

## Implicature on Meme THR (Eid Allowance)

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### ABSTRACT

This research focuses on implicature found in Meme THR (Tunjangan Hari Raya) to find out form, function, factor of language style which is as one of culture insures. Based on the result of data analysis, meme THR are divided into 2 (two) time criteria such as pre or close to feast day and in the feast days. There are 12 (twelve) data used in this research which are divided into 7 (seven) data of meme THR in pre or close to feast day while there are 5 (five) data of meme THR in the feast days. The forms of meme THR found in Google are declarative, interrogative, and imperative while directive, representative, and expressive are found as functions of them. Lastly, there are also some factors of language style found in meme THR such as apophasis, parallelism, personification, sarcasm, contradiction, preterio, and euphemism.

**Key Words:** Eid allowance, implicature, meme THR

### INTRODUCTION

Language is a communication tool used by its speaker to convey his or her utterance meaning. This goes in line with Yule's opinion (2017: 59) which states that language as a communication system can be utilized in different situations. In other words, the utterances of a speaker in a language will depend on the situation and conditions in which the speaker is taking place.

In a conversation, a speaker uses utterances intending to make what is conveyed is accepted by the interlocutor. Speeches that have meaning in conversation can be identified as literal and non-literal meanings. The literal (explicit) meaning is the meaning that is clearly conveyed in the utterance,

while the non-literal (implicit) meaning is not necessarily conveyed in the utterance. Below is an example of someone conveying a literal (explicit) meaning:

Adi: *Ruangan ini perlu dibersihkan,*  
Lisa. (This room needs to be cleaned, Lisa.)

The meaning conveyed from Adi's words is clear enough. It indicates that Lisa needed to clean up the room which was dirty at that time. On the other hand, in the following simple conversation, a question given by Adi provides an understanding to Lisa as the interlocutor that the room where they are having the dialogue is not clean. Thus, Lisa without having to respond

to the question with the word Saya 'I' already realizes the meaning of Adi's question by giving response Baik 'Alright', which means she immediately cleans the room.

Adi: *Hari ini siapa yang piket kebersihan?* (Who is scheduled to clean the room today?)

Lisa: *Baik (bergegas mengambil sapu).* (Alright) (immediately taking broom).

According to those simple conversations, it can be understood that there is a hidden meaning conveyed by Adi to Lisa in his speech. The hidden meaning behind the actual use of language accompanied by context is known as implicature (Zamzani, 2017: 28). This statement supports Grice's opinion in Gazdar (1979: 38) that implicature refers to the implication of the implied meaning of certain utterances that is closely related to context. Furthermore, someone's utterance in a certain context will become a hypothesis or conjecture of the speech partner in understanding the speaker's intent, which is defined by Leech (1983: 30) as an interpretation of an utterance. Therefore, implicature becomes a daily phenomenon in language use.

Along with such phenomenon, significant technological developments have created new variations on how individual is able to use a cell phone while surfing social media. There are so many social media that can be accessed by individuals at any time. This then helps motivate one's ability to express oneself through language use on social media. To be highlighted, one thing that is quite popular in social media is the presence of

memes on various social media applications and popular search engines such as Google.

According to Dawkins (1976: 171), memes are new replicators conveying ideas from a cultural transmission unit. Meme comes from the Greek word *mimeme* which was later shortened in usage as it is known nowadays. Examples of memes include tones, ideas, popular phrases, or building arches. Furthermore, Dawkins believed that memes should be considered as living structures, technically not metaphorical, so they need to be disseminated. This statement is in line with the emergence of increasingly massive memes in society on social media. Various kinds of memes have sprung up with a specific purpose in mutually sustainable situations and conditions. The presence of memes is inseparable from the use of language in form of writing often found in social media. Various memes appear under certain conditions, such as the COVID-19 pandemic to Eid.

