CHAPTER I

INTRODUCTION

This chapter presents background of study, research problems, Objective of the study, Significance of the study, scope and limitation, and definition of key terms.

1.1 Background of The Study

Language is a system to transfer and inform something through a communication. The people used language to inform, to express their idea, and to build up their social relationship. Language is important things for human being to maintain their life. Saussure's (1974) theory can prove the statement above, he states that "language is a system of sign that express ideas, and it is therefore comparable to a system of writing. The alphabet of deaf-mutes, symbolic rites, polite formulas, military signals, etc. "(p. 16). Language is the most important tool for us to communicate with other people, in writing, gesturing, or speaking.

According to Bloomer (2005) Language becomes an important aspect in human life. Language used to communicate, and to convey messages to the others. Language cannot be separated from human life since it is a means of communicate. 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.

Usually, when the people communicate with each other, they never think what their conversation successful or no and what the listener understand or no what they are talking. So, in doing conversation the speaker and the hearer have to make a successful communicate in order to create a good understanding between them. Their conversation can be successful when the speaker and listener make the cooperative principle in the communication. To make a cooperative principle they must be obey the rules of being a good conversation itself. It must be informative, true, relevant, and clear. The people need a cooperative principle to make the conversation runs well and to get the good communication.

The cooperative principle is the study about pragmatics. Pragmatics is the study about the speaker meaning and how more is communicate than is said. According Levinson (1985) stated that pragmatics is the study of the relation between language and context that are basic an account of language understand. (p. 2). To make the communication be cooperative there is a theory cooperative principle which introduced by Grice (1975) as stated by Grundy (2000) in his book that "Grice argued that speaker intends to be cooperative when they talk. One way of being cooperative principle is for a speaker is to give as much information as is expected" (p. 73). According to Levinson (1983), "Cooperative principle is a set of general rules to describe how participants' cooperate' in conversation to achieve smooth and efficient interaction" (p.101).

Cooperative principle has strong relation with the 'four rules' in communication, those are maxims. Maxim of quality, maxim of quantity, maxim of relevant, and maxim of manner make the speaker transfer the information clearer to the hearer. Those four rules can make the conversation run well. And when the speaker does not obey that rules in order to create an extra meaning, that's what call the flouting maxims. The Flouting a maxim is a particular salient way of getting addressee to draw an inference and hence recover an implicature. (Grundy, 2000: 78).

The flouting maxims happen commonly in daily life when someone wants to show expressions or say something which they cannot or can say in order to create an implicature. According to Grice in Jaworski and Coupland stated that in a conversation, sometimes people can exploit the maxims to create some implicatures (2000:99). According to Grices in Brown and Yule that the flouting maxims 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 flouting maxims can be found in daily life as like in advertising. Advertising can be found in Radio, television, news paper or magazine. Advertising is any controlled form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor that is used to inform and persuade the selected market (Bolen, 1984:4). Advertising is not only to inform the product, but also to attract and get more consumers by using slogan. Every slogan in advertising has its own uniqueness and powerful words. Therefore, it

allows the advertisers to use their propagandas message that, usually contain implied meaning since it is a systematic effort to influence people's opinions, to win them over to certain view or side and to wider the range of the target market. This phenomenon in daily life often referred to as flouting maxims. The advertisers blatantly disobey Gricean maxims of efficient communication because they must do so with the intention of attracting consumers to pay attention to the advertised product.

The flouted maxims may exist not only in a daily life conversation but also in novel, short story, drama or movie. The researcher uses the movie as object study. In this study, the researcher want to show the types of flouting maxims and the purposes of flouting maxims by the main character in ''magic hour''movie. This movie is which one the movie Indonesia in 2015 that adapted from the novel the title *Magic Hour: Let In The Unexpected* By **Tisa TS** and directed by Asep Kusdinar. This movie is Drama romantic which is story about a Girl that be trapped between two choose. She has to choose between love and friendly.

The researcher wants to show the plausibility of flouted maxims in a movie. It means that flouted maxims are not only used in a daily life conversation but also it's used in a drama in movie. The flouting maxim choose to be study because, it can be knowledge and understand in the conversation that deliver the meaning when doing communication and it will be successfully transformation to the receiver. This object is important media which can give influences directly toward the audience whether it will deliver bad or good.

The writer interests to analyses this movie because there are many conversations in this movie. From this conversation, the researcher can distinguish the types of flouting maxims and the purposes of flouting maxims by the main character. And also, the researcher choose analyses flouting maxims in this movie because, this phenomenon happened in the around her. She thinks that it easy to analyze the types of flouting maxims in magic hour movie. The flouting maxim is one of this study about daily conversation and movie is one of short story that represent our daily life. In this study, the researcher wants to know what the types of flouting maxims and the purposes of flouting maxims by the main character in this movie. Usually The flouting maxim used in movie such as personal secret to hiding or just kidding, to give exploration and deeper understanding toward the flouting maxim.

