

CHAPTER I

INTRODUCTION

A. Context of the Study

Language as a means of communication has an important role in our daily life. In order to learn about the meaning of language, language user needs the concept of language. Utterance types' meaning are matter of preferred interpretations (Levinson, 2000:1). The speaker's utterance may contain explicit or implicit meaning. In that condition, the hearer must know the intended meaning by decoding the sense of the sentence uttered.

Horn (2007:3) describes that the implicature is composed of speaker's meaning that constitutes an aspect of what is meant by the speaker's utterance without being part of what is said. It can be inferred that language user can make conversation with implicit meaning that make the hearer must consider the intended meaning of the speaker.

The term maxims of conversation may refer to the intended implications by the speaker. It may occur by several reasons indicated by such kind of expression and other utterances in order to make different meaning. In this case, when the speaker involved in conversation he or she may answer the questions by

unwanted respond to reply. However, the hearer is aware that the answer is ambiguous, such as the illustration in this following conversation.

Stephan : Come on, let's go...
 John : Please wait...
 Stephan : What did you do?
 John : Where is my jacket?
 Stephan : Where is your laundry recipe?

In the conversation above, John needs to know where his jacket is. Nevertheless, Stephan's answer is ambiguous, because that is no relation between laundry recipe and jacket. Stephan's answer can be inferred that he remembers that John washed his jacket in the laundry and he forgets about it. In this case, the speaker may answer implicitly when they deal with the question. It can be seen from Stephan's answer.

In order to make conversation runs well, Grice (in Thomas, 1995:51) proposes four maxims of cooperative principles: quality, quantity, relation, and manner. Nevertheless, not all maxims are obeyed at all times. There are times when speaker may disobey them. Grice proposes that there are five types of disobedience of the maxims i.e. flouting maxim, violating maxim, infringing a maxim, opting out a maxim, and suspending a maxim (Thomas, 1995:64).

Violation of maxim may occur when the speaker disobeys the maxim at the level of what is said, with the intention of generating implicature (Thomas, 1995:65). The hidden meaning in the conversation refers to implicature, as

additional conveyed meaning (Yule, 1966:35). It leads the hearer to look for the meaning, which is different from the utterance. Dealing with that occurrence, this study analyzes the strategy of violating maxim, the situations when the speakers violate the maxims and implicature of the speaker's utterance when they violate the maxims.

The implicit meaning may become the problem for the hearer when he understands the meaning and absorbing the intended meaning of the utterance. Thomas (1995:56) said that there are times when people say exactly what they mean, but generally there are not totally explicit. This is the example of maxim violation in the *Real Steel Movie*:

Bill : Where are you Charlie?
 More importantly, where is my money?
 Charlie : Jack I am going to pay you.
 Bill : You owe jack money too.?

In this conversation, Bill needs to know where Charlie is, but Charlie blatantly answers with ambiguous and completely does not answer Bill's Question. Through Charlie utterance, it can be inferred that he knows the purpose of the telephone caller without knowing his name. So he answers the question with ambiguous by assuming the telephone caller is Jack, but when Bill hears Charlie's answer he seems understand if Charlie's wants to pay his debt soon. However, Charlie's answer violates maxims of quality and quantity.

In the example above, the writer knows the maxims of cooperative principle that regulate the law of implicature. In addition, implicature makes the analysis of cooperative principle become easier. Generally, most language users often find utterances, which contain the meaning instead sentence uttered. Such as, the example above, the writer knows that the conversations contain the meaning beyond the utterance and the meaning seems ambiguous.

Researcher who wants to analyze implicature in the conversation can use many kinds of data such as movie which has many conversations and often contain the meaning beyond the utterance. In this case, the writer wants to use *Real Steel movie* (2011) which is directed by Shawn Levy. He is Canadian-American actor, director, and producer who directed almost of comedy film. Moreover, in the last of 2011 he directed *Real Steel movie*, which has genre Sci-fi-action.

In this movie, the writer finds some violations of Grice maxim's cooperative principle, which sometimes likes derision. However, it contains the meaning beyond the real words that uttered. In this case, *Real Steel* (2011) movie contains many maxim violations because of the hidden meaning which is made by the speaker to hearer.

Based on the conclusion above, the writer wants to analyze this movie with implicature theory and the writer encouraged entitling the research as follows

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APPROACH in order to spot the implicature of utterances that generated and those real meaning.