The term Eid comes from Hindu tradition, as reported by the Kompas.com article, which means the end, or end of fasting for a full month in the month of Ramadan, which was first introduced by the wali. Eid is always synonymous with ketupat, homecoming, and THR (Eid allowance). THR must also be given within a period of no later than 7 (seven) days before the holiday arrives. This is regulated in article 5 paragraph 4 in Regulation of the Minister of Manpower No. 6 of 2016. At the beginning of the 1951 policy, THR was better known as the Eid gift and was only given to state civil servants. However, a year later

the workers or laborers protested and demanded the same thing until it was granted in the same year. Then, in 1994 the term THR (Eid allowance) was introduced and is used to this day.

The existence of THR is not only intended for workers such as state civil servants, laborers, and private workers. In fact, it is also for those from non-workers group, such as students, children, and babies, who also receive THR when Eid arrives. THR itself is not only devoted to a religious community, namely Islam, but also for every other religious community. Therefore, giving THR is a cultural phenomenon that occurs at the moments of the celebration of the holidays owned by each religious community

Before Eid, everyone is waiting for the THR which is usually received no later than seven days before the holiday. Along the way, the process of THR disbursement sometimes experienced problems both in terms of time which later became the public spotlight. Whenever THR is disbursed later than the proper schedule, protests could not be avoided. These protests and insinuation are sometimes not only conveyed directly from workers to those who employ them, but can also be in form of satirized posts on social media. The use of social media to express oneself has become commonplace and even attractive to those who are able to express themselves creatively. This can be seen from the variety of memes that have sprung up before and even before Eid.

Based on those rationales, it is necessary to know the forms of

memes that appear when Eid is approaching until its momentum. It is also crucial to understand the function of existing memes related to THR, as well as the factors of using certain style of language contained in the THR meme. Therefore, it is important to understand the form and function of memes along with the factors for using figurative language found in THR memes, by the D-Day of Eid celebration. It should be noted that several studies related to memes have been carried out, for example Ririn Setyorini who in 2017 conducted a study entitled "Description of the Implicature of Meme Phenomena on Instagram and Their Implementation as Teaching Materials for Anecdotal Texts". In her research, she found the function of memes as a means of satirizing, responding, encouraging, inviting, and criticizing.

Furthermore, Nindya Ayu Pertiwi's research entitled "Implicatures on Islamic Da'wah Memes on Instagram Social Media" in 2019 attempted to investigate the implicature in forms of words, phrases, and sentences that function expressively, directly, and assertively with several factors of language use, namely erytoses, asonance, alliteration, and euphemism in memes used as research data. In addition, in 2020, Peni Puspitasari presented her research entitled "Speech Implicature in the Covid-19 Pandemic Meme" which described the functions contained in it in the form of satire, suggestion, satire, and response.

Those three studies are closely related to present work which have similarities in the research subject, implicature. However, differences

are also clearly visible in the research object where this research focuses on THR memes found on the Google search engine so that the data found is more varied. This research is almost similar to Nindya Ayu Pertiwi's research in 2019 but focuses more on the social system of cultural phenomena in order to describe the form and function of THR memes and to describe the factors of the language style used in THR memes as one of the elements in culture as initiated by Koentjaraningrat in Sumarto (2019: 148-153). In his statement, culture has 7 (seven) important elements, namely the language system, knowledge system, social system, living equipment system and technology, livelihood system, religion system, and the arts.

The appearance of the THR meme is not just a creative form of a creator expressing the feelings and ideas that he or she feels. This expression arises from the conditions experienced by the creator of the THR meme. This is closely related to the implications of the meaning that the creator of the meme wants to convey so that what becomes the substance or expression can be conveyed. These meaning implications are known as implicatures which were popularized by Grice (1975).

Implicature is one of the discussions that connects the text with the existing context so that it is discussed in pragmatic studies. In simple terms, pragmatics is the study of linguistics which focuses on the use of language. The object of language is in form of text, both spoken and or written. The use of language does not only involve text,

but also non-text elements known as context. Specifically, context plays an important role in understanding the text that is uttered. In conversation, context plays an important role for both speakers and interlocutor so that the use of language goes well. Here are some arguments of experts on pragmatics:

1. Gerald (1979: 2), pragmatics deals with aspects in the utterance meaning in accordance with existing conditions.
2. Leech (1983: 1), pragmatics simply examines the use of language used in communication.
3. Parker and Riley (1994: 11), pragmatics is the study of the use of language in a communication context.
4. Yule (1996: 3), pragmatics is a study that investigates the contextual meaning in an utterance uttered by the speaker and the interlocutor.
5. Kroeger (2018: 4), pragmatics is related to the aspectual meaning of how language is used.

