

**THE PRAGMATIC ANALYSIS OF COOPERATIVE  
PRINCIPLE IN THE CONVERSATION BETWEEN  
THE EMPLOYEES AND THE GUESTS IN HARRIS  
RESORT WATERFRONT**

**THESIS**



**By:  
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FACULTY OF SOCIAL AND HUMANITIES  
PUTERA BATAM UNIVERSITY  
YEAR 2018**

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**Submitted in Partial Fulfillment of the Requirements for the Degree of  
Sarjana Sastra**



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Yang membuat pernyataan,

Teguh Purwanto

121210061

## **DECLARATION OF THE THESIS ORIGINALITY**

I, Teguh Purwanto, NPM No. 121210061, herewith declare that the thesis entitled:

### **THE PRAGMATIC ANALYSIS OF COOPERATIVE PRINCIPLE IN THE CONVERSATION BETWEEN THE EMPLOYEES AND THE GUESTS IN HARRIS RESORT WATERFRONT**

Is the real work of myself and I realize that thesis has never been published in other media before, partially or entirely, in the name of mine or others.

Batam, 16th, Februari, 2018

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**This thesis has been submitted on the date as indicated**

**Batam, 15<sup>th</sup>, March, 2018**

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## **ABSTRAK**

*Penelitian ini membahas tentang penerapan prinsip kerjasama atau maksim yang terjadi antara pekerja dan tamu di Harris Resort Waterfront. Tujuan dari penelitian ini adalah (1) untuk mengetahui jenis-jenis maksim apa saja yang digunakan dalam percakapan antara pekerja dan tamu di Harris Resort Waterfront (2) Untuk mengetahui jenis maksim apa saja yang lebih dominan dipakai dalam percakapan antara pekerja dan tamu di Harris Resort Waterfront. Penelitian ini menggunakan metode deskriptif, dan untuk mendukung tingkat dominan, peneliti menggunakan teori persentasi. Data dari penelitian ini adalah percakapan langsung antara pekerja dan tamu. Pada pengumpulan data, penelitian ini menggunakan observasi dan dokumentasi. Sedangkan pada penganalisaan data penelitian ini menggunakan teori maksim atau prinsip kerja sama dari Grice. Meliputi: maksim hubungan, maksim kuantitas, maksim kualitas, dan maksim pelaksana. Penggunaan pada maksim hubungan meraih tingkat tertinggi (46%), peringkat kedua adalah maksim kuantitas (29%), tingkat ketiga adalah maksim pelaksana (14%), dan tingkat terendah adalah maksim kualitas (11%). Dari penelitian yang telah dilakukan dapat disimpulkan bahwa: penggunaan “cooperative prinsipale” atau maksim dapan terjadi di instansi hotel ataupun penginapan. Ini disebabkan karena pembicara dan penyimak menggunakan Bahasa yang sama, namun tidak menutup kemungkinan setiap pelaku maxim melanggar atau mengabaikan ketentuan maksim-maksim yang telah ditentukan oleh Grice. Penyimak juga akan mendapatkan atau melakukan reaksi atau respon terhadap apa yang telah diterima.*

***Kata kunci: pragmatic, penggunaan maksim, percakapan pekerja dan tamu, Harris Resort waterfront.***

## **ABSTRACT**

*This research is discussing about application of cooperative principle or maxim which is happened between the employee and the guest in Harris Resort Waterfront. The objective of this research is (1) to know what kinds of maxims are used between the employee and the guest in Harris Resort Waterfront. (2) to know what kind of maxims are more dominant used in the conversation between the employee and the guest in Harris Resort Waterfront. This research uses descriptive method. And for supporting degree of dominant the researcher uses percentage theory. The data of this research is the direct conversation between the employee and the guest. In collecting the data this research uses observation and documentation. While in analyzing the data this research uses theory of maxim or cooperative principle from Grice. Include: maxim of relation, maxim of quantity, maxim of quality, maxim of manner. Usage maxim of relation reached the highest level (46%), the second is maxim of quantity (29%), the third is maxim of manner (14%), and the lowest level is maxim of quantity (11%). From the research which is done, it can be concluded that: the usage of “cooperative principle” could be happened in the hotel or inn. It is because of speaker and listener used the same language. But it is possible if every player obeying or ignored the rule of maxims which is decided by Grice. The listener is also going to do reaction or respond to what the listener get.*

***Keywords: pragmatic, usage of maxims, the conversation between the employee and the guest, Harris Resort Waterfront.***

## **MOTTO AND DEDICATION**

### **MOTTO**

- No body perfect, but everybody can try to be perfect.

### **DEDICATION**

This thesis is dedicated to my beloved parents who never stop loving and praying for me. I also dedicate the thesis to my two sisters who always support me anytime.



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Praise and grateful be to Allah SWT, because of the bless, love, guidance from Allah SWT finally researcher can complete this research entitled The Pragmatic Analysis of Cooperative Principle in The conversation between the Guest and the Employee in Harris Resort Waterfront. The researcher would like to say thanks to his beloved parents who have praying and supporting all of his positive activities. And the researcher would like to express a great gratitude to the researcher's advisor Ms. Nurma Dhona Handayani, S.Pd., M.Pd. for guiding the researcher until finish the research.

