CHAPTER I

INTRODUCTION

This chapter presents about background of the study, problem of the study, objective of the study, scope and limitataion, significance and definition of the key terms.

1.1.Background of the Study

Movie is a moving picture that be produced by recording people or objects. Movies are a type of visual communication which use moving pictures and sound to tell stories or to inform. Usually people watch movie to entertainment or sometimes improve language skill. For some people, movie can make someone laugh, while to others people it can make someone cry, or feel afraid. Movie is the most popular media and can be watched easly. People can go to cinema to watch the movie, or they can watch the their favorite movie in home by DVD or download. Stoehr (2002: 2-4) state that movie has the innate capacity, much like that of novels and poetry, to stimulate our thinking and knowledge acquisition as our reason and imagination are called forth to participate directly in a human creted "world". Movie is closely releted to traditional painting in terms of their visual presentation of shape and images upon two dimensional canvas (in the case of cinema, upon a motion picture screen)". Therefore, in this study, the researcher uses movie as object to analyze. In this case, the movie that coosen by the researcher is *22 Jump Street* movie.

22 Jump Street movie is the sequel to the 2012 movie 21 Jump Street, based on the television series of the same name in 1987 by Stephan J. Cannell and Patrick Hasburgh.Wikipedia state that *22 Jump* Street movie is a american action comedy movie directed by Phil Lord and Cristopher Miller, written by Jonnah Hill, Michael Bacall, Oren Uziel and Rodney Rothman. The movie production in 2014 by colombia Pictures and Metro Goldwyn Mayer *(https://en.wikipedia.org/wiki/22_Jump_Street).*

The movie who produced and starred by Jonah Hill (as Schmidt) and Channing Tatum (as Jenko) tells about the two police officers, Schmidt (Jonah Hill) and Jenko (Channing Tatum). They will recive a new assignment from their Deputy and their Captain. Before that, their assignment is undercover as college students and locate the supplier of a drug that usually called by student collage with "WHY-PHY" (Work Hard, Yes, Play Hard, Yes) that killed a student that named cinthya. They both masquerade as collage students to facilitate investigation.

The reason why the researcher is interested to choose movie is because movie provides the language phenomena within its dialogue transcript such like implicature. Then, why "22 Jump Street" movie is because this movie rich humor and Jokes and in dialogue of 22 Jump Street movie have utterance that include of implicature expecially utterance of conversational implicature.

The researcher focuses on utterances that include of implicature. Analyzing utterances that include of implicature in 22 Jump Street movie can use branches of pragmatic. Pragmatics is part of linguistic. Pragmatic studies about

the relationship between context and meaning. Yule (1996:3) stated that pragmatics is concerned with the study of meaning as communicated by a speaker and interpreted by a listener. There are many advantages of studying pragmatics as stated by Yule in his book "Pragmatics": The advantage of studying via pragmatics is that one can talk about people's intended meanings, their assumptions, their purpose or goals, and the kind of actions (for example, request) that they are performing when they speak (1996: 5).

Furthermore, there are many topics of pragmatics they are speech act theory, cooperation and implicature, persuposition and etc. In this study, the researcher uses theory of implicature that focused in conversational implicature. Grice (in Putrayasa, 2014:65) says "*implikatur percakapan sebagai salah satu aspek kajian pragmatik yang perhatian utamanya adalah mempelajari maksud suatu ucapan sesuai dengan konteksnya*". (Conversational implicature as one of aspect in the study of pragmatics that the main concern was to learn the implied meaning of an utterance in context). The philosopher Grice introduced the term conversational implicature. Grice sets out four conversational maxims that he asserted people generally follow when communicating efficiently. They are Maxim of Quality, Maxim of Quantity, Maxim of Relevance and Maxim of Manner. The category of Quality is governed by a supermaxim: "Try to make your contribution one that is true". The category of Quantity relates to the quantity of information to be provided. The category of Relation has a single maxim, "Be relevant", while the final category of Manner has a short "super" maxim "Be perspicuous" which has various submaxims (Grice: 1989, 27).

According to Grice (1975), There are two types of Conversational Implicature, they are Generalized Implicature and Particularized Implicature. Generalized implicature is a conversational implicature that is inferable without reference to any special context. Particularized Implicature is conversational implicature that is derivable only in specific context. Beside that, the researcher also focused on the function of implicature based on the theory of speech act classification which is proposed by Saerle (1975). Saerle intruduces five function of the implicature based on the theory of speech act classification. These function of implicature are representative, directive, commissive, declarative, and expressive.

In this research the writer uses Yule's book as guide to analyze and solve the problem of the study. The reason why the writter choose George Yule's book entitled *"Pragmatic"* as guide to analyze is because in pragmatic's book by George Yule published 1996, George Yule unchange but to support the more academically oriented introductions to linguistic, to prepare the conceptual ground. Moreover, in his book Yule explains about parts of pragmatic. Grice's theory about cooperation and Implicature in George Yule's books explained one by one, the begining from cooperation that explain about cooperative principle and Implicature that explain about type of Implicature and type of converational implicature. In type of conversational implicature George Yule adds about Scalar implicatures. In other book such us Grice's book entitled "*Studies in the Way of Words"* published1989 and Gerald Gazdar's book entitled "*Pragmatic Implicature, Presupposition and Logical Form"* published1979. The writer does

not choose to use this book as guide to analyze because in the book only explains specific part of Implicature and special part of Conversational Implicature that is Generalized Conversational Implicature. In Gazdar's book did not explain generally type of conversational Implicature. Either Yule's book, Grice's book or Gazdar's book have each leftover and shortage about implicature.

