

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Human is social being who uses language as a way to communicate each other. As a part of human life, language cannot be separated from them. Through language, people can convey their ideas, feelings, or everything in their mind to others. In a communication, a language should be conveyed as clearly as possible in order the message can be understood and interpreted easily. While communicating each other, a human should pay attention to the order of language used to make communication runs well. Either as a speaker or partner of speech, every human should speak cooperatively in a communication. In order to make their communication cooperate each other, Paul Grice in Birner (2013:41) proposed cooperative principle which states “make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged”. Grice’s formulation of cooperative principle consists of four maxims, they are maxim of quantity, maxim of quality, maxim of relation, and maxim of manner (Grice in Birner, 2013:42). By observing these maxims during a conversation, human’s utterances will be understood by the hearers easily.

On the other hand, communication among people does not always run well. People do not pay attention to language order in communication. Sometimes

people tend not to observe these maxims but tend to violate or flout them. Therefore, in communication often appears various misunderstanding such as ambiguous, irrelevant or uninformative conversation. Look at this conversation below.

Yana: What will we study in next session?

Ayu: Miss Melly is the lecturer

This conversation occurs between Yana and Ayu. Yana asks Ayu about the lecturer who will teach them in the next session after they have finished study at first session. Based on this conversation above, explicitly Ayu's utterance is irrelevant with Yana's utterance but implicitly will answer Yana's utterance. Ayu's utterance has an implied meaning which needs special intention to understand the meaning. Besides that, it should be connected to the context. The Phenomena of conversation above can be learned through Pragmatics.

Pragmatics is a study of contextual meaning. It is included people's utterance which is given by speakers and interpreted by hearers during language use in a communication process. This contextual meaning often found in our daily life. For example, when communicating each other, speakers tend not to express the meaning of their utterances explicitly but implicitly, so hearers need to explore the implied meaning of utterances depend on context and situation in which conversation takes place.

In Pragmatics, the study about understanding implied meaning in a conversation is known as conversational implicature. Along with the flouting of maxims which covered in cooperative principle theory by Grice (1975) will lead

to the rise of conversational implicature. It is divided into two: they are generalized implicature and particularized implicature. Generalized implicature is a conversational implicature that is inferable without reference to any special context while particularized implicature is conversational implicature that is derivable only in specific context. As one of language phenomena, it is interesting to do a research about conversational implicature especially particularized conversational implicature, it is since particularized conversational implicature often found in daily life, besides that it needs more intentions to explore the meaning and should be connected to special context to draw the inference of meaning which is conveyed. Thus, it is more challenging to do a research about it.

Research about conversational implicature has been conducted by several researchers. First is Inayati, Citralesmana & Mahdi (2014) in *International Journal of Language Learning and Applied Linguistic Word (IJLLALW)*. This research shows how cooperative principle's maxims are flouted in particularized conversational implicature which flouts two kinds of maxims which are maxim of relation and maxim of manner. Second is Yusuf & Jonah (2016) in *International Journal of English Language Teaching (IJELT)*. This research reveals the strength of the cooperative principle lies in the distinction between the Gricean maxims. In trying to observe a maxim they violate another.

However, this research is different from the previous researches. This research describes further conversational implicature especially particularized conversational implicature. In order to make the researcher easier in collecting data, the researcher chooses a movie to be analyzed. It is since the dialogue in a

movie often reflects conversation in real life. In addition, the movie is growing rapidly in the present day. So that, for more enjoying the movie, it is important to know what is the exact meaning of every conversation in a movie especially the meaning of each particularized conversational implicature utterance which occurs in a movie. For example:

Batman: Him again. Who are the others?

Gordon: Another bunch of small timers.

The utterance of Gordon above is an example of particularized conversational implicature. Gordon in his utterance disobeys the maxims of cooperative principle and generates particularized conversational implicature. It is since in the conversation, he does not give clear information by making a statement which is vague and raises an implied meaning but indirectly will answer the question. To understand the meaning which is conveyed, it needs special intention and should be connected to the specific context. The Phenomena like the example above often occurs in a communication. Therefore, it makes particularized conversational implicature is important to be studied to add our knowledge in language Phenomena.

From the phenomena above, then raises the researcher's curiosity to do a research about particularized conversational implicature. The researcher chooses a movie entitled "The Dark Knight" to be analyzed. This movie is a superhero movie directed, co-produced, and co-written by Christopher Nolan and this movie featuring the DC famous comic character Batman and the best superhero movie based on IMDB (Internet Movie Data Base) with 9.0 stars grade. The Dark Knight

was nominated for eight Academy Awards for the 81st ceremony breaking the previous record of seven held by Dick Tracy for the most nominations received by a film based on a comic book, comic strip, or graphic novel. The movie was also nominated for the 2009 Goya Award for Best European Film. It had a nomination in Japan for the 2009 Seiun Awards under the science fiction category with a Japan Academy Prize Award for the best foreign movie.

With these considerations, the researcher chooses The Dark Knight movie and focus on analyzing particularized conversational implicature which occurs in the movie. This research is aimed to enrich knowledge both the researcher and readers about the application of pragmatics on phenomena which occurs in daily life.

1.2 Identification of the Problem

Based on the background of the research, the researcher finds some problems which are identified. They are:

1. Lack understanding about types of maxim will generate misunderstanding in a conversation.
2. Flouting of Grice' maxims often occur during a conversation which generates particularized conversational implicature.
3. Functions of utterances which generates particularized conversational implicature.

1.3 Limitation of the Problem

Based on the identification of problem, the researcher limits some problems to be discussed:

1. Flouting of Grice's maxims often occurs during a conversation in a special context which generates particularized conversational implicature.
2. Functions of utterances which generate particularized conversational implicature.

1.4 Formulation of the Problem

Related to identification and limitation of the problem, the researcher formulates some problems to be discussed, they are:

1. What are types of maxim which are flouted in particularized conversational implicature in The Dark Knight movie?
2. What are functions of utterances which generate particularized conversational implicature in The Dark Knight movie?

1.5 Objective of the Research

In relation to the problems of the study, the researcher attempts to answer these two problems which stated above. In other words, this research is aimed:

1. To analyze types of maxim which are flouted in particularized conversational implicature in The Dark Knight movie.

2. To analyze functions of utterances which generate particularized conversational implicature in The Dark Knightmovie.

1.6 Significance of the Research

1. Theoretical Significance

This research will useful for readers to know more about conversational implicature especially particularized conversational implicature, and this research can be additional information for the next researchers who interest in particularized conversational implicature.

2. Practical Significance

Practically this research can be applied by readers in the real life and in a movie especially movie lovers more understood the exact meaning of each utterance of characters in amovie.

1.7 Definition of Key Terms

1. Pragmatics : The study of what speakers mean, or speaker meaning (Yule, 2010:127)
2. Particularized Conversational Implicature : An additional unstated meaning that depends on special or local knowledge (Yule in Inayati 2014:54)

3. Flouting Maxim : Occasions when one or several maxims are absent during communication processes (Jia in Sobhani & Saghebi, 2014:92)