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Batam ,16<sup>th</sup>, February, 2018

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the Research

Pragmatic is one of the linguistic branches that discusses about the way to communicate by using contextual meaning. It means that pragmatic needs clearly accordance with whom they are talking, when they are talking, and in what circumstance they are doing the communication. The meaning of pragmatic is deeper than other branch of linguistic, if semantic learn the literal meaning only, in pragmatic we have to conduct a context to get the speaker's mine. People must get the meaning inside meaning. In pragmatic, they have to know the context of place and time to get the real meaning of speaker's utterances. It can be said that, in pragmatic, people do not only analyze the literal meaning or word by word, but they have to analyze the meaning based of the contextual meaning.

Yule & Stalnaker, (1996) stated that pragmatic is concerned with the study of meaning as communicated by a speakers (or writer) and interpreted by a listener (or reader). It can be said that utterance from speaker or writer will become dissolved by a listener, then listener will get the speaker means with show a respond like answer or actions from listener. It can be concluded that, if the speaker give an actions like an answers, or another responses based on what the speaker has utterance, means the communication has been run well.

According to Jacob L Mey (1993) pragmatics is divided into two parts, those are: micro pragmatic and macro pragmatic. The study of macro pragmatics is on the level of society and culture. It focuses on the problem of how to use language during the process of communication, include pragmatic act, literary, pragmatics, pragmatic across culture and the social aspect of pragmatics. Beside of that, micro pragmatic has three parts on its study, the first is context; context in micro pragmatic is learn about a condition, where the place and time used in the conversation. The second is implicature, implicature is learn about implicit meaning, means meaning which the content is hidden or we have to analyze the implicit meaning of an utterance. The third is reference; reference is an act in which speaker or writer uses linguistic form to enable a listeners or reader to identify something. From explanations above, it can be concluded that, pragmatic is lesson about meaning which is needed a context to analyze or to identify what the speaker's mean.

In the study of pragmatic principle there are communicative principle and cooperative principle. Communicative principle happens when people talk with the intention to communicate something to somebody, while cooperative principle is the way how to build the conversation through the cooperation between speaker and listener. In this case, respond of speaker and listener is needed to make the cooperative principle done.

According to Yule & Stalnaker, (1996) stated that the cooperative principle: make your conversational contribution such as is required, at the stage in it which

occurs, by the accepted purpose or direction of the talk exchange in which you are engage. He also states that there are four roles in the cooperative principle, those are: maxim of quantity which required your contribution as informative as is required, do not make your contribution more informative than is required. Maxim of quality which required to make your contribution one that is true, do not say what you believe to be false, do not say that for which you lack adequate evidence. Maxim of relation is required to be relevant. Maxim of manner which required perspicacity, avoid obscurity of expression, avoid ambiguity, be brief (avoid unnecessary prolixity), be orderly.

As unconsciousness, there are some mistakes which people usually do in their daily conversation, such as: the information is not clear, people do not give an appropriate of information, people often speak out of the topic, and etc. It is supported by the Grice in Riemer (2010), cooperative principle is essentially the principle that the participants in the conversation work together in order to 'manage' their speech exchange in the most efficient way possible. It can be said that, the cooperative principle in conversation requires cooperation to build success in the conversation. In other words, between the speaker and the listener should have a reciprocal appropriate and constructive conversation.

In addition cooperative principle is often used in our daily conversation, even though we do not realize that. Cooperative principle exists in the place where we often do the conversation. People may use cooperative principle like in their environment such as: in the school, company, hotel or resort and etc. Therefore In this research, the researcher choose Harris Hotel Waterfront as an object of the



research because in this place has many conversations between employees and the guests.

Harris Resort Waterfront Batam is located on Jl. KH. Ahmad Dahlan, Waterfront City, Batam is a four-star resort that has beautiful scenery, guests can see the sights around the city of Batam and Singapore straits, and provides fun-filled retreat with its activities such as watersport facilities, baby kids, spa, paintball sport game or other activities like bicycle tour, and spacious room with private balconies. Harris Resort Waterfront Batam is only three minute from Batam Waterfront City Ferry Terminal and forty minute from Singapore Harbour Front Centre.

This four-stars resort has an international standard that allows the arrival of guests from foreign countries, such as Singapore, Malaysia, Hong Kong, Australia and many more. Therefore, the resort makes standardize of the management to recruit employees from the tourism school, or high school who have basic of English to be an employee. Furthermore it is possibility support the cooperative principle issued in the conversation.

The employees of Harris are the one who works by interacting directly with the guests, from start to greet guests, give a warm greeting when guests arrive, provide a room, served the guests during the stay at the resort until the guests check-out. Harris employees is the one who dominant to do the conversation with the guests and make researchers interested in conducting surveillance among employees Harris player with the guests.

