what is written explicitly on memes conveys implied meaning intended by the creators. Additionally, we can realize the substance contained within memes and how they comprehend by examining the implications of the various forms. As stated by (Yus,2018), memes use to criticize or offend particular institutions, particularly governments. Internet memes are used, produced, and accessed on the internet.

Theoretical Framework
This study deals with analyzing internet memes by applying one of the pragmatic theories, which is an implicature to examine the implied meaning of each meme. The following sections will discuss each term in further detail.

Pragmatics
Every human utterance consists not only of a word with its literal meaning but also of an intended meaning hidden within it. When the statement creates, the speaker's intended purpose mainly depends on the context of the time. Because of this, each individual or listener may have a distinct interpretation. As a result, it is essential to study language use. Pragmatics is the study of what individuals mean when using language and how they use it to its full potential as a communicative resource (Widdowson, 1996). It examines the expression in an actual utterance in a given situation to convey the intended message in communication because individuals may not understand what the phrase means.
According to (Mey, 1993), pragmatics explains the right to use language in several unconventional ways, as long as people know what they are—doing to convey their purposes. Pragmatics is the science of language as it is used by individuals for their own goals and within their limitations and affordances, as defined by the Gibsonian word.
On the other hand, (Leech, 1983) indicates that People cannot truly comprehend the nature of language until they understand pragmatics. It is how a language communicates. People frequently express their intentions implicitly, which means that what they say does not have the same semantic meaning as what they mean. Speakers have some purposes when they utter something related to the situation in which the conversation took place. As a result, pragmatics can also be the study of how utterances have meaning in different settings or cases (Ibid).

Section One: " *context 1 "

Context is one of the most vital aspects of figuring out ambiguities in spoken or written language is the concept of context. Also, context comprehends what people have said or written entirely.(Finegan,1997) states that the essential factor in interpreting the utterance is the context uttered.

According to (Mey,1993), context is the environment that allows communication partners to engage and makes the verbal expressions of their interaction understandable. (Nunan,1993), like Mey, believes that context is the situation that gives origin to the discourse and within which embedded.

In each meme, specific contexts are involved when the creator of these memes produces the picture to represent their ideas. To amuse and entertain viewers, meme writers frequently imply what they said in the caption by employing particular types of context so that only a few people who have had similar experiences or have shared background information about the subject would understand the meme's meaning. According to the pragmatics perspective, two contexts influences by purpose or intention: the physical context and the linguistics context (Crabtree & Power, 1991).

Furthermore, (Cutting, 2002) distinguishes three types of contexts: situational context, which refers to what speakers know about what they can see around them; background knowledge context, which refers to what they know about each other and the world; and co-textual context, which refers to what known about what they have been saying. Furthermore, the background knowledge framework might be either general cultural information or personal knowledge about various aspects of life. And there's interpersonal knowledge, as well as detailed and possibly private information about the speakers' personal histories. These contexts altered the meaning and objective of online memes. As a result, understanding the purpose or intention pragmatically requires context. It is not simply a study of internet memes but also of drawings, particularly political cartoons that are full of implied meaning in humorously criticizing directors (Yanti & Fitri, 2018).

Section Two:"*Implicature 2"

People use language to communicate with others for a variety of reasons. In their utterances, they have an intention that is sometimes left unsaid. Because what people mean in their statements is left implicit, listeners must thoroughly understand the speaker's utterances to understand their message. Implicit or unsaid information in a conversation is called implicature (Levinson, 1983).

In a conversation, what a speaker means to say is typically far deeper than what she expresses directly. According to (Grundy, 2008), implicature is a meaning that is imparted but not expressly articulated. Because the speaker's utterances frequently contain more than a literal meaning, the hearer must conduct a thorough interpretation to understand the speaker's intended purpose. People often state their intentions implicitly. (Horn and Ward, 2006) state that implicature is a component of a speaker's meaning that is a facet of what indicates in a speaker's utterance but is not part of what he is saying. In doing the intention, the speaker's statement has a meaning not clearly stated, similar to the preceding definition.

Brown and Yule (1983) say that implicature refers to what the speaker can imply, suggest, or mean rather than what the speaker said. Because speakers do not convey it openly in their utterances, listeners must rely on implications or suggestions to figure out what the speaker meant. Implicature is the speaker's intended meaning, left implicit and distinct from what they uttered. It is part of the speaker"s meaning that expresses in utterances.

