

CHAPTER I

INTRODUCTION

1.1. Background of the Problem

In everyday life people must have a conversation. Conversations are carried out by at least two people, namely speakers and listeners or others. Two people involved in the conversation have their own roles, a role speaker provides information while the listener listens and hears feedback on the information provided by the speaker. Thus, the speaker must understand the principles in the conversation, so when the speaker utters the sentence, it should be clear so that the listener can understand well the intent to be conveyed by the speaker.

In pragmatics there are principles in conversation. These principles are the cooperative principles. When we have a conversation, we will obey these principles for us can understand the purpose of the conversation, but there are times when the intent of a conversation cannot be well understood because of one speakers flout the principle. Such a flouting may occur when speakers or listeners lie or cannot proving the truth in his speech, providing excessive information or less, responds inconsistently to the topic being discussed, and provide an ambiguous response or have more than one meaning.

The phenomenon when someone breaks the rule of conversation because the speaker expects the listener to find out the implied meaning behind his or her sentence is called flouting maxims. Based on this phenomenon, flouting maxim

becomes the focus of this research. It is interesting to be analyzed since flouting maxim shows the distinction between what is literally said and what is unsaid. Actually, Grice as quoted in Agnia (2016) discusses four ways of failing to observe a maxim. The first is flouting a maxim. It is a condition when a speaker fails to observe a maxim in order to lead a listener to look for the hidden or the implied meaning. The second is violating a maxim. It is quite the opposite of the flouting a maxim. It is a condition when a speaker does not want a listener to understand. The third is infringing a maxim. It is a condition when a speaker fails to observe a maxim. He/she is helpless to control anything about the conversation. The last is opting out a maxim. It is a condition when a speaker fails to observe a maxim by saying nothing.

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 happen.

Flouting maxim happens in any circumstances of daily communication. A movie is an example which portrays the phenomenon of flouting maxim and is a form of symbolic expressions of human being. It can be the most suitable media for understanding human's conversation since it resembles the real world of human. It is inspired by human, made by human, and played by human. In its best value, a movie or film has the ability to record people and the events around them.

It differs from a novel which only provides narrations and conversations without performing it in reality. As a result, analysing the flouting maxims in a movie can somehow represent an analysis of maxim flouting in human life.

Based on the phenomenon above, the researcher would analyze flouting maxims that occurs in the conversation. Grice as stated in Muslah says that “when we communicate we assume, without realizing it, that we, and the people we are talking to, will be conversationally cooperative - we will cooperate to achieve mutual conversational ends” (Muslah, 2015). In maxim (cooperative principle) there are four flouting, namely flouting maxim of quality, flouting maxim of quantity, flouting maxim of relation, and the last is the flouting maxim of manner. The data used in this research was taken on *Zootopia*’s Movie script which directed by Byron Howard and Rich.

Zootopia tells of Judy (Ginnifer Goodwin), a rabbit who served as a policeman in Zootopia, a modern city inhabited by animals. Once she was assigned to solve a case within 48 hours. If she fails, she is asked to quit from her job. In the course of her duties, Judy meets Nick (Jason Bateman), a cheater fox who volunteered to help her in completing her mission. Initially their relationship did not get along, but in the end they became a partner which cannot live without each other.

Thus, based on these reasons, the researcher would like to analyse about flouting maxim in the movie, which entitle “An Analysis of Flouting Maxim in the *Zootopia* Movie: A Pragmatics Approach”.

1.2 Identification of the Problem

In this research the researcher wants to identify problems which are found.

The identification of problem is designed as the following:

1. The flouting maxim in the movie.
2. The types of flouting maxim in the movie
3. The reasons of using flouting maxim in the movie.
4. The frequency of flouting maxim in the movie.

1.3 Limitation of the Problem

In this research, the researcher limits the research on the types of maxim flouting used in *Zootopia* movie script. To limit this research, the researcher observes it based on (Grice, 1975). The limitation here is used to getting the result of the research is more specific such as:

1. Types of flouting maxim found in the “Zootopia” movie script.
2. The frequencies of flouting maxim found in the “Zootopia” movie

1.4 Formulation of the Research

Based on the limitation of the problems above, the formulation of the problems as follows:

1. What are the types of flouting maxim found in the *Zootopia* movie?
2. What are the frequencies of flouting maxim found in the *Zootopia* movie?

1.5 The Objective of the Research

1. To find out the types of maxim flouting found in the *Zootopia* movie.
2. To find out the frequencies of flouting maxim found in the *Zootopia* movie

1.6 Significance of the Research

1.6.1 Theoretically

Theoretically, the researcher hopes that the result of this research can be useful for English learners as well as anyone interested in pragmatics especially conversational maxims. Besides, the researcher hopes that the English learner will understand more about the maxims of conversation. Then, they will realize how conversation works and how maxims are used in the conversation.

1.6.2 Practically

Practically, the researcher expects that the research can contribute to the development of literally study. Especially for students who are interested in the literally study. This research can be used as reference for another researcher who want to conduct the research about conversational maxim. In addition, this thesis gives more information to the reader about utilizing appropriate statement used in daily conversation and speaks with whom.

1.7 Definition of Key Terms

Pragmatics	: As Yule quoted, the study of language in use that deals with how speakers use language in ways which cannot be predicted from linguistic knowledge alone, and how hearers arrive at the intended meaning of speakers (Karthik, 2013)
Maxims	: According to Levinson, the maxims specify what the participants have to do in order to converse in maximally efficient, rational, cooperative way: they should speak sincerely, relevantly and clearly, while providing sufficient information (Tsuda, 1993)
Flouting Maxims	: The flouting maxim occurs when a speaker blatantly fails to observe a maxim at the level of what is said, with the deliberate intention of generating an implicature (Alduais, 2012)