

CHAPTER I INTRODUCTION

A. Background of the Study

Pragmatics is about two terms: that means in use and that means in context. There are two different scholarly camps that divide up the field of pragmatics depending on whether the point of interest is on speaker that means or utterance interpretation (Thomas 1995:1). The term speaker that means is regularly used by pupils who look at social factors in the field, i.e. the focal points is on the manufactures of the utterances and the utterances. According to Griffith (2006:1), pragmatics is about using utterances in context, and how people seek to express more than what the meanings of sentences simply represent. Pragmatics builds upon what's represented semantically in the language. That is the point that differentiates them. He also states that semantics is the study of meaning in the "toolkit," while pragmatics are concerned with using these resources in practical communication. Pragmatics is about the relationship of semantic knowledge with our world experience, taking into account implementation contexts.

As Yule (1996:3) points out, pragmatics is the study of the context of the speaker. As a consequence, it has more to do with the interpretation of what people mean by their utterances than what the words or phrases in those utterances could mean by themselves. Individuals should pay attention to the listener when they do an activity or utterance. We ought to handle the hearer in the right way. Levinson (1983: 21) describes, in keeping with Yule, that the pragmatics are the study of the relationship between language and meaning that is important to the comprehension of language. Shortly pragmatics can be characterized as the analysis of language and its meaning in communication, since it generally includes the interpretation of what people mean by the word in a particular context. In pragmatics, the occurrence where someone violates the rule of speech is called maxim flouting, since the speaker wants the listener to figure out the implicit meaning behind his or her statement.

The flouting maxim incorporates four conversational proverbs, as recommended by Grice. The first is the Maxim of Quantity, which says "Make your commitment as educational as is required" (Thomas 1995:63) and "Don't make your commitment more enlightening than is required" (Thomas 1995:63). The second is the Maxim of Quality, which expresses that the individual creation an articulation ought not say something that they don't accept to be valid or for which they need satisfactory proof. The third is the

Maxim of Relation, which expresses that the articulation ought to be significant. The fourth, at long last, is the Maxim of Manner, which expresses that the articulation ought to be "brief, be methodical, stay away from vagueness and maintain a strategic distance from haziness of articulation" (Thomas 1995:63). On the off chance that the entirety of the proverbs is being watched, there will be no extra arrangement of significance added to the discussion (Thomas 1995:64).

Maxim flouting is the subject of this analysis, based on this phenomenon. It is important to examine because maxim flouting shows the difference between what is actually said and what is not said. Maxim flouting happens in all situations of daily communication. A movie is an indication that illustrates the trend of excessive flouting. Movie is a visual contact that tells a story. It's a movie that shows people as human beings in their everyday lives, such as when they communicate with others. The evidence that a film is worthy of portraying real life is that it can also be drawn from true story. The flouting maxim by Grice (1989) has four kinds, there are flouting of quality maxim, flouting of quantity maxim, flouting of relation maxim and flouting of manner maxim.

The Pursuit of Happiness was directed by Gabriele Muccino and released in December, 15 2006. This movie tells about a struggling salesman takes his son's custody as he is poised to begin a successful career that changes his life and shows people with their issues, and the movie is focused on a true case. The Pursuit of Happiness movie portrays people in real life with certain issues, and such difficulties also because people flout the maxims in their speech. The Pursuit of Happiness movie is a story about equality in a real life.

Over all these, in the main character, Chris Gardner, who plays in *The Pursuit of Happiness* for a variety of reasons, the researcher aims for the object of flouting maxims. First, in the way he speaks, Chris Gardner's character conveys flouting conversational maxims. Mostly, he wants to say that he speaks indirectly and hides something. Some of his talk allows the listener to look within for the secret meaning and some again allows the listener to escape the meaning of his speech while covering something through the conversation. This kind of dialog makes it easier for the watcher to know the explanation. Second, this movie conveys a moral meaning that has been poured into the discussion of dialogue. Every individual is touched to see the movie as they success to understand the story by understanding conversation holding. Therefore, the researcher interested in studying how the characters flout the maxims and what are the reason done by the characters to flout the maxims.

B. Limitation of the Study

There are several characters in *The Pursuit of Happyness* movie, the limits of research in the main character, namely Chris Gardner. The way he dialogs with other characters reveals how disobedient he is to follow the conversational maxim. The data is taken from *The Pursuit of Happyness* movie released in 2006. In this research, the researcher use theory by Grice (1989) and Cutting (2002) to identify the maxim flouting found in *The Pursuit of Happyness* movie script and reason for using flouting maxim.

C. Problem Statement

Based on the phenomena above, the researcher intends to propose problem statements below:

1. What are the kinds of flouting maxims that used by Gardner in *The Pursuit of Happyness* movie?
2. What is the reason for using flouting maxims in *The Pursuit of Happyness* movie used by Gardner?

D. Objectives of the Study

Based on the problem statements above, the goals of this research as follows:

1. To identify the kinds of flouting maxims that used by Gardner in *The Pursuit of Happyness* movie.
2. To disclose the reason for using flouting maxims in *The Pursuit of Happyness* movie used by Gardner.

E. Benefit of the Study

The researcher hopes that the researcher can give contribution to the study of pragmatic in this research. The benefits of this study are pointed out into two elements as follows:

1. Theoretical Benefits

This research will enhance the knowledge of linguistic analysis, especially in the field of pragmatics. It may also be a source of knowledge on the conversational consequences of the cooperative concept established by Grice in the focus of the main character of the film.

2. Practical Benefits

a. For the Students

This study would be useful to them as an objective source of study in Pragmatics as it makes contributions to the analysis of the flouting maxim in movie.

b. For the Lecturers

The result of this study is hoped to be useful to lecturers as a guide when developing resources and teaching methods, so students can know the kinds of flouting maxims.

c. For the other researcher

This study enables the researcher to have a greater understanding of the understanding of pragmatics, especially the study of maxim flouting, and may be one of the sources of knowledge or reference.

F. Research Paper Organization

In order to make the research easy to read, the researcher organizes the paper as follows:

Chapter I is introduction. It consists of background of the study, limitation of the study, problem statement, objective of study, benefit of the study and research paper organization. Chapter II is Underlying Theory. This chapter will present about previous study, related literary theory, and theoretical framework. Chapter III is research method. It discusses type of the research, object of the study, technique of collecting data, data validity and technique of analyzing data. Chapter IV is research finding and discussion. It explains data analysis, research finding and discussion of the finding. Chapter V is conclusion and suggestion, it discusses conclusion and suggestion.