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**THE CONVERSATIONAL IMPLICATURE OF PODCAST ENTITLED “THE TRUTH ABOUT MONEY AND HAPPINESS” WITH DR SANA SAJAN**

By

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**Article History:**

Received: 19-12-2024

Revised: 17-01-2025

Accepted: 22-01-2025

**Keywords:**

Conversational

Implicature, Content

Analysis Grice's Theory  
of Implicature,

Conversational Maxims

**Abstract:** *This study examines the conversational implicature in the podcast episode "The Truth About Money and Happiness," featuring Dr. Sana Sajan. Utilizing a qualitative descriptive approach and content analysis, the research applies Grice (1975) theory of implicature to explore how implicit meanings and linguistic nuances in Dr. Sajan's discourse link abstract concepts—such as emotional fulfillment and financial stability—with tangible life experiences. Particular emphasis is placed on the role of Grice's conversational maxims—quality, quantity, relation, and manner—in enhancing listener comprehension and fostering engagement. This investigation seeks to illuminate how these pragmatic devices contribute to the delivery of complex ideas in accessible ways for the audience.*

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**INTRODUCTION**

Wealth is frequently regarded as a fundamental component of happiness in modern society. Nevertheless, does an increase in financial resources genuinely lead to enhanced happiness? The connection between monetary assets and emotional well-being has been extensively examined within the disciplines of psychology, sociology, and economics. In the current digital era, podcasts have become a prominent medium for exploring profound inquiries, providing insightful viewpoints from specialists.

A particularly noteworthy podcast that has garnered significant attention is “the truth about money and happiness,” featuring dr. Sajan, a multifaceted professional based in dubai. He is recognized for his diverse roles as a medical expert, philanthropist, artist, and speaker. Dr. Sajan serves as the director of the american aesthetic medical center and the danube welfare center, where he leads various initiatives aimed at enhancing community well-being.

Through insightful discussions, the podcast explores the intricate relationship between financial stability, emotional well-being, and the perception of happiness, shedding light on societal norms and individual aspirations.

Pragmatics is concerns about what people mean by the language they use or how they actualize it potential meaning as a communicative resource (Widdowson, 1996:61) .and then The main components of pragmatics include implicature, speech acts, presupposition, reference, deixis and reference. Pragmatics is essential in everyday communication as it helps individuals understand nuances and deeper meanings in social interactions.

This study delves into the implicature within the podcast, examining how conversational context, linguistic nuances, and implied meanings contribute to the understanding of the concepts presented. Implicature, as proposed by philosopher h.p. grice

in his theory of conversational implicature, plays a pivotal role in interpreting indirect messages and unspoken assumptions in dialogues. The research seeks to analyze how dr. Sajan's discourse aligns with and challenges existing theories on money and happiness, while also evaluating the role of implicature in enhancing listener comprehension and engagement.

Grice (1975) theory of implicature is foundational in understanding the meaning conveyed beyond the literal words spoken in a conversation. According to Grice, conversational implicature arises when a speaker implies something that goes beyond the explicit meaning of their words, adhering to or flouting conversational maxims—quality, quantity, relation, and manner. Grice (1975:45) also states that there are two types of implicature, namely conventional implicature and conversational implicature. Lyons (1995:272) explains the difference between the two types of implicature. Conventional implicature relies on the truth of the usage of specific words or meanings, as well as the manner in which statements are presented in discourse. Non-conventional implicature, on the other hand, depends on the principles that govern appropriate behavior according to the context of the discourse. This framework provides an essential lens through which to analyze the implied meanings in the podcast discussion.

## **METHODS**

This study employs a descriptive qualitative research. Descriptive qualitative research, according to Moleong (2017:6), is a study that provides a comprehensive explanation of the phenomena of the research topic, behavior, perception, motivation, action, etc. and then based on Sugiyono (2020) who states that qualitative research is descriptive. It means that collected data was in the form of words rather than number. As well as the manner in which the results are expressed in words and sentence.

This research uses a qualitative descriptive method and a content analysis approach which aims understanding the (often unstructured) content of messages, whether they be text, pictures, symbols, or audio data, is possible through the study process known as content analysis. It may be summed up as an attempt to ascertain the meaning of the text. As there are several different analyses that focus on texts, messages, and their meaning and content (such as discourse, rhetorical, or conversational analysis), there is only one study approach that claims to do this. One often used definition, however, is that content analysis is "a research technique for making replicable and valid inferences from a text (or other meaningful thing) to the context in which it is used." This description highlights some of the ways in which content analysis differs from other definitions (Krippendorff, 2004).

In this research, the content analysis process involves the linguistics used in the podcast "the truth about money and happiness" featuring dr. Just go there. Special attention is paid to implicatures in dialogue, as guided by H.P. The theory of conversational implicature and conventional implicature from Grice (1975) and researchers focusing on conversational implicature are applied to reveal implied meaning and then and its general principles are embodied in the general principles of conversation governing rational exchange. Grice (1989:26-27) is Quality make your contribution right and Don't say what you believe is wrong. And quantity make your contributions as informative as possible (for the purposes of the current exchange). and then relation to be relevant and the last manner to be persicous evaluate the role of implicature in enriching podcast discourse.

