

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.