Thus, implicature is part of pragmatic study that can be treasured in every utterance between the speaker and the speech partner. In relation to this research, the implicature data used is in the form of THR memes both in illustrated text as a simple unit of utterance, or conversations featured in illustrated text which are grouped into 2 (two) time criteria: before Eid and during Eid in accordance with the implicature theory introduced by Grice.

Grice in Davis (1998: 4-5) began introducing the theory of implicature in 1957 by distinguishing what speakers mean and what the meaning of an utterance is in communication.

It is also conveyed that the implication of what the speaker utters is the indirect meaning of a speaker in his utterance with the intention that the meaning uttered has another meaning. There are 2 (two) things that form the basis of understanding implicatures, namely verbs in form of implicates and noun implicatures which refers to the meaning of something over something else, as in the example conversation below:

Clara: *Rania akan pergi ke Bandung naik kereta malam ini?*  
 (Rania will go to Bandung by train tonight?)

Dava: *Sudah ku sampaikan untuk berhati-hati selama perjalanan.* (I have told her to take care along the way.)

It can be understood that Dava implies his agreement to Clara's question about Rania going to Bandung at night by train. However, Dava did not answer directly to Clara but with a statement in form of a message to Rania during the trip. In the simple conversation above, the form of the sentence that appears is in the form of a question or known as an interrogative sentence, while the response is in form of a statement or known as a declarative sentence referring to Ramlan (2001: 26). He divides sentences into several forms based on meaning such as declarative sentences, sentences interrogative, and imperative sentences. In simple terms, declarative sentences as news sentences function to convey information. Interrogative sentences are interrogative sentences in the form of questions to find out some information, while imperative sentences are known as imperative

sentences which require action from the interlocutor.

Furthermore, the meaning of the utterance by Clara above is included in the type of interrogative speech introduced by J.R. Searle as the theory of illocutionary act in Parker and Riley (1994: 15-16) which explains that there are several classifications of illocutionary act as follows:

1. Representatives that describe the relationship of a situation include stating, affirming, denying, admitting, notifying, concluding, and predicting.
2. The directive requires the interlocutor to do something according to what the speaker said, such as asking, ordering, forbidding, warning, advising, suggesting, insisting, and recommending.
3. Questions that are signified by the interlocutors who are eager to information by asking.
4. Commissive requires speakers to do something like promise, offer, guarantee, pawn, and bet.
5. Expressive states the conditions of the speaker through apologies, thanks, congratulations, greetings, and objections.
6. Declarative change of entity status such as appointment, naming, resignation, surrender, and arrest.

The factor of using language style is known as the figure of speech which is always present in speech. The figure of speech is divided into 3 (three) classifications, namely the figure of comparison, the figure of speech of contradiction, and the figure of speech of association, each

of which has a sub-classification according to Moeliono in his book *Kembara Bahasa* in 1979 quoted by Hidayati on the *Gebyar Bahasa* website.

In this study, the focus of the implicature is only on the text contained in the meme related to THR moments both before Eid and or during the Eid. Accordingly, Eid is not only aimed at Muslims but also people of other religions. However, research data obtained from the Google search engine is limited to THR memes specifically for Muslims. Several THR memes that appear in general can be used for people of other religions.

#### METHOD

This study used a qualitative descriptive method where the data from this study were in form of phrases, clauses, and sentences in THR (Eid allowance) memes taken from Google search engine. Specifically, the observation techniques through downloading were used in collecting this research data. The data contained in this study amounted to 12 THR memes that were randomly selected. After the data was collected, the analysis was completed by adopting theories from several experts regarding the form, function, and factors of language use contained in THR (Eid allowance) memes.