**RESULT AND DISCUSSION**

Analyzing the implicature in the podcast “the truth about money and happiness” with dr. Sana sajan highlights how conversational subtleties .Based on grice’s theory of implicature, the study emphasizes how the speaker connects abstract notions of success and happiness with tangible life experiences, fostering a deeper understanding of the intricate balance between financial ambitions and emotional well-being.

**Result**

**Tabel 1 analysis of conversational implicatures based on grice's maxims**

No	Sentence	Types	Implikatur analysis	Maxim in use
1	"it is important to not sulk now you could call me a monk who did not sell her ferrari..."	Conversational implicature.	The speaker implies resilience and contentment, suggesting internal well-being over materialism.	Relation
2	Even when you go in an airplane when they're giving that emergency uh talk they say when there will be an oxygen mask you put on yourself first and on your child later."	Conversational implicature	The speaker encourages self-care before helping others using an airline safety protocol as a metaphor.	Relation
3	"just say i get to do this right i get to go to work i get to see my friends how much is it changing your life?"	Conversational implicature	Shifting perspective on routine tasks as privileges, enhancing happiness.	Quantity
4	You should not judge a book by its cover, but the reality is that people do judge a book by its cover."	Conversational implicature	Acknowledging societal bias, encouraging awareness of judging by appearances.	Quality
5	"dubai is amazing uh it's	Conversational implicature	Realistic utopia" implies underlying	Quantity

	literally a realistic utopia uh that's how i put it to dubai..."		complexities behind dubai's superficial idealization.	
6	"create some art events or do some classes with them or for that matter just spread uh you know some information about the awareness of the of the situation what people go through when they're in talisia..."	Conversational implicature	Implies hidden societal disparities in dubai that need addressing, especially in medical and welfare sectors.	Relation
7	Create some art events or do some classes with them or for that matter just spread uh you know some information about the awareness of the of the situation what people go through when they're in talisia..."	Conversational implicature	Suggesting multifaceted ways of helping others beyond monetary support, such as through awareness or emotional support.	Quantity
8	We as women we are a form of go's light on earth..."	Conversational implicature	The speaker implies that women bring inherent positivity, strength, and vibrancy to the world.	Quality
9	You got to keep your ambitions and that's what drives me..."	Conversational implicature	Implies that ambition is a key motivator for success and fulfillment.	Quantity

10	"time management is definitely something which i would put as my first and foremost strength..."	Conversational implicature	The speaker highlights time management as their key strength and a proactive value.	Quantity
11	It is very important to have that sync of thoughts, communication and understanding between the team..."	Conversational implicature	Implies that effective teamwork and communication are critical for success.	Relation
12	"be it my from my home if it is my staff or my nannies you know or my driver or my house manager.	Conversational implicature	The speaker suggests a disciplined and planned approach to time management to ensure productivity.	Relation
13	When i sleep in the night i look at my calendar the next day this helps me design my day...	Conversational implicature	The speaker suggests a disciplined and planned approach to time management to ensure productivity.	Quantity
14	"you need to really constantly diagnose what is the issue happening..."	Conversational implicature	Involves proactively identifying and addressing persistent issues.	Relation
15	"if somebody's slacking, you need to see if it is a personal problem..."	Conversational implicature	Involves diagnosing root causes of performance issues empathetically.	Quantity
16	"i am always considerate	Conversational implicature	Leadership requires empathy and considering underlying personal	Quality

	about what's going on behind this issue."		circumstances.	
17	Becoming a mother really opens up your heart to understanding people more."	Conversational implicature	Motherhood shapes the speaker's empathetic approach to leadership and personal relationships.	Manner
18	You have to strike a balance in these worldly opportunities..."	Conversational implicature	Balancing material success with inner peace is vital for achieving excellence in life.	Relation
19	"i laugh at adel that which one are you going to meet today..."	Conversational implicature	Daily challenges and roles require adaptability and humor.	Relation
20	"we shuffle between the hats and i forget which person i am after this..."	Conversational implicature	Life demands constant adaptation to multiple roles, which can feel overwhelming.	Quantity
21	"if you're eating well, drinking your water, taking the right nutrition..."	Conversational implicature	Physical health significantly impacts mental health and overall life satisfaction.	Quality
22	Instead of saying 'i have to,' say 'i get to.'"	Conversational implicature	Reframing tasks as opportunities improves mindset and productivity.	Manner
23	"when you start loving going to the gym, that's when a lot of things change."	Conversational implicature	Changing perspectives towards challenging tasks transforms their outcomes.	Relation
24	We are very capable of taking control of our mind..."	Conversational implicature	Mental control is essential for unlocking personal potential.	Quality
25	"it's a little bit of a tug-of-war... You do a stick and carrot."	Conversational implicature	Leadership requires balancing empathy and discipline.	Manner
26	We have	Conversational implicature	Involving the team	Quantity

