

CHAPTER 1

INTRODUCTION

1.1 Background of The Study

Language cannot be separated from the society. Samsuri said that language cannot be separated from us and follow us in all our activities. So, each group of society has their own language and where that societies go, their language will follow them in every activities they do (1984: 4). So that language is very important for us because it is also used for a system of signs to share information. For share information, people use language to communicate with others. So, it is not only used for the society to their own group of society, but also for everybody around us to know and understand each others. We use language to ask for and give information. We also use it to express indignation and annoyance as well as admiration and respect (Holmes, 1992: 2). So language is very important for everybody to communicate each other. Communication is also very important in maintaining and establishing good relationship with others and sharing information.

As human being, people can not avoid to communicate with others in daily life. Moreover, they are a social being which has to connect with everything around them. If they can not communicate with others, they will be isolated. People communicate each other with many kinds of conversation. Conversation is a talk between two or more people in which thoughts, feeling

and ideas are expressed, questions are asked and answered, or news and information are exchanged. As what is said by Wardhaugh that conversation is a cooperative activity also in the sense that it involves two or more parties, each of whom must be allowed the opportunity to participate (2006: 298). Actually, there are many kinds of conversation definition, but we can take the point of all the definition of conversation that in conversation there must be two people or more to be involved as the speaker and the hearer for sharing information.

People communicate each other spontaneously and naturally. They never think about the successfulness of their conversation whether the person who is talking with them understands or not with what they are talking. So, in doing conversation the speaker and the hearer have to make a successful communication in order to create a good understanding between them. Their conversation is 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 itself. It must be informative, true, relevant, and clear. These rules are called conversational maxims, the rules to make the conversation to be good and understandable by the speaker and the hearer. A conversational maxim is any of four rules which were proposed by Grice in 1975, stating that a speaker is assumed to make a contribution that is adequately but not overly informative, true, relevant and clear. And when the speaker does not obey those rules in order to create an extra meaning, that's what called flouted maxims (<http://www->

01.sil.org/linguistics/glosary.htm). Flouting a maxim is a particular salient way of getting addressee to draw an inference and hence recover an implicature. (Grundy, 2000: 78)

The flouted maxims happen commonly in daily life when someone wants to show or say something which they cannot or can say in order to create an implicature. Grice in Jaworski and Coupland states that in a conversation, sometimes people can exploit the maxims to create some implicatures (2000:99). As what said by Grice in Brown and Yule that the flouting of a maxim results in the speaker conveying, in addition to the literal meaning of his utterance, an additional meaning, which is a conversational implicature (1983:32).

The flouted maxims may exist not only in a daily life conversation but also in a literary work as like novel, drama, and short story. In this research, the researcher uses one of the literary works above that is short story. In short story, the flouted maxims is also used to show a purpose which want to be understood by the hearer. It uses the utterances that are said by the characters of that short story.

In this research, the researcher analyzes "*You Touched Me*" short story. This short story is published in 1920. Some of the researcher might choose other literary work or may be a movie to take for their object of the study, but the researcher in this research uses short story which is rare used. The researcher wants to show the plausibility of flouted maxims in fiction. It means that flouted maxims are not only used in a daily life conversation but

also it's used in a fiction like short story through the conversation of the characters. In this short story, the characters often flouted the maxims on purpose. They want to show or say something, which is not directly the say, that by flouting that maxim they mean a hidden meaning. For the example: the conversation which is said by Hadrian and Matilda. In this short story which take place in the pottery house when Hadrian comes to visit his uncle who is getting sick. Matilda who is dislike with Hadrian Asks to him when comes to her house.

Matilda: "Well, is it Hadrian!" exclaimed Cousin Matilda, wringing the lather off her hand. "We didn't expect you till tomorrow."

Hadrian: "I got off Monday night" said Hadrian, glancing round the room.

