

CHAPTER I

INTRODUCTION

Chapter I consists of background, statement of problem, research objective, research significance, clarification of key term, and the organization of writing.

1.1 Background

Conversation is something that people do in everyday life. Conversation is a talk to exchange thoughts, feelings, and ideas, it is in line with what is in the Cambridge dictionary (2015), “It is a talk between two or more people in which thoughts, feelings, and ideas are expressed, questions are asked and answered, or news and information is exchanged.”

When people do conversation, sometimes, people use implicit meaning, and it will not be good and effective if speakers and listeners are not cooperative. For example, when speakers tell something implicitly, listeners will respond it by using an utterance or action, so conversation runs cooperatively. It is the main idea of conversational implicature, according to Grice, conversational implicature is an inference, the listener has to comprehend the utterance which is implicit in conversational interaction. He adds that conversational implicature deals with cooperative principle of Grice (Grice, 1975:43).

Conversational implicature is the most interesting topic to be analyzed, because when using implicature, it tends to violate maxims of Grice. It is so risky to provide misunderstanding conversation. The meaning of implicature also will not be understood by the hearers if they do not understand the context of the conversation.

Conversational implicature is usually used in the conversation which is the certain context has been understood by speakers and listeners.

For example:

Mila: "Will you come to my party tomorrow?"

Lena: "I am sorry, actually, I have something important to do with my mom".

Mila: "Ok then, may be next time".

Mila invites Lena to come to that party, and Lena says that she has something to do with her mom. Lena actually refuses it by using another utterance. Mila understands that Lena cannot come to the party, so Mila does not ask it for twice. That conversation is in the context that Lena is busy, Lena does not want to refuse it directly to considerate her feeling. Even though Lena utters it in implicit meaning, Mila still understand it, it is the point of conversational implicature.

Conversational implicature can be found in daily conversation, such as in people's conversation in the real life or even in the fiction. In the movie for example, the conversation is like in the real life, it is more natural and real, because there is the context which is supported by audio, visualization and the story. The implicit message is uttered directly in the conversation that real people do. However, in any other fictions like novel, the conversation will be understood by description and explanation in the text.

People in the real life use different way to utter the purpose, when people fall in love, wordy utterances is used to express the romantic of love, or when people are in the situation that is crucial to fight, the conversation will use short and strict words. It shows that the conversation has the characteristic in the certain conversation, it is the same as movie, every kind of movie has the characteristic of conversation itself.

Action film genre usually tells about someone who keeps struggle to live, it is also about battle. So, action movie is about a battle and physical stunts and struggling to survive (Javandalasta, 2011: 3).

Whereas romantic movie, according to Javandalasta is telling about a couple of love in love story, then the audience will be brought into romantic condition (Javandalasta, 2011: 3).

So, romantic movie is a movie that contains love story and affair. The characteristic of conversation in action movie tends to be masculine. Whereas, the conversation in romantic movie tends to be melancholic.

The reason why this research uses action and romantic movie as the object because action and romantic movie show the contrast in the conversation itself rather than any other movie genre. As what has mentioned above that the conversation in action movie is masculine. Whereas, the conversation in romantic movie is melancholic and wordy.

Action and romantic movie that will be researched are *G.I Joe* and *The Vow*. Based on Internet Movie Data Base (2009), “*G.I Joe* is an elite military unit comprised of special operatives known as *G.I. Joe*, operating out of The Pit, takes on an evil organization led by a notorious arms dealer”. Based on Rotten Tomatoes, it is a movie critic site which is one run by hipsters. They give terrible ratings to good mainstream movies and extremely high ratings to "underground" or "cult classic" films that nobody has heard of, (2012), “*The vow* is a romantic film that talks about a newlywed couple recovers from a car accident that puts the wife in a coma. Waking up with severe memory loss, her husband endeavors to win her heart again”.

G.I Joe and *The Vow* is interested to be studied because *G.I Joe* is the film that is consistent with the genre that is used, it is a real action. Then, *The Vow* is also consistent with the genre that is used, there are no more things that is added in the idea of this film besides love story. Another reason is, because both of them contains many conversational implicatures.

The same research about conversational implicature has been done by some writers before it. Some of them are, the first research has been done by Listiana (2011) entitled “*Analysis of Conversational Implicature in Pariah Movie Episode of Small Ville Serial Movie*”. It focuses in analyzing the conversational implicature and the violation of the cooperative principle which appears in Pariah movie episode of small ville serial movie.