	regular team meetings... You discuss with them and then say what will be the challenges."	onal implicature	in planning fosters ownership and increases the likelihood of success	
27	"you need to really constantly diagnose what is the issue happening.	Conversational implicature	Leadership involves proactively identifying and addressing persistent issues.	Relation
28	"if somebody's slacking, you need to see if it is a personal problem..."	Conversational implicature	Leadership involves diagnosing root causes of performance issues empathetically.	Quantity
29	"i am always considerate about what's going on behind this issue."	Conversational implicature	Leadership requires empathy and considering underlying personal circumstances	Quality
30	Becoming a mother really opens up your heart to understanding people more."	Conversational implicature	Motherhood shapes the speaker's empathetic approach to leadership and personal relationships.	Manner
31	You have to strike a balance in these worldly opportunities..."	Conversational implicature	Balancing material success with inner peace is vital for achieving excellence in life.	Relation
32	I laugh at adel that which one are you going to meet today..."	Conversational implicature	Daily challenges and roles require adaptability and humor.	Relation
33	We shuffle between the hats and i forget which person i am after this..	Conversational implicature	Life demands constant adaptation to multiple roles, which can feel overwhelming	Quantity
34	If you're eating well,	Conversational implicature	Physical health significantly impacts	Quality

	drinking your water, taking the right nutrition..."		mental health and overall life satisfaction.	
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## Discussion

The analysis of the podcast "the truth about money and happiness" with dr. Sana sajan highlights how conversational implicature reveals nuanced perspectives on the interplay between wealth, personal fulfillment, and holistic well-being. By applying grice's theory of implicature, this discussion explores how implicit meanings in conversational exchanges connect abstract concepts like happiness and success to tangible life experiences.

Dr. Sajan's use of conversational implicature demonstrates the depth of her insights. For instance, the statement, "*you need to constantly diagnose what the issue is happening,*" carries the implicature that self-awareness and continuous problem-solving are essential for personal growth and leadership. Similarly, "*becoming a mother really opens up your heart to understanding people more,*" implicates that personal milestones, like motherhood, shape empathy and strengthen relational connections, particularly in leadership roles.

The podcast frequently uses figurative and metaphorical language to emphasize key themes. A notable example is the analogy, "*even when you go on an airplane, they say to put your oxygen mask on first,*" which implicates that self-care is not selfish but essential for being able to care for others effectively. This aligns with grice's maxim of relevance, as the metaphor is directly tied to the audience's lived experiences and provides a relatable foundation for deeper reflection.

Moreover, metaphors such as "*balancing worldly opportunities and creating peace in your heart*" suggest the importance of aligning external success with inner well-being. Dr. Sajan's reflections highlight how material achievements must be harmonized with spiritual and emotional values to achieve genuine happiness. These instances reflect the use of conversational implicature to bridge theoretical ideas with actionable life lessons.

The podcast also touches on themes of resilience, contentment, and prioritization. For example, "*money is important, but it should not be something that you put forward as a priority at the expense of your health and your family's health,*" conveys the implicature that wealth is meaningful only when integrated within a balanced life. This reinforces the maxim of quality, ensuring that the speaker's insights are grounded in honesty and practical wisdom.

Through this analysis, the study demonstrates how the podcast employs language as a tool to evoke emotional resonance and provide practical guidance. The exploration of conversational implicatures not only highlights dr. Sajan's approach to communicating complex themes but also underscores the transformative potential of language in reshaping societal perspectives on wealth, happiness, and holistic well-being.

This study affirms that conversational implicature is a powerful mechanism for linking abstract themes with concrete actions, making the speaker's message accessible and impactful to a broad audience. By analyzing these linguistic strategies, the research bridges the gap between theoretical linguistics and real-world applications, emphasizing the vital role of language in influencing personal and collective growth.

## CONCLUSION

The analysis of conversational implicature in the podcast “The Truth About Money and Happiness” with Dr. Sana Sajan reveals the critical role that indirect language plays in addressing complex issues such as wealth, happiness, and personal well-being. By applying Grice’s theory of implicature, this study uncovers how Dr. Sajan’s discourse connects abstract concepts of emotional fulfillment with tangible life experiences, offering listeners valuable insights into balancing material ambitions with inner peace.

The research demonstrates that conversational implicature serves as an effective tool for enhancing comprehension and engagement by subtly guiding the listener’s understanding. Through figurative language, metaphors, and nuanced expressions resonates with Lakoff & Johnson (1980) Conceptual Metaphor Theory, which posits that metaphors are not merely linguistic tools but fundamental to human thought processes and understanding. Her discussions on the significance of leadership, time management, and prioritization underscore how the pursuit of happiness must be carefully balanced with personal values and societal responsibilities.

Furthermore, the findings highlight that implicature in everyday conversation can transform abstract ideas into actionable life lessons, bridging the gap between theory and practice. By unpacking the implicit meanings in Dr. Sajan’s statements, this study illustrates how language can influence societal perceptions of wealth and happiness, fostering a deeper, more reflective approach to these crucial aspects of life.

this research underscores the transformative potential of conversational implicature in podcasts and other media as a mechanism for both personal growth and collective change. The effective use of implicature not only enriches the dialogue but also provides listeners with tools to navigate life’s complexities, promoting a more balanced and fulfilling existence.

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