

# CHAPTER I

## INTRODUCTION

In this part of the article, the researcher explained the background of the study, the research questions, the objective of the study, and the benefit of the study itself.

### **A. Background of the Study**

Language is one of the essential aspects of life. It's the main bridge to help us communicate as a way to express or share ideas, thoughts, and opinions with other people. Communication between someone and another is a crucial prerequisite for the existence of people in society, and we cannot argue the fact that everyone needs language to be able to communicate well with others in social life. Kelly *et al.* (in Brown & Edmunds, 2018, p. 13) defined communication abilities as the capacity to achieve communication goals while acting in a socially suitable way.

Thus, having a big key in human interaction, it's not a strange thing to place a language in the first place of everything. Nevertheless, it is possible for the speaker and the hearer to misinterpret one another, which can lead to problems in the communication process. Some utterances will contain an aim or meaning that is not immediately obvious. When people are trying to communicate with one another, there are instances when the speaker utters things in a way that is difficult to understand. That is why effective communication should be done.

Effective communication can be achieved when a speaker makes a contribution as required by the hearer. The purpose of starting effective communication is to transmit messages to other parties in order to foster healthy engagement and relationships. However, Yule (2010, p. 217) revealed that "Due to the differences in cultural backgrounds, misunderstandings occur throughout the communication process or turn-taking does not work properly."

In conversations, we frequently discover that the listeners do not grasp what the speaker is saying. So, to avoid misunderstandings, the listener should get the speaker's goal, which is known as pragmatic in linguistics (Yule, 2010, p. 217). Therefore, it is necessary to comprehend the subject matter of the situation in order to ascertain the meaning of the utterances in communication, as well as the hidden or suggested meanings included within them.

Pragmatics is another part of Discourse Analysis. Pragmatics is a branch of linguistics that studies the use of language in social circumstances, as well as how humans make and perceive meaning through communication. Good communication is guided by pragmatic concepts

known as cooperative principles. Grice's Cooperative Principle describes the effectiveness of communication.

Cooperative indicates that the speaker is aware of every utterance made by the speaker and achieves communication goals. According to Grice (in Giriyani, 2020; White, 1990), "To effectively communicate and have a decent discussion, the participants of a conversation need adhere to specific standards of how a conversation works." He also stated, "These fundamentals are separated into four conversational maxims, which are: quantity, quality, relation, and manner."

In communicating their thoughts, the speakers are not always following the maxim, and sometimes they break the maxim rules. The speaker directs the listener to find the meaning behind their utterances, known by the Flouting Maxims. There are four flouting maxims; which are flouting maxim of quality, quantity, relation, and manner.

The first is the flouting maxim of quantity when the speaker gives too much or too little information. The second is flouting the maxim of quality, when the speaker is lying and saying something that does not represent what they think. The third is the flouting maxim of relation, when the speaker expresses a thing by saying something that has no intention with the previous utterances. And the last is flouting the maxim of manner, when the speaker gives ambiguous, obscure, and unclear statements.

A variety show is one of the ways that is used to become a bridge for essential or famous people to advertise their activities or just talk about an existing problem, and it also serves as a liaison between that person and their admirers. In general, a variety show is unscripted, which means that the dialogues that take place between the host and the guests are spontaneous talks that are also relevant to day-to-day living, and there is no script for daily discussions. Because of what researchers have observed, it is ubiquitous to find people in everyday life flouting the maxim, which is carried out in different strategies depending on the aim the person wants to achieve. That also make some effects to the listener.

These well-known or influential members of society frequently serve as examples for others to follow, whether in how they dress, behave, or how they speak. Therefore, the flouting of the maxim committed by that person may be followed by the public, who are unaware of the fact that it can make the conversation uncommunicative and can lead to misunderstandings. As has been said by Grice, "If the people follow the Cooperative Principle, which is realized through the four maxims conversation, they will have a successful conversation."

The phenomenon found in Steve TV Show, as the following examples expressed by both Steve as the emcee and his guests:

**a. Flouting Maxim of Quantity**

Steve: "Have you all ever, like, gone out socially? "

Benjamin: "*A couple times, yeah. We're, like, six hours apart. I live in Rochester, she lives in New York City.*"

The conversation above happens when Steve and his guest Benjamin are talking about the relationship between Benjamin and his best friend, the response that Benjamin gives is flouting the maxim of quantity since he gives more information that isn't needed. Benjamin is using the strategy of giving too much information to convince Steve and other listeners at the studio.