#### FINDINGS AND DISCUSSION

In this study there were 12 research data downloaded via the Google search engine. The 12 THR meme data were classified into 2 (two) groups, namely THR memes before Eid and those on Eid, as follows:

#### *Meme of THR before Eid*

There were 5 memes of THR before Eid with the following results and discussion:

- a. Stop Suing on THR



(1)

*Stop tuntutan THR!, THR gak salah*

Stop suing on THR!, THR is not guilty

From data (1), the implicature of the THR meme is a combination of imperative containing the command *Stop tuntutan THR!* 'Stop suing on THR!' and declarative containing the statement *THR gak salah* 'THR is not guilty'. The implication of the meaning conveyed is to sue the party giving the policy related to the slow disbursement of THR, so that there are parties who wait for the disbursement of THR.

The function of the meme in data (1) is expressive, namely satirizing those giving THR money disbursement policies, who are considered to have taken unwise policies which cause certain parties to wait the process patiently. The clause *THR gak salah* 'THR is not guilty' shows a clear insinuation that the problem is not on the THR, but on the party responsible for disbursing the money.

Furthermore, another factor for the emergence of memes in data (1) by the language style is considered

apophasis. This is demonstrated through the relationship between the first clause *Stop menuntut THR!* 'Stop suing on THR!' which means affirmation. On the other hand, the second clause *THR gak salah* 'THR is not guilty' in form of a denial implies that THR exists but has not been disbursed due to procedural, policy or other reasons which causes workers wait and does not demand immediate disbursement of THR. In conclusion, meme (1) is included in the category of IM.DE+IP.EK.AP.

b. Drown him



(2)

*Kalo ada bos blm kasih THR, Tenggelamkan!*

If there is any boss has not given THR, drown him!

From data (2), the implicature of the THR meme is a combination of declarative and imperative which contains a statement in the first clause *Kalo ad abos blm kasih THR* 'If there is any boss has not given THR', and an order in the second clause *Tenggelamkan!* 'Drown him!'. The function is expressive as it is in form of satire addressed to companies or leaders who have not given THR to their workers. The implication of meaning in data (2) illustrates the reality of delays in the disbursement of THR as the workers' right by company leaders or government leaders. The leader is considered unwise, so his leadership needs to be reviewed, such as the call

for 'drown!' contained in the second clause.

The function of the meme in data (2) is expressive, namely to insinuate leaders who are considered not to have given rights to workers so that leaders need to immediately act and take policies through the disbursement of THR for workers. Thus, the factor causing the emergence of memes in data (2) is assessed as sarcasm through the second clause on the exclamation word *Tenggelamkan!* 'Drown him!'. This has a very clear and straightforward meaning. Nothing is hidden as the goal is clear; to fight for what workers are entitled to before the Ei, namely THR. Conclusively, meme in data (2) is grouped into IM.DE+IP.EK.SA category.

b. The effect of THR



(3)

*Efek THR ngadat, ATM ikut stress, Saldo anda Rp 0, Apakah anda ingin melakukan tindakan kriminal?*

The effect of crashed THR, ATM gets stressed as well, Your balance is 0 rupiah, do you want to commit a crime?

Data (3) shows the implicature form of a declarative and interrogative combination which contains a statement in the clause

*Efek THR ngadat, ATM ikut stres* 'The effect of crashed THR, ATM gets stressed as well' and another clause in form of a question *Apakah anda ingin melakukan tindakan kriminal?* 'Do you want to commit a crime?'. In the question clause, the only options available are yes and no as shown on the screen display of the ATM machine. The implication of the meaning contained in the data meme (3) implies that the delay in disbursing THR is quite long as the balance has not been added, namely only IDR 0 which causes the ATM machine to process the data with a sarcastic question 'Do you want to commit a crime?'

The meme also functions as representative because it is in form of information shown in the clause *Saldo anda Rp 0* 'Your balance is IDR 0'. This information illustrates that to the time of checking the balance at the ATM machine, there has been no transfer of THR to their account, which subsequently causes stress. Apart from that, memes (3) can also function as a request to the government to immediately process the THR cash disbursement; this request function is also known as directive function.

