CHAPTER I

INTRODUCTION

This chapter discusses about some points related to the introduction in the thesis. The points include background of study, problems of the research, objectives of the research, significance of the research, scope and limitation of the research, and definition of key terms.

1.1 Background of Study

Human is a social being that needs interactions with other human in their life. One of human activities in the process of interaction is communication. Communication is as a device for human in sending and receiving information in order to convey the ideas, feeling or everything in their mind. For doing communicate, human needs' language as an important material for successful communication. According to Sapir (1921:8), language is a purely human non-instinctive method of communicating ideas, emotions and desires by means of a system of voluntary produces symbols. Thus, language has an important function in life since communicate will be difficult without language.

In linguistics, a study about language which examines both spoken and written text is called discourse analysis. According to Paltridge (2006:2), discourse analysis is an analysis whose focuses on knowledge about language beyond the word, clause, phrase and sentence that is needed for successful

1

communication. Where communication is called success if the hearer understands the aim of what is the speaker said.

Doing successful communication is in order to avoid misunderstanding between the speaker and the hearer. It occurs if the hearer is able to catch what the speaker mean correctly. However, people not only deliver what they mean by saying directly, but also saying indirectly. Saying indirectly forces the hearer to understand what the speaker's means. For instance, if someone says: "It's hot in here", the speaker means: "Please open the window!" or "Is it all right if I open the window?" or "You're wasting electricity!" A study that discusses about the meaning of language is called pragmatics.

According to Thomas (1995:1), pragmatics is meaning in use or meaning in context. Whereas, Yule (1996:3) defined pragmatics is concerned with the study of meaning communicated by a speaker (writer) and interpreted by a hearer (reader). Therefore, it means pragmatics is a branch of linguistics which examines all aspects of the speaker meaning and to the context.

In pragmatics, the study about intended meaning is explained in implicature. Grice (1975: 43) was first introduced the term implicature whose makes two distinctions between what is said by the speaker of a verbal utterance and what is implied. What is implied might be either conventional (largely generated by the standing meaning) or conversational (dependent on the assumption that is speaker obeying the rules of conversation to the best of their ability). Whereas, Levinson (1981:98) adds a notion of implicature promises to

bring the gap between what is literally said and what is actually said. Therefore, implicature is used for explaining the differences between "what is said" and what is implied.

Concerning to conversational implicature, it is produced when the speaker flouts the maxim of cooperative principles in the conversation. Cooperative principles are used to create successful communication which the hearers and the speakers must speak cooperatively and mutually accept one another to be understood in a particular way. Grice (1975:45) proposes a cooperative principle in order for a person to interpret what the speaker says and some kinds of cooperative principle must be assumed to be in communication. Kinds of the cooperative principles are maxim of quality, quantity, relation and manner.

Further, utterances are produced in the process of communication in order to express human thought which contain of different functions such as warning, apology, claiming, promises, etc. A Speech act is a way of expressing human thought through words. According to Yule (1996:47), speech acts are actions performed via utterances which commonly given more specific labels, such as apologizing, complaint, compliment, invitation, promise or request. Searle (1975) in Yule (1996:53) classifies speech acts into five groups. Those are representative, directive, commisive, expressive and declaration. Searle's speech acts classification is helpful to determine the purpose or function of the utterance that being uttered by speaker toward hearer in communication.

Communication is called success is not only when the speakers can deliver clearly the function of their utterance, but also when the speaker can express of what he/she thought to one another in correctly way. It means the speakers do not hurt the hearer since they deliver the message in polite ways. Leech (1981:81) was introduced politeness principle which assumes the participants to minimize the impolite expression and maximize the polite expression. He proposes the politeness principle into six maxims; those are maxims of tact, generosity, approbation, modesty, agreement and sympathy. Therefore, communication which obeying on politeness principle is the true way to communicate since able to avoid of hurts the hearer.

Furthermore, the implicit meaning of an utterance is able to produce by saying verbal irony in communication. According to Simpson (2011:34), verbal irony is saying what is contrary to what is meant. For instance, to someone who has borrowed his friend's car for the weekend and returned it with no petrol in the tank. His friend might say: "It was nice of you to fill the car up!" or "What a shame you couldn't find the petrol tank".