Therefore this researcher is attracted to do the research of maxims or cooperative principle in this Resort because the employees and the guests use English language in their conversation. That is why the researcher chooses a resort as an object of this research, and by considering to the several statement above the researcher would like to do this research entitled “The Pragmatic Analysis of Cooperative Principle in The Conversation Between The Employees And The Guests in Harris Resort Waterfront.”

## **1.2 Identification of the Problem**

Based on the explanation above, the daily conversation between employee and the guests in Harris Resort Waterfront which use English language as the main language, it is interesting to discuss because it can explore some aspects of cooperative principle. In the cooperative principle, it will discuss about the types of maxim. The first problem deals with the types of maxim those are: maxim of quantity, maxim of quality, maxim of manner, and maxim of relevant are used by the employees and the guests in their conversation in Harris Resort waterfront. Beside of that, maxims are important in communication, because when people have a conversation, they have to cooperate in conversation in order they get an effective conversation.

The second one is referring to the type of maxim commonly violate by employees and guests. The violating maxim is occur when the employee and the guests do not follow the maxim. The third problem, what is more dominant maxim performed by employees and guests at Harris Resort Waterfront, the fourth

problem is the dominant maxim are violated by employees and guests in everyday conversation in Harris Ressor Waterfront.

### **1.3 Limitation of the Problem**

In this research, the analysis will be limited into context which discuss about maxims. Therefore the focus of this research is to analyze the types of maxim that are used by the employees and the guest and what is the dominant types of maxim are used by the employees and the guests in their conversation in Harris Resort Waterfront.

### **1.4 Formulation of the research**

Formulation of the research is used to make this research easier focuses and more clearly in the discussion. Based on the limitation of the problem above, the researcher formulates the question as follow:

1. What are the types of maxims used by the employee and the guest in their conversation in Harris Resort Waterfront?
2. What are the dominant types of maxim used by the employees and the guests in their conversation in Harris Resort Waterfront?

### **1.5 Objective of the Research**

The objectives of the research are:

1. To analyze the types of maxims used by the employees and the guests in their conversation in Harris Resort Waterfront.

2. To analyze the dominant types of maxims used by the employees and the guests in their conversation in Harris Resort Waterfront.

## **1.6 Significance of the Research**

The significant of the problem will be divided into two parts, those are:

### **1.6.1 Theoretical**

The theoretical of this research the can be drawn is after doing this research, the researcher hope that this research can be useful and can be used by other researchers in conducting research. Researcher also hopes this research can be used as reference to support further researcher. Further expectation is researcher hopes that this research can used by the Harris Resort Waterfront employees, guests and the general public to increase their knowledge about maxim.

### **1.6.2 Practical**

One of the conditions imposed for each student at the end of education is to make a thesis by themselves. Researcher hopes that this research may help researcher in attaining his bachelor's degree. The next researcher's expectation is this research can be used by students to help the learning process in learning activities in everyday, or by a lecturer who use this research as a reference guide in the use of the maxim on daily activities in normal conditions.

## **1.7 Definition of Key Term**

In order to avoid misunderstanding of some word or explanation, in this research researcher give some key term as follow:

1. Pragmatic : pragmatic is concerned with the study of meaning as communicated by speaker (or writer) and interpreted by a listener (or reader). (Yule, 1993:3)
2. Cooperative principle : Cooperative principle is essentially the principle that the participants in the conversation work together in order to 'manage' their speech exchange in the most efficient way possible. Grice in Nick (2010:119)
3. Maxim : whose cooperative principle consist of four maxim sub-principle or maxim: maxim quantity, maxim of quality, maxim of manner, maxim of relation.
4. Conversation : Conversation is talk between two or more people in which thoughts, feelings, and ideas are expressed, question are asked and answered, or news and information is exchange (patrick et al 2003).
5. Harris Ressor Waterfront : Is fourth-star resort which located on Jl. KH. Ahmad Dahlan, Waterfront City, Batam is a four-star resort that has beautiful sceneries, guests can see the sights around the city of Batam and Singapore straits, and provides fun-filled retreat with its activities such as watersport facilities, baby

kids, spa, paintball sport game or other activities like bicycle tour, and spacious room with private balconies.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

#### **2.1 Related Theory**

##### **2.1.1 Linguistics**

Linguistics is the scientific study of language and the study of linguistics typically include, among other things, the study of our knowledge of sound system (phonology), word structure (morphology) and sentence structure (syntax). (Betty, 2013). It means linguistic is the sciences that discuss about language. When people speak to other, their utterance should in the form of words or sentences which arranged by the structure. Through the language, people will understand each other.

However, the point of linguistics is a way of learning how to produce and interpret human language. Giere, (2010) stated that “linguistic is the study of the human ability to produce and interpret language in speaking, writing, and signing (for the deaf).” He also says that linguistic inquiries into properties of the human body and mind which enable us to produce and interpret language. Base on the theory above, it can be conclude that linguistics is the study of how to produce and interpret the language by connecting human body and mind.

