CHAPTER I

INTRODUCTION

This chapter presents the introduction of every point in this chapter, such as: background of the research, statement of problem, research objective, research significance, clarification of key term and organization of the paper.

1.1 Background of The Research

Conversation is the daily life activities of people, conversation is a talk to share their experiences, thoughts, feelings. Cambridge dictionary (2015), also written “it is a talk between two or more people in which thoughts, feelings, ideas are expressed, question are asked and answered or news and information is exchanged.

There are some rules to make conversation run well and understandable by the listener. Besides, to send the message well, there must be cooperation between participants. If there is no cooperation, the message will not be received well as what they expect. The cooperation between participants is called cooperative principle. The cooperative principle also draws how effective the communication in conversation achieved in common social situations. Speakers and listeners must speak cooperatively and mutually also understand each other.

To be cooperative, someone must obey the four maxims known as conversational maxim, namely maxim of quantity, maxim of quality, maxim of relevance and maxim of manner. These four maxims with those principles
are called the Gricean Maxims. If one of the maxims in cooperative principles is flouted, the conversation fails and of course it contains a conversational implicature, and these conversational implicature is a part of implicature.

Implicature is one of Pragmatic study that learns about the meaning behind the sentence that the speaker says. Here, the writer would like to choose the conversational implicature as a topic of analyzing because nowadays lot of people use implicature on their conversation as well as lot of movies use implicature on their conversation. In his work so far, Grice distinguishes three Implicatures: Conventional implicature, non-conventional implicature or we called conversational implicature and presupposition implicature (Grice, Logic and Conversation : 254).

The advantage of using implicature is to express what they feel or to avoid what they do not want to say. This is the big reason of the writer to do the research about implicature, especially conversational implicature. As the writer has mentioned before that implicature exists in conversation of daily conversation and conversation on some movies. In this case, the writer is interested in doing a research about conversational implicature on two movies. The movies as the research object on this paper are The Huntsman: Snow White and The Huntsman and The Huntsman: The Winter’s War. The first movie was directed by Rupert Sanders, produced by Sam mercer and Joe Roth in 2012 and the second one was directed by Cedric Nicolas-Tryon and Produced by Joe Roth in 2016.
The research about conversational implicature has been done by other researchers. Some of them are Lestari (2016) with her paper entitled “Conversational Implicature found in Dialogue of Euro Trip Movie” the writer interested to analyze the maxim on euro trip movie.

The flouting maxim in the fast and furious 7 movie done by Hayatul (2016) analyze the maxim that flouted in fast furious movie also the setting and scene that happen on that movie.

Rahmani (2016) was analyzing the flouting maxim as a form of conversational implicature in step up revolution movie. The writer interested to analyze the flouting maxims that exist in a movie that has the young genre.

Analysis of Conversational Implicature in The Movie The Ugly Truth” was studied by Nurhayati (2016). The writer analyze the speech act that exist in the ugly truth movie also the writer explain the meaning of the conversational implicature on that movie.

From those previous studies the writer would conduct a similar research conversational implicature on different objects entitled “The use of Conversational Implicature in The Huntsman: Snow White and The Huntsman” and” The Huntsman: Winter’s War Movie”.

1.2 Statement of Problem

The writer is interested in pragmatics study as subfield of linguistics, especially in implcature, the conversational one on The Huntsman Movies. Therefore the problems are formulated in the following questions:
1. What types of cooperative principle are violated in the conversational implicature on The Huntsman movies?

2. What are the implicit meanings of the speakers’ utterance?

1.3 Research Objective

Based on the research question above, the purposes of this research are as follows:

1. To know the types of cooperative principle that violated in conversational implicature on the huntsman movies.

2. To know the implicit meaning of the speakers’ utterances.

1.4 Research Significance

This research is hoped to be useful theoretically as well as practically, as follows:

a. Theoretically, it can be used by readers who want to learn about Pragmatics focusing on Conversational implicature.

b. Practically, it can be used as one reference for next researchers to conduct similar research about Pragmatics focusing on Conversational implicature.

1.5 Clarification of The Key Term

To make some key terms clearer, the writer clarifies them as the following:

a. Conversation
Conversation is a process to send and receive information. It is also as an activity or process of expressing ideas and feelings or giving people information. “Conversation is informal talk involving a small group of people or only two persons” written in Oxford (2007:95).

b. Implicature

Implicature is an additional conveyed meaning. It is something that is more than just what the word means. Conversational implicature is related to the knowledge of what the speaker and listener understand about the utterances uttered and the speaker and listener must also comply all as rules. Yule (1996:40).

c. Conversational Implicature

Conversational Implicature is one of the branches in implicature. They are conventional implicature, non-conventional or conversational implicature and presupposition implicature. Grice (1975:45).

Conversational Implicature is used to explain the implicit meaning from what it said or written as something implied. Grice in Suyono (1990:14).

d. Movie

Movie is one of the communications in the visual way produced by recording actual people or animation as an object with camera. Then they are combined in one frame as one visual layer or we called it as a screen.

e. The Huntsman Movies

- The Huntsman: Snow White and The Huntsman

Directed by Cedric Nicolas-Tryon and Produce by Joe Roth in 2012.
The story is about the princess named Snow white the daughter of the queen and king, she being prisoned by the step mother queen Ravenna. Until she become mature, she is so pretty and kind and it makes the step mother queen Ravenna tries to kill her because she won’t anybody more beautiful than her.

- The Huntsman: The Winter’s War

Produced by Sam Mercer and Joe Roth in 2016. The story start from Long before the evil Queen Ravenna dead. She has a sister named Freya, she has a magic of ice and she built her own kingdom with her big sister queen Ravenna has her own also far from her kingdom.