There are two types of implicatures: conventional implicatures and conversational implicatures. According to (Lyons, 1993), the difference between them is that the former is based on something other than what is truth-conditional in the conventional use, or meaning, of specific forms and expressions. In contrast, the latter relies on more general principles that govern proper conversational conduct. Conventional implicatures are distinguished from conversational implicatures because traditional implicatures are related to broad usage and meaning. Meanwhile, the rules of correct speech include in the conversational implicature, and the assumption in the conversational implicature is the usage of 'cooperation principles.'

The current study uses one type of implicature, conventional implicature, because the object itself is not a conversation and does not rely on a specific context for the interpretation. Furthermore, conventional implicature correlates with particular words, which results in additional conveyed of the meaning when the terms utilize.

Cyberpragmatics

Cyberpragmatic was coined in 2001 to describe a pragmatic cognitive study of computer-mediated communication (Yus, 2011). Its primary concern is analyzing how information is created and interpreted within the Internet

environment. It is also concerned with how users obtain contextual information (often limited compared to other context-saturated scenarios like face-to-face discussions) to fill in the information gaps between what they type on the keyboard and what they want to communicate. Moreover, the varied forms of communication on the Internet exhibit substantial pragmatic repercussions (connected to changes in accessibility to context). Thus, there are ramifications on the volume and quality of information communicated and interpreted therein (Yus, 2011).

The following theories are the foundation of cyberpragmatics (Yus, 2011, p. 14):
1) "On the Internet, the "addresser users" have communicative intentions and devise their utterances with the expectation that these intentions will end up being relevant to the other users and that their utterances interpret correctly."
2) "Internet users use inferential strategies when they interpret messages on the Net, and these do not differ from the ones used to comprehend utterances in conversations shaped by physical co-presence."
3) "Internet users expect their interlocutors to be able to access the necessary amount of contextual information that will allow them to arrive at a correct interpretation of their utterances."
4) "The attributes of the different cyber-media (chat rooms, e-mail, messenger, web pages, social networking sites...) influence the quality of the user's access to contextual information, the amount of information obtained, the interpretation selected, the cognitive effects derived, and the mental effort involved in obtaining these effects".

*Section One: "*Meme And Internet Memes 1"*
The term "meme "was coined by Richard Dawkins, implying the different kinds of information (ideas, habits, figures) that spread, multiply, and change in the human culture environment (Dawkins, 2006).Because he was an evolutionist, he used this term to explain how ideas change in society under its influence, altering and taking on new meanings, based mostly on the concepts of imitation and copying.Memes, according to Carlos Diaz, behave similarly to viruses in that they fight for survival by "infecting" brains, spreading from one man to the next and propagating across human society (Diaz, 2013).
Internet memes are relatively new phenomena that refer to the most popular and frequently funny concepts shared online. Internet memes consist of an image with a two-line caption. A caption expresses societal issues that need to be addressed or revealed. According to (Buchel,2012), memes describe cultural dissemination, human attitude, and social development. Furthermore, a meme is a concept, tune, idea, or fashion that spreads via advertising, news, and other forms of media.
Three characteristics can make a meme survive; they are "fidelity, fecundity, and longevity. First, "fidelity "relates to the meme's recognizability (Blackmore, 1999). That is to say, fidelity refers to a meme's ability to be remembered. It also looks at how accurate the copy is to the original memes. Memes variations play an important role in its evolution. The meme's essential concept usually remains intact. The plurality of memes relies on the image, video, or statement being instantly recognizable. Second, in terms of the notion, "fecundity" relates to how quickly a meme can be duplicated and spread. It is the rate at which an idea replicates (Ritt, 2004). The achievement of a meme determines by the number of imitations it receives. Finally, "longevity" refers to how long a meme can stay and develop. A meme will persist longer if it raises a topic frequently addressed in society. The subject could be religion, culture, or way of life.
In this case, language plays an essential role in achieving memes. Because a meme consists of more than just an image, it also includes language. The text supports the memes to be spread, memorized, and survive. Language plays a crucial role in fidelity since the idea of a meme can be communicated to readers through language. A meme message can remain for a long time due to its longevity language (Blackmore, 1999). Because the human brain can memorize hardly everything, a meme with high fidelity will likely last longer and potentially propagate (Blackmore, 1999). Memes are one of the various ways we can communicate ideas on the internet, including many modern memes of humor or parody.