Linguistics divided into several parts, such as: phonology that learn about sounds, morphology discussing the words, syntax which is learn structure of sentences, and semantic which learn the meaning of words. Evidently they are still

not enough in defining meaning based on the context, therefore, the linguists found the current study of linguistics, that is pragmatics. Pragmatics is a way to convey the message of an utterance based on context, which means that the sense in the context of the semantic meaning that not only has a literal meaning. From the explanation above it can be concluded that, science of linguistics has several parts, they are: phonology, morphology, syntax, semantics and pragmatics.

### **2.1.2 Pragmatics**

According to Yule, (2010, p.128) stated that “pragmatics is the study of invisible meaning or how we recognize what is meant even when it isn’t actually said or written.” It means that the speaker and the listener should know the purpose uttered by the speaker. The implied intent meaning which is not according to the literal meaning only, but the intent or meaning based on the context. Meaning that required in pragmatics is implicit meaning, such as a speech, *"this room is hot, like in the desert"*. of the sentence can be concluded that the speaker not intend to say the room seriously hot, and does not intend to describe the room was like a desert, but contained in the sentence pragmatically is intended to satirize that by saying *"this room is hot, like in the desert"* allows the speaker intends to ask the listener to turn the air conditioner, or turn on the fan, can also ask for drinking water.

Betty, (2013, p.3) stated that pragmatics may be roughly defined as the study of language use in context. like the foregoing discussion that is observing the pragmatic meaning in the sense, for example: *"honey, don't you know what time is it?"* (Context of the time in conversation is showing at 10 p.m). From the



above sentence can be interpreted that by saying "honey, don't you know what time is it?" the speaker intends to tell the listener that at that time had shown at ten p.m, or the speaker wants to tell the listener that it was time to go home, because the time was late. Here the role of a listener is expected to be able to understand what you mean the words of the speaker, but it is expected to build their listener a conversation using the action, or in other words the listener go off home.

Mey, (2001) stated that "one of the tasks of pragmatics is to explain how the some content is expressed differently in different (cultural, religious, professional, and etc) context." It is often happen in the daily activities in the community, for example, like the modals in language of Sunda "*teh*", but in Indonesian language "*teh*" means "*tea*". This difference can be seen in terms of different language background. Another example is in the Bataknese language, which call the uncle by saying "*tulang*", different in Indonesia language which "*tulang*" means "*bone*".

However learn pragmatic means learn how to convey the message and learn how to interpret the message intended by the speaker. The difficulty of interpreting the meaning and intent naturally occur in everyday life, especially when we do not know the context, the conversation, for example: if an American visits to the Singaporean, than they do a conversation, Singaporean might use "*lah*" in the each their conversation, but in American is not. American might feel confused with singaporean's speeches by saying "*lah*" if they do not know what the "*lah*" means. Which actually that is only an additional that does not have meaning. Moreover, pragmatic also depend on the context by the regional and

with whom we are speak. This is confirmed by Yule (1994: 4) who state that the advantage of studying via pragmatic is that one can talk about people's intended meaning, their assumption, their purposes or goals, and the kind of actions.

Based on the explanation above it can concluded that pragmatic is the study of meaning, which means the listener must analyze the speaker's meaning of utterance or the speaker intention, if people can get the speaker's utterance that means the conversation will run well.

### **2.1.3 Cooperative principle**

Cooperative principle allows speakers deliver messages that referred to the listener. In this case the speaker requires a partnership between the speaker and the listener. In order the cooperative principle can be gently and effectively, with the cooperation or reciprocal expected the listener is able to give respond or act in accordance with what that has a speaker mean.

Indirectly, cooperative principle is demanding transfer or ideas that are owned by the speaker to the listener, cooperative principle also allows the exchange of ideas between the listener is also a speaker and is expected to contribute the same to any other person. Cooperative principle also means building approval for cooperating in the conversation between the speaker and the listener, it is also explained by Grice in Mey, (2001, p.72) who stated that, defines cooperative principle as "make your contribution such as is required, at the stage at which it occurs, by the accepted purpose of the talk exchange which only gives the required contribution in conversation.

Betty, (2013) stated that there are four ways in which the speaker can behave respect to cooperative principle; the speaker can be observed, violate, flout, and opt out the maxim. Observe in the maxim means it is really obey it, in fact it must say the right amount, to say only what you have delivered only, must be relevant, clear, and unambiguous. Violate to maxim it means to fail it, and do that unconsciously, or the ignorance from the speaker that the speaker was doing violated. Violations of maxims are generally misleading. Flout the maxims mean flouting maxims and the last opt-out maxim means to opt out of the maxim altogether is in a sense.

It can be concluded that, in the cooperative principle people have to give their contribution to the each of their conversation, and expect that their conversation will get the goal and understandable. Beside of that, the speaker or listener can behave respects that formed like violating flouting, and opt out.

