

CHAPTER I

INTRODUCTION

A. Background of the Study

Communication is the key to human interaction. It occurs between two parties, the sender and the receiver. Communication helps people to trade information, giving an opinion, and making a decision. It is divided into two kinds: non-verbal and verbal. Non-verbal communication is conveying meaning using visual clues. The clues determine information that will be received by the receiver, likely body language, eye contact, facial expressions, posture, touch, and space. Verbal communication uses speech to communicate towards other. The sender needs to pay attention in real time to understand the meaning and to get the direct meaning. Some verbal communications are e-mail, text messages, voicemail, telephone call, and interview.

An interview is a purposeful exchange of ideas, the answering of questions and communication between two or more person (Scott 1961:49). An interview can provide accurate information needed. It is useful to deepen understanding the issues, discover people way of thinking, and obtain personal reasons behind certain opinions. There are few types of interviews: In-person, Phone Interview, Second Interview, Group or Panel Interview. Recently, Aung San Suu Kyi was interviewed using the in-person interview. The in-person interview is a one-on-one interview which tends to gain depth information from the respondent. Moreover, to gain a better understanding, the researcher use pragmatic theory, especially speech act theory to analyze the utterances.

Aung San Suu Kyi was a winner of the Nobel Prize for Peace in 1991, the first woman to serve as Minister for Foreign Affairs, first incumbent State Counselor of Myanmar which equal to Prime Minister, and the leader of the National League for Democracy. She was born from a political family in Rangoon on June, 19th 1945. Her father was the modern Burmese army and her mother was

an ambassador of the country to India & Nepal. Burma's call for freedom and democracy lead Suu Kyi to be an advocator for human rights and freedom. Suu Kyi graduated from University of Delhi St Hugh's College in 1964, Oxford SOAS, and University of London. In 1988, she returned to Burma to enter politics and helped National League for Democracy on 27 September 1988, but she was put under house arrest on 20 July 1989 because of her philosophy of non-violence and NDL's senior politicians thought that she was too confrontational. She became Minister for President's Office for Foreign Affairs, for Education and for Electronic Power and Energy in President Htin Kyaw's government from 2016 until now.

Pragmatics is a study of interpretation the intention of the speaker, or what the speaker wants to say based on the context. This theory is introduced by George Yule in 1996, Yule (1996:3) points out that pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). The meaning can be interpreted depending on the place, the time, the person they are talking to, and the situation. Pragmatics occurs with a new way of looking at things from a linguistic point of view. Verschueren in Mey (2001:9) characterized pragmatics as a general cognitive, social, and cultural perspective on linguistic phenomena in relation to their usage in forms of behavior.

Yule (1996:53) states that speech acts have five types of general functions; they are declarations, representatives/assertives, expressives, directives, and commissives. An assertive utterance is statements that can be verified as true or false. This is in line with Searle (1979:12); he argues that assertive class is assessable on the dimension of assessment which includes true and false. Assertive utterances focus on information, the truth-value of the utterance, speaker's or involvement in what is reported, manner of communicating, nature of message, and focus on aspect.

Implicature is a proof that words are more than just words mean. The listener has to assume that the speaker is being cooperative and intends to communicate something (Yule,1996:35). Implicature is used to communicate meaning by the speaker, while inference is used to determinate the communicated meanings. The selected inferences will retain the cooperation assumption. Implicature has two types, they are conversational and conventional. Conventional implicatures interpretation does not depend on the particular context, and not always occur in the conversation. While in conversational implicature, it is important to note that it is speakers who communicate meaning via implicatures and it is listeners who recognize those communicated meaning via inference. The assumption which drawn will strengthen the inferences selected. The selected inferences will retain the cooperation assumption. The assumption of cooperation is so pervasive which can be stated as the cooperative principle and elaborated in four sub-principles called maxims.

Grice (1975:45) states that cooperative principle makes the 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 is engaged. A cooperative principle is a part of conversational implicature. Grice in Nurzani (2015:30) stated conversational implicature is signed by exploitation (apparent flouting) or observation of the cooperative principle and a set of maxims. Grice (1975:45) mentions four maxims: Quantity, Quality, Relation, and Manner. Some participants failed to observe maxim because they have their own interpretation. It is called flouting. Black (2006:25) stated flouting is the most interesting way of breaking maxim. The reason is that of the speaker aware of the cooperative principle and in flouting the maxim.

In recent years, there has been an increasing number of news about the Rohingya crisis in Myanmar. One of the responsible, in that case, is Aung San Suu Kyi, the State Counsellor of Myanmar. As a state counselor, she

injudiciously giving information to the media, most of the information given only bring benefit to the governments' side. At the same time, Suu Kyi is one of Nobel Peace Prize receiver, where she is in position for making peace as expected. Therefore, many of her fellow noble receivers are furious due to the fact that she failed to prevent the violence and they also made a petition to take back her noble peace prize.

The researcher tries to identify the assertive utterances which uttered by Aung San Suu Kyi interview. The researcher chooses assertive utterances which uttered by Suu Kyi because she found that the utterances contain some half-truth and falsehood. Therefore, she notices that most of Suu Kyi speech is supporting government planning, which is in contrary to the situation that happened in Rohingya.

Based on the phenomenon above, the research is conducted to classify the focus of assertive utterance, to analyze the implicature of assertive utterances and also to find the flouting maxim found in Aung San Suu Kyi interview entitled **“A Pragmatic Analysis of Assertive Utterances in Aung San Suu Kyi’s Exclusive Interview”**.

B. Limitation of the Study

The topic of the study is assertive utterances in aung san suu kyi’s exclusive interview. The researcher will analyze assertive utterances in Aung San Suu Kyi’s answers on her exclusive interview using focuses of assertive utterances by Kreidler, implicature analysis by Grice’s theory and flouting maxim analysis by Grice’s theory.

C. Clarification of Term

For the purpose of clarification, the important items used in this study have been defined.

The following items are:

1. Focus. Refers to the meaning of the utterances.
2. Conventional Implicature. Refers to the interpreting the meaning do not depend on the context.

D. Problem Statement

From the background above the writer will formulate three research questions:

1. What are the focuses of assertive utterance found in Aung San Suu Kyi interview?
2. What are the implicatures of assertive utterance found in Aung San Suu Kyi interview?
3. What are maxims flouted by Aung San Suu Kyi in the interview?

D. Objective of the Study

From the research problem above, the researcher has three objectives:

1. To classify the focuses of assertive utterance in Aung San Suu Kyi interview.
2. To describe the implicature of assertive utterance in Aung San Suu Kyi interview.
3. To explain the maxim flouted in Aung San Suu Kyi interview.

E. Benefit of the Study

1. Theoretical Benefit

The research finding is expected to be useful in pragmatics and semantics field, mainly in assertive utterances. It also expected to be referenced for other researchers who want to do a research of Aung San

Suu Kyi. More to the point, it also opens the opportunity for future researchers to conduct a deeper analysis.

2. Practical Benefit

The research finding is expected to be able to enrich knowledge in teaching, and also to help the student who is interested in pragmatics, especially in analyzing assertive utterances.

F. Research Paper Organization

This research paper organization is divided into five chapters as follows:

Chapter I is Introduction. This chapter consists of the background of the study, limitation of the study, problem statement, objective of the study, benefit of the study, and research paper organization.

Chapter II is a review of related theory. It consists of underlying theory and previous study.

Chapter III is the research method. It consists of the research type, research object, data and data source, the method of collecting data, data validity, and data analysis.

Chapter IV is finding and discussion.

Chapter V is the conclusion and suggestion.