The researcher found the some previous studies. The first, Riski Aprilia Sukarno (2015), she was a student of UINSA Surabaya. In Her study the title "Flouting Of Conversation Maxim Uttered By Characters In Fast Five Movie". In this research, the writer used movie as the object and used Grice's theory to analyze flouting maxim in this movie. The writer analyzed flouting maxim by four characters they are Dom, Brian, Vince, Ant and Tej. The writer also found the reason why the characters used flouting maxim in this movie they are angry, worry, scare, happy, peevish, disappoints, and ambitious.

The second, Mufidah (2014), a student of UINSA Surabaya. Entitled "The Flouting of Maxims By The Characters in The Conversation in "You Touched Me, A Short Story By D.H. Lawrence". In this research, the researcher used

short story as the object. In this research, the researcher focuses on the maxims which are flouted by the characters in this short story. The writer only found three flouting maxim they are flouting maxim of quantity, flouting maxim, of relevant, flouting maxim of manner. And also, the writer analyzed purpose flouting maxim by the characters such as to explaining more about something, stressing something, give unnecessary additional information, and to avoid talking about something.

The last, Wafirotul Fami (2015) UINSA Surabaya. In this study the title''
Flouting The Maxim used By the Characters in Frozen Movie''. In this study the
researcher used the movie as object study. She analyzed flouting maxim by the
characters in this movie, they are Elsa, Ana, Sven, Mother (as the Queen),
(Father as the King), Duke, Servant, Prince Hans, and Olaf (a creation from
snow that created by Elsa) as the figurant of characters. In this study the
researcher found the four flouted maxim. They are flouting maxim of quality,
flouting maxim of quantity, flouting maxim of relation and flouting maxim of
manner. From the context of situation the researcher analyzes the data in term of
field, tenor, and mode by used Halliday's theory.

From the some previous studies, in this study there are some different from others. In the previous studies, there are two previous study used movie and one previous study used a short story as object study. They analyzed the types of flouted maxims by all characters. Whereas, in this study analyses the types of flouting maxims and the purposes of flouting maxims by only one character in other movie. And also the purposes why flouted the maxims by the main

character in "magic hour" movie. Based on the explanation above, this research purposed.

1.2 Research Problem

Based on the description of the background above, the researcher has 2 problems to answer as follows:

- 1. What are the types of flouting maxims by the main character in *Magic Hour* movie?
- 2. What are the purposes of flouting maxims by the main character in *Magic Hour* movie?

1.3 Objective of the study

Based on the problem above, the objective of the study is aimed:

- 1. To describe the types of flouting maxims by the main character in *magic* hour movie
- 2. To describe the purposes of flouting maxims by the main character in *magic hour movie*

1.4 Significance of the study

The significance of the study is to give contributions in pragmatics study. The finding of the study is expected to be references or alternative information about how to apply pragmatics study especially in how to analyze flouting maxims in *Magic Hour* movie. The result of this study is expected to give exploration and deeper understanding toward flouting maxims in this movie. This study also expected to be a reference and alternative information for other researchers in conducting research in this area. In other words, I hope the result of this study can enrich the knowledge and add the new example object that can be analyzed by flouting maxim. So, the other researcher can easily to do the research. Furthermore, the researcher hope this study can raise the reader's knowledge and understanding in predicting the conversation that deliver the meaning when doing communication and it will be successfully transform to the receiver. The research is also expected to arouse curiosity and interest in other linguistics and students of linguistics to make further research on this kind of study.

1.5 Scope and limitation

The research focuses on the flouting maxims in the conversation (utterances) its context and also the purposes of flouting the maxims by the main character in magic hour movie. The researcher uses the Grice's theory of conversational maxims in analyzing the conversations to determine the flouted of maxims in four ways they are flouting maxim of quality, flouting maxim of quantity, flouting maxim of relevant and flouting maxim of manner.

The researcher chooses this movie as object because, in this movie many conversation so, it easy to analysis the type of flouting maxims in this movie. Furthermore, flouting maxims is one of this study about daily conversation and movie is one of short story that represent our daily life. In this study, the researcher analyzed what the type the Flouting of Maxims and the purposes of flouting maxims in this movie. Usually The flouting maxim used in a movie such as personal secret to hiding or just kidding, to give exploration and deeper understanding toward the flouting maxim.

1.6 Definition of the key terms

In order to avoid any misunderstanding of the key term and to make them clearer, I would like to give certain definition of the key term use in this study. The key terms are provides as follows:

- 1. **Pragmatics**: Pragmatics is the study of the relation between language and context that are basic account of language understand. (Levinson, 1985:2).
- 2. **Cooperative principle** : Cooperative principle is a set of general rules to describe how participants' cooperate' in conversation to achive smooth and efficient interaction. (Levinson, 1983 : 101).
- 3. **Flouting maxims** : A particular way of getting addressee to draw an inference and hence recover an implicature. (Grundy, 2000 : 7).