### **2.1.3.1 The Maxim of Relation**

Grice in Yule & Stalnaker (1996) maxim of relevant has one formulation required, that is make your contribution relevant. It means that the speaker and the listener must convey a message with relevant, should not be out of the topic. They often attempt stay in topic of the conversation. Therefore, they are considered observing the maxim of relation. When they observe the maxim of relation, they are expected that the hearer will be able to understand the conveyed utterance. For example:

Cashier : Good evening, can I help you?  
 Guests : yes, I want to pay the room payment.  
 Cashier : ok, what is your room number Sir?  
 Guests : my room number 915.

The context happens when the guest wants to finish the payment along his stay in the hotel, so he reaches the cashier. He gives his room number to cashier in order to be able to process the total bill. The guest gives relevant contribution in his communication. He stays in the topic of conversation without jumping into another topic, unconsciously the guest is follow the maxim of relevant “be relevant ”(Grice in Yule, 1996:37). Actually, the cashier often speaks by unclear statement in conversation above but he speaks well and perfect in this dialogue since the utterance is easy to say. It makes guests can hear cashier’s statement well and able to respond it by appropriate one. When the cashier ask the guest, “good evening Sir, can I help you?” the guest reply it by saying” my room number 915” it shows that the guest does not break the conversation so that the conveyed meaning can be understood by the cashier. By giving relevant contribution to the cashier, the conversation runs well and smoothly. Therefore, he is observing the maxim of relation because in this maxim states that each participant in the conversation must contribute the relevant of the conversation.

### **2.1.3.2 The maxim of Quantity**

Maxim of quantity has two rules. Those theories are explained by Yule & Stalnaker, (1996, p.37) First make you contribution as informative as is required for the current purposes of the exchange. And the next is do not make your contribution more informative than is required. It means that your contribution more informative than is required. An example of observing the maxim of quantity can be seen below.

Receptionist : oh sure, can. May I borrow your passport?

Guest : **oh yes, of course.**

The conversation is between guest and receptionist. They are talking in the lobby of hotel. It is the first time for the guest visits Hotel so he asks receptionist about types of room in the hotel. He also wants to know the facilities in the hotel, he seems like a curious man since he asks receptionist about place around hotel. That is not all, he also asks about the check-out time, breakfast and by what the payment should be done.

Guest's utterance obviously shows that he observes the maxim of quantity in responding the receptionist's question. The guest does not give new information which is unnecessary; he just gives the needed information. He gives a contribution as informative as it is required, "*oh yes, of course*". When saying this utterance the guest answers surprisingly since the receptionist speaks in high speed of level. However, the guest only gives entailed information and ignores his interest in hotel because in the previous dialogue he has known the more about the hotel. By observing the maxim of quantity, it is easy to receptionist in giving feedback to the guest since the information is sufficed so that the communication runs smoothly. It is proved when the receptionist begs the guest to fill the registration. Although the communication runs smoothly but the conversation becomes not effective because in some dialogues the receptionist frequently gives more information.

### **2.1.3.3 Maxim of Manner**

Yule & Stalnaker, (1996, p.7) formulates that, maxim of manner has two parts. First, be perspicuous and the second is specifically. Specific is divided into

4 types, first is avoid obscurity, second is avoid ambiguity, third is be brief, and the fourth is be orderly. In the maxim of manner both the speaker and the partner should speak directly, clearly, and not obscurity. For example:

Receptionist : ok thank you, enjoy your stay.  
 Guest : I think this is connecting room?  
 Receptionist : **yes, connecting room, at zero two at zero four eight floor.**

The conversation is between guest and receptionist. The guest wants to check in the hotel. Then, he comes to receptionist and asks about the rooms in the hotel. At the time, he would like to check in for 2 rooms, the other one is for his girlfriend whom is also in lobby. Hence, the receptionist informs the location of the room which the guest is to be stayed and breakfast time which should bring coupon to get it. She also explains the facilities which are available in the hotel.

Receptionist's utterance in the conversation above is considered observing the maxim of manner since she speaks in detail way by saying, "*yes, connecting room, at zero two at zero four eight floor*" this utterance shows that the spoken information still relates to the topic of the conversation which is absolutely able to answer the guest's question, "*I think this is connecting room?*". When speaking to the guest, she avoids ambiguity and obscurity of expression. She only says the necessary information which is very helpful to the guest. She also speaks clearly so it makes the guests understand her intention. Based on the explanation above, both guest and receptionist can finally achieve their own goals. In result, the guest may know where the room is, while the receptionist is able to do her job well and gets tips from it.

#### 2.1.3.4 Maxim of Quality

According to Grice in Yule & Stalnaker, (1996, p.27), maxim of Quality has two parts. First, do not say what you believe to be false. Second, do not say that for which you lack adequate evidence. In the maxim of quality, a speaker is expected to convey something real based on the real situation in speaking. The facts should be powered by clear evidences, for example:

Guest	: oh rupiah, and how about for local number? how much I have to pay for one minute?
Telephone operator	: <b>for the local number, two thousand rupiah per one minute</b>
Guest	: two thousand. Ok it's fair.

The conversation above is between guest and telephone operator. The conversation takes place in different one, the telephone operator is in lobby while the guest is at her room. In the conversation, the guest does not know the bill of using telephone either local or outside. She also gets confused on where to call when she has problem, than she asks the telephone operator to solve her problem.

