

## **CHAPTER I**

### **INTRODUCTION**

This chapter presents an introduction of the study related to the area of discussion. The discussion includes background of the study, statement of problems, objectives of the study, significance of the study, scope and limitation of the study, and definition of key terms.

#### **1.1 Background of Study**

Language is a tool for communication. Through communication, people can deliver wishes and commands, tell truths and lies, influence customer, express their emotion, and share ideas and information by uttering words and sentences to send their intention to make other person understand what they mean. It could probably never arise if we had no language (Moulton in Hawgen and Bloomfield 1998:3). The statement above clearly describes how language is really important for society.

Nowadays, language is not only for common communication such as telling truths or lies, express feeling, influencing hearer and expressing emotion but also becomes a commodity to earn money. Most of businessmen very clever in using language by choosing beautiful words in their commercial become beauty testimony in order to persuade customer to buy some products. Sometimes, in testimony we find unclear words that cause misunderstanding. It could be

occured because speaker and hearer or owner and customer disobey rules of conversation.

Meanwhile, conversation can be successful if people obey the rules of conversation. Such as saying clearly, saying truly, saying in relevant utterances and saying in enough information. If people obey the rules of conversation, the hearer can understand what they mean. Grice (1975) argues that “speakers intend to be cooperative when they talk and people will have a successful conversation if they fulfill the cooperative principles that are related in the four maxims of conversation”

Based on Cooperative Principle there are four maxims of conversation, they are: Maxim of Quantity, Maxim of Quality, Maxim of Manner and Maxim of Relevance. As Grice (cited by Grundy,2000:75) explains that the maxims of cooperative principle are maxim of quantity (be brief); this maxim is concern with the amount of information which we expect from any conversational exchange (Finch: 1998:165), maxim of quality (be true); this maxim expect us to say only what we believe to be true and have supported evidence (Grundy, 2000: 74), maxim of relation (be relevant); this maxim expect us to make relevant conversation (Grundy, 2000: 74), and maxim of manner (be clear); this maxim expect us to avoid obscurity, ambiguity, and unnecessary prolixity.

Based on the phenomenon above, the writer was conducting the flouting maxims used testimony in Dian Sidoarjo Online Shop which are focused on the

utterances. So, almost all testimony were found utterances which used uninformative, too much information, disconnected conversation and sometimes untrue. Testimony was made to persuade customers hoping that customer will buy a products through testimony.

The writer uses Testimony in *Dian Sidoarjo online shop* taken from Blackberry Messenger. The writer interested in analyzing testimony in this online shop because marketing in Dian Online Shop always uses testimony to promote products, such as bag, veil, shoes, dress, shirt and cosmetics besides that she has many testimony in her Blackberry Messenger's group. Each products has testimony. She also has two kinds of testimony, they are statement by her customer and conversation between Dian and her customer. Testimony purpose to influence customer, even though the utterances often disobey the rule of conversation

The writer was interested in using Testimony as the object of analysis because of linguistically, the utterances in this testimony use beautiful words. Mostly, the choice of words was excessive and each of sentences did not relate. So, the words in testimony can be close to the flouting maxims. Testimony could be spoken and written, but the writer only used written testimony in Dian Sidoarjo Online Shop which was analyzed. The study about flouting maxims in testimony has never done by other researchers. So, the writer took testimony as the data in this study. has already known about it,when promoting their products they relied in testimony. Thereby, the writer took testimony in this study.

The writer was taking testimony from Blackberry Messenger, although testimony in Dian Sidoarjo not only appear in BBM but also in Facebook, Instagram and Whatsapp. Hence, Dian Online Shop puts many testimony in BBM and a lot of conversation from Dian and customer in BBM that is always captured by her then published in BBM.

This study has ever been done by some writers who are interested to take same field, but the most interesting of this study than others stated on object of study. If a lot of writers have ever taken their object from movie, newspaper and some advertisement. This study takes testimony as the data because nowadays, testimony is very outstanding. Testimony spreads in mass media such as Facebook, Instagram, Blackberry Messenger and others. It means that everyone has already known about testimony. Everyone knew about testimony but they did not understand what the intended meaning in it. So that is why, the writer presented this study in order to make the reader realize what the reason of testimony was delivered.

The writer expected that discuss about flouting maxims can give important contribution toward linguistic study because people certainly do some mistakes in using their words when they inform the information or promote products in an unexpected situation, while what they were saying was unclear, especially words were used in testimony of Dian Sidoarjo. Learning Grice's theory and studying

the rules of conversation mainly in making testimony. It was supposed if another Online Shop made testimony based on the rules of conversation.

### **1.2 Statement of Problems**

To analyze the flouting of maxims found in Testimony on Dian Sidoarjo Online Shop, the writer formulates three problems :

1. What types of maxims are flouted in testimony Dian Sidoarjo Online Shop taken from Blackberry Messenger?
2. How the maxims are flouted in testimony Dian Sidoarjo from Blackberry Messenger?
3. What are the reasons of flouting maxims in testimony Dian Sidoarjo from Blackberry Messenger?

### **1.3 Objectives of The Study**

The writer has an objectives of the study to answer the problems that analyzed in this study. They are:

1. To devise the types of maxims flouted in testimony Dian Sidoarjo taken from Blackberry Messenger.
2. To describe the way of flouting maxims in testimony Dian Sidoarjo taken from Blackberry Messenger.
3. To explain the reason why flouting maxims used in testimony of Dian Sidoarjo.

#### **1.4 Significance of The Study**

The writer hoped that this study is useful for the readers who are interested to understand deeply about the rules of conversation, after the readers read this study. The writer hoped that the readers can understand more about the rules of conversation, how the maxims used in conversation, how to create smooth communication and how conversation created normally. This study is presented to help the owner of Online Shop in order to make effective communication in building testimony. Then, this study could be references to present the next research. In Addition, the writer expected that this study is easy to understand in developing knowledge and can create the new data in flouting maxims.

#### **1.5 Scope and Limitation**

This study is limited to the utterances written in Testimony Dian Sidoarjo Online Shop. The writer focused this study in utterances produced by Dian and her customers, because testimony consists of owner or customer's statement and conversation. The utterances by Dian and her customers is important thing to influence other customers and argued whether the product is good or bad.

## 1.6 Definition of Key Terms

To make this study clearer, the writer gives more detailed explanations about the source concepts :

**Cooperative Principle** is the basic principle which explained the way of people interact with one other normally and how effective communication in conversation by society.

**Flouting Maxims** is a form to brake maxims which is used by the speaker or writer to presenting another meaning by says untrue, says in less or more information than is required, says unclear and changed the topic of conversation.

**Testimony** is a witness or a statement by a consumer about their satisfaction with a product or service they have purchased.

**Dian Sidoarjo** is one of Online Shop in Sidoarjo which has many products. Eaches of her products have testimony.