Furthermore, the factors that cause the emergence of memes in data (3) according to the language style are personification through the clause *ATM ikutan stres* 'ATM takes stress'. Basically, an ATM is an inanimate object that does not experience conditions that can only be felt by humans, but the meme illustrates that ATM can experience stress just like humans. Thus, the ATM implication in this clause is human because humans can feel stress with a Rp. 0 balance displayed on the ATM machine screen and

even added with the triggering question *Apakah anda ingin melakukan tindakan kriminal?* 'Do you want to commit a crime?' is considered extreme due to the acute stress experienced by a person while waiting for the THR to be disbursed. This is of course triggered because there are so many needs ahead of the holiday that the THR is awaited to the day of Eid arrives. It can be implied that meme (3) is in IM.DE+IN.RE+DI.PE category.

#### d. Fake THR



(4)

*Jika anda mendapatkan uang THR ini, Lebaran anda menyedihkan*  
 If you get these THR, your Eid is pathetic

Data (4) shows that the implicature of the THR meme includes declarative which is realized in form of a statement that someone gets fictitious THR, namely counterfeit money that is usually bought by children for toys. Meanwhile, during Eid what is needed is real money so that Eid is fun because what can be obtained are money for going home, clothes and cakes for holiday celebrations, and giving THR to relatives.

Besides, another implication is that THR are only fictitious. This may be due to someone's first year for working in a company so that the earlier workers with longer working



period can receive THR, while new workers who do not meet the conditions cannot get THR. When the rumors about giving THR came, the feeling of getting THR came across the mind. However, reality says otherwise, that the THR to be obtained is only imaginative.

As for its representative function, it informs the reality that the desire to receive THR is just imagination. Then, the factor of the appearance of meme (4) is parallelism between the first clause *Jika anda mendapat uang THR ini 'If you get this THR'* and the second clause *Lebaran anda menyedihkan 'Your Eid is pathetic'*. Therefore, meme data (4) belongs to the IM.DE.RE.PA category.

e. THR is out



(5)

*Neng, THR ahjussi udah turun nih, Mau dibeliin baju lebaran apa baju pengantin nih???*

Sister, uncle's THR is out. Do you want new Eid dress or wedding dress???

Looking into data (5), the implicature form of the THR meme is a declarative combination. There is a statement *Neng, THR ahjussi udah turun nih* 'Sister, uncle's THR is out' and an interrogative which contains the question *Mau dibeliin baju lebaran apa baju pengantin nih???*

'Do you want Eid dress or wedding dress???''. The implication of the implied meaning is that a man has received THR and he offers a woman to buy her a gift, whether Eid dress or wedding dress. In relation to the word *ahjussi*, it is in Korean which means uncle in Indonesian. The man in question is an established man so he is willing to buy a woman Eid dress or wedding dress at the moment before the Eid.

Thus, the function of meme (5) is directive in which an established man asks a woman to pick a present before Eid. This is confirmed by the clause 'Sister, uncle's THR is out,' which implies that the THR received is large enough for him to be able to propose to a woman, reinforced through the question 'Do you want Eid dress or wedding dress???''. The word 'wedding dress' is certainly closely related to one of the steps in life, namely marriage. It is impossible for a man to offer a woman a wedding dress if he is not ready materially and mentally. Therefore, the man referred to in the data meme (5) represents the desire of an established man who is mentally prepared to marry a woman at the moment of Eid.

The factor behind the use of language style influencing meme data (5) is parallelism where the declarative clause 'Sister, uncle's THR is out' and the interrogative clause 'Do you want Eid dress or wedding dress?????' are related to one another. Therefore, meme data (5) belongs to the IM.DE.DI.PA category.