In the utterances above, Hadrian has flouted the maxim of manner, it is because of Hadrian does not give clear response to what Matilda said by saying about when he goes off from their house The purpose of flouting this maxim is to make Matilda understands that he will go off soon after he knows his uncle condition and will not stay too long in her home. It is because of he knows that his cousins are not happy of his coming

Some of the researcher actually has done the study about Gricce's theory of flouted maxims. The study of flouting maxim was done by Mulyani (2010). She analyzes "forest gump" film based on Gricce's cooperative principle. This research applies Pragmatics approach based on Gricce's theory. It consists of Cooperative Principles, their maxims and flouting maxims. From that research, he found that how the flouting maxims and the

cooperative Principle can help the addressee to understand reason the intended meaning (implicature) employed by the characters in the film. The results of the data analysis show that there are three categories. And also the characters flouted the maxims in order to make the conversation run smoothly.

In Lisa Novita Ningrum (2012), she analyzes the flouting maxim of relation in “Little Women” Novel by Louisa May Alcott. She conducted to find out flouting maxim of relation which are employed by the characters and to find out the speaker’s meaning of flouting maxim of relation.

From the previous study, my study has the differences from others. In the previous studies, one of them only analyze the flouted of one maxims, that is maxim of relation. One of them also analyzes the maxims and the flouting maxims. In this research, the researcher focuses on the maxims which are flouted by the characters of “You Touched Me” short story, how they flouted the maxims, and also the purpose why they flout the maxims. Based on the explanation above, this research proposed.

1.2 Problems of The Study

Based on the description of the background above, the researcher formulates the research question bellow:

1. What maxims are flouted in the conversation of *You Touched Me* short story?
2. How are the maxims flouted by the characters in the conversation of *You Touched Me* short story?

3. What are the purposes of flouting the maxims on *You Touched Me* short story?

1.3 Objectives of The Study

Related to the previous problems above, the objectives of the study are:

1. To describe the types of maxims which is flouted through the conversation between the characters of *You Touch Me* short story.
2. To describe how the maxims are flouted by the characters of *You Touched Me* short story.
3. To describe the purpose of flouting the maxims on *You Touched Me* short story.

1.4 Significances of This Study

The significance of this research is to give a clear description of the phenomena of flouting the maxims which is not only used in daily life conversation but also in a short story. These research findings are expected to inform that by flouting the maxims, the speaker creates a purpose which wants to be understood by the hearer. In this short story, the speaker can not say directly, with certain consideration related to the context of situation. The researcher also hopes that this research will bring big advantages for the reader, especially for the students to understand a simple way to communicate without disobeying cooperative principle and can distinguish the cooperative principle in the real conversation.

1.5 Scope and Limitation

The research focuses on the conversation (utterance) and its context and also the purpose of flouting the maxims. The researcher uses the Grice's theory of conversational maxims in analyzing the conversations to determine the flouted of maxims in four ways.

1.6 The Definition of The Key Terms

In order to keep away from misunderstanding and misinterpretation, bellows are the key terms:

1. Pragmatics is the study of the relation between language and context that are basic an account of language understand. (Levinson, 1985:2)
2. Cooperative principle: a way of accounting for how people interpret discourse, in order to uphold the effectiveness and efficiency of communication. The principle is expressed in terms of four maxims. This was formulated by the linguist philosopher Paul Grice.
3. Flouted maxims: Flouting a maxim is a particular salient way of getting addressee to draw an inference and hence recover an implicature. (Grundy, 2000: 78)
4. Flouting maxim of quantity: the speaker who flouts maxim of quantity seems to give too little or too much information. (Cutting, 2002: 37)

5. Flouting maxim of quality: they may quite simply say something that obviously does not represent what they think. (Cutting, 2002: 37)
6. Flouting maxim of relevant: unexpectedly but intentionally changing the topic of the conversation by saying something irrelevant to the main topic of the conversation. If the speaker flouts the maxim of relation, they expect that the hearer will be able to imagine what the utterance did *not say*, and make the connection between their utterance and preceding one(s). (Cutting, 2002: 37)
7. Flouting maxim of manner: those who flouts maxim of manner, appearing to be obscure, are often trying to exclude a third party. (Cutting, 2002: 37)