Methodology
The data are analyzed qualitatively and quantitatively. Qualitative analysis is when the data are analyzed using the analytical framework mentioned above in the study. The data were analyzed using frequencies and percentages to clarify the findings.
The researcher selected the memes for this study from the internet randomly that is related to sarcasm. The researcher got the data by searching all of the topics on the internet and then identifying the most popular theme, which is entertainment, with a higher likelihood of becoming memes. Furthermore, the researcher restricted the websites from which the memes have sourced. Most of the memes came from popular meme-making websites such

as a quick meme, memes monkey, know your meme, quick meme, and www.memegenerator.net. The data was collected by surfing the internet memes from the Internet referred to the topic, analyzing the internet memes, reading the caption, interpreting the relationship between the image and the caption, and determining the implicature of each meme.

The researcher utilizes pragmatics principles and associated theories to implicature or infers the meaning, functions, and representation of the idea underlying the image in analyzing the data. By employing implication theory, the researcher can determine the hidden meaning and the purpose of memes.

Section One: "*Adopted Model 1 "
The model of analysis of this study consists of two levels. The first level deals with the pragmatic representation of the hidden meaning in internet memes. It includes the type of implicature, conventional implicature, using Grice's theory of implicature (1975). The second level shows the most common categorizations of some internet memes depending on the physical and linguistic context of these memes. These categorizations are sarcasm, masculinity, and social events.
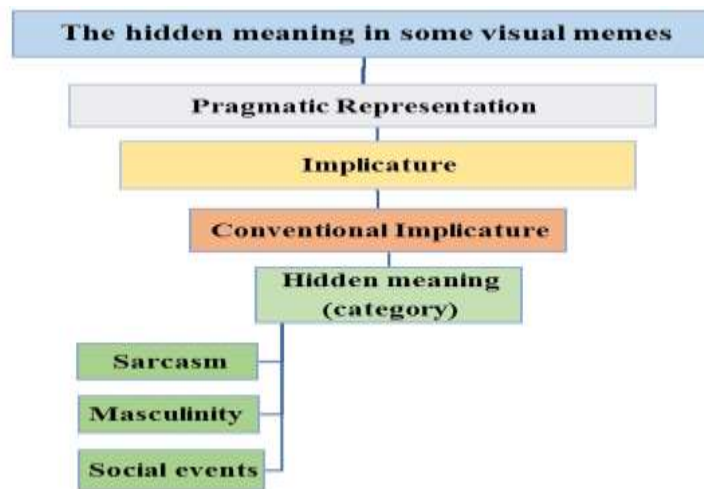

Figure 1: Analytical Framework of implicature in some visual memes

Section Two: "*Data Analysis and Results 2"
 This section presents the analysis and results, including the conventional implicature contained in the internet memes. The researcher found that there are many different categories of memes. Each one of these memes is distinguished from the other by the image it contains. Furthermore, the hidden meaning aims to ridicule, criticize or ridicule social phenomenon that appears in the world or society. As a result, we can conclude that memes convey a sense of humor as entertainment means for readers. The analysis of the data shows that memes consist of different categories. Then the researcher classifies the implied meaning into the following category; sarcasm, social events, and masculinity.
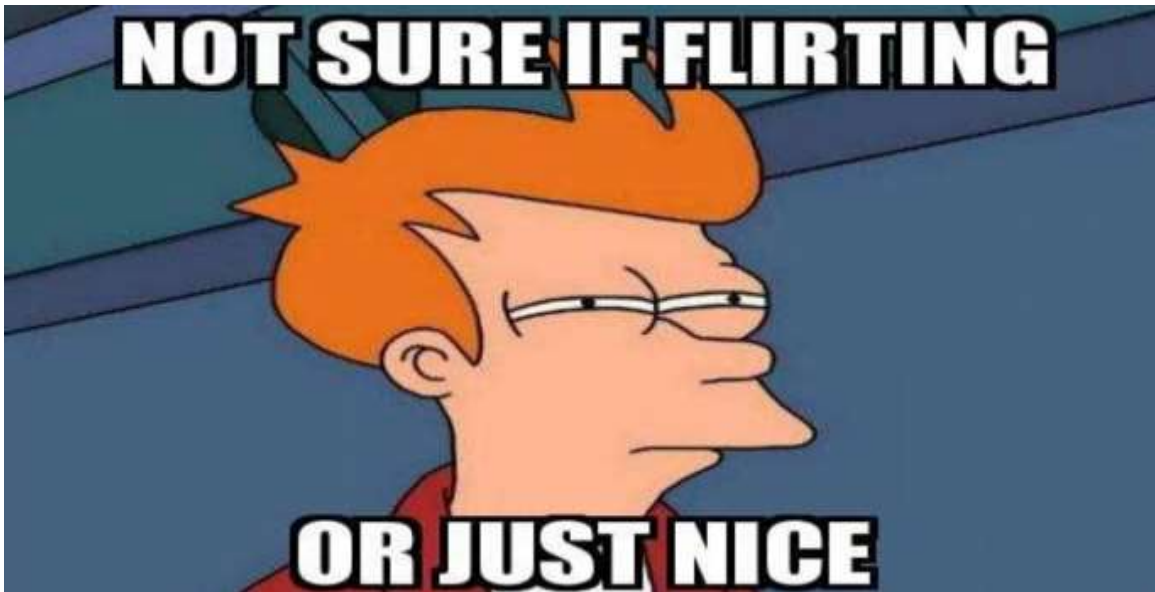
Figure 2: Meme of sarcasm *memegenerator.net: 2022*

