CHAPTER I

INTRODUCTION

1.1 Background of The Study

In every conversation there are two people involves: as a speaker and a hearer. Between the speaker and the hearer need cooperation in their comunication. Because in comunication, people share ideas and information through their feeling by uttering the words or sentences to send their message and expect the hearers to understand what they mean. A speaker and a hearer are supposed to respond each other in their turns and exchange information that is needed them. In this case, there must be a good cooperation between the speaker and hearer to avoid misunderstanding. So the speaker must say something clearly.

In order to have a successful conversation, a speaker and a hearer must obey the cooperative principles. The cooperative principles is a set of rules to make conversations clear, informative, and smoothly. According to Levinson (1983:100), "cooperative principle is a set of general rules to describe how participants 'cooperate' in conversation to achieve smooth and efficient interaction". Its mean that, there are some rules that must be required to achieve the successful conversation.

Based on H.P. Grice theory, the rules are called as maxim. It is the rule that gives the ways to the conversants in order to make succesful conversation. Their conversation said to be successful when between the speaker and the hearer communicates cooperatively each other. To make a cooperative conversation they must obey the rules of being a good conversation to make it.

The cooperative principle commonly has four maxims. Grice (1975) explained that there are four maxims. First, maxim of quality is about speaker tells the truth or provable by adequate evidence. Second, maxim of quantity is speaker is as informative as required. Third, maxim of relation is about response is relevant to topic of discussion. And the last is maxim of manner, speaker avoids ambiguity or obscurity, is direct and straightforward (Paltridge, 2007:62).

By doing conversation, the speaker sometimes gives direct message to the hearer, and it can be understood by the hearer easily. The conversation can not be understood, if the speaker gives indirect message. It can cause the hearer to try hard to undestand the utterance. Therefore, it is impossible to obey all of the maxims in their conversation. People may violate the maxims when they interact each other. Grice (1975) argued that intentionally breaking the rules in conversation to achieve some purposes is called violating maxims (Sadehvandi, 2011:122).

There are some possibilities for people to violate the maxim. Maybe the speaker needs to add too much information to the hearer to make it clear, maybe the speaker doesn't want the hearer knows the something real or hide the truth and maybe the speaker wants to entertain the hearer through humor in their conversation.

There are many reasons why a speaker violates the maxims. One of them is hiding the truth. For example:

Dad : Did you have voleyball practice today?" Daugther : *Yes. I've just arrived*" (Grice, 1975:48).

In the conversation, the girl (who was with her boyfriend at the cinema) violates the maxim of quality as he lies to his father for some reason (probably the father doesn`t know about her boyfriend).

Violating maxim also happened in the drama, movie, and short story. Movie is the data which chosen by the writer for her research. The movie is a collection of some of the scene. Movies, known as films, are a type of visual communication which use moving pictures and sound to tell stories or inform (help people to learn). In the movie, there are complicated conversations that use all of the elements of communication to transfer the message of the story to the audiences or hearers.

The writer uses *Johnny English Reborn* the movie to be analyzed. She will focuse on the types of maxims are violated and the reason of violating the cooperative principles by the main character in *Johnny English Reborn* movie, Johnny English. She chooses *Johnny English Reborn* movie to her analysis because there are many violations of maxim in that movie. The researcher interests to analyze the main character in *Johnny English Reborn* movie. *Johnny English Reborn* is a British spy comedy film parodying the James Bond secret agent genre. The film is the sequel to *Johnny English* (2003), and stars Rowan Atkinson reprising his role as the title character and directed by Oliver Parker.

The film tells the story of a secret agent named Johnny London MI7. Johnny was told in Tibet to study the science of self-defense after the incident a failed mission in Mozambique. But then Johnny was called in again to work on his new bosses by "Pegasus". Johnny was assigned to stop an assassination plan. Johnny also met with former colleague, Agent Simon. As well as the inventor of the MI7, Patch. He also commissioned a junior agent to accompany him. His named Tucker.