The telephone operator's job description is to synchronize received call either from guest or employees of Hotel. She has to give believed information to all guest so her job demands her should know all phone numbers in the hotel and the cost of using the telephone. For the position of telephone operator, that position should be taken from the employees whom has worked for over 2 years and should be able to speak English fluently since this position is often connected to foreigners throughout the world. Because of having many experiences on her present job, she seldom makes mistake when doing work. It is showed when she replies guest's question by saying, "*for the local number, two thousand rupiah per*

*one minute*” this utterance can be trusted by considering her experience. Therefore, the utterance is considered observing the maxim of quality which finally makes the guest satisfied.

## **2.2 Previous Research**

In this research, the researcher uses several previous researches to support and help the researcher in doing his research. There are many researchers who did their research by analyze the four of maxim, first is: Keshvardoost (2014) from Islamic Azad University conducts the research on A Comparative Study on Grice’s Cooperative Principles in Political and Sport News in American Media. This research used qualitative description method to compare the adoption and violation of Grice’s Cooperative Principles in Sport and Political News in American media. The researcher only focuses on 2 cases. First, what type of News among Political and Sport News adopt the Grice Maxims more, second, which of Grice’s Cooperative Maxims are violated more and which of them are violated least in corpus consisting 50 Political News stories and 50 Sport News Stories. In this research, 100 News Stories have been selected randomly from American Newspapers and News Agencies and the adoption and violation of these maxims were studied in these Stories.

In analyzing the cooperative principle, the researcher used Paul Grice’s theory (1975, 1989, and 2001). In this theory, cooperative principle consists of 4 maxims, such as: the maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manner. The results reveal that the Grice’s Cooperative Maxims were more adopted in Political News in compare with Sport News. The



Principle of Manner was most violated in both Sport and Political News. According to the results, the Principle of Quality was most adopted in Sport News and the Principle of Relation was most adopted in Political News.

The second is Nanik, (2012) who conducts the analysis maxim on “Tears of the Sun” movie. This research is discussing about obedience conversational maxim, that were found in the conversation in “Tears of the Sun” movie. This research is using qualitative method, focusing on the problem statements, there are two cases in this study, they are: what kind of the maxims that found in “Tears of the Sun” movie and what the relation between character and characterization with the way the maxims are conveyed in “Tears of the Sun” movie. The writer also analysis intrinsic element “Tears of the Sun” movie. In analyzing the conversational maxims, the writer used the theory of the Cooperative principle by Grice (1975). In this theory, the cooperative principle is divided into four parts: maxim of quality, maxim of quantity, maxim of relation and maxim of manner.

The overall finding showed that there were four maxims obeyed in whole of conversation in “Tears of the Sun” movie. Then the writer also found that the way maxims are conveyed through character and characterization from the actors and actress in the movie. In that research, the writer analyze the dialogue in the conversation which is violated the Gricean maxims based on Cooperative Principle. She found many violated maxims in her research, there are 31 conversations that violated the maxim. On maxim quality there are 12 violated the maxim, 7 violated on maxim quantity, and 5 violated on maxim manner.

The third is Azar Tajabadi, Dowlatabadi, & Mehri, (2014) from Arak University conduct a research on Grice's Cooperative Maxims in Oral Arguments: The Case of Dispute Settlement Councils in Iran. The researchers only focus on 2 cases, first, the use of Grice's cooperative maxims in oral arguments with the intention of finding out what cooperative maxims are more frequently abided. Second, what maxims are more frequently violated by Persian speakers engaged in oral disputes in Iranian Dispute Settlement Council. In analyzing the cooperative principle, the researcher used Paul Grice's theory (1975). In this theory, cooperative principle consists of 4 maxims, such as: the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner. The findings showed that the maxim of quantity and relevance were more frequently violated during the disputes. Additionally, maxim of "quality" and "manner" were the ones most followed.

The differences among researches above is on the formulation which the formulation of this research, those are what are types of maxims which used by the employee and the guest in their conversation in their communication and what are the dominant types of maxim which used by the employees and the guests in their conversation. The object of the research is also different, if the previous research above taken the data from some movie or other data. While this research is take the data from directly conversation between the guests and the employees in the Harris Resort Waterfront.

The fourth is Wulandari, one of the Student of English Educational Faculty State Institute for Islamic Studies (STAIN) Salatiga. She takes "The Pragmatic