Conventional Implicature is contained in the example above as follows:
1. The Physical Context: the actual setting
The image represents the character of fry from the futurama show. He has become a symbol of adulthood because of his appearance. He appears to be older than a teenager but not old enough to be an older adult. His outfit contains a collar, and an adult usually wears long sleeves, concerning his haircut obtained by young people. Furthermore, his facial expression, particularly his narrated eyes and furrowed forehead, cannot hide his actual feelings of dissatisfaction with the situation. Moreover, by incorporating the image and caption, his facial expression indicates that he is serious in affirming the use of different possibilities by utilizing the word" or "namely " flirting and friendly."
2.The Linguistic Context: the context with the discourse
The implied meaning of this meme is that it is easy to misinterpret someone's warmth as something else entirely. Furthermore, it can impair your judgment even more if you are attracted to them. When you mistakenly put the moves on someone simply trying to be kind, it can be incredibly awkward. Meanwhile, some people are naturally friendly or nice due to their behavior. Moreover, this meme conventionally indicates that being nice is not flirting as it sounds.

Figure 3: Meme of masculinity *quick meme : 2022*

Conventional Implicature is contained in the example above as follows:

1.The Physical Context: the actual setting
The image consists of a muscular or powerful man with a mustache posting in a fight stance. The man's expression denotes toughness, which represents man's hardness and, as a result, magnifies the implied meaning.
2.The Linguistic Context: the context with the discourse
The word "feelings" in the caption above refers to a particular genre, which is men; as a result, this word utilizes to compare the opposite genre. Furthermore, it implies that men are comparable to women in some ways and experience feelings similar to those of their opposite gender. However, the bottom caption is "never heard of them," indicating that men have no other feelings except for physical activity, such as masculinity. The meme implies that men are more challenging than women and superior since they do not experience sadness, happiness, or other feelings other than masculinity.
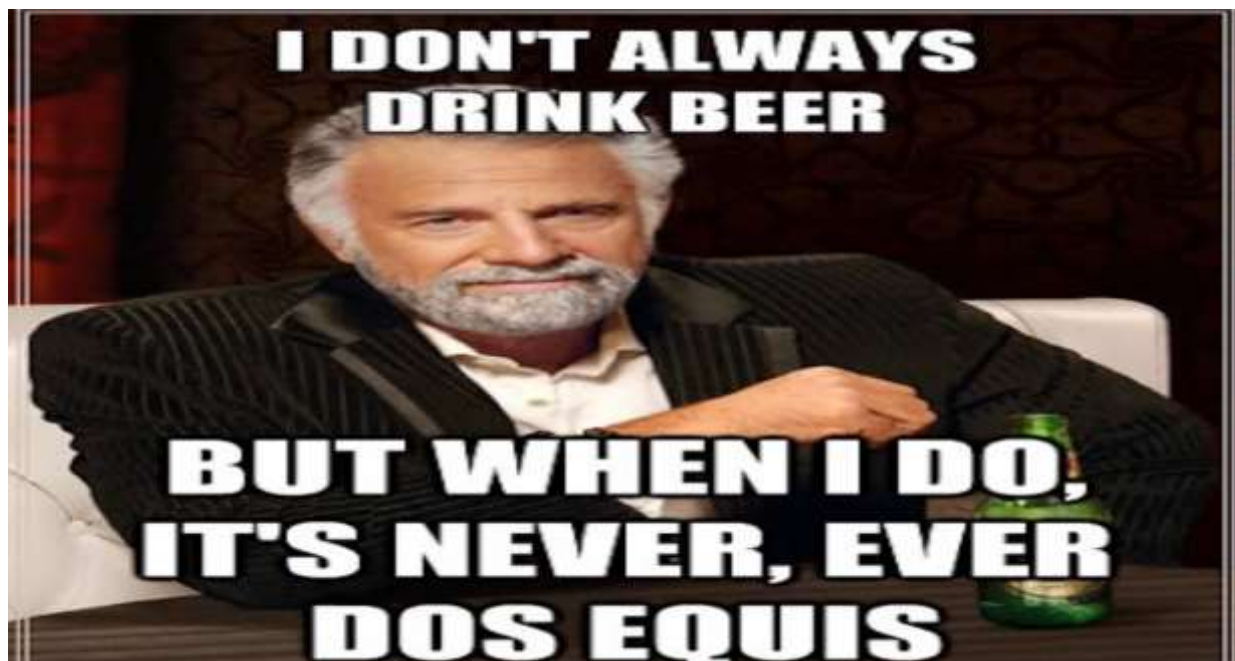
Figure 4: Meme of social events *memes monkey: 2022*