The writer finds several reseachers who used theory of pragmatic in the term grice's maxims of cooperative principle especially in conversational implicature. They have the same topic or subject, but different in using the way and how to apply it. Some of these thesis have each purpose to analysis. The following previous study that used theory of conversational implicature.

Firstly from Makin (2015) the research is about "*The Analysis of Conversational Implicature and its Violation Maxims in the Movie Grown Ups 2 2013*. The researcher analyzes utterances that contain of conversational implicature and violation maxims in the data. His research uses qualitative method. It is used to interpret the data discriptively based on conversational implicature and cooperative principle theory proposed by Grice. The data is explained by showing the context of situation, the implicature of utterance, and the maxims. This research deals with collecting and analyzing unstructured information which is messy and uninformative. Then, classifying data based on the type of utterances, describing and analyzing the conversational implicature and its violation maxims in the movie "Grown Ups 2 2013", and the last drawing the conclusion and suggestions based on data analysis. The rusult of this research consist of three points. The first point there are 12 data Generalized

conversational implicature and 13 data Particularized conversational implicature. the most violation maxims is maxim of quantity which is 44% or 11 data. Whereas, the others are 24% or 6 data for maxim of quality, 12% or 3 data for maxim relation, and 20% or 5 data for maxim of manner.

Secondly from Muvida (2015) this research is about *"The Conversational Implicature that is used by the three main character in Hotel Transylvania movie".* Data are explained by showing the context of situation, the types of conversational implicature, the maxim that can be considered, and the implicature of the utterance. This research use a descriptive qualitative method to explain the problems statement. To inform the questions, the researcher collects the data, the basic units or building blocks of information. The result of this research fouded there are 278 data. There are 234 utterances included as Generalized Conversational Implicature, and 44 utterances are included as Particularized Conversational Implicature. In generalized conversational implicature, 46 utterances are included as scalar conversational implicature.

The previous research above have simmilar theories that are being applied in their thesis. They use theory of Cooperative Principle and use theory of Conversational Implicature that is proposed by Grice (1975). The previous studies above use qualitative approach to analyze the data and both of the previous study above used movie as object. In this thesis the researcher also uses the Conversational Implicature theory by Grice (1975). The different from the research with the previous studies above is the writer not only discuss the Conversational Implicature by Grice (1975) of the utterances but also explain

function of implicature based on the theory of speech act classification which is proposed by Searle (1975). So, from the background of the study above can conclude that the writer use implicature as theory of this research and entitled is "*An Analysis of Conversational Implicature Found in The Dialogue Transcript of 22 Jump Street Movie*".

1.2 Research Problem

Based on some reasons that explained in the background of the study and to make this research easier to be solved, some questions to answer in this research stated below, they are:

1. What are the type of conversational implicature that found in the dialogue transcript of "22 Jump Street" movie?

2. What are the function of each implicature that found in the dialogue transcript of "22 Jump Street" movie?

1.3 Objectives of the Study

In relation the problem of the study is try to answer two problems above. This study is aimed:

1. To find the type of each conversational implicature that is found in the dialogue transcript of 22 Jump Street movie.

2. To analyze the function of each implicature that is found in the dialogue transcript of 22 Jump Street movie.

1.4 Scope and Limitation

This study focuses on conversational implicatures as found in the dialogue of 22 Jump Street movie, its intended of type of conversational implicature that is the utterance of conversation to classified in types of implicature. Type of conversational implicature that include *generalized implicature and particularized implicature*. Then, those utterance identyfied in function of conversation implicature.

1.5 Significance

This research analyzes the conversational implicature and function of implicature in the movie of 22 Jump Street, it hopefully can be useful and give contribution either theoretically nor practically.The theoretically significant of this research is this research useful to give explaination and information about implicature expecially in type of conversational implicature and function of implicature. This research would give advantage and useful for the reader as next reference of linguistic to undersatand about study of pragmatic expecially in implicature. In addition, this research will increase our understanding about the implied meaning in the utterance of the speakers that include in implicature.

The practially significant of this research the, researcher want to show the implied meaning of the utterance that found in dialogue transcript of "22 Jump Street" movie. The reeader of this research would be understand the menaing of implied mening in movie of 22 Jump Street based on conversational implicature.

1.6 Definition of Key Terms

Conversational implicature is the proposition or statement which may be interpreted, implied or intended by the speaker, different from what was actually said by the speaker (Gazdar 1979: 38).

Generalized implicature is when no special knowledge is required in the context to calculate the additional conveyed meaning (Yule, 1996: 130).

Particularized Implicature is an additional unstated meaning that depends on special or local knowledge (Yule, 1996: 132).

22 Jump Street Movie is a 2014 american action comedy movie which is written by Jonah Hill, Michael Bacall, Oren Uziel and Rodney Rothman. The movie is about two police who undecover as student collage in MC state university (*https://en.wikipedia.org/wiki/22_Jump_Street*).