## CHAPTER I

## INTRODUCTION

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

#### 1.1. Background of Study

Communication is one of the way by someone to express the feeling amd the way of people to communicate each other. There are two ways to communicate by written and spoken. In a written language, people communicate by using sentences. On the other hand, in spoken language, they communicate by using utterances. Speakers use a language to communicate and exchange their thoughts, ideas, feelings, knowledge and assumption. In the communication, they use words or sentences to send their messages, and expect the hearers to understand what they intend to mean. It is important for the speakers to understand that language use can determine the success of communication. The branch of linguistics are semantics, phonetics, morphology, phonology, syntactic, stylistics, and pragmatics. The Researcher focused on the pragmatics particulary on the cooperative principle.

According to Richards et al (1992 : p284-285)

Pragmatics is the study of the use of language in communication, particularly the relationships between sentences and contexts and situations in which they are used. Pragmatics includes the study of how the interpretation and the use of utterances demands on knowledge of the real world, how speakers

use and understand speech act, and how the structure of sentences is influenced by the relationship between the speaker and the hearer."

The main purposed to get a good communication is considered the exchange of information. Cooperative principle is as a guideline for the efficient and effective use of language in conversation to further cooperative ends. Cooperative principle is one of the most important ideas on pragmatics and it is an interesting topics to be analyzed. Cooperative principle is to arrange the attitude and utterance in order to make the make conversation coherent. The cooperative principle encompasses maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner.

H.P.Grice is one of the linguists who introduces cooperative principle. Grice first introduced the Cooperative Principle and it was explained in conversational implicature at his article, "Logic and Conversation (1975)" in Asropit (2012 : 6). He argued that generation and perception of these implicatures are based on the following principle: "Make your conversational contribution such as is required, at the stage at which is occurs, by the accepted purpose or direction of the talk exchange in which you are engaged" (Grice, 1975:48). Easily, cooperative principle tries to make the explicit certain rational thinking by observing the people conversation.

Grice argued that people communicate with others in a logical and rational way, then the people conversation was included into cooperation. He argued, this habit would never be lost, because it had been learned during their childhood. Audience/listener understands the implication of a speaker's opinion/thoughts by

drawing on an assumption of contextual information and background knowledge. People sometimes violate maxims of cooperative principles for various purposes. For example, speakers give too much or little information which is required by hearers. However, since hearers can make assumption from the speakers' utterances, they are able to understand speakers' message. In the real world, people talk to each other without obeying the maxims.

In his theory, Grice made a distinction between saying and meaning. He argued that speakers can create the implicit meanings and their audiences can infer these intended meaning from their conversations. He believed that people follow certain patterns in their interactions and claimed that listeners know that a speaker's utterance contains enough information, and it is relevant. When it patently violates this thinking, we understand that meaning. Therefore, violation of relevance does not mean a lack of cooperation.

Grice's Maxims which have purpose to explain the processes implication inside of his thinking, Grice also (1975) showed the following maxims:

- Quality: speaker tells the truth or provable by adequate evidence
- Quantity: speaker is as informative as required
- Relation: response is relevant to topic of discussion
- Manner: speaker avoids ambiguity or obscurity, is direct and straight forward.

These maxims do not determine how one should talk, but explain the listeners' assumptions. It is focused on the way how the speakers talk and do not all the conversation that can follow the rule of the maxims.

Those why, there are five majors to fail observe to maxim itself. Those are Flouting, Violating, Infringing, Opting out and Suspending. In this research, the researcher focused on the second major, that is violating. Violating maxim, according to Grice (1975:50), 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. As the example:

- Sarah: "Did you enjoy the party last night?"
- Anna: "There was plenty of oriental food on the table, lost of flowers all of the place, people hanging around chatting with each other."

In this conversation, sarah asked a simple question but Anna's answered with the long answer and Anna was extended description about what was happened in the party last night. Two interpretations could be made from Anna's description. First, Anna had such a good time in the party that she was obviously too excited and had no idea where to began. Second, Anna had such a terrible time and she does not know how to complain about it. In this case, Anna got a multiple violation. A multiple violation occurs when the speaker violates maxim more than one at the same time. From this example Anna is not only ambiguous which is violating maxim of manner but also verbose which is violating maxim of quantity at the same time.

The researcher analyzes the utterance in form "turn and taking" between the characters in One Piece comic "The Eleven Supernovas". After understanding the theory of violating conversational maxim. The researcher is interested to take this field as her research because we often apply this way in our daily life including in

comic One Piece volume 51 "The Eleven Supernovas". Comic is one of the types of the book that is the easiest to be understood by reading and pay attention to the drawing. According to oxford page 83 "comic strip is Series of drawing that tell a story and are often printed in newspaper". Comic uses the direct conversation but it is in writing.

The researcher had the different discussion or analysis. The researcher focused on the violating maxim and the reason. The researcher used violating maxim to analyzed it. A lot of thesis using comic as their object but they analyzed using flouting maxim, the researcher also used comic as the object but the researcher used multiple violation as the problem which had different analysis.

Comic is one of the visual media which can be the effective learning to make the reader to be more creative, because in comic there are illustration of the picture about the story which is told. Comic also used the easy language so the reader will not be bored to read and study about conversational maxim and its violation.

The researcher chose One Piece "The Eleven Supernovas" because One Piece was one of the well-known manga in Japan and the best-seller manga which was written by Eiichiro Oda. It was also a funny story but serious. One Piece was a comic which had their own world in the story and almost all of the character always violated the maxim when they made a conversation.

## 1.2. Research problems

- 1.2.1. What are the types of multiple violation maxim in One Piece's comic "The Eleven Supernovas"?
- 1.2.2. What are the reasons to do the multiple violation in One Piece's comic "The Eleven Supernovas"?

### 1.3. Objective of the study

- 1.3.1. To identify the types of multiple violation maxim that is happened in One Piece's comic "The Eleven Supernovas".
- 1.3.2. To identify the reason why the characters do the multiple violation maxim in One Piece's comic "The Eleven Supernovas".

#### 1.4. Scope and Limitation of the study

The Researcher focused in the multiple violation of cooperative principle (maxims) and its reason why Monkey D.Luffy did it in the conversation in One Piece comic "The Eleven Supernovas". There are four maxims in cooperative principle. Those were maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner. This research wanted to show how the multiple violation was happened in the conversation between Monkey D. Luffy and other character in One Piece comic and why it can be happened. The researcher focused on the multiple violation with two violation which was happened at the same time. The data were the conversation utterances in form of turn and taking between Monkey D. Luffy and other character which did multiple violation. To analyze the data, the researcher looked at the context to get the utterance from the form of turn and taking and the reason why they did multiple violation.

#### 1.5. Significance of study

It is hoped that the result of this research can be a valuable contribution to anybody who reads this study. It is expected that by reading this thesis, someone will pay attention to the cooperative principle of the conversation. By paying attention and following the cooperative principle, the reader distinguish the violation of the maxims and they can make a successful conversation. This research can give the additional information to the reader about cooperative principle, especially in maxim and its violation.

## 1.6. Definition of Key Term

# a. Cooperative principle

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. Multiple Violating maxim

Two or more violating maxim which is done by someone at the same time.

#### c. Comic book

Comic with a short story which consists of 32 pages, 48 ages or even 64 pages in each series, usually love story heroic humor and others.

#### d. One Piece

A Japanese anime and manga about a group of pirates which the captain is Monkey D. Luffy who goes to get a legend treasure called one piece.