

CHAPTER I

INTRIDUCTION

This chapter comprises the background of the study, the reasons why this research is conducted and why the movie is chosen as the object of study. The research focus also becomes a part of this chapter. Then, following the research focus, there is an explanation of the objectives of the research and the significance of the research. This chapter becomes the fundamental base for conducting the research.

1.1. Background of The Research

Communication is the way to use language that used for many purposes. Communication are used for socializing, expressing feeling, sharing knowledge and ideas, maintaining good relationships with others, and others related to human interaction in life. There are two kinds of communication; they are verbal communication and non-verbal communication.

Non verbal communication is messages or information that exchanged or communicated without using any spoken or written word like body language, gestures, how we dress or act even. While in verbal communication, there is conversation. Becoming the most commonly used of human language, conversation

also has its function as a part of language. To do those functions well, there are some rules that should be followed by the participants of the conversation. To be successful in communicating through conversation, two or more people as the participants of a conversation should be able to be cooperative each other, so there is no misunderstanding in the conversation.

To make successful conversation, the speaker must say something clearly to make hearer understands the speaker's says. (Grice, 1975) argued that speakers intend to be cooperative when they talk. One way of being cooperative for a speaker is to give as much information as is expected.

According to (Levinson, 1983), "cooperative principle is a set of general rules to describe how participants cooperate in conversation to achieve smooth and efficient interaction". It means that, there are some rules that must be required to achieve the successful conversation.

Based on Grice theory, the rules are defined as maxim. It is the rule that give the way to the speaker to make successful conversation. Their conversation said to be successful when between the speaker and the hearer communicates cooperatively each other. To make a cooperative conversation they must obey the rules of being a good conversation itself. There are (1) maxim of quantity which means that a speaker should not talk too much but also not too little, (2) maxim of quality means that the speaker should tell the truth, (3) maxim of relation means that the speaker should be relevant with the previous sentence that has uttered and (4) maxim of manner means that should not say something which is ambiguous for the hearer.

However, in daily communication this ideal communication does not always occur. Sometimes, the speakers choose to break the rule of being informative as is required. On the other hand, the speakers sometimes give wrong information to Other. In other occasion, the speakers maybe say something that is not relevant. Also, the speakers sometimes give ambiguity and obscurity expressions when communicating with other. When these phenomena happen during conversation and the speaker wants to deliver meaning which is totally different to what is said, it means that the speaker flouts the conversational maxim. (Grice, 1975) suggested that a participant in a talk exchange may fail to observe the maxim by exploiting the maxim.

(Grundy, 2000) mentioned that whenever a maxim is flouted there must be an implicature to save the utterance from simply appearing to be a faulty contribution to a conversation. (Grundy, 2000) pointed out that the term “implicature” is coined by Grice to cover any meaning that is implied or conveyed indirectly or through hints, and understood implicitly without ever being explicitly. Grice’s theory is an attempt at explaining how an addressee gets from what is said to what is meant, from the level of expressed meaning to the level of implied meaning.

As we know that the speakers do not always state directly to their utterances what they actually want to say, but they imply in their utterances by saying the opposite meaning, using obscurity expressions or even giving totally wrong information. The speakers frequently mean much more than words actually say.

In fact, the speakers do not always do the maxims while having a conversation. In some cases the speakers flout the Grice maxim because the speakers have certain reason. For example;

Boby : How are you?

Renata : oh the weather is not good today

In this case Renata meets friend whom renata dislike, and Renata's friend makes a conversation firstly. Because Renata does not like Bobby, so Renata answer the question like that. Here, this answer is not expected by Renata's friend. Clearly Renata does not want to give a good respond to the speaker, so Renata change the topic. This situation already proved that Renata flouted a conversation maxim.

This strategy does not mean that both speaker and hearer are not being cooperative in conversation, but try to imply what the speaker and the hearer mean when convey the utterance through flouting maxim. In flouting maxim, speakers perform some strategies in order to convey the hidden meanings of their utterances. They are also having reasons and certain purposes in being uncooperative. Everyone indeed has the possibility to flout the maxim of Cooperative Principle. Then, it can be assumed that whether the conversation is in the real life or even in a movie or in a novel that the script is made by people, flouting maxim can be happened.

Movie or film is spoken discourse where we can also possibly find some implicature. (Bordwell, D. 2006) stated that films are like buildings, books, and symphonies, artifacts made by humans for human purposes. Movie is a kind of entertainment that is made based on social phenomena, social interest, and cultural

value. Moreover, the language used in the movie also the representation of the real life language.

