

CHAPTER I

INTRODUCTION

A. Background of the Study

In the daily life, people cannot avoid communicating with others. Communication is the important way to deliver the information and gives specific purpose. People who cannot communicate well must be hard to interact. Commonly people communicate to express their idea and make up their relationship among of society. Communication should be more than one person to make a good conversation. There are the speaker and the hearer. Communication is successful when the speaker and the hearer are able to avoid misunderstanding conversation. Since people have a conversation and say it directly or indirectly. The speaker can deliver their utterances directly and the hearer can express the response in the correct way. Sometimes, people do not only say directly, but also indirectly. For instance: A “Do you like mathematics?” then B answers: “Well, it’s feel like I lost my appetite”. A asked B about whether he is like or dislike mathematic and B lost his desire to study. It shows that B is uninterested in mathematic. There is an implied meaning in B’s answer. B shows the implied meaning behind his utterance. What is implied might be conventional (largely generated by the standing meaning) or conversational (dependent on the assumptions that is speaker obeying the rule of conversations to their ability). One researcher emphasizes implicature make the difference between what is the truth and what is the factual. Therefore, implicature is used for explaining the differences between what is said and what is implied (Levinson 1981: 98). When the speaker says an implied meaning, it is able to make the hearer has other expected meaning. Whereas, a good conversation must be clear to make the hearer easy to understand and it is called cooperative principle.

A Cooperative principle was introduced by Grice (1975: 73), as stated by Grundy “Grice argued that speakers intends to be cooperative when they talk. One way of being cooperative for the speaker is to give as much information

as is expected". The speaker wishes the conversation are good, relevant and clear, but naturally, people sometimes give the respons unpredictable. Cooperative principle is common rule to portray the participants how they cooperate in conversation to gain the efficient interaction (Levinson 1983: 101). It shows that cooperative principles have the rules that should be obeyed by the speaker and the hearer. The rules of cooperative principle are called conversational maxims. A conversational maxims are divided into four types: maxim of quality, maxim of quantity, maxim of relevant, and maxim of manner. Those maxims are important in daily conversation to avoid misunderstanding.

In fact, it is not easy for people to communicate spontaneously and say straight during the conversation. Cutting (2002: 40) emphasizes that Grice stated when the speaker does not obey the maxims, the speaker violates the maxim. There are some possibilities that people may break the rule of maxim: first, the speaker needs to give an additional information to make the hearer understand, second the speaker wants to give humor in their utterances and third the speaker hides something behind the conversation. Humor usually does not obey the rule of maxim. The speaker who give the humor in their conversation usually says another implied meaning behind the utterances.

Flouting of maxims also happens in humor. Communicators imply that others' actions are not only unexpected, but unacceptable, and hence worthy of opposition in the form of discipline by laughter (Duncan, 1962 in Mayer 2000). Communication happens in many conditions, then humor is one of the part of communication which creates a funny occasion. According to Ross (1998: 1) humor is something that makes a person laugh or smile. It means humor consists of joke. A joker makes the audience laugh from ambiguous structure like phonology, graphology, morphology, lexis and syntax (Ross 1998: 8). Sometimes a humor happens when a person slips, it could not be hurt, but mostly people will laugh to know it. Humor can happen spontaneously or unspontaneously. People who make a humor spontaneous, do an improvisation to make it funny. Someone who make a humor might be

flouting the maxim. Hence, joker who play a humor does not pay attention to the utterance and it could be lot of flouting maxim.

Flouting maxim can be found in drama, short story, movie, talkshow and stand-up comedy. The researcher choose movie since there are many utterance in the dialogue. Pitch Perfect is the trilogy movie which is stared by Anna Kendrick, Rebel Wilson, Brittany Snow, Anna Camp, and Ester Dean. It is a humour movie whereas the movie shows some utterance that flouting the maxim. In this study, the researcher uses all the characters' dialogue to analyse the flouting maxim. There is an example of the flouting maxim which appear:

Gail : "John, why do you think it's taken so long for an all-lady group to break through the glass ceiling of a cappella?"

John : "Well, women typically can't hit the low notes that round out a musical arrangement and that limits them. They're about as good at a cappella as they are at being doctors"

The example above shows the flouting of maxim in the utterance. It begins with the a cappella competition in Lincoln Center, New York City. There are groups which sing a song, then the second groups comes which is started by Bellas. The commentator Gail and John is discussing about Bellas' performance. Gail asks to her partner John why women group taken so long to get the finish session in a cappella championship. In the beginning John did not flouting the maxim because he answers as Gail's expect, but in the end he say as good at a cappella as they are at being doctors. John is flouted the maxim of quality, because the truth all the women who are singing students.

The example above shows how the speaker flout the maxim. From this background of this study, the researcher is interested to analysis the data and the research title is **FLOUTING MAXIM ANALYSIS ON DIALOGUE OF CHARACTERS IN PITCH PERFECT MOVIE.**

B. Research Problem

Based on the background of the study presented above, the researcher formulates the problem as follows:

1. What maxims are flouted by the character in Pitch Perfect movie?

2. What are the reasons of flouting maxims showed by the character in Pitch Perfect movie?

C. Objectives

Based on the research problems formulation, the objectives of study are as follows:

1. To identify the kinds of maxims are flouted by the character in Pitch Perfect movie.
2. To reveal the reasons of flouting maxims showed by character in Pitch Perfect movie.

D. Significance of the Study

The significance of this research can describe from theoretically and practically:

1. Theroretical Significance

This research is expected to give the benefit in expanding pragmatic knowledge especially the use of conversational maxim not only in the movie, but also novel and social media. This research will give the advantage for the reader as next reference for students in the English Department who study a pragmatics especially cooperative principle.

2. Practically Significance

The researcher wants to show the implied meaning in the dialogue which found in Pitch Perfect movie's transcript. The researcher hopes that the result can enrich the knowledge about implicature and this study can rise the reader's ability to analyze the implied meaning when doing communication.

E. Scope and Limitation

The scope of this research is focus on dialogue Pitch Perfect 1 movie. The researcher has analyzed the conversations flouted by the characters in the movie. The limitation of the data are on the utterances which show the flouting maxim in Pitch Perfect 1, Pitch Perfect 2 and Pitch Perfect 3 movie.

The reason why the researcher takes a movie because movie have an important media which can influence the audience. The utterance spoken by

the characters are easier to analyze because the researcher can see the expression and the condition in that movie.