CHAPTER II

LITERATURE REVIEW

This chapter presents an overview on the theory of cooperative principle by H. P. Grice, followed by its maxims and the explanation of pragmatic, context, cooperative principles, maxims and maxim violations. In addition, researcher presents some previous studies.

2.1 Theoretical Framework

2.1.1 Pragmatics

According to Yule (1996:3), pragmatics is the study of the speaker meaning. It means that this study is concerned on meaning as said by a speaker and interpreted by a   hearer. It is study about what a speaker mean through utterances the speaker delivers to a   hearer. Yule (1996:3) states that there is a connection between the interpretation what people mean in a particular context and how the context influences what is said in studying pragmatic.

2.1.2 Context

According to Istigfaroh (2016), context is a part of description or sentence that can support or add clarity to the meaning of situation that has to do with the event. There are three types of context that stated by Cutting (2002:3) in Istigfaroh (2016).

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i. Situational Context

Situational context is a description of all events that happens when speaker and hearer do conversation. For example:

John: What do you think we try to eat sate kelinci?

Tom: No! I don't want to eat sate kelinci. It's weird.

Based on the conversation above, there two guys named John and Tom. They visit Sarangan Lake in Magetan. There is a lot places which serve sate kelinci as traditional food. When they take break, John asks Tom's opinion to try sate kelinci but Tom refuses it because it tastes weird.

ii. Background Knowledge Context

Background knowledge context is when speaker and hearer understand what they are talking about for instance, the surrounding environment or culture. There are two kinds of background knowledge context.

a. Cultural context

Cultural context is a knowledge or information about life or event that happens between speaker and hearer are similar. For instance:

Enggar: Rid, I was so nervous yesterday. As you know that yesterday was my thesis examination. And thanks for being there to support.

Farid: I know. I felt the same way while I was waiting for your examination over.

Enggar and Farid are talking about the feeling that they have been experienced about thesis examination.

b. Interpersonal context

Interpersonal context is a knowledge or information about someone's personality between speaker and hearer. For instance:

Sari: I don't like Enggar's personality. She is too selfish.

Tuti: Nah, I guess you're wrong about her. She is nice person because we were in the same class for 2 years.

Sari and Tuti are talking about Enggar's personality. But they both have different view about it.

iii. Co-textual Context

Co-textual Context is a moment when speaker and hearer know about what or who they are talking about. For instance:

Hana: Mom, I'm going to library today with my friend.

Mom: Don't forget to invite them to come to your birthday next week.

According to example above, Hana assumes that her mom knows her friends since her mom use the word 'them'.

2.1.3 Cooperative Principle

Grice (1975) proposes cooperative principle theory which is a set of principles that means to make a good communication the speaker and the hearer have to cooperate in order to understand what the speaker really means in conversation. Grice divides cooperative principle into four sub-maxims.

The maxim of Quality

(i) Do not say what you believe to be false.

(ii) Do not say that for which you lack adequate evidence.

> *Rahman: Does Lee Min Ho play role in Goblin Korean drama*?
>
> *Amin: No, but he plays in The Legend of Blue Sea*

Based on conversation above, Rahman states wrong statement, but Amin gives him the correct statement and tells the fact about Korean drama that has been played by Lee Min Ho.

The maxim of Quantity

(i) Make your contribution as informative as is required for the current purpose the exchange.

(ii) Do not make your contribution more informative than is required.

> *Dani: Ana, is your brother home*?
>
> *Ana: No, he is not.*

This conversation happens when Dani texts Ana to ask about her brother. Ana's answer shows that she gives answer as needed by Dani. The answer is not too much and not too little.

The maxim of Relation

(i) Make your contribution relevant

Maxim of relevant happens when speaker is assumed to say something that is relevant about what speaker said before.

Maja: Windy, I didn't see you at Ifa's birthday party. Where did you go?

Windy: I went to hospital to see my uncle.