In terms of pragmatics, the hidden message of dumb and dumber to can be the ways to convey the hidden message and can be flouting maxim as explained before. Therefore, studying the movie on maxim flouting is great to conduct. Moreover, since the movie is based on true story, it can reflect the real example of flouting maxim and the form of flouting maxim uttered by the main character.

The writer uses this theory because the writer is interested in knowing deeply about the common phenomenon that always happens in people's daily communication. In doing conversation, sometimes the speaker gives direct message to the hearer, and it can be understood by the hearer easily. But, if the speaker gives indirect message, the hearer tries hard to understand it through the analysis the conversation before.

It is impossible to obey the rules of maxim in their conversation. People may break the maxims when they interact each other. There are some possibilities for people to break the maxim: First, the speaker need to add much information to the hearer to make it clearer. Second, the speaker wants to entertain the hearer through humor in the conversation. Breaking the maxim is also happened, in the movie dialogue, poems, and music lyrics. Movie is the data which chosen by the writer for this research. Movies known as films are a type of visual communication which uses moving pictures and sound to tell stories. In the movie, there are complicated

conversations that use all off the element of the communication to transfer the message of the story to the hearers.

1.2. Identification of the Problem

Based on the problem above the researcher is interest to conduct a research about the conversational Implicature in “dumb and dumber to” movie. The different ways in using communicating that used by people from different cultural background have the own style in communication, for example, in communication, promises, request, statement, and other. Something may be polite in a society but impolite in other society. Sometimes, people tend to express their idea directly or explicitly. In explicit, it means to focus more on the context to interpret the goals and meaning of utterances. Others prefer to use implicit way in expressing idea. In implicit, its mean they try to implicate meaning and something will be ambiguous. To prevent this, information or knowledge about style in speaking or ways in communicating something is very important to be known. There is about implicature might help in understanding what people say directly.

1.3. Limitation of the Problem

In this research, the researcher limit only in analyzing daily conversation used in dumb and dumber to movie. This research focused on the conversation that used in the movie.

1.4. Formulation of The Problem

1. What kinds of flouting maxim that found by the character in “dumb and dumber to” movie?
2. What are the most flouting maxim that found by the character in “dumb and dumber to” movie?

1.5. Objective of the Research

1. To identify the kind of maxim that found in “dumb and dumber to” movie.
2. To identify the most flouting maxim that found by the main character in “dumb and dumber to” movie?

1.6. Significances of the Research

By doing a research related to maxim flouting, the researcher expects that the finding of the research are useful for many readers. Below are the significances of the research that may be obtained.

1.6.1. Theoretical Significance

The result of this study will contribute to the Cooperative Principle and flouting maxim theory formulated by Grice. It will strengthen Grice's theory by performing how the assumption of conversational maxims goes on in the conversation and how the maxims are flouted by the speakers' to imply what they intentionally mean.

This also gives more explanation about the flouting of conversational maxims in “Dumb and Dumber To” movie and the implicatures generated from the

conversations. It helps the description of language aspect that can be discussed through linguistic study, which focuses on the speaker's intended meaning constructed from their utterances to gain better understanding of communication in daily life. The research gives a wider example of flouting maxim in practice of practical significance.

1.6.2. Practical Significance

- a. This research gives more understanding of being cooperative with or without flouting the Cooperative Principle.
- b. This research gives more references on pragmatics study of flouting maxim in Putera Batam University.
- c. This research gives contributions to the next research on pragmatic study and becomes a good reference for the candidate of researcher.
- d. This research gives the readers more knowledge of flouting maxims in Pragmatics.
- e. For the researcher, it can gain new experience and knowledge about the utterances and the types of Grice's maxims. Based on the statement above, this research is beneficial to give new knowledge and open new horizon about another field, especially in the movie transcript.

1.7. Key Terms

- Pragmatic Approach : This is the study of those relations between language and context that are grammaticalized or encoded in the structure language (Levinson, 1983).
- Flouting Maxim : According to (Grice, 1975) said that a violation takes place when speakers intentionally refrain to apply certain maxims in their conversation to cause misunderstanding on their participants' part or to achieve some other purpose
- Movie : According to (Bordwell, D. 2006) a story or event recorded by a camera as a set of moving images and shown in a theater or on television; a motion picture.