

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Communication is the way to unite people around the world among much diversity out there. Language is used to help communicate with others. Through language, people share their interests, stories, ideas, information, thoughts, and purpose in their utterances. Some utterances have implied meaning that is called as Pragmatics. Pragmatics concentrates on the use of language in context and interprets language in a specific context (Birner, 2013). By that the interlocutors should be able to find out what the context and the purpose of the conversation are so that they can achieve a satisfactory conversation.

Speakers and hearers and or interlocutors are the elements in a conversation. They communicate many things in order to achieve their goal. Therefore, the utterances must be understandable and must avoid miscommunication by being cooperative in a conversation. Grice (1975) says that cooperative principle happens when both speakers and hearers give the information as required. The use of cooperative principles have been used by people from all background often without them realize it. It is done by children, adults, and grandparents. The formulations for obeying the cooperative principle are in four maxims also called as observance of maxims. Observance of maxims is when people follow the rules of maxims in conversations. These maxims principle explain a conversation that involve

interlocutor to be relevant, clear, and tell the truth so good conversation can be achieved.

However, not all people are able to observe these maxims. These maxims are disobeyed often by some people and called as non-observance maxims for instance infringing, violating, opting out, and flouting them. One of these actions can be seen in our daily informal life for instance in TV Talk Show. One of them is *Hitam Putih* Talk Show. The guest that time was Agnes Mo and the host was Deddy Corbuzier. The speaker, Deddy asked something about her carrier which was it an ambition or not. And Agnes said **“sometimes people are mistaken, or see me from the perspective of ‘she is gold riven’ or ‘she is just too obsessive’** (Manurung, 2019). The action of the hearer is called flouting maxim. Cutting (2002) stated that when a speaker disobeys the maxims and yet the meaning is understood that is called a flouting maxim. It is a simple question yet the hearer completely disobeys the maxims of cooperative principles. Agnes could have just given yes or no answer but she did not. It can cause misunderstanding for interlocutors when one flouts the maxims. This flouting maxim can happen when people are not able to obey the maxims. It can also happen when they intentionally flout the maxim or they don't want bluntly convey the meaning. Therefore, a hearer should be able to understand why people flout the maxim and what the meaning is.

The disobeying of observance maxims shown from the previous statement, implicates that the answer is cooperative in different way. The hearer did not answer the question about was it an ambition or not. Her utterances have hidden meaning than just describing she was gold riven. By saying that she also conveys a meaning

that it could be an ambition. Agnes is then considered to be cooperative. Seeing above example, one can see that flouting maxim is also regarded as cooperative in a conversation.

The phenomenon of flouting maxim in real life has been showed above. Not only in real life, but also in other media like internet, news, and entertainment media like movie. According to Bordwell & Thompson (2001), movie is the same as other art like books, building, and symphonies. Humans' life reflects in movie as an art since it is done based on social phenomena and cultural values. Movie has part of some aspects that shows the phenomenon clearer than other media. Analyzing flouting maxim in movie is the same as analyzing flouting maxim in real life. In every conversation in movies is always found the phenomenon of flouting maxim. This research use Justice Society: World War II movie as the data source of the study to analyze the existence of flouting maxim. This film is a superhero animation produced by Warner Bros. This movie was released in April 21st 2021. Meghan Fitzmartin and Jeremy Adams wrote the story. This movie is about Flash, the superhero with speed power named Barry Allen ending up back in time to World War II accidentally through black hole where he meets the Justice Society. Along his journey in that time, he learned life lessons in order to balance his private life and his identity as meta-human.

From the movie, some characters utter flouting maxim. For instance can be seen below from the data source of this research which is Justice Society: World War II movie:

Mr. President : “But who will lead this motley crew?”
Soldier : “**I think I’ve got someone in mind**”
(Justice Society: World War II movie, 2021, 0:05:45)

This conversation happened in minute 0:05:45-0:06:20 at the very beginning in the movie. From the hearer utterances, the soldier, it can be found type of flouting maxim namely flouting maxim of relation. It is flouting maxim of relevance because his utterances are not relevant with the question. Grice (1975) said that people who flout maxim of relevance tend to give distinct information. To flout the maxim, the soldier used the strategies of being irrelevant. As stated by Cutting (2002), though the speakers utter something out of the topic, still the deeper meaning is connected with the previous statement.

This research used Justice Society: World War II movie as the data source of the study because the pronunciation in this film is clear and the grammar is complete. It is interesting to analyze the flouting maxim in this movie done by the characters since this movie sets in World War 2. From that time setting, the researcher tried to find if the language or the flouting maxim is still the same with nowadays or not. And because this movie is animated, the sound of the conversation is clear. The conversation that happens can still be understood by common people. Moreover, this film is new and just released so no one has analyzed this film in this study. In addition, studying the flouting maxim in a movie is absorbing. This research can give another side of what conversation can be.

