

## **CHAPTER I**

### **INTRODUCTION**

This chapter serves as a comprehensive exploration, encompassing the intricate dimensions of the research endeavor, including the establishment of research background, statement of problems, research objectives, research significances, definition of literary terms.

#### **1.1 Research Background**

Webtoon is now considered a social phenomenon among younger generations. In this regard, webcomics are quite interesting to read because they provide illustrations and are very easy to navigate. The combination of images and a little text in webtoon make the reader does not need to exert a high concentration power to understand the contents of the story or the information in it. Webtoon readers are those who are heavily into anime and manga and who are biased toward deconstructed stories in which the emotions and actions are carefully controlled to yield the least amount of damage possible. They are also familiar with the art style of manga and now Korean *manhwa*. Webtoons are where Asian pop culture, social media awareness, and K-pop sensibility merge. The comics are free to read on the phone app or web browser. Nowadays, digital comics are not limited to Webtoon many different types of digital comics have emerged, including Webcomic, Mangatoon, Kakaopage, and others.

Julietta Gyurjyan defines “comics are usually defined by their appearance: drawings with bold linework. It is also evident that comics are a unique type of narrative. As a narrative, it is unique, because of the combination of a story and pictures to illustrate (Gyurjyan, 2019)”. Comics have short stories that draw attention and action. Free coloring makes the characters look alive. Comics distributed over the internet are called webtoons, or sometimes also called webcomics. Webtoon is a typical South Korean comic that can be read in a single long strip (one page of the website) and is also colored. Unlike manga (Japanese comics), which are typically in black and white. Nevertheless, the form of art, the interactions among characters withing the comic is considered a contextual interaction, which leaded to the understanding of communication system as the medium to convey message and meaning. Which has certain

pattern and aim in pursuing the segmentation for teenager. As a matter of panel and display of narrative in comic Webtoon constructed by interactions, and interaction followed by the utterance of language, it was obvious that the evaluation and criticism of this never left the option to analysis via its structure.

One of the finest structurally embedded aspects was context, which was the circumstances that formed the setting for an event, statement, or idea, and in terms of which it could be fully understood and assessed (Appelt, 1987). Indeed, there is capacity where language as a communication system that uses sound or visual symbols and has certain rules governing its use in forming sentences (Yule, 2016). From the two definitions of the experts above, this study argue that language is a system that allows humans as members of social groups in their culture to express themselves through language, both orally and in writing. Therefore, this study acknowledges that language functions as a means of communication, expression, identity, and conveying emotions contextually.

In the study of context, pragmatics is the answer in the branch of linguistic discourse. Pragmatics is the science that deals with meaning in a particular context (Accius, 2017). The focus in pragmatics is the ability of the listener to understand the meaning of the situation created, recognize what the speaker meant, relate new information to pre-existing information, and interpret after inferring the meaning or message so that the speaker does not need to make more effort - explicit speech (Betti, 2021). It is not just about the meaning of words in reading, but also about recognizing the words or phrases in speech that they mean. Pragmatics examines how the meaning of an utterance depends not only on general linguistic knowledge such as grammar and lexicon, but also on context. Pragmatics addresses various topics of discussion such as deixis, reference and inference, presumption and conditionality, speech acts, politeness, implicature, and principles of cooperation.

The way to achieve good communication through conversation between two or more people is that the participants of the conversation must be able to cooperate with each other so that there is no misunderstanding during the conversation (Grice, 1976). As regarded that the conversation will go well if the participants adhere to and fulfill the principle of cooperation, which has four sub-principles or maxims (Grice, 1976). The four maxims are the maxim of quality, the maxim of quantity, the maxim of manner and the maxim of relation.

By adhering to and fulfilling the four maxims, the conversation will go well and effectively to achieve the actual purpose of the conversation. Therefore, the speaker can make the listener clearly understand the message contained in the conversation so that the listener can understand the purpose of the conversation itself.