Windy's answer is relevant with Maja's question. Maja asks Windy where she goes because she doesn't attend Ifa's birthday party.

The maxim of Manner

(i) Avoid obscurity

(ii) Avoid Ambiguity

(iii) Be brief

(iv) Be orderly

Anam: Where did you put my key?

Fajar: I put it on a blue box. The blue box is on your table.

From the example above, it can be seen that Fajar gives complete answer and explanation to Anam about the position of key.

2.1.4 Violating Maxim

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 hearer, it means that the speaker does maxim violation. According to

Grice (1975) in Tupan and Natalia (2008), there are some criteria of violating maxim.

Violating of maxim quality

    a) If the speaker lies or says something that is believed to be false

    b) If the speaker does irony or makes ironic and sarcastic statement

    c) If the speaker denies something

    d) If the speaker distorts information

    Husband: Honey, where's Jane?

    Wife: Umm, She goes to Mall with her friend honey.

    Fact: Wife knows that Jane goes to theatre with boyfriend.

In this case, wife lies to husband about where Jane goes because her husband doesn't like Jane's boyfriend.

Violating of maxim quantity

    a) If the speaker does circumlocution or not to the point

    b) If the speaker is uninformative

    c) If the speaker talks too short

    d) If the speaker talks too much

    e) If the speaker repeats certain words

    Marry: Jane, what do you think if I wear blue dress for Anne's wedding?

    Jane: That's not good idea.

This conversation shows that Jane's answer is uninformative and too short because based on Marry's question, she wants to know Jane's opinion about the dress that she will wear for Anne's wedding.

Violating of maxim relation

a) If the speaker makes the conversation unmatched with the topic

b) If the speaker changes conversation topic abruptly

c) If the speaker avoids talking about something

d) If the speaker hides something or hides a fact

e) If the speaker does the wrong causality

Jane: Why did you get C on Public Relation and Tourism?

Marry: This cake tastes so good.

Marry's answer is not relevant with Jane's question. Jane asks about the score that Marry got. But Marry distracts the topic and talks about something else.

Violating of maxim manner

a) If the speaker uses ambiguous language

b) If the speaker exaggerates thing

c) If the speaker uses slang in front of people who do not understand it

d) If the speaker's voice is not loud enough

Harry: Look at girl! Her dress makes her look 'udik'?

Sammy: Udik?

Harry: Yes. Udik is like old or not cool.

Harry and Sammy eat their lunch at Canteen. There is a girl who passes by them while they eat. Harry says that girl's look is 'udik'. But Sammy doesn't know the meaning of 'udik' itself. Here, Sammy utters the word that Harry doesn't know.

2.1.5 Christofferson's classification

Christofferson (2005) states as cited in Tupan and Natalia (2008) that people tend to lie for some reasons in real life situation. Those some reasons will be explained below:

a) Hiding the truth

Mom: Darling, have you finished your homework?

Nada: Umm, Yes mom. I did it last night.

The truth is Nada hasn't finished her homework last night because she felt asleep. She lies to her mom because she doesn't want mom get mad at her.

b) Saving face

Marry: Where did you buy this beautiful dress?

Jane: I bought it at Boutique last week.

Here Jane doesn't tell the truth because she is too shy to tell her friend that she buys the dress at Tugu Pahlawan.

c) Feeling jealous about something

Ina: Do you know where Danny is?

Ika: Nah, I don't know.

The fact is Ika knows where Danny is because they met each other 2 hours ago. But when Ina asks her about Danny, she says 'I don't know'. Ika knows that Ina likes Danny very much.

d) Satisfying the hearer

Joe: Mommy, why the stars come only at night?

Mom: Umm, because the stars want to light your night.

Mommy's answer is uttered to please her son who asks about the stars.

e) Cheering the hearer

Putri: I love Korean drama much. Would you like to accompany me to watch it please?

Dina: Yes, I would.

