CHAPTER I

INTRODUCTION

This chapter covers the principle idea for studying maxim violation in the conversation situation reflected on main character in *Liar Liar* movie. It consists of background of the study, statement of the problems, objectives of the research, significances of the study, scope and limitation, and definition of the key terms.

1.1 Background of the Study

People use language to communicate, interact and share their thoughts, ideas and feeling. By using language to communicate, people can get what speaker purpose in conversation. Generally, communication purpose is to deliver the message by the speaker to the hearer. To make the hearer understands what is said, the speaker must fulfill cooperative principles: being relevant, clear and not ambiguous, enough information given, and being truthful (Muhartoyo and Sistofa, 2013:103).

Cooperative principle theory is a set of principles that means to make a good communication between the speaker and the hearer, they have to cooperate in order to understand what the speaker really means in conversation, 'make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged', (Grice, 1975:74).

To help the speaker to make conversation clearer, Grice divides cooperative principles into four maxims: maxim of quantity, maxim of quality, maxim of relation and maxim of manner (Yule, 1996:37). But people sometimes disobey and not follow cooperative principles for some purposes. If that case happens, it means they break the maxims or 'violate' the maxims. Grice (1975) states that a person 'may quietly and unostentatiously violate a maxim; if so, in some cases he will be liable to mislead. It can be said that if a speaker disobeys maxims and creates misunderstanding for a hearer, it means that the speaker does maxim violation.

The researcher interested in analyzing Cooperative Principles but emphasizes on analyzing maxim violation that happens in a movie. Movie is films which is a type or visual communication which use moving pictures and sound to tell stories or inform (Istigfaroh, 2016:3). The researcher chose to use *Liar Liar* movie to be analyzed. *Liar Liar* movie is a 1997 American comedy movie which is directed by Tom Shadyac, written by Paul Guay and Stephen Mazur and starred by Jim Carrey or James Eugene Carrey who was nominated for a Golden Globe Award for Best Actor in Comedy. He is a Canadian-American actor, comedian, impressionist, screenwriter and writer. He is known for his highly energetic slapstick performances.

Liar Liar movie tells about a lawyer named Fletcher Reede who has ability to lie and build his career by lying. He is also a divorced father, his ex-wife Audrey lives with their son, Max Reede. Fletcher does not have time for his son and always busy with his job. He likes to break promises he has made with Max.

One day, Fletcher lies to Audrey to not attend Max's birthday party and it lets Max down. Max makes a wish on his birthday, he wishes that his father could not tell a lie for one day and it comes true. Fletcher could not tell a lie until at 8:15pm (time when Max made a wish). It drives Fletcher crazy because he has cases to be handled and he has to go to court and tells lie to make his client win the cases, but he could not lie. Audrey decides to move to Boston with her boyfriend Jerry and also take Max with them. Until Fletcher realizes how much he loves Max because he could not lie about his feeling and asks Audrey and Max to not move to Boston.

The researcher uses *Liar Liar* movie to be analyzed as an object of the research and focuses on analyzing maxim violation that is used by main character, it is Fletcher Reede. The researcher also uses Christofferson's classification that cited from Tupan and Natalia (2008) to investigate the reason and the purpose of the main character violates the maxims. There are some reasons people tend to lie which are mentioned by Cristofferson: hiding the truth, saving face, feeling jealous about something, satisfying the hearer, cheering the hearer, avoiding hurt the hearer, building someone's belief and convincing the hearer.

1.2 Research Problems

This research is conducted to answer the problem formulated in the following questions:

1.2.1 What are kind of maxims that violated by Fletcher Reede in *Liar Liar* movie?

1.2.2 Why are maxims violated by Fletcher Reede in *Liar Liar* movie?

1.3 Research Objectives

Based on research problems above, the objectives of the research are aimed:

- 1.3.1 To investigate what kinds of maxim violation that is violated by Fletcher Reede in *Liar Liar* movie.
- 1.3.2 To investigate the reasons of maxim violation that is violated by Fletcher Reede in *Liar Liar* movie.

1.4 Significance of Research

1.4.1 Theoretical Significance

This research is expected to be useful to expand pragmatic knowledge in using cooperative principle in daily life and understand types of cooperative principles especially about maxim violation which use in *Liar Liar* movie. This research hopefully can give contribution for the linguist study which wants to analyze maxim violation for further research.

1.4.2 Practical Significance

The researcher can get knowledge and understanding in pragmatic about cooperative principle especially maxim violation and also the researcher can understand kind of purpose and reason some people violate maxims in *Liar Liar* movie.

1.5 Scope of Limitation of the Study

The researcher analyzes *Liar Liar* movie and focuses on utterances that uttered by the main character, Fletcher Reede. This study also limited on Gricean maxim theory which is focused on maxim violation (maxim of quality, maxim of quantity, maxim of relation and maxim of manner) and this study uses Christofferson classification's to get to know the reason of the main character violates the maxims.

1.6 Definition of the Key Terms

- a. Cooperative Principle is a set of principles proposed by Grice. The principles are informative, truthfully, be relevant, and be clear.
- Maxim is some rules that must be obeyed to make a good communication between speakers and hearers. There are four maxims that stated by Grice.
 They are maxim of quantity, maxim of quality, maxim of relevant and maxim of manner.
- c. Violating Maxim is situations when a speaker disobey or not follow rule of maxim that will lead misunderstand between speaker and hearer in a conversation.
- d. **Liar Liar movie** is a 1997 American comedy movie which is directed by Tom Shadyac, written by Paul Guay and Stephen Mazur.
- e. **Fletcher Reede** is a well-known lawyer who has ability to lie in California.