

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the Research**

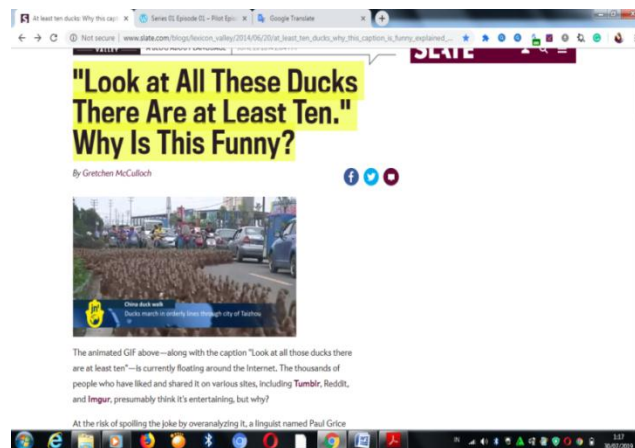
Language is a system to transfer and to inform something through a communication. According to (Andy & Ambalegin, 2019) language must be simple and efficient in order to be understood and connected with people. People usually use language to inform, to express their idea, and to build up their social relationship. Language is an important thing for human beings to communicate with one another. Conversation needs someone to be a speaker and a hearer. They have to be cooperative and have a contribution or message, which can be understood by the listener in order that the communication is successful. In communication, there are general rules to follow to make successful conversation. The rules help both the speaker and the hearer in delivering their messages and conveying the meaning of their messages. These rules, called as Cooperative Principles.

Cooperative principle acts as a device for the speaker and the hearer in the communication to provide a good conversation by being cooperative. People can understand each other only by being cooperative with one another and have the same understanding in the same subject and topic of the conversation to make a successful conversation.

Based on Grice (1975), people will have a successful conversation if they fulfill the cooperative principles that are related in the four maxims of conversation. The four maxims are maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. These principles can make the conversation work effectively and run smoothly.

On the other hand, people sometimes speak without fulfilling the maxims. They flout them because they have certain reasons. For example, a child is lying about his/her bad mark in school in order to avoid the punishment from his/her parents. Here, a child flouts the maxim of quality, which requires him/her to say something that is untrue or false. The consequence flouting of maxim can be seen on the occurrence of understanding or misunderstanding of the listener through verbal or nonverbal clues refer to either written or spoken language. Nevertheless, nonverbal clues are not written in spoken, they are eyes expression, body language, touching, voice.

Recently many people are interested in making comedy as an asset to be used as entertainment material. From the many comedy movies that have been made, situation comedy (sitcom) has become one of the most favored genres by the public. It takes many ways to make a good and entertaining sitcom, many methods used by directors and actors to make the sitcom unique and creative as possible, one of which is to flout the maxims. For the past decade, the most watch Tv series is American sitcom The Big Bang Theory. This tv program is one of the best sitcom and one of the most entertaining sitcoms today because of the comedic situation that they used.



**Figure 1.1. Phenomenon of flouting maxim**

The phenomenon above happen in everyday life, for example, Gretchen Mcculloch wrote a blog about this phenomenon. The title is "Look at All These Ducks There Are at Least Ten." Why Is This Funny? the picture above incontrovertibly true in the most literal sense. Since we expect that the caption will give as much information as is relevant, we might assume that ten is a reasonably close estimate of the actual number of ducks in the picture. But it's abundantly evident that there are more than ten ducks in the picture. This show the flouting of maxim quantity has been violated.

As a previous study, the researcher puts a journal with entitle "Flouting Maxim By Sherlock Holmes And Dr. Watson In Tv Series of Sherlock Season 1" by (Affifatusholihah & Setyawan, 2016) In this journal, they wants to describe types of maxims that are been violated by Sherlock Holmes and his partner Dr. Watson and also to describe how maxim is flouted in Sherlock Tv series season 1. The researchers used a qualitative descriptive method. The researcher classifies the utterance to know what kind of maxim which is flouted, categorizes those into

the category based on Grice's theory of cooperative principle, namely maxim of quantity, quality, relation, and manner. In this Journal, Lina focuses on the utterance that the character violated by using flouting maxim that has been using in the form of a rhetorical question, in contrast from this analysis, because this analysis focuses on analyzing the terms of flouting maxim as a strategy to create humor in a comedic situation.