This conversation happens when Putri and Dina at class and lecturer can't come to class. So Putri asks Dina to accompany her to watch Korean drama. The fact is Dina doesn't like Korean drama but she says yes because Putri is her best friend and she wants to cheer her up.

f) Avoiding to hurt the hearer

Joe: How did mommy passes away?

Grandma: She has cancer and we already did our best for her.

The truth is Joe's mother passed away because has been killed by his father but his grandmother doesn't the truth because Joe is still 8 years old boy.

    g) Building's someone belief

Hana: Do you still love your ex girlfiend?

Joe: Nah, you're the only girl I love the most. Why do you think that way?

Hana: Because I saw girl photo on your phone

Joe: Nah, she is my friend.

The truth is the girl on Joe's phone is his ex girlfriend. He keeps her photo because he is still has feeling for her.

    h) Convincing the hearer

Johnny: Dude, can you lend me five dollar?

Joe: I'm sorry, I wish I could. But I don't have money.

Johnny wants to lend money from Joe to buy cigarette. But Joe says that he doesn't have money because Johnny never pay back his credit even Joe has fifty dollar in his wallet.

2.2 Related Studies

In this section, the writer presents some researches that have been done before. The researches deal with maxim violations. The first previous study has been done by Romadina (2016). In her research, she analyzed

maxim violation that found in *The Help* that directed by Tate Taylor. Purpose of her research is to find out maxim that violated by main characters and investigate the relationship between maxim violation and character's characterization. She applied a qualitative method to support her research. Result of her research shows that maxim quantity has highest occurrence that violated by two characters and maxim of relation has been violated by one other character with highest occurrence.

Second is previous studies in analyzing maxim violation has been investigated by Raharja (2015). He focused to find out maxim violation and how maxim violation can raise humor in *Stand Up Comedy Indonesia season 4* which is produced by Dodit Mulyanto. His study uses a qualitative research method and takes 17 videos of Dodit's performance since each video has short duration. His study show that Dodit violated four maxims, but highest violation has produced by Dodit was maxim of relation, which is occurred for 22 times. Dodit told lies and said something that is believed to be false by audience to raise the humor.

Third is a previous study that relates to maxim violation has been investigated by Nugraha (2013). He used a movie untitled *Real Steel* to be analyzed. His research aims to know the implicature of character's utterances and maxim violation that found in *Real Steel* movie. He analyzed utterances that uttered by all characters and found 20 utterances that contain implicature and violate maxim. The result of his research also show that maxim of relation has highest occurrence.

Fourth is a research has been done by Muhartoyo and Sistofa (2013). They analyzed maxim flouting and maxim violating that occurred in *Peanuts Comic Strip*. They analyzed utterances that uttered by four characters in 14 stories. The result shows that four maxim flouting is found and the highest occurrence is flouting maxim of manner. The least occurrence is flouting maxim of manner and violating maxim of quantity.

Fifth is previous study has been done by Tupan and Natalia (2008). Both of them analyzed multiple maxim violation in lying done by characters in *Desperate Housewives*. They collected the data from 35 episodes in *Season 3* and *Season 2*. Their study aims to investigate maxim violation that done by the characters and find out the reason the character did it based on Christoffersen's criteria of lying. The finding of their study is the characters violated all maxims and they did it to hide the truth and to create another lie in the future.

The last previous study has been done by Istigfaroh (2016). Istigfaroh's study investigated maxim violation that used main character in *Johnny English Reborn* Movie. Her study purpose to investigate kind of maxim violation and analyze why main character violate the maxims. The result of her study shows that the main character violated four maxims and the highest occurrence is maxim of relation and maxim of quantity. And other result shows that the reason why main character violated the maxim is to saving face and hiding the truth.

Those previous studies above have similarities and differences with this present study. The similarities are this present study uses Gricean maxim's theory and also uses Christofferson's classification. This present study also has similarities in object of the research which used a movie. Whereas, the difference of this present study is only analyzes one main character not the whole characters and uses different movie as an object of the research.