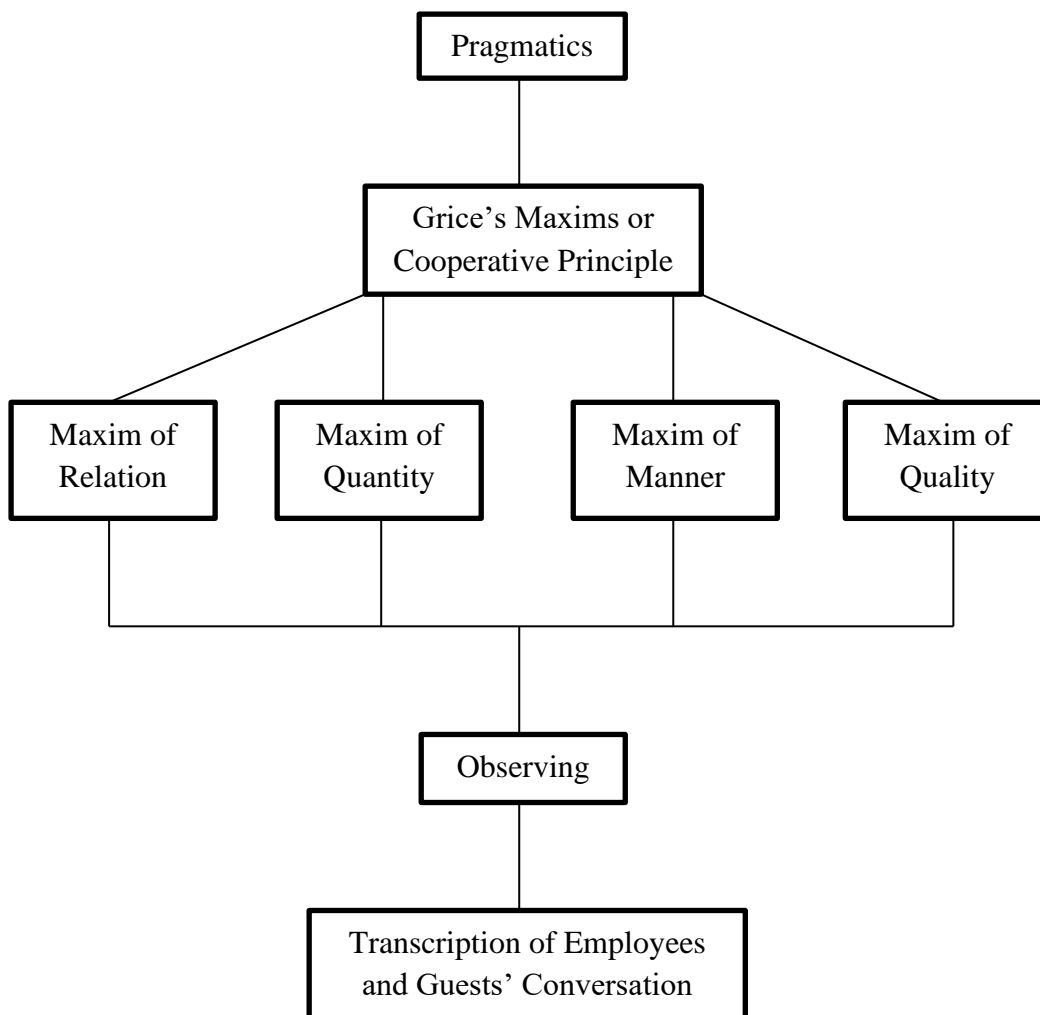
Analysis of Cooperative Principle on “Contraband” Movie” as her title. In her research she takes 2 cases. those are: What are the types of cooperative principles in “Contraband” movie? And what is the meaning of each utterance in “Contraband” movie?. She uses documentation method to collecting the data, and then she analyzes the data. The research resulting the kind of data in line of maxim and violating the maxim. There is maxim of quality which is the most frequently found in the conversation. However the violate maxim are the most frequently found than the data of the conversation. Beside of that, she also found the meaning of each utterance of the conversation, which contained with so many attractive and fun meaning. It describe that in the real life people often use so many words, irrelevant statement ambiguous sentences, untruthful answer perspective in the cooperative principle. The difference between the thesis is on the frequently of maxim used in the conversation between the employee and the guests in Harris resort which get highest level.

The fifth is (Evidoyanti and Siti Kustini, 2012) are the lecturer of bussines administration and electrical engineering department of Poliban. Which analyze the flouting of maxim on KICK ANDY TALKSHOW “laskar pelangi.” The descriptive method is used by them to analyze the data. The most frequently maxim is flouted on their research are maxim of quantity which stayed on 15 conversations (40.54%). The second is maxim of relevant which consist of 13 conversations (35.13%). The third is maxim of manner which consists of 9 conversations (24.32%). The last is maxim of quality which gets 0% of

conversations. The result shows that in different places and condition could be different result.

### **2.3 Theoretical Framework**

Theoretical framework is a field which explain the develop thought or theories on what the possible answer could be. Thought and theories are group together into chart or diagram, in this theoretical framework the researcher will use a chart in describing the theories that are discussed, start from pragmatic which means a contextual meaning, and the branches of pragmatic is cooperative principle which has four ways such as: maxim of quantity, maxim of quality, maxim of manner, and maxim of relevant. The researcher will discuss about what maxim are used, in analyzing them the data is taken from transcription of recording of conversation between the employees and the guests in Harris Resort Waterfront.



**Figure 2.1 Theoretical Framework**

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

Kothari C. R, (2004, p.8) says that research methodology is a way to systematically solve the research problem. This means concerned with how researchers used a methodology in his research, starting from the research design, objective of the research, the method of collecting the data, the method of analyzing the data, and the method of reporting the data.