**Meme of THR on Eid Day**

There were seven memes of THR on the Eid day. Below are the results and their discussion:

a. Reality of THR



(6)

*Oh Tuhaaaaann..., Ku cinta dia...,  
 Ku sayang dia.... Rindu dia....  
 Dapetnya dia.....  
 Oh God..., I love it..., I love it...,  
 miss it..., and get it...,*

From data (6), it can be inferred that the implicature of the THR meme is declarative as poured in a statement 'Oh my God..., I love it..., I love it... Miss it.... Get it.....'. The utterance was inspired by the lyrics of a popular pop song brought by Anji. Pop song lovers are familiar with the lyrics of this song. When they read every word in meme (6), they will certainly sing along. In the lyrics of the original song, 'dia' is implied as a woman because it is a man who sings. However, the implication of a meaning is different in the meme (6) because 'dia' refers to 'THR money' received at the Eid day. It is illustrated that the expectation of THR money starts from a nominal Rp. 20,000 to Rp. 100,000 but the reality happens differently because what is received only Rp. 1,000 which in the meme is expressed in Get it .... 'dapetnya diaaaaa' clause which is next to a picture of Rp. 1,000 in denomination. Consequently, in the left part of the meme, it is seen that several notes with a nominal value of Rp. 100,000 were torn as a result of opening the envelope with excessive enthusiasm.

This further emphasizes that a nominal value of IDR 100,000 is only a false expectation, even if it is accepted there must be an effort to return the money by exchanging money with certain agencies.

Based on the finding, the meme function in data (6) is representative that someone informs the expectation of the desired THR but reality relies on expectations with a nominal value of IDR 1,000 as a gift from expectations worth IDR 100,000. Mathematically, the comparison between reality and expectations is 1:100.

As for the factor of the language style use that appears in meme (6), the contradiction is clearly visible in the order between clauses from expectations, with a nominal value of IDR 100,000 to ending in reality with a nominal value of IDR 1,000.

Therefore, meme data (6) belongs to the IM.DE.RE.KO category.

b. Lesson of THR



(7)

*Bro, Lo THR dapet berapa!?, Gw  
 dapet hikmahnya aja!!!  
 Brother, how much THR did you  
 get!?, I just got the lesson!!!*

From data (7), it is seen that the implicature form of the THR meme is interrogative, namely the question in the clause *Bro, Lo THR dapet berapa!?* 'Bro, how much THR did

you get!?' and declarative which is a statement *Gw dapet hikmahnya aja!!!* 'I just got the lesson!!!'. Even though, there is an exclamation point (!) in the clause 'I just got the lesson!!!' cannot be categorized as an imperative clause because the intent of the utterance does not mean a command. The implication of meaning in meme (7) provides an understanding that one does not get any material during Eid. At a time when some people are busy enjoying material in form of THR on Eid holidays by shopping for things they like or watching movies together, even visiting tourist attractions, that person only responds that he is still given the opportunity to have a dialogue with his interlocutor. Even though he smiled bitterly at the reality of being without THR on holidays, he was still grateful for the moment of the holidays.

The function of the meme in data (7) is a representative where someone informs only the lesson he gets during Eid when his partner asks the amount of THR he gets. In addition to function, the factor of the figurative language use that appears in meme data (7) is preterio where the speaker emphatically states *Gw dapet hikmahnya aja!!!* 'I just got the lesson!!!'. Such assertion is clarified with more than one exclamation point (!). The speaker does not seem to accept the reality that is experienced but he also cannot change the situation so that his affirmation implies unacceptableness covered by the word 'lesson'. The meaning of 'lesson' sounds positive and soothing as if the speaker accept it gracefully, but the emphasis at the end of the clause with repeated exclamation marks (!) clearly gives the opposite meaning.

Based on the discussion above, meme data (7) is included in the IM.IN+DE.RE.PR category.

c. THR is not full



(8)

*Gw tahu knp THR lo gak full,  
 Puasa lo banyak bolongnya kan*

I know why your THR is not full,  
 your fasting has lots of holes, right?

From data (8), the implicature form of the THR meme is a declarative combination in the clause *Gw tahu knp THR lo gak full* which as a whole means literally I know why your THR is not full and interrogative in the clause *Puasa lo banyak bolongnya kan* 'Your fasting has lots of holes, right?' The 'right' particle at the end of a clause is usually marked with a question mark (?) because it serves to confirm one's assumption of what is being said. In English, it is commonly known as a question tag.