The Big Bang Theory movie created by both Chuck Lorre and Bill Prady. They both took part as executive producers with Steven Molaro in 2007 with the total episode of twelve seasons. This sitcom tells the story of smart and educated people of five. With the problematic life as a nerd, they found it's hard to socialize with others. Because of the difference of their intelligent and knowledge sometimes they can't cope with everyday conversation and causing comedic situation every time they misunderstood the conversation and the condition. By not acknowledge the context, the Big Bang Theory sitcom has an interesting story line at showing humor in conversation by flouting the maxim.

For example in the season 3 episode 17. Scene took place in The Cheesecake Factory when dinner time. Character from the movies name Raj tells Sheldon to give him the ketchup bottle, but instead, Sheldon explains the facts about ketchup to Raj. Raj takes the ketchup by himself in the end.

**Raj** : Hold on. Sheldon, is there ketchup on that table?

**Sheldon** : Yes, there is. Oh, here's a fun fact, ketchup started out as a general term for sauce, typically made of, uh, mushrooms or fish brine with herbs and spices. Some popular early main ingredients included blueberry, anchovy, oyster, kidney bean and grape.

**Raj** : No, that's okay. I'll get it.

The example from the conversation shows that Sheldon breaking the cooperative principle flouting maxim of relation. Sheldon ignores Raj questions and said something irrelevant to Raj. And throughout the movies the researcher found so many violation of flouting maxim, therefore the researchers decide to analyze the flouting maxim in The Big Bang Theory tv sitcom.

## **1.2 Identification of Problems**

1. Language can be misinterpreted by different meaning in the conversation if maxim has been flouted
2. Ways of maxim flouted by the character in Theory The Big Bang Theory Sitcom
3. The types of maxim that has been flouted in the The Big Bang Theory Sitcom

## **1.3 Limitation of the Problems**

1. Types of maxim that has been flouted in The Big Bang Theory sitcom?
2. The ways of maxim flouted by the characters in The Big Bang Theory sitcom?

#### **1.4 Formulation of Problem**

1. What are the types of maxim that has been flouted in the The Big Bang Theory sitcom?
2. What are the ways of maxim flouted by the characters in The Big Bang Theory sitcom?

#### **1.5 Object of the Research**

1. To find out the types of maxim that has been flouted by the characters in the The Big Bang Theory sitcom.
2. To reveal the ways of maxim flouted by the characters in The Big Bang Theory sitcom.

#### **1.6 Significance of the Research**

##### **a. Theoretical Significant**

The researcher hopes this research can be applied in various fields of other languages. Not only cooperative principle and flouting maxims but this discovery can open another door for language science that can develop linguistics, the researcher also expects the data the researcher can get utilized and applied elsewhere in various languages. The researcher also hopes that this research can help to developed further study, especially in the field of linguistics.

##### **b. Practical Significant**

For the researcher, this research is one of the requirements to get a degree and account for my scholars. The result and data in this study can be applied in daily life. Flouting maxim is always there in every conversation and greetings.

Humor can always be found in any mistakes made by the speaker or the recipient. This research also can prove the theory proposed by Grice about the cooperative principle that conversation has to follow the four maxim rules to make conversation understandable

### 1.7 Key Terms

Below are the key terms for this research.

- Cooperative Principle** : Make your contribution such as required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged. (Grice, 1975)
- Flouting Maxim** : To violate a maxim is to fail to observe it, but to do so inconspicuously, with the assumption that your hearer won't realize that the maxim is being violated (Grice, 1975)
- Pragmatic** : Pragmatic as the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). It is related with analyzing about what speaker mean with their utterance. Yule (1998:3)