Furthermore, Grice explains in Yule (Yule, 1996) that cooperative principles require speakers and listeners to contribute to the conversation only when necessary. At this point, both the listener and the speaker can agree on the conversation's purpose and direction. The existing maxims contribute to the conversation, such as telling the truth and being honest, being clear, being relevant to the conversation, and saying nothing more or less. However, some people frequently violate these maxims, whether intentionally or unintentionally. Such violations include disregarding maxims, breaking maxims, and deviating from maxims.

Flouting a maxim is an intriguing topic in terms of the cooperation principle. Participants in a dialogue appear uncooperative when they violate a maxim, but they are actually cooperative. They violate the maxim for a variety of reasons. Behind the disregard for a maxim, the speaker conceals a hidden message and a specific goal to be conveyed. As a result, conversational participants who violate maxims cannot be characterized as uncooperative. This is because by ignoring a maxim, the speaker forces the listener to decipher the true meaning of what is implicitly stated by the speaker. The omission of maxims can be seen not only in everyday life, but also in movies, novels, and even comic books.

*Solo Leveling* is a highly popular webtoon among young audiences, written by Chugong and first published on KakaoPage on March 4, 2018. The first season concluded on March 19, 2020, followed by a second season released between August 2020 and December 2021. Within the Kakao Webtoon app, a section titled "Fan Translation" features a wide range of webtoons translated into multiple languages through collaborative efforts between contributors and Kakao Webtoon. As the accessible to acknowledge how this popular comic is consumed, this action-packed webtoon boasts 14.9 million readers and has earned a rating of 8.69 out of 10 (Stevvv, 2024). *Solo Leveling* itself has been translated into several languages, including Thai, Mandarin, English, and many more. The phenomenon of flouting

maxims within *Solo Leveling* is crucial for research, particularly because this webtoon engages its audience through complex and nuanced dialogue. By intentionally flouting conversational maxims, the characters create layered meanings that contribute to the depth of the narrative and the richness of the reading experience. This aspect of *Solo Leveling* offers valuable insights into how language can be used to manipulate, subvert, and enhance communication, making it a significant subject of study in the context of linguistic research.

This research examines "Flouting maxim analysis in Chugong's *Solo Leveling* Webtoon". Some authors have conducted similar research on the principle of cooperation. The first is Sekarayu Nuringtya (2018) "Flouting Maxim Analysis on Dialogue of Characters in Pitch Perfect Movie", which focuses on the flouting of maxims by the characters in Pitch Perfect movie. She used Christoffersen's classification in Tupan & Natalia. She found that (1) the maxims most frequently ignored by the characters are the maxim of quantity (39.2%), the maxim of relationship (34.8%), the maxim of quality (21.7%), and the maxim of behavior (4.3%). (2) The dominant reason for ignoring the quantity maxim five times is to build one's faith, the relationship maxim four times is to entertain the listeners, the quality maxim twice is to hide the truth and the behavior maxim once is to hide the truth. The new finding is that the other reasons for ignoring the maxims are (1) mocking the listener and (2) teasing the listener.

Second, Isma Farikha Latifatun Nuzulia (2020) in her research has succeeded "Pragmatic Analysis of Flouting Maxim in Donald Trump's Interview with TIME in the Oval Office 2020" which focuses on the flouting maxim that occurs during interview. She used Grice's theory to find result of the study. She found that 11 utterances containing flouting maxim of quantity, 3 flouting the maxim of relation, and 2 flouting the maxim of manner. The dominant found types is flouting maxim of quantity which means that Trump frequently gives more information.