Conventional Implicature is contained in the example above as follow:
1.The Physical Context: the actual setting
The image depicts the character of "the most interesting man in the world." The texture characterizes a charismatic and well-traveled gentleman with refined preferences in various subjects, similar to the anonymous bearded man who first appeared in the campaign, with captions based on the phrasal template. "I don't always X, but when I do, I y."
2.The Linguistic Context: the context with the discourse
Based on linguistic context, this meme signifies greatness and confidence. The bottom caption, "but when I do, it's never, ever," raises the conventional implicature. Dos Equis found a way to make their beer popular when craft beer was sweeping over the United States and imported beer sales were declining. Not because sales increased much in the first year, but because the Dos Equis ad is noteworthy. It's notable because they took a different approach than every other beer company. Dos Equis chose to portray a Hemingway-esque cosmopolitan gentleman-a person to aspire to-while Budweiser focused on youthful, party-crazed males. That's not to say their commercials weren't amusing. Instead, they substituted sharp one-liners for farcical comedy. Furthermore, this caption contradicts both the maxim of manner that demands that the speaker can be explicit and avoid ambiguity, as well as the maxim of quantity is not informative sufficiently. Moreover, the caption I don't "always drink beer" indicates that when the author drinks beer, he feels uncomfortable and eventually loses his confidence causing him to stammer.
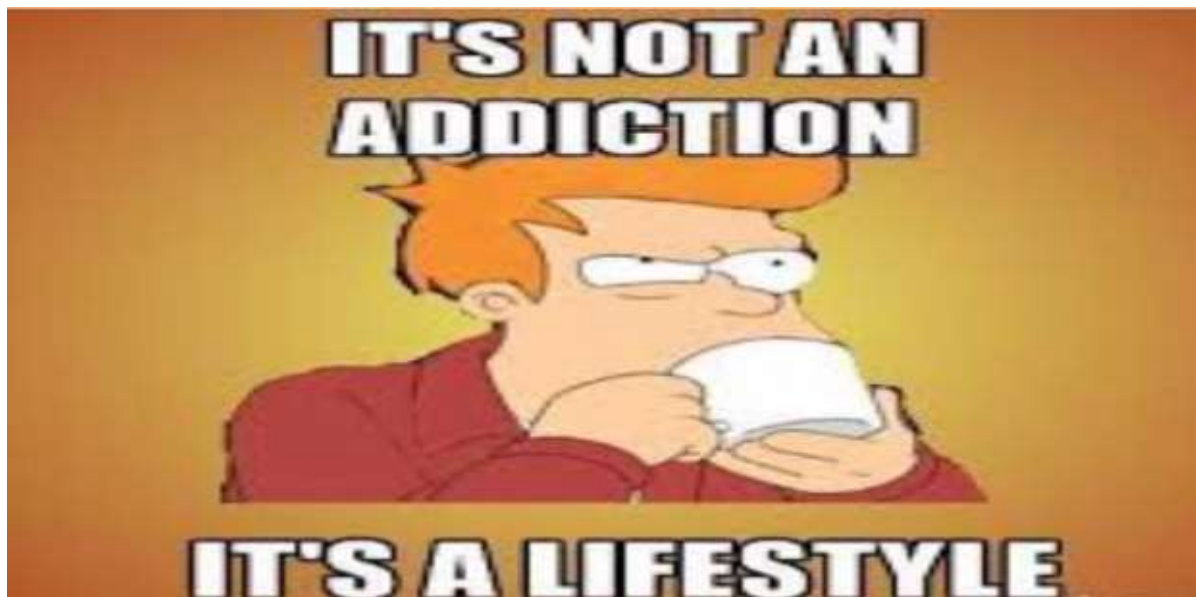