Meanwhile, the implication of meaning in meme data (8) provides an understanding that someone who is not fasting diligently must receive a small THR consequence. This is in accordance with the reality where often parents from the beginning before fasting have mentioned the THR prize that will be obtained if the child can complete fasting for 1 (one) full month in Ramadan. Furthermore, the memes in data (8) are specifically intended for Muslims because Muslims are required to fast

during Ramadan for 1 (one) full month. On Eid, THR is finally given days the child fasts in Ramadan. In fact, not only parents, relatives will also usually ask the same thing on how long the child is able to fast in Ramadan. If fasting is done for 1 (one) full month, the THR prize will be given in a larger amount. Conversely, smaller amount of THR is given to children whose Ramadan fasting is not full for 1 (one) month. From this meme, the child gets a small amount of THR as his fasting is not for 1 (one) full month.

The meme function in data (8) is expressive where a person wants to ridicule his friend for receiving less THR than him due to his not full fasting. It is unlike the case with speakers who get more THR because they complete fasting for 1 (one) month. This is also confirmed by the image that can be seen from the meme. Someone is smiling mockingly and from his body language it also seems to imply arrogance so that people who receive this information will feel inferior.

Furthermore, the factor of using certain language style that appears in meme (8) is parallelism where the clause says *Gw tahu knp THR lo gak full* 'I know why your THR is not full' and the clause *Puasa lo banyak bolongnya kan* 'Your fasting has lots of holes, right'. Both are mutually bound in accordance with the facts that occur in society. Thus, meme data (8) belongs to the IM.DE+IN.EK.PA category.

e. Belum terima THR



(9)

Teh Botol .... UDAH, Teh Poci ..... UDAH, Teh Manis ..... UDAH, Teh Ha Er ..... BELUM  
*Teh Botol*, checked. *Teh Poci*, checked. Sweet tea, checked. Eid allowance, unchecked.

From data (9) the implicature form of the THR meme is declarative in all clauses contained therein. The implication of the meaning in the meme gives an understanding that he has not received what he is waiting for at Eid. Various brands and types of tea have been enjoyed but Teh Ha Er has never been accepted, 'Teh Ha Er' when pronounced literally means THR money (Eid allowance), not tea as depicted in the meme. From the selection of the image of the tea container contained in the meme, which is in the form of a clear cup so that the color of the tea looks redder and darker, this implies a person's desire to receive Eid allowance whose nominal value is also red, namely IDR 100,000 so that the function of the meme can be categorized as someone's expressive way of satirizing other people so that he is given Eid allowance immediately with the amount according to his wishes.

The factor of using language style that appears in meme data (9) is in the form of euphemism where the way the speaker uses is very subtle even though his real intention is to ask for THR money. It was started by saying the types of tea that have been enjoyed during the holidays. In the reality of the holidays, almost every house will not be absent from preparing bottled tea, boxed tea, and even tea in teapots that will be served to guests. In addition to these types of tea, 'teh ha er' which has a smoother meaning than Eid allowance has also been prepared for those who come to visit. There are no specific criteria for anyone who is entitled to Eid allowance. This depends on those who will give the Eid allowance. Thus, meme data (9) belongs to the IM.DE.EK.EU category.

f. THR of Father and Children



(10)

*Habis Lebaran, Uang Bapak, Uang Anak*

After Eid, Father's money, Children's money

The meme in data (10) shows the implicature form of declarative in all the phrases. Additionally, the meme shows significant difference

between father's and children's money during Eid moment where it is shown that only Rp. 18,500 of father's money remains, while children's money is colored with nominal Rp. 50,000 and Rp. 100,000, each of which amounts to more than 3 (three) pieces. Even if it needs to compare 1 (one) blue coin with a nominal value of Rp. 50,000 for the child's money with the amount of the father's money – which is only Rp. 18,500 –, the child's money is still worth more. Implicitly, the memes in data (10) describe a situation that commonly occurs during Eid where parents will be busy preparing money to be distributed to relatives, especially nephews and/or neighbors' children who come to visit. Unlike the case with a child who will 'harvest money' when Eid arrives. Every time they come to visit relatives, family, and neighbors, they will be rewarded with THR, especially if the children talk about the fasting for 1 (one) full month.

