

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

Communication is a skill needed by humans to convey a message. The Speaker can convey a thought and get clear information through communication. According to (Erdayani & Ambalegin, 2022) Language is a part that will not disappear from human life because it has a function as a tool that really helps humans. Meanwhile, communication can be carried out in various ways, such as e-mail, talk face to face and online with social media. Unfortunately, sometimes the purpose of communication did not always goes well. Therefore, good communication follows the cooperative principle developed by Grice. According to Grice (1975) communication must be practiced clearly so that did not occur misunderstanding.

The use of language in communication is known as pragmatics. According to (Biner, 2013) pragmatic is understanding what the speaker's means effectively, The meaning is called implicature. To find out the meaning of implicature in communication, the speaker convey a message with its own meaning and the hearer try to understand the message being conveyed. Hence, Grice (1975) stated to carry out clear communication, the speaker and the hearer must understand what is in the communication. However, speakers often deliver messages that are illegible, confusing, or out of sync, making it difficult for hearers to understand the speaker. Following the cooperative of principle is facilitates effective communication.

Basically the cooperative of principle emphasizes that in communicating, each speaker must be able to convey the message well. The intended message is provide

correct information, clear, coherent, and relevant in the conversation. According to Grice (1975, as quoted in Cutting, 2002) there are four maxims that must be applied to create good communication, it's called maxim quantity, maxim quality, maxim relation and maxim manner. In communication, the speech participants do not always observe by the four maxim. Non observance is the speaker do not follow cooperative maxims. Thomas (1995) stated flouting maxim is when the speaker is not misleading but the speaker wanted the hearer looking for implicature in conversation. Therefore when the speaker did not deliberately fails to fulfill the maxim, the aim is to communicate the message effectively.

The study of flouting maxims is a part of pragmatics. On the other hand pragmatics can be explained that the meaning conveyed by the speaker must be interpreted or understood by the other person (Yule, 1996). This is because the message shipped by the speaker can give meaning that cannot be explained in a message. The study of language complements in communication is known as pragmatics. Thus, rather than only studying words, phrases, or sentences in a message, what is taught in pragmatics is more prevalent in what the speaker means by his speech. The term implicature then refers to this sense. Here are some examples of utterances with implications so readers can understand the idea of implicature.

The phenomenon of flouting maxim is mostly done by language users. As a medium used by language users in everyday life, social media also often causes conversations that result in flouting maxims. Language users on social media also create a phenomenon when speaker express feelings to listeners. This time the researcher found the phenomenon of flouting on YouTube, especially in the video

entitled "Bill Gates Talks Divorce, Jeffrey, Elon Musk". The video was published by the YouTube channel "Today" on 3 may 2022. The conversation was found in bill gates answered and it is shown below.

Presenter : "Misinformation on social media is killing people, do you agree?"  
 Bill Gates : "**Absolutely, it's been weird that you know vaccines have been attacked as you know being overall that negative or there's some conspiracy here it is terrible well**".

The utterance above occurred between the presenter as a hearer and bill gates as a speaker. It happened at the minute **(04:23) – (04:47)**. The conversation took place on Today interview. Before that, the hearer asked agree or disagree with the speaker statement. Unfortunately, the speaker responded with a lot of information. As a result the speaker fails to full the maxim. According to Grice (1975) someone who gave a lot of information and gave little information was called quantity maxim.

Another phenomenon of floating maxim was produced in talk shows. The researcher found the act of flouting maxim in the YouTube video "The Late Late Show with James Corden" with the title "Kendall and Harry are doing "spill your guts Test". It was published on December 11, 2019. The conversation was spoken below.

Harry style : "Who's the most unlike super modal?"  
 Kendell Jenner: "**I have answer but I can't say it**".

The conversation above took place between Harry Style as the hearer and Kendell Jenner as the speaker. It happened at the minute **(05.32) - (05.40)**. The hearer asked the speaker who is the most hated model. The speaker chose not to answer the question and said he could not say it. The speaker flouting the maxim of

manner by giving a statement that ambiguous answer. Grice (1975) Stated flouting manner maxim is when the speaker gave an ambiguous opinion.

Next phenomenon was took from Interview. The flouting maxim found in the YouTube Channel” Real Time with Bill Maher” with the title “Elon musk (full interview)”. The video publish on April 29 2023. The conversation between Elon musk and Bill Maher below.

Bill Maher : We talk about what changes happen in the world, who actually make change happened you are one of those people probably?  
 Elon Musk : **Um you know, I just want to say I love this audience.**

The utterance occurred when the hearer (Maher) was asking to the speaker (Musk). It happened at minute (1:11) - (1:24). The statement from The speaker (Elon musk) was not relevance because the speaker did not answer the question. According to Grice (1975) the speaker fails fulfill the maxim relation when the topic was changed.

The researcher also found flouting in the film. The film that was found to have this phenomenon was the film "Bad Boys for life". This film is comedy and action. Mike Lowrey and Marcus Burnett join the special team of the Miami Police Department AMMO to take down the ruthless Armando, who is on a mission to kill Mike at the behest of his mother, Isabel. This film is published in 2020 and this film is specifically about the team of detectives. The conversation is as below and it was produced in (14:16) – (14:26).