Figure 4: Meme of sarcasm *memegenerator.net : 2022*

Conventional Implicatureis contained in the example above as follow:
1.The Physical Context: the actual setting
The image represents the character of fry from the futurama show. He has become a symbol of adulthood because of his appearance. He appears to be older than a teenager but not old enough to be an older adult. His outfit contains a collar, and an adult usually wears long sleeves, concerning his haircut obtained by young people.
Furthermore, his facial expressions, particularly his wide-open eyes and wrinkled brow, reveal that he is serious about defending his coffee and addiction justification. With a cup of coffee, he expresses his sense of belonging to something. It also implies that he takes his coffee with pride. The man in the above meme takes pride in his coffee drinking. Coffee represents his adulthood; thus, he refers to it as a way of life rather than an addiction.

2.The Linguistic Context: the context with the discourse

The implied meaning of this meme, as stated in the meme caption, is that "it's not an addiction." He added that he would deny the addiction he was experiencing at the time because society portrays addiction as a negative trait. He appears outraged and angered when people refer to it as addiction. His gaze confirms this. Furthermore, his facial expression, gestures, and manner suggest that he does not hook to coffee, but rather that it is a way of life for him, as many young people do nowadays. The bottom caption, "it's a lifestyle," states that People might easily accept a lifestyle-related rationale or excuse, according to this statement. Besides, lifestyle is a part of our lives; people can readily embrace it. When people around him see him drinking coffee, the first thing they will remark or say is that they are not addicted.

Figure 6:Meme of social events *know your meme : 2007*

Conventional Implicature is contained in the example above as follow:
1.The Physical Context: the actual setting
This image is known as the "socially awkward penguin," looking at the left with a blue background. The text naturally narrates uncomfortable life situations, highlighting an extraordinarily clumsy or inelegant response.
2. The Linguistic Context: the context with the discourse
This meme implies that "low battery," as stated in the meme's comment, describes either a complex event or the result of the narration. Moreover, the description indicates the part of a story that makes the narrator feel embarrassed. As a result, the penguin appears as a visual metaphor for how the narrator feels when this happens.
Findings And Discussion
This section is about the statistical analysis and discussion of the data under scrutiny. Table 1 below clarifies the frequencies and percentages of the five instances of memes analyzed above. It has been found that there are specific themes behind the language of these visual memes. These themes have been identified as categorizations of the internet memes.

Table 1: Categorization in Internet Memes

No	Memes Categorization	Frequency	Percentage
1	Sarcasm	2	40%
2	Masculinity	1	20%
3	Social Events	2	40%

Total		5	100%

Memes have a relationship and correlation with many categories, as shown in Table 1. Many internet memes discuss the sensation of social life. In addition, the Memes transport people or readers to a time in their lives when they experienced strange or embarrassing social settings, men's superiority over women and even men over other men, or the behavior of a specific genre that usually remains. Each of these social phenomena of memes covers in the form of a joke, with the only objective of entertaining readers and prompting them to remember times when the stated phenomenon was present in the personal social life experience of any reader. Furthermore, the researcher deduces that sarcasm is the most popular Internet meme. Moreover, sarcasm is one of the many functions of the internet meme, whose essence is to entertain people worldwide. As a result, sarcasm is an integral part of online memes since it makes people laugh and engages them.

Conclusion

The current study found that the five memes had implicature after analyzing the data. Two sorts of contexts influence the implicature found in the data. The researcher infers from the data that two contexts relate in this study, notably physical context, because an image represents each meme. Combining this context with another facilitates deducing the recommended interpretation simpler. Because a few memes only use conversational implicature and its maxims, most internet memes govern by Grice's conventional implicature.

The researcher includes that the internet meme has a wide range of context-dependent meanings, and it is a social media phenomenon that studies in various ways. Despite their purpose as a type of current world entertainment in social media that primarily uses setup and punchline as "weapons" for evoking laughter, internet memes use implicature to conceal their underlying meaning for the reader to decipher.

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