**b. Flouting Maxim of Quality**

Steve: "All right, let's look at the next one."

Bob: "*Oh, this is simple. The wheel's gonna get caught right in that area between the cement and the grass, and there's gonna be a, I'd say fall forward. And again, the kid won't care.*"

From the utterances states by Bob, it can be seen that Bob is flouting the maxim of quality by saying something untrue. It happens when Steve asks Bob to guess what will happen to someone in the video as he is playing the funny video. The effects of what Bob saying is to convince the listeners that what he said before is true because he is already experienced with this kind of thing.

**c. Flouting Maxim of Relation**

Alan: "Like the sound of the water."

Walter: "*It's from the mountains.*"

The example above happens when Alan and his twin, Walter are talking about the nature between them, Walter's response is flouting the maxim of relation by giving unrelated statement to make Alan realize something about the truth of the nature.

**d. Flouting Maxim of Manner**

Barbara: "I wanna say something to you."

Steve: "Okay."

Barbara: "*God speaks through you. God couldn't be here so He's speaking through you, Steve. 'Cause He turned you around.*"

In the dialogue, Barbara is flouting the maxim of manner because she is using words that are lengthy in order to make Steve realize something, Barbara wants Steve to know what she's thinking that Steve is such an amazing person. So, she's giving a compliment to him and being lengthy with her words.

Some researchers have conducted a study about Flouting Maxim with different concentrations they took. Some of the previous studies focused on finding only the types of flouting maxims happened, such as some studies done by Ayu et al., (2021), Devi (2022), Giriyani (2020), Hidayat et al., (2020), Juniati & Sunggu (2020), Kristiani et al., (2021), Natasya & Sari (2019). Then (Tami & Handayani, 2021) focused on the types of flouting maxim along with the strategies behind flouting the maxim. On the other hand, some researchers seemed interested to find out about the types of flouting maxim and the effects, like H, Tracy et al., (2021) and Saputri & Sari (2016). There are also (Helmie & Gunawan, 2019; Novera et al., 2021; Whayuni et al., 2019) which aim to describe the types and the implied meanings in flouting maxim. Hariyani & Setiawan (2020) focused on the types and motives the maxim flouted. Meanwhile, (Hamidah et al., 2022) focused on finding the types of flouting maxims and their reasons.

Based on those explanations, no study has been conducted to find the flouting maxim in the Steve TV Show, the strategies used to flout the maxim, and the effects of flouting the maxim. Furthermore, the majority of previous research addressed the type and implied meanings, type and motives/reasons, or even just the type of flouting maxim, but none of these factors were examined in a talk show, specifically the Steve TV Show. Therefore, the researcher conducted a study entitled: “FLOUTING MAXIMS HAPPENED IN STEVE TV SHOW.”

## **B. Research Questions**

1. What are the types of flouting maxim happened in Steve TV Show?
2. What strategies are used to flout maxim in Steve TV Show?
3. What are the effects of flouting the maxim in Steve TV Show?

## **C. Objective of the Study**

The objective of this study is to:

1. To classify the types of flouting maxim happened in Steve TV Show
2. To identify the type of strategies to flout maxim in Steve TV Show
3. To explain the effects of flouting the maxim happened in Steve TV Show

## **D. Significance of the Study**

In this part of the chapter, the benefits of the study are explained into two types which are theoretical benefit and also practical benefit.

1. Theoretically, this research can increase insight into the theories that exist in pragmatics, including the flouting maxim, so that it can be a reference for further researchers. Then, they can dig deeper into the topic of discussion about pragmatics.

2. Practically, the benefit that can be obtained by the people who read this research is an increase in insight about the language errors like flouting maxims that exist in the Steve TV Show, which are more likely to have in the day-to-day application of language. And also, by doing this research, the researcher can find out if there are flouting maxims, their types, the strategies behind them, and also what effects happened for the host and the guests after ignoring the maxim's rules in the Steve TV Show.