

CHAPTER I

INTRODUCTION

1.1. Background of Research

Communication is the way of people to interact each other. It is considered as one of important aspects in human's life. The aim is to receive and deliver information to one another. Through the process of communication, the speaker and their speech partner are required to be cooperative in exchanging the information, and there are rules invented to organize this regard.

In accordance with the aim of communication about cooperation, there is rule of cooperativeness in communication, called cooperative principle. It exists to make the contribution of speaker and the speech partner during conversation as is required, thus it occurs at the right place, related to the purpose of the talk that we are involved in (Grice, 1975). In addition to that, the existence of cooperative principle has a huge impact in the way people communicate with the expectation that communication will be effective in exchanging the information.

Aside from the explanation and the aim of Cooperative Principle in communication, Cooperative Principle itself is divided into four categories known as maxims, which are maxim of quantity, maxim of quality, maxim of relation, and maxim of manner (Grice, 1975). Maxim of quantity exists to make sure that the amount of information delivered in communication is enough, not more nor less than needed. Maxim of quality exists to make sure the information delivered in communication is truthful and can be proven by evidence. Maxim of relation created to make sure the information delivered in communication is related with

the topic and the question. While maxim of manner was created in order to make the information delivered in communication is not ambiguous that can lead the speaker and the speech partner into two different ideas.

Related to the types of cooperative principle, In the practice of communication using language in daily activity, there are several reasons for speakers and their speech partners to break the principle such as avoiding to tell the truth, avoiding to give sufficient information to their speech partners, avoiding to be involved in a conversation, to provide the opposite information because the speakers are trying to protect the image of others, and other reasons. Those things can be done by violating the maxims. To violate maxims means fail to observe the maxims but in term of intentionally giving irrelevant information in order to mislead their speech partner.

One of the general examples of maxim violation can be found in an interview in Zach Sang Show YouTube channel entitled "*Avril Lavigne talks 'Head Above Water, Sk8er Boi, Billie Eilish & Upcoming Tour'*" in the minute of 00:26:20.

- Daniel : "Did you try writing?"
 Avril : "Yeah, I mean I like, uh, I mean there was Goddess, it was like hard, to like write such a positive song. It was rare, let's just call to say that."
 Daniel : "So that Goddess, was that written about a different person?"
 Avril : "Oh my god, Oh my goddess! Um, yeah inspired by someone new."
 Daniel : "Okay."
 Zach : "Is that person still around?"
 Avril : "**Oh my god!** I'm happy just like, um "doing me right now", just like focusing on my career and getting ready for this tour..."

The conversation above considered as the failure of observing maxim, the speaker was doing the act which considered as the violation of maxim relation. The speaker tried to give an irrelevant answer to the question in order to avoid the discussion, because the speaker did not want to be involved any further into the related topic. The speaker did so to indicate that she wanted to change the topic of the conversation.

Another phenomenon related with maxim violation in daily activity stated in the example of conversation between two women below:

Maya : “How much weight have you lost from the diet program?”
 Sesil : **“Not sure, but I’m positive it helps a little. Why you asked?”**

The conversation above can be considered as the violation of maxim of manner. The hearer did not get the exact answer that she wants from the speaker, and the speaker on the other hand, refuses to answer the question, then the speaker added unimportant information to indicate that she does not want to reveal the exact number of it, because the speaker was not confident about the result of the diet program, but the speaker does not want the hearer to know the truth by giving the hearer unimportant information. Aside from this, there are also other acts toward cooperative principle.

There are some behaviors toward cooperative principle, the first is to observe the maxims, and it is the action to follow the maxims straight away, such as to give the right amount of information, telling the truth, giving relevant response, and avoiding ambiguity in delivering information. Aside from that, there is also the act of violating maxims, which indicates that the speaker fails to observe maxims but in term of intentionally giving irrelevant information in order

to mislead their speech partner. And there is also flouting maxim, to flout a maxim is to violate it and expecting the hearer to be aware of the violation. And there is also to opt out a maxim, which means refusing to take part in the conversation at all. Out of all behaviors towards cooperative principle, maxim violation will be the main focus that is going to be discussed.

Other phenomenon of maxim violation occurred at the beginning of The New Mutants (2020) movie, in the minute of 00:01:04 right after the prologue that carries the audience dive into the story.

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| Dani | : “What’s happening?” |
| Dani’s Father | : “We have to run! As fast as we can!” |
| Dani | : “Wait!” |
| Dani’s Father | : “Don’t let go of my hand!” |
| Dani | : “What’s happening?” |
| Dani’s Father | : “Here, hide here. I have to go help them.” |
| Dani | : “No. No. Dad, please. Don’t leave me alone.” |
| Dani’s Father | : “Dani, I have to go back. Stay here.” |

In the conversation above, Dani is the hearer, and her father is the speaker. It is considered as the act of violating maxim of relation, the answer has no relation to the question asked by the hearer. During the chaos, the speaker tried to reach the hearer while the hearer is sleeping on the bed. At that moment, the hearer tried to ask the speaker what was going on, to gain the information of the current event. Instead of answering the hearer’s question, the speaker informs the hearer to hurry and follow him up. The speaker distracts the curiosity out of the hearer and changes it into an order to hurry up. In this case, the speaker does not want the hearer to focus on the chaos, but finding a safe place to shelter instead.