The meme function in data (10) is representative because almost every parent, especially fathers, will experience similar condition where the fact is that the wallet is empty or the amount of money is minimal when the Eid moment is over. The fact that is inversely proportional to a child who harvests THR on Eid. The language style use that appears in meme (10) is a contradiction between father's money and children's money on Eid. Thus, meme data (10) is included in the IM.DE.RE.KO category.

g. Valak THR



(11)

*Abis lebaran, W temuin lu semua*  
After Eid, I will meet you all

Regarding data (11), the implicature of the THR meme is declarative clause on (11) *Abis lebaran, W temuin lu semua* 'After Eid, I meet you all'. The clause in standard form that is grammatically acceptable in Indonesian says 'After Eid, I will meet you all'. The meme is not only in form of declarative clause, but also contains an image of a horror figure namely Valak which seems to have implications for other things than just visiting during holidays. As the name implies, 'valak' in Indonesian slang is known as the word 'palak' which means 'to extort'. In daily conversation, the word 'palak' is usually said when someone is enjoying material benefits, then a friend will say *Palakin dia tuh, yang baru kebanjiran orderan* 'Extort him, the one who has just been flooded with orders (money)', meaning that person asks his friend to come closer to someone who benefitted with requests for goods or services. As consequences, they can share material together, be it in form of hanging out together, going to the movies or eating, etc.

In meme (11), the implication lies on the fact when everyone has received THR and is enjoying the holiday while one of them had to accept the fact for not receiving a

penny of THR money, then the unlucky one will come to that friend to share the 'happiness' together with Eid allowance, which is 'palak'.

The function of the meme in data (11) is directive, as it is in form of a request to those who receive THR money to be prepared to be visited for sharing the THR, either by inviting them to just take a walk or they can also eat and watch movies together. The use of such language style is motivated by parallelism due to financial conditions that do not allow him to be able to enjoy the holiday with material in form of THR money. Subsequently, it would be better to visit a friend who receives a lot of THR money so that the holiday moment can be enjoyed much better.

The meme (11) is included in IM.DE.DI.PA category.

h. A full-to-empty wallet



(12)

*Pagi hari sebelum dipalakin bocah/  
Setelah kumpul keluarga*  
Morning before extorted by kid/  
After family gathering

From data (12), the implicature of the THR meme is declarative. It is in form of a statement where in the morning, a person's wallet is full of money before being asked by children. However, when the family gathers, the wallet is empty and the money is drained. When someone receives THR, the money is used up to pay off debts while he or she soon

will have a lot of needs to fulfill. The needs are for instances money for going home, clothes and cakes for Eid celebrations, and allowance for relatives. Added with the phrase *Saya prihatin* 'I am concerned', the statement is even more ironic. In other words, the implication of the meaning that the meme creator intends to convey is the very low financial condition in celebrating the holiday. Therefore, the implications of the THR meme in data (12) belongs to declarative category with representative function, which is to inform the reality that there is no money to use when the holidays are approaching to the Eid day.

The factor behind the emergence of memes in data (12) through the use of figurative language is considered parallelism between the first clause *Baru dapat THR langsung habis bayar utang* 'I just got THR immediately after paying off

my debt' and the second clause *Saya prihatin* 'I am concerned'. Thus, meme data (12) is categorized as IM.DE.RE.PA.

## CONCLUSION

Build upon the present results and discussion on Eid allowance memes found in Google search engine, it can be concluded that there are several forms of clauses that have meaning implications related to implicatures, namely declarative, interrogative, and imperative. In relation to functions, the data shows that there are several functions such as directive, representative, and expressive. Moreover, the factors of using figurative language found in the study include apophasis, parallelism, personification, sarcasm, contradiction, euphemism, and preterio.

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### **Abbreviations**

- IM: Implicature
- DE: Declarative
- IN: Interrogative
- IP: Imperative
- DI: Directive
- RE: Representative
- EK: Ekspresive
- AP: Apophasis
- PA: Parallelism
- PE: Personification
- SA: Sarcasm
- KO: Contradiction
- PR: Preterio
- EU: Euphemism