This study of flouting maxim has done by some researchers. Their studies have given more knowledge and inspired to other researchers. The first came from

Rahmastra & Sosiowati (2018). In that study, they carried out strategies of flouting maxim. The data came from Lincoln movie script. The strategies and the reasons of flouting maxim were their aims that were uttered by characters in Lincoln movie script. To find the strategies, that research used theory of rhetorical strategy by Grundy. The results of that research were it was found all four types of flouting maxims committed by the characters. Four strategies of flouting maxim were found among six strategies according to Grundy (2013). There were overstatement, metaphor, rhetorical question, and irony. There were also found 12 reasons of flouting maxims occurred.

The second study that gave inspiration to this research was came from Noertjahjo et al (2017). In that study, expression of flouting maxim in maxim of quality was analyzed. The second objective was to find violating in maxim of quality. *My sister's keeper* was the data source to analyze the objectives of that research that were committed by the characters in that novel. After finding all those objectives, that research discovered five strategies of those objective problems namely lie, banter, hyperbole, metaphor, and irony. They also explored the purpose of that flouting maxim and violating maxim in against maxim of quality.

After all, there are some differences and similarities between those previous studies and this present study. The similarities are same discussing flouting maxim. Next similarity is the objective of the study same which was to find the strategies of flouting maxims. Grice's theory was used too in this study and above studies. Data source is the differences. Above studies used novel and script as the data source

meanwhile this research used movie as the data source. The theory to carry out the strategies was the differences too. Above studies used Grundy's theory for the strategies whilst this study used Cutting (2002).

Flouting maxim was selected by the researcher to identify and examine flouting maxim in *Justice Society: World War II* movie. This research tried to find types of flouting maxims occurred in the data source. Second, this research tried to analyze the strategies of flouting maxim in *Justice Society: World War II* movie. Hence, this research was hoped could be the knowledge and inspiration to other researchers in the future.

1.2 Identification of the Problem

To start a research study, the first step was to identify the problems as much as possible. This could ease the research and could make the researchers find their own interesting in the research question. Cameron (2001) said that it is necessary to make lists of topics you are into. Thus, this research had some problems that had been identified such as:

1. Uncooperative in a conversation but cooperative in different way in social media
2. Disobeying maxims in society
3. The causes of flouting maxim
4. The negativity of flouting maxim
5. Types of flouting maxim in *Justice Society: World War II* movie
6. The strategies of flouting maxim in *Justice Society: World War II* movie.

1.3 Limitation of the Problem

After the identification of the problems, this research then was limited into two categories based on the problems in identification. It was done to stay focused on this topic only. The limitations of the problems are shown below:

1. Types of flouting maxim uttered by characters in *Justice Society: World War II* movie
2. The strategies of flouting maxim uttered by the characters in *Justice Society: World War II* movie

1.4 Formulation of the Problem

Based from limitation of the problem, this research was formulated into two problems that needed to be analyzed based on the background of the study. Sunderland (2010) stated that the problems should be narrowed so the topic is clear and focused on this research question only.

1. What are types of flouting maxims uttered by the characters in *Justice Society: World War II* movie?
2. What are the strategies of flouting maxim uttered by the characters in *Justice Society: World War II* movie?

1.5 Objectives of the Research

Related to the formulation of the problem, the research objectives were arranged and stated as bellow:

1. To find and analyze the types of flouting maxims uttered by the characters in *Justice Society: World War II* movie.
2. To find out the strategies of flouting maxim uttered by the characters in *Justice Society: World War II* movie.

1.6 Significance of the Research

By doing this research, it is hoped that this research has benefit to the reader and other researchers from this study. Those benefits are categorized in theoretically and practically.

1. Theoretical Significance

Theoretically, by doing this research, it is expected that this research can contribute to present some advantages. This research also has some purpose. It is expected to give deeper understanding about flouting maxim in a movie. It is hoped that this research can be a reference for analyzing the flouting maxim. Last but not least, this research can be used as comparison for future research.

2. Practical Significance

Practically, this research is hoped to be useful for many parties. Many students of English department get enriched in pragmatics field, particularly the study of flouting maxim. This study also gives a contribution for researcher to acknowledge about flouting maxim and its explanation. This research is also useful for readers who want to know the knowledge of flouting maxim, implied meaning, and types of flouting maxim.

1.7 Definition of Key Terms

Pragmatics : Pragmatics concentrates on the use of language in context and interprets language in a specific context (Birner, 2013)

Cooperative Principles : The study of a conversation where both speaker and hearer give information as required (Grice, 1975)

Flouting maxim : One of the kinds of non-observance in cooperative principle (Grice, 1975). It is used to disobey maxim and expects hearers to realize the implied meaning in flouting maxim (Cutting, 2002)