B. Previous Study

In order to prove the originality of this study, the writer deals with any previous study/researchers preview of related theory on the implicature. It is also related to the maxims violation which is found in the movie. They are as follows:

The first was written by Pamularsih (2007) entitled interrogative analyses based on four cooperative principles in the movie entitled "*Guess Who*" (a pragmatic approach). The objective of this research is to find out the types of question and its function based on Grice four cooperative principles in the movie *Guess Who*.

This research was conducted by analyzing the data through the type, functions of the question and the cooperative principle according to the maxims. In this research, the writer used purposive sampling technique since the phenomena of the data were matched with the criteria. The data source in this research is the conversation that happened among the characters in the movie entitled *Guess Who*.

The data analysis concluded that the type of questions in the form of yes-no question types are 107 data, in the form of WH question types are 82 data, in the form of rhetorical question types are 4 data, in the form of declarative question

types are 2 data, and in the form of tag question types are 2 data. The functions of interrogatives are mostly as inquiry. Usually the form of yes-no questions types that functioned as inquiry are in the form of simple present tense and simple past tense. In the form of WH question types that function as inquiry also in the form of simple present tense and simple past tense. Secondly, the functions of interrogatives as personal reaction, it is because the characters utter the questions in the high intonation. By uttering in high intonation, the character as the speaker has intention in delivering the functions of interrogatives as a personal reaction to the hearer. Sometimes the hearer can accept the speaker's intention well, but sometimes the hearer misunderstanding about the utterance. In this case, the researcher is using the maxims to analyze the correlation between the questions and answers. The researcher found that 11 dialogues were obeying the four maxims while 12 dialogues were violating the four maxims.

The second research was conducted by Mulyani (2010) entitled An analysis of flouting maxims in "*Forest Gump*" film based on Grice's cooperative principles (a pragmatic approach). The objective of this study is to figure out what the speaker really means in their utterance. This research is a kind of qualitative descriptive research. The data source is the film entitled *Forest Gump* and the film script. To analyze this movie, the researcher applies a total sampling technique, which displayed 21 data. This research paper is aimed to describe how hearer used theory flouting maxims and the cooperative principle to understand

the intended meaning (implicature) employed by the speaker in the film. The results of the data analysis show that there are three categories.

The first category is flouting clash between maxims found in 21 data. The flouting clash between maxims is divided into 5 sub-categories. The first is the flouting maxims of Quality, Quantity, and Manner, which shows that the participants blatantly give more information than it is required with something which is untrue and also difficult to understand because it is unclear and long winded. The second is the flouting maxims of Quantity, Manner and Relevance which show that the participants blatantly give more information which is long winded and not relevant to the question. The third is the flouting maxims of Quality and Quantity. It shows that the participants blatantly say something untrue by giving more information that it is not required. The fourth is the flouting maxims of Quantity and Manner. The overlap between the two maxims above shows that the participants blatantly give more information than it is required which may create ambiguity, convoluted perception. The fifth is the flouting maxim of quantity and relevance which shows that the participants blatantly give more or less information than it is required and not relevant to the question. The second category is the flouting maxim of Quantity. It shows that the participants in the dialog blatantly give more information than it is required. The third category is the flouting maxim of quality. It shows that the participants blatantly say something untrue and lack of adequate information.

The results of the data analysis show that the maxims flouted in the conversation may contain hidden meaning (implicature) which has certain intention. The implicature in this film is used when the speaker cannot say directly, with a certain consideration related to the context of the situation. The implicature shows the speaker's feeling and intended meaning. The implicature helps the hearer to catch the speaker's intention. By creating implicature, the speaker actually wishes to make the hearer look for the real meaning (intended meaning). The results also show that the data analysis reveals the use of an implicature in the dialogue between the characters in the film "*Forest Gump*" depends on the context of the situation. The characters employ the flouting maxims in order to make the conversation run smoothly.

The third research was conducted by Karyati (2011) entitled Floutings Of Cooperative Principle Maxims In The Movie "*College Road Trip*" based on the researcher, This research aimed to find out the strategies of flouting the maxims which used by the characters in the *College Road Trip* Movie, the situation and intention of the speakers in their utterance. In this case the research uses pragmatic study. The researcher uses applied descriptive qualitative research to achieve the goals. All of the family dialogues containing the flouting of maxims in the movie entitled *College Road Trip* are taken as the data. There are 23 data which have been analyzed using Grice's theory of Cooperative Principle.