The second research has been done by Wijayanti (2013) entitled “*An Analysis of Conversational Implicatures Found In Movie Abraham Lincoln: Vampire Hunter*”. It focuses in analyzing the implicature/implicit meaning that are found in the utterances of the three main characters, and the types of conversational implicatures that produced by the three main characters of the Abraham Lincoln: Vampire Hunter movie.

The third research has been done by Sommal (2013) entitled “*A Conversational Implicature Analysis in J.K. Rowling’s Harry Potter and the Prisoner of Azkaban*”. It focuses in analyzing the conversational implicatures contained within the 30 selected dialogues of the 7 main characters in J.K. Rowling’s *Harry Potter and the Prisoner of Azkaban* focusing on Grice’s cooperative principle (1975) to find out whether the 7 main characters flouted or violated the conversational maxims.

The fourth research has been done by Lestari (2013) entitled “*The Analysis of Conversational Implicature in The Movie Script of “Despicable Me”*”. It focuses in analyzing the using of conversational implicature on the movie script “*Despicable Me*”, and also types and analyzing the context of situation of each utterance contains conversational implicature used in “*Despicable Me*” movie script.

Based on previous studies above, the writer will try to do the research with the same topic that deals with Grice theory in the movie, the title is *G.I Joe* for action movie, and *The Vow* for romantic movie, by analyzing the conversational implicature in both movie scripts to see the difference that appears in both of those movie genre.

1.2 Statement of Problems

Based on the background above, so the problem of this research is about conversational implicature in action and romantic movie scripts, this research formulates some problems as follows:

- 1.2.1 What conversational implicature are found in action movie script entitled *G.I Joe* and in romantic movie script entitled *The vow*?
- 1.2.2 What is the difference between conversational implicature found in action movie script entitled *G.I Joe* and romantic movie script entitled *The vow*?

1.3 Research Objective

According to the statement of problems that was mentioned before, the purpose of study of this research are:

- 1.3.1 To find the conversational implicature in action movie script entitled *G.I Joe* and in romantic movie script entitled *The vow*.
- 1.3.2 To find the difference between conversational implicature in action movie script entitled *G.I Joe* and romantic movie script entitled *The vow*.

1.4 Research Significance

This research will be expected to have some significances for:

- 1.4.1 The writer

The writer will be easier in understanding the conversational implicature in the film and will know much more things that the movie has the difference in the conversation.

- 1.4.2 Lecturers

The result of the research can be used as additional and deeper materials in giving the lectures to the students at UIN Sunan Gunung Djati Bandung especially in conversational implicature case.

1.4.3 Students

The result of the research can stimulate the students in studying linguistic, especially about conversational implicature and it can be used as additional knowledge in sociolinguistic, pragmatic and other subject.

1.4.4 Other researchers

The result of the research can be used as additional references and information for further researches related with the field.

1.5 Definition of Key Terms

1.5.1 Conversation

Conversation is a talk to exchange information. “Conversation is a talk between two or more people in which thoughts, feelings and ideas are expressed, questions are asked and answered, or news and information are exchanged” (Cambridge, 2008).

1.5.2 Implicature

Implicature is the meaning that is conveyed additionally. “Implicature is an additional conveyed meaning. It is something that is more than just what the word means” (Yule, 1996:35).

1.5.3 Conversational implicature

Conversational implicature is the conversation that uses implicit meaning “Conversational implicature is an inference. The hearer works with implicit messages in the utterances in conversational interaction” (Grice, 1975:43).

1.5.4 Action movie

The term of action movie is important to describe about the title of movie that is used in this research. Action movie is a movie that has a lot of exciting action.

1.5.5 Romantic movie

The term of romantic movie is used to describe about the movie that is in this research. Romantic movie are love stories, or affairs of the heart that center on passion, emotion, and the romantic, affectionate involvement of the main characters (usually a leading man and lady), and the journey that their love takes through courtship or marriage.

1.6 Organization of Writing

This research consists of five chapters. The first chapter is *Introduction*. It consists of Background of the research, statement of problem, research objective, research significance, clarification of key term and the organization of writing.

The second chapter is *Theoretical Foundation*. It will explain about conversational implicature theory, maxim of cooperative principle by Grice, and the theory of movie genres.

The third chapter is *Research Methodology*. It consists of research methods which including the research design, sample and the source of data, and the technique of collecting and analyzing data.

The fourth chapter is *Finding and Discussion*. It presents finding and discussion relating to the question of the research, the data are taken from the movies. This chapter is resulted from analysis of types of Grice's maxims that is found in action and romantic movie script entitled *The Vow* and *G.I Joe*.

Whereas, the fifth chapter is conclusion and suggestion. It will explain about conclusion from the whole research and the suggestion for the next research.