Method in this research is based on observations of the data to be retrieved, the data will be analyzed using the method qualitative descriptive, which researchers only describe and categorize the data, in this chapter the researcher will discuss the research design, objective of the research, the method of collecting the data, method of analyzing the data, and the method of reporting the data.

#### **3.1 Research Design**

Research design is the way researchers solve the problem on its research, the strategies used in problem solving should be associated with the data. According to Yogesh, (2006, p.27) stated that research design is mapping strategy which best on sampling technique. Essentially include objective, sampling, research strategy, tool and technique for collecting the Evidences, the analyzing the data and presenting the findings.

Research design of this study is descriptive method since it only reports what has happened or what is happening (Kothari 2004, p .3). In addition to using descriptive method researchers also used qualitative method in which qualitative methods are based on data collected in the form of sentence, it is described by Bogdan and Biklen in Sugiyono (2014: 13) who state that in qualitative methods, the data is collected are in the form of word of picture rather than number.

In this research, the researcher uses qualitative method because the result of the data is descriptive phenomenon such as sentence and utterance, the researcher also will describes the types of maxim is use by the employees and the guests, and make percentage, in order to know what is the dominant types of maxim are used by the employees and the guests in Harris Resort Waterfront.

### **3.2 Objective of the Research**

In this research the data will be classified into two parts, those are primary and secondary data, according to Sugiyono (2014-225) He differentiates the data source into two categories; they are primary and secondary data. Primary data is the data which the researcher takes or observing directly from the source of the object of the research, in this case Harris Players and the guests are the primary data while secondary data is the data which taken indirectly. It is supported by the expert Kothari (2004, p.95) the methods of collecting primary and secondary data differ since primary data are to be originally collected, while in case of secondary data the nature of data collection work is merely that of compilation.

As it has explained above, that the researcher will get the data directly from the source that is in the conversation between the employees and guests in Harris Resort Waterfront. Moreover, he also gets an assist from the employees of Golden View hotel when recording the called conversation. Eventually, the object of this research is the conversation between the employees and the guest in Harris Resort Waterfront. Because of the limited of time and resources, it would be inappropriate for the researcher to discuss whole conversation between the employees and the guests in Harris Resort Waterfront. Therefore, the researcher only takes the data from the conversation between employees and the guests on front office and recreation department.

### **3.3 Method of Collecting Data**

There are several departments in Harris Resort Waterfront that enable for the researcher to take the data. In the method of collecting the data, the researcher only take the data from recreation department, because recreation department is one of some departments that has many interaction between, the guests and the employees in conversations. Beside of that, the researcher chooses observation as the method of collecting the data. According to Kothari (2004, p.17) This method implies the collection of information by the way of investigator's own observation, without interviewing the respondents. In this method of collecting data, the researcher will directly observing and recording the conversation between the employees and the guests at front office and recreation department in



Harris Resort Waterfront, then make the transcription of the conversation of gained data recording.

Below are some steps to collecting the data by the researcher:

1. Observing the conversation between the employees and the guests.
2. Recording the conversation between the employees and the guests.
3. Taking photo with the employees and the guests.
4. Making the data transcription best on the recording of the conversation.

### **3.4 Method of Analyzing the Data**

The method of analyzing the data is the way how the researcher analyzing the gained data recording. According to Sudaryanto (2015:7) states that "analysis" This stage is an attempt of the researchers directly address the issues contained in the data. The handling is seen from the actions observing closely followed by "dissecting" or parse and divides the problems concerned with the way certain distinctive. The researcher will handle the problem in the data by using unique way to solve the problem. The steps of data analysis are followed as:

1. Observing the transcription of gained data recording.
2. Taking note to any word, phrase, clause and sentence which contain with cooperative principle or maxims.
3. Classifying and selecting to the each conversation.
4. Analyzing the data which has classified based on Grice' theory.
5. Counting the observed by using percentage formula.

6. Finding the dominant type of maxim which used in the conversation.
7. Making conclusions based on the data is has analyze.

The data will be analyze by using scoring test based on Arikunto in Hakim (1998:258) who states that the formula of the score is  $p = f : N \times 100\%$ .

Where  $p$  = the total of man score.

$N$  = the total of the data.

$F$  = the data has collected.

### **3.5 Method of Presenting Research Result**

Method of presenting the research result is the next chapter, there are two kind of method to presenting the result of the research that are: formal and informal presentation method. Formal presentation is the way how to present the result by using signs, symbols, and diagram, while informal presentation the result by using ordinary word and sentence. It is supported by Sudaryanto (2015:241) informal presentation method is a formulation with ordinary words, although the terminology is technical in nature. While the formal presentation of the formulation with what is commonly known as a sign, and symbols.

In this research, the researcher will use the both informal and formal presentation method, because the researcher in presenting the data analysis result uses words and sentences to explain the data and uses diagram to make clear and easier the reader understand the data analysis result.