In Macau, the informant Johnny was killed at the Casino, but john discovered a pocker chips are gripped by the informant, complete with an address belonging to the former CIA agent, fisher in Hong Kong. Johnny then met Fisher in his apartment and learned that Fisher has one of three metal keys that can be used to unlock a secret weapon to murder, belonging to a secret organization of assassins, Vortex. Fisher later was killed by a killer posing as a cleaner. John manages to escape and grab the metal key. Unfortunately, on the way to London, the metal key had been stolen by one of the servants of the Vortex disguised as a flight attendant.

Kate, a psychologist at MI7 opened the session with Johnny for the recall of the incident his mission in Mozambique. As well as considering the second member of the Vortex, Karlenko. A golf game ever made for Johnny and Karlenko to meet. The suspect then Karlenko planned to kill Johnny, but he is killed by the murderer disguised as a cleaner. Before he died, Karlenko give information that members of the last vortex is one of the agents in the MI7.

Johnny does not know that Simon is a betrayal in MI7 and he entrusted a key metal that he had on Simon. But with Kate, Johnny learns that Simon is a betrayal and wanted to give the drug to The Pegasus which can control The Pegasus before she died. Johnny and Kate are working together to save them all., to Johnny who take the drug and must fight an order from Simon and death.

In this research, the writer uses Grice's cooperative principles. The writer also uses Christoffersen's classification of reasons of violating the maxims. There are some reasons proposed by Christoffersen: hiding the truth, satisfying the hearer, cheering the hearer, saving face, avoiding to hurt the hearer, feeling jealous about something, convincing the hearer, and building one's belief. From those reasons, the writer tries to analyze the reasons why violating the maxims used by the main character in this movie.

1.2 Research Problems

- 1. What kinds of maxims are violated by the main character in *Johnny English Reborn* movie?
- What is the reason of violating the cooperative principle in *Johnny English Reborn* movie.

1.3 Objectives of The Study

1. To identify the types of maxims are violated by the main character in *Johnny English Reborn* movie

2. To describe the reason of violation of cooperative principle in *Johnny English Reborn* movie.

1.4 Significance of The Study

1. Theoritical Significance

This research is expected to be useful to expand pragmatic knowledge in the daily life especially the using of conversational maxim in the movie, and to know the types of conversational maxim which use in *Johnny English Reborn* movie. This study hopefully can give contribution for the linguistics study which wants to analyze violating maxims in their research.

2. Practical Significance

The researcher can get more knowledge in understanding pragmatic especially in cooperative principles and find out what kinds of violating conversational maxims that used by the main character in *Johnny English Reborn* movie.

1.5 Scope and Limitation

The researcher would to give restrictions in analyzing the violating conversational maxims of the movie. The implicature that can be found in this study are analyzed based on the researcher's interpretation and based on the fact, even according to some experts of this case. The data focuses on the utterances spoken of the main characters in *Johnny English Reborn* movie.

1.6 Definition of Key Term

a. Maxim :

The rule that must be obeyed by the conversants in order to make succesful conversation. There are four maxims by Grice. The maxims are contained (1) maxim of Quantity means giving the information as needed. (2) maxim of quality means delivering something accordance with facts. (3) maxim of relation means the information provided should be relevant with the topic. (4) maxim of manner means talking with brief, clear, and unambiguous.

b. Violating maxim :

Violating maxims occurs when the speaker intended to cover the actual situation in the conversation. There are several reasons which violate the maxims are saving face, hiding the truth, building one's belief, providing a joke or humor. For example:

Mother : How much did that the new dress cost, honey? Daughter : Thirty-five pounds (wrong information)

In the conversation, the child doesn't want to tell the truth when her mother asked how much for a bag she bought. She didn't want her mother angry because the price of bag is very expensive.

c. Movie :

A type of visual communication which use moving pictures and sound to tell stories or inform (help people to learn). d. Johnny English Reborn :

The title of movie. It is the sequel to *Johnny English* (2003) and directed by Oliver Parker. The movie is a British spy comedy film parodying the James Bond secret agent genre.