Marcus: “Have you really been in love?”  
 Mike : **“Of course I mean I was in love. One time A long time ago”**

In this movie Marcus and Mike make a conversation. Marcus as the hearer and mike as the speaker. The hearer was asking have you really been in love. The

listener answered the many information and broke the cooperative. The conversation flouting of maxim quantity because Grice (1975) stated it was given a lot of information and little information called quantity.

There were other conversations of “BAD BOYS FOR LIFE” movie that showed. In the conversation below, there is another conversation and researcher found flouting maxim. The conversation was said in (12:02)-(12:30).

Mike : “When’s the last time you had sex?”

Marcus: “**None of your damn business**”.

The dialogue above happened between Marcus as the speaker and Mike as the hearer. It was categorized as flouting the Relation Maxim because the speaker gave statement that unrelated to the previous question. The hearer asked about what the last time before, but the hearer answered by giving unnecessary additional information. Because the speaker's response was unrelated to the hearer's question, the speaker was thought to have flouted the relation maxim Grice (1975).

This research used several studies to support the research. The study from Erdayani & Ambalegin, (2022) aimed at discovering the types of flouting maxim during the conversation. The theory by Birner was applied as the main theory. The movie “Fantastic Beasts and where to find them” was used as the data source. The final of this study found 15 data of flouting maxim. The dominant types found was the flouting maxim of quantity.

The next previous study from (Juniati & Afriana, 2020) purposed at finding maxim flouting. The Grice’s theory of flouting maxim was applied in this studies. The data source of this previous study was “Wonder Women” movie. This previous study found 13 data of flouting maxim. The Flouting maxim quantity occurred 2

data, the flouting maxim quality found 1 data, the flouting maxim relation appeared 7 data, and lastly the flouting maxim manner found 2 data.

In additions, the similarities from the two previous studies and this present research the topic and the main theory. This research took the data source from movie titled “BAD BOYS FOR LIFE”. This research aimed at finding out about the types and reason of the flouting maxims in Movie. This research will focus on the types of flouting maxims theory by Grice (1975) and the reason of flouting maxims theory by Thomas, (1995). Furthermore, the phenomena that shown in the background led the researcher to conduct the research entitled “An Analysis of Flouting Maxim in “Bad Boy for Life Movie: Pragmatic Approach”.

### **1.2 Identification of the problem**

Based on the research background and the phenomena from the movie the research formulates some problems stated below

1. The Types of Flouting Maxim in “Bad Boys for Life” Movie.
2. The Reasons of Flouting Maxim in "Bad Boys for Life" Movie
3. The Strategy of Flouting maxim in “Bad boys for Life” Movie
4. The context of situation when the characters flout the maxims in “Bad Boys for Life” movie.

### **1.3 Limitation of the problem**

Based on identification of the problem, the researcher limited the research due to time and tools to analyze. Limitation of the problem consisted of the main topics as follows:

1. The Types of Flouting Maxim “Bad Boys for Life” movie.
2. The Reasons of using Flouting Maxim in “Bad Boys for Life” movie.

#### **1.4 Formulation of the problem**

Based on the limitation of the problem above, the research formulates the question below:

1. What are the types of Flouting Maxim in “Bad Boys for Life” movie?
2. What are the reasons of using flouting maxim in “Bad Boys for Life” movie?

#### **1.5 The objective of the research**

This research wants to overcome the problems stated above. By answering or finding the questions below:

1. To analyze the types of flouting Maxim “Bad Boys for Life” movie.
2. To find the reason used flouting maxim in “Bad Boys for Life” movie.

#### **1.6 Significance of the research**

##### **1. Theoretical significance**

Theoretical, this research has a purpose. First, it is hoped that this research will convey information to speakers about the principle of cooperation and the types of violation of maxims in speech. Second, the researcher expects that this study will add to the repository of knowledge that can be utilized to apply scientific research, particularly in relation to conversational implications of the cooperation principle. And last, the researcher wishes for readers to comprehend the maxims that have been flouted after reading this.

## 2. Practical significance

Everybody who reads this research is anticipated to find it helpful, but students who are accustomed to speaking English in conversation will particularly benefit. Second, by including phenomena that defy the maxims and occur in actual life, the researcher aids in making contributions that are simpler for the reader to understand. Additionally, this research can aid readers in understanding the causes of flouting conversational rules.

### 1.7 Definition of key terms

- Pragmatics** : Pragmatics is the study of meaning as interpreted between language and context (Yule, 1996).
- Implicature** : Implicature is designed to clarify sentences that are interpreted and sentences that are pronounced differently by speakers (Grice, 1975).
- Cooperative principle** : The cooperative principle is a form of how to communicate well (Grice, 1975).
- Flouting maxim** : The flouting maxim is a form of conversation that has an implied meaning and it is not intentional (Grice, 1975).