CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a tool for people to communicate. People use languages to make communication easier. The hearers will understand what the speakers say if the hearers give appropriate response when they are doing conversation. In a conversation, a speaker and a hearer are supposed to respond to each other in their turn and exchange with the needed information that benefits both of them (Croley and Michell, 1994: 140). It means that between the speaker and hearer's conversation must have relation in order to avoid misunderstanding. Therefore, they must obey cooperative principle to obtain conversational and contribution each other.

Grice defines cooperative principles is a stating that participants expect that each will make a 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 engage, whereas maxim is in most circumstance, the assumption of cooperation is so pervasive that it can be stated as cooperative principles of conversation and elaborated in fourth sub principles (Yule, 1993: 35).

Cooperative principle helps people to make require contribution in communication. A requires contribution means that the utterance should be informative (not less or more), truthful, relevant and perspicuous (Mey, 2009: 365). A requires contribution can be found in maxim. Maxim is divided into four types; those are maxim of quality, quantity, relation and manner (Yule, 199: 37). Those maxims are important use to communicate because it helps to avoid misunderstanding.

In fact, it is not easy to obey cooperative principle because when people disobey cooperative principle, they violate the rules of maxims. Grice stated that when the speaker does not fulfill or disobey the maxims, the speaker said to violate them (Cutting, 2002: 40). It means that violation of maxim is condition where the speaker and hearer do not give require contribution in their conversation.

These cases of violation of maxim can be found in humor. Ross (1998:1) defined that humor is something that makes a person laugh or smile. It means that humor is a tool for joke. Joker makes the audience laugh from ambiguous structure like phonology, graphology, morphology, lexis and syntax (Ross, 1998: 8). In this context, Joker does not pay attention to his/her utterance that contain of violation of maxim.

The context of humor can be found in the situation of sitcom, parody, talk show, sketches, and stand-up comedy. One of these situations found in *Vampire Suck* movie. *Vampire Suck* is parody of Twilight Saga New Moon. In this movie, the characters violate the maxim and make the audiences laugh. This movie tells about vampire fallen in love with human. *Vampires Suck* movie written by Jason Friedberg and Aaron Seltzer and it also directed by them. *Vampires Suck* movie gets first rank with \$4,016,858 in August 18th 2010 on premiere of the cinema in United State. (http.metacritic.com/movie/vampires-suck, access on March, 6th 2015)

The researcher chooses *Vampires Suck* movie to his analysis because there are many violations of maxim in that movie. The researcher interests in analyze Becca as a main character in *Vampires Suck* movie. In that movie, Becca becomes woman character that is loved by Edward. In this study, the researcher uses theory of cooperative principle to analyze Becca's utterance. The researcher also uses Christoffersen's Classification to describe the reason of violation of maxim.

1.2 Problem of Study

Based on background of the study, the researcher finds many problems related to the study as follow:

- a. What are the types of violation of maxims used by Becca in *Vampires*Suck movie?
- b. What are Becca's reasons to violate maxims in *Vampire Suck* movie?

1.3 Objectives of the Study

- a. To describes the type of violation of maxims used by Becca in *Vampires Suck* movie.
- b. To describes Becca's reason to violate maxims in *Vampire Suck* the movie.

1.4 Significance of the Study

The significance of this research is to increase our knowledge of linguistics especially about cooperative principle which people usually do not aware if they violate of maxims in their conversation. The researcher hopes this research give contribution for the students of linguistics study, other readers and further researchers. The researcher hopes that this study can help the other researchers to increase their knowledge in cooperative principle.

1.5 Scope and Limitation

The researcher only analyzes *Vampires Suck* movie and focuses the utterance of Becca only in this movie. The researcher also uses theory of cooperative principle by Grice and Christoffersen's classification. It means the researcher analyses in Becca's utterance based on the cooperative principle and Christoffersen's classification.

1.6 Definition of Key Term

a. Cooperative principles:

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, 1989: 26).

b. Violation of Maxim:

Violation, according to Grice (1975, 40), takes place when speakers intentionally refrain to apply certain maxims in their conversation to cause misunderstanding on their participants' part or to achieve some other purposes.

c. Humor:

Something that makes a person laughs or smiles (Ross, 2005: 1)

d. Parody:

Parody, a work whose main aim is to comment critically on the original work or its author; or it is a 'satire', using the copyright material to critique some other target (Davis, Causland and Phiddian, 2008: 274).

e. Vampires Suck

Vampires Suck is a comedy about contemporary teen angst and romance movie. Metacritic, 2010, Vampire Suck, (http.metacritic.com/movie/vampires-suck, access on March, 6th 2015)