Concerning to this study, the writer uses the movie as her source of data because a good object of linguistic research. The movie provides the language phenomena within its dialogue such like implicature and verbal irony. The movie chosen by the writer is "Shrek2" an animation movie. It is a comedy film gives a story about the struggle of love by a monster or called ogres whose name Shrek who loves with a prince Fiona. They love each other and try to get the blessing of Fiona's parents.

The writer is interested in analyzing the conversational implicature of verbal irony in "Shrek2" movie since supported of several reasons:

1. The writer chooses conversational implicature for this study because the writer finds that it is an interesting thing where implicature is not matter of a sentence's meaning instead of an utterance meaning.

2. The writer chooses verbal irony to analyze since most people use it to say something which contrasts with the fact. Whereas, in Islam teaches Moslem to tell the truth and speak which same with the fact. In this case, people should only sound out the utterance that appropriate with the fact but many people who use verbal irony in communication.

3. The writer chooses *Shrek 2* movie as a source of data since it is an animation movie which children as the most dominant spectator and it will be easy to influence their language. Nevertheless, this movie uses verbal irony which what is said is different with the fact. Thus, the writer wants to reveal the way to express implicature in verbal irony and also reveal the function of implicature in verbal irony which used in animation movie to know is it educated or not.

1.2 Problems of the Research

Based on the background stated above, this study is conducted to answer the following questions:

1. What are the conversational implicatures of verbal irony in *Shrek 2* movie?

2. What are the functions of each conversational implicature of verbal irony in *Shrek 2* movie?

3. How is the way to express conversational implicature of verbal irony occurring in *Shrek 2* movie?

1.3 Objectives of the Research

In relation to the problems of the research is attempting to answer those problems. In other words, this study is aimed to:

1. To describe the conversational implicature of verbal irony in *Shrek 2* movie.

2. To describe the function of each conversational implicature of verbal irony in *Shrek 2* movie.

3. To describe the way to express conversational implicature of verbal irony occur in *Shrek 2* movie.

1.4 Significance of the Research

This research will hopefully be useful either theoretically or practically. The significance of this research as follows:

1. Theoretically

The writer expects this study will be able to contribute an understanding the reader's knowledge in particular how to investigate

conversational implicature in verbal irony which to describe the function of conversational implicature in verbal irony and also the way of conversational implicature in verbal irony which occur in animation movie.

2. Practically

2.1 For Researcher

The writer expects this research is able to be as a reference to increase the knowledge and creativity for the next researcher in investigating language, especially relates to conversational implicature in verbal irony, the function of conversational implicature in verbal irony, and the way to express conversational implicature in verbal irony

2.2 For Department

The writer expects this study is able to add the number of research collection in UIN Sunan Ampel Surabaya, especially in the English Department of Faculty of Letters and Humanities. Therefore, this research is able to be as the comparative media with others.

2.3 For Education

In education, the writer hopes this research is able to be used as reference for *Bahasa Indonesia* and *Sastra Indonesia* teachers. Who will be able to use for linguistic materials, especially to teach their students either formal or non-formal.

1.5 Scope and Limitation of the Research

The research focuses on the conversational implicature of verbal irony utterance which is uttered by all characters in *Shrek 2* movie. The researcher limits the data only on verbal irony utterance since this study concerns with the implied meaning of verbal irony in order to find the conversational implicature of verbal irony, the function of conversational implicature in verbal irony, and the way to express conversational implicature in verbal irony.

1.6 Definition of Key Term

1. **Implicature** is the aspect of meaning that a speaker conveys, implies, or suggests without directly expressing (Levinson, 1981:.98)

2. **Conversational Implicature** refers to the inference a hearer that makes about a speaker's intended meaning that arises from their use of the literal meaning of what the speaker said, the conversational principle and its maxims. (Paltridge, 2006:20)

3. **Irony** is a statement in which the implicit meaning intended by the speaker differs from that which he ostensibly asserts. (Abrams, 1981: 89)

4. **Verbal Irony** is saying what is contrary to what is meant. (Simpson, 2011:34)

5. *Shrek 2* movie is an American computer-animated fantasy comedy film produced by Dream Works Animation.