

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 base on the context, therefore, the linguists found the current study of linguistic, that is pragmatic. Pragmatic 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 concluded that, science of linguistic has several parts, they are: phonology, morphology, syntax, semantic and pragmatic.

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 means event 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 pragmatic 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 says 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	: for the local number, two thousand rupiah per one minute
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.

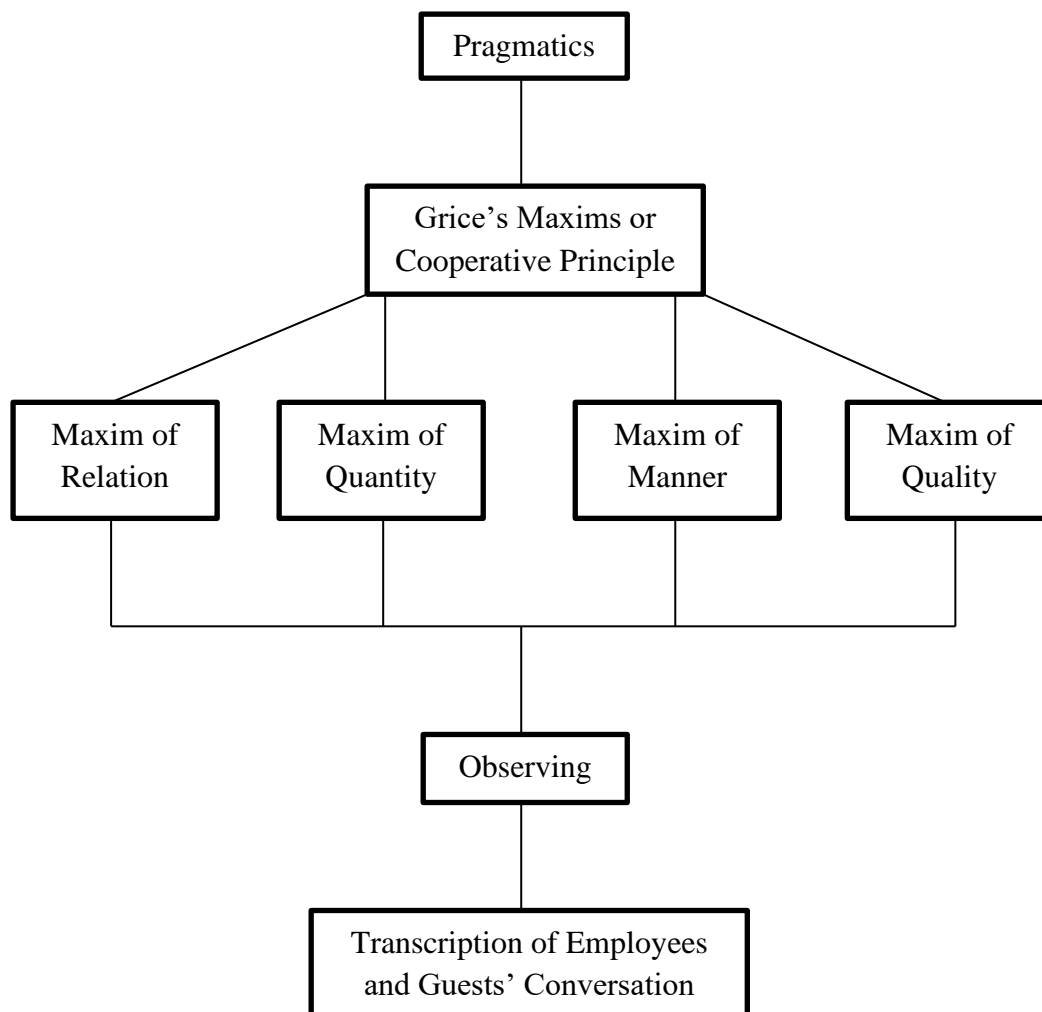


Figure 2.1 Theoretical Framework