The findings of the analysis can be seen as follows: First, there are three maxims flouted in the movie entitled *College Road Trip*. They are the Quantity

maxim, the Quality maxim, and the Relation maxim. Most of the characters flout the maxim of Quantity in the movie *College Road Trip* by giving more or less information than is required. There are 10 data which show that the characters flout the maxim of Quantity. The flouting of maxim Quality are found in eight data. Most characters flout the maxim of Quality by saying something untrue and using hyperbole. Then, the maxim of Relation is flouted twice by the characters. They flout the maxim of Relation by giving an irrelevant response. Second, most speakers flout the maxim of Quantity when they are worrying about someone. The maxim of Relation is flouted by the speakers when they worry about someone, get afraid of being scolded, and get someone's opinion. Third, there are several intentions of the speakers in flouting the maxims. The intention can be achieved by flouting and overlapping different maxims. It is found that most of the speakers intend to refuse, to show their feelings, to convince, and to ask for doing something by flouting the maxims. The intention of flouting maxims is influenced by the relation between the characters. Referring to the conclusion above, this research is expected to give a contribution to the readers in studying the flouting of maxims. It is suggested that other researchers conduct further research about the non-observance of maxims concerned in the superior-inferior status.

The differentiation of this study and the previous study is that the previous researcher only focuses on the violation of maxims in the speaker's utterance, but in this research the writer also explains the kind of cooperative principles which

are violated in this movie in order to make the readers understand about the meaning of the maxim violation. The writer also wants to discuss about the meaning beyond the speaker's utterance which automatically related to the implicature.

Another differentiation is that the first previous researcher was conducted by analyzing the data through the question types, the questions functions and the cooperative principle according to the maxims. However, in this research the writer wants to emphasize the analysis of this movie with one approach, in order to analyze deeper and more accurate. In addition the second researcher and third previous researcher take study about maxims which violation occurred in conversation, and in this case the writer not only analyze that maxims violation, but also the intention when the speaker violates the maxims.

In this research, the writer takes something from the three previous researches. That is about the Grice Maxim's cooperative principle theory which is used by the first researcher, and then about the objective of the second study which want to figure out the reasons of the speakers when they violate the maxims and to discuss the meaning beyond the utterance of each maxims violation.

C. Focus of the Study

In this research, the writer intends to focus on the following problems:

1. What are the implicature of speakers' utterance when they violate the Grice maxims' cooperative principle?
2. What kind of violations of Grice maxims' cooperative principle in conversation of *Real Steel movie*?

D. Objective of Study

As stated in the problem statement mentioned above, the researcher has the following objectives:

1. To discuss the implicature of speakers' utterance when they violate Grice maxims' cooperative principle.
2. To elaborate the kind of Grice maxims' cooperative principle which are violated in the conversation of *Real Steel movie*.

E. Benefit of the Study

The writer really hopes that this research on Maxims Violation of *Real Steel movie* able to contribute to everyone. The benefits that the writer intends will be distinguished into two benefits as follows:

1. Theoretical Benefits

This research will give an additional reference about the maxims violation in pragmatic approach.

2. Practical benefits

a. Lecturers of English

The result of this study can help the lecturers who want to know more about maxims violation of the cooperative principle in order to give more example to teach their students.

b. Future Researchers

The result of this study can become reference those who conduct cooperative principle's research and this result is expected to improve analysis which related to Grice maxims cooperative principle

F. Research Paper Organization

In order to make this research is easy to follow; the writer organizes this research paper as follows:

Chapter I is Introduction. It consist of context of the study, previous study, the focus of the study, objective of the study, the benefit of the study, and research paper organization.

Chapter II is Underlying Theories. This chapter deals with the notion of pragmatics, the domain of pragmatics, deixis, implicature, entailment, presupposition, discourse, conversational implicature, cooperative principle, conversational maxims, context, the notion of movies, and the understanding of *Real Steel movies*

Chapter III is Research Method. It presents type of the research, the object of the research, data and data source, the technique of collecting data, and technique of analyzing data.

Chapter IV is Data Analysis and Discussion. This chapter elaborates the implicature of speaker utterance and the kinds of Grice maxims' cooperative principle which are violated in *Real Steel movie*

Chapter V is Conclusion and Suggestion. Beside the last point will be bibliography and appendix.