

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

Communication is an important skill required for a successful life. It is because through communication, the speaker can convey thoughts, get information, and establish relationships with the hearer. Unfortunately, these goals sometimes are not achieved because the speaker does not act cooperatively. Therefore, a good communication principle is needed. Grice was the founder of the cooperative principle. Cooperative principle means speaker and hearer must act cooperatively to get their purpose in conversation (Grice 1975). Although this cooperative principle was found, the speakers often do not follow this principle in daily conversation. This fact is called the non-observance maxim.

People may did not observe maxim because they are not ready to speak clearly or they intentionally decide to lie (Thomas 1995). Non-observance maxims classified into four types such as; opting out maxim, infringing maxim, flouting maxim and violating maxim (Cutting 2002).

Opting out the maxim means the speaker chooses not to give contribution to the conversation. The speaker avoids to make false implicature, so the speaker chose to said “well honestly I cannot tell you anything” or “I am sorry I can answer your question”. This unwillingness to be cooperative because of legal or ethical reason.

A speaker is infringing maxim when he or she fail to observe maxim because of imperfect linguistic performance. Like a baby is not able to speak clearly because

of cognitive impairment. Other example is when drunkenness speaker does not able to observe the maxim because of impaired in he/she linguistic performance.

Flouting maxim is when the speaker wishes the hearer able to find the implied meaning from the explicit utterance. In flouting maxim, the speaker does not have intention to deceiving or misleading the hearer. The speaker only wanted to create an implicature.

Violating maxim happens when the speaker is liable to mislead the hearer. The speaker believes that the hearer will not know the truth and only understand the surface meaning of an utterance. They intentionally create a misleading implicature.

Every type of non-observance maxim will arise an implied meaning behind the utterance. Subfield of pragmatic which is learning about implied meaning called implicature. There are two types of implicature such as conversational and conventional implicature (Grice 1975).

Conventional implicatures does not depend on the special context, but deals with the specific word such as but, yet, therefore, however, and even; but if the implicature that arises only in a particular context of utterance it called conversational implicature.

This research only focuses to one from 4 types of non-observance maxim that is violating maxim. Researcher choose to focus with violating maxim because all the finding shows this is the dominant data in data source of this research.

The phenomena of violating maxim happened on movie “Knives out”. For instance, in scene when police interviewed Richard about his family.

Lieutenant Elliot : Seems like all his kids are self-made overachiever

Richard : Sure

Richard with a heavy tone and a less convincing expression telling untruth answer “**sure**”. He knew that all Harlan’s child success because of their father help but He did not want the police knew about their family problem. Here, Richard violating maxim quality as a speaker who did not give enough information to hearer (Cutting 2002).

The research about violating maxims has been conducted by many researchers. First, Subiyanto and Nip (2016) studied about violation maxim in “Mata Najwa” talk show. The result of their research confirmed that there are 15 utterances of violating Quantity, Quality, Relation, and Manner maxims. The motivation in the back of the violating maxim is in the main due to the fact they favor to exhibit politeness and hold other’s self-esteem.

Second research conducted by Agung (2016), he searched violation maxim in TEFL class. He used Grice theory and used non-participant method to collect data. He determined that there were three kinds of maxims that have been violated by the students. Those are maxim of quantity, maxim of quality and maxim of manner. The maxim of quantity was once generally violated on students’ responses

From the previous research, my research has differences, especially in data resources. In this research, I choose the movie “Knives Out”. This is an interesting mystery movie. The movie talks about how Detective Benoit Blanc finds out the way of death Mr. Harlan Thrombey, a famous mystery researcher. This movie was written by Rian Johnson and selected by the American Movie Institute and the National Board of Review as one of the top ten movies of 2019.

## **1.2 Identification of the Problem**

After describing the background of the research, researcher can discover all problem of the research as below.

1. Kinds of non-observance maxims in conversation
2. Kinds of violating maxim in the movie “Knives Out”
3. The reason of violating maxim in the movie “Knives Out”.
4. Implicature of violating maxim in the movie “Knives Out”

## **1.3 Limitation of the Problem**

Problem restrictions are needed so the researcher can gain the target and avoid the unfocused result. The limitations of problems in this research can be described as follows.

1. Kinds of violating maxim in the movie “Knives Out
2. Implicature of violating maxim in the movie “Knives Out”

## **1.4 Formulation of the Problem**

The problems in this research can be formulated and noted in the following questions.

1. What are the kinds of violating maxim in movie “Knives Out”?
2. What is the implicature of every violating maxim in movie “Knives Out”?

## **1.5 Objectives of the Research**

1. To describe the kinds of violating maxim in the film “Knives Out”
2. To describe the implicature of every violating maxim in film “Knives Out”

## **1.6 Significance of the Research**

Hopefully this research can give theoretical and practical significant to all the reader which is stated below:

### **1. Theoretical Significant**

The researcher hopes the result of this research can enrich the reader knowledge about the cooperative principle, non-observance maxim and implicature.

### **2. Practical Significant**

Hopefully this research can be a useful reference for the other researchers who are interested in research using a similar topic about cooperative principle, non-observance maxim and implicature.

## **1.7 Definition of Key Terms**

### **1. Pragmatic**

According to Levinson (1983), Pragmatic is the study of relations between language and context.

### **2. Maxims of Conversation**

Maxims of Conversation or cooperative principle divided into 4 maxim such as quality, quantity, relevance and manner.

### **3. Non- observance Maxims**

Non-observance Maxims means people fail to follow the cooperative principle (Thomas 1995:64).

### **4. Implicature**

Implicature is an additional conveyed meaning (Yule 1996)