Other than daily activity, the behaviors related with cooperative principal is also often to happen in literary works which contain conversational activity

between the characters such as novels, short stories, dramas, and even movies and TV Series. Since TV Series is basically the act, which most likely contains interactions, it also has a lot of character and a wide story line, the possibility of activities related with cooperative principle is relatively high, and maxims violation is also included. The obvious sign of maxim violation is a lie. Other example of maxim violation can be found in in the first episode in season one of Orphan Black TV Series, in the minute of 00:21:55.

Collin : “Is it her?”
 Felix : “**Yeah.**”
 Collin : “Your sister, I’m very sorry.”
 Felix : “Foster sister, but we were very close. You know, we spent all of our, um, formative years together.”
 Collin : “Right.”

The conversation above contains the violation of maxim of quality. Collin is the speaker and Felix is the hearer. In the situation, the speaker asked if the hearer was ok, because the hearer just identified the dead body of a woman who jumped in front of a train, which the hearer know it just happen to be the person who is identical to his foster sister, but the hearer pretend that it was his sister. In this situation, the hearer pretend that it was his sister, because the hearer and his sister planned to fake the death, so his sister could stole the woman’s life and identity, since the jumper has a good house and settled life. So the hearer violate maxim of quality in order to mislead the speaker, by giving the information that is not true.

Some researches have done related with to the cooperative principles. Anggryani and Ghozali (2017) have done a research about maxim violation happened in movie. This research is using qualitative method, the researchers collecting the data from the dialogue occurred in the movie, with a total of 25

dialogues. The theory used in this research is cooperative principle by Grice. The result of this research was that there were several reasons of the main character in violating maxims, which were; to hide the truth, saving face, to avoid discussions, express the feeling, pleasing hearer, to avoid punishment, and to build someone's belief.

Purnomo (2017) did a research which is focusing on the reason behind maxims violation done by the character through the conversation. The researcher was using qualitative method in collecting the data, taken from the script of the movie. As the result of this research, the researcher found that there were four types of violations done by the main character, means that all the maxims were violated. And the researcher also conclude that there were several reasons why the characters violated maxims, seven to be exact; saving face, protracting the answer, avoiding discussion, pleasing their interlocutors, being polite, misleading the counterparts and to communicating their self-interest.

Based on the phenomena explained above encourage the researcher to conduct a research related to cooperative principle theory by Paul Grice, more specifically one of the failures to observe the maxims, known as maxim violation. The reason is because it is a very common phenomenon to find in daily activity, the small thing that people might unaware of, but it has a high intensity to happen. The theory applied into the conversations occurred along the show through the utterances. The show which becomes the data source of this analysis entitled Orphan Black TV Series. It leads the researcher to name this research as "An Analysis of Maxim Violation in Orphan Black TV Series: Pragmatics Approach".

1.2. Identification of the Problem

1. The failure to observe maxim in daily communication
2. The failure to observe types of maxim violation in daily communication
3. The failure to observe the reasons behind maxim violation in daily communication
4. The types of maxims violations happened in “Orphan Black” TV Series.
5. The reasons behind maxims violations in “Orphan Black” TV Series.

1.3. Limitation of the Problem

1. The types of maxims violations happened in “Orphan Black” TV Series.
2. The reasons behind maxims violations in “Orphan Black” TV Series.

1.4. Formulation of the Problem

1. What are the types of maxims violations happened in “Orphan Black” TV Series?
2. What are the reasons behind maxims violations in “Orphan Black” TV Series?

1.5. Objectives of the Research

1. To classify and determine the types of maxims violations happened in “Orphan Black” TV Series.
2. To explain the reasons behind maxims violations in “Orphan Black” TV Series.

1.6. Significance of the Research

1.6.1. Theoretical significance

Theoretically, some purposes of this research are to give information related to cooperative principle, more specifically maxims violation. This research is also made with the purpose to develop knowledge about how to apply the cooperative principle in daily conversation with the applied theory. On the other hand, hopefully it can be used as a reference or comparison for the upcoming research.

1.6.2. Practical significance

Practically, through the explanation and its applied theory, this research expected to be useful during conversational activity. The readers are expected to be aware and able to classify what type of maxims violation they develop during conversation, and aware of the reason behind the violation.

1.7. Definition of Key Terms

Pragmatics : The study of language aspects that required reference to the users of the language then led to a very natural, further restriction of the term in analytical philosophy (Levinson, 1983).

Cooperative Principle : Rules to make our contribution during conversation as is required, so it occurs at the right place, related to the purpose of the talk that we are involved in (Yule, 1996).

Maxims Violation : Fail to observe the maxims but in term of intentionally giving irrelevant information in order to mislead their speech partner (Birner, 2013).