Third, Ahmad Ulliyadhi Satria Raharja (2015) has succeeded in the task "Analysis on Maxim of Cooperative Principle Violation by Dodit Mulyanto in Stand Up Comedy Indonesia Season 4" which focuses on the violating maxim of cooperative principles done by Dodit Mulyanto in Stand Up Comedy Indonesia season four. This research is conducted

using qualitative method. The data source of this research are the 17 videos of Dodit Mulyanto's speech during his performance in Stand Up Comedy Indonesia Season 4 which has been transcribed by the writer. The results of the study show that there are four maxims of the cooperative principle violated by Dodit Mulyanto during Stand Up Comedy Indonesia season four. These maxims are: (1) maxim of quantity (2) maxim of quality, (3) maxim of relation, and (4) maxim of manner. The dominant maxim that is violated is maxim of relation which occurred 22 times, whereas the other maxim such as maxim of quantity occurred 12 times, maxim of quality 13 times and maxim of manner only occurred 2 times.

Fourth, Rofa Marlisa and Didin Nuruddin Hidayat (2020) conducted a research entitled "The Analysis of Flouting Maxim in Good Morning America (GMA) Talkshow" which focuses on types of flouting maxim by the conversation between the hosts of the GMA talkshow and Jackie Chan. The data of this research used qualitative research as the methodology. The data source of this research was a written text from the script of the dialogue from the hosts and the guest in the downloaded video. The results of the study that there are four types of flouting maxim. They found that fifteen utterances were found based on the conversation between hosts and the guest. These types of flouting maxim: (1) Flouting Maxim of Quantity (33%) (2) Flouting Maxim of Quality (14%) (3) Flouting Maxim of Relation (20%) (4) Flouting Maxim of Manner (33%). The dominant flouting maxim is quantity and manner which occurred 5 times, followed by flouting the maxim of relation which occurred 3 times, and lastly followed by flouting the maxim of manner 2 times.

Fifth, Devian Try Gustary and Suciati Anggraini (2021) conducted a research "The Analysis of Flouting Maxim in "UP!" Movie" which focuses at investigating the flouting maxim spoken by the characters in "UP!" movie. Flouting maxims and strategies of flouting maxim performed by the characters in the movie are investigated. This research is conducted using qualitative method. The result of the study showed two important findings. They found that (1) four types of flouting maxim was found in the movie which are flouting maxims of quantity, quality, relation, and manner. Flouting maxim of quality was highest rank since the characters intentionally say something that considered to be false. (2) Ten strategies of flouting maxims was found in the movie. The strategies are categorized as providing limited information, giving excessive information, hyperbole, metaphor, irony, banter, sarcasm,

being irrelevant, changing the topic and being obscure. The amount of the strategy that frequently used to flout maxims was giving excessive information. It happened because the characters always give the information more than required.

This research focuses on the type and importance of the flouting maxims used in *Solo Leveling* webtoon by Chugong. Kakao webtoon as an object has never been analyzed with a pragmatic approach with the topic of flouting maxims. In addition, analyzing the maxims of violation with a pragmatic approach in the cocoa webtoon is still rarely done. Therefore, it is important to discuss this topic.

The author analyzes the flouting of maxims in this Kakao webtoon for several reasons. The first reason is that the author considers it important to discuss it because cooperation principles such as the flouting maxim make the Kakao webtoon story more complex layered meaning in the segmentation of teenager for its readers. The second reason is that cooperation principles can be considered as part of art that has aesthetic value and function. In this Kakao webtoon, the author certainly brings up many principles of cooperation such as the maxim of quality, maxim of quantity, maxim of relation, maxim of manner, and flouting maxims appears, and this needs to be discussed to get an explanation of the meaning and function of these principles.

## **1.2 Statement of Problems**

*Solo Leveling* Kakao webtoon by Chugong is a comic with a very interesting cocoa story. There are many characters in this webtoon, but this story focuses on the life of the main character, Seong Jin-wo. In conversations between characters, the author realizes that quite a lot of characters speak ambiguously, unclearly, incorrectly, unsolicited, unimportantly, and so on, thus ignoring the rules of the principle of cooperation. Based on this problem, the author formulates the corpus-based problem as follows:

1. What are types of flouting maxims used by the main characters ?
2. How is the context of flouting maxims used by the main characters ?

## **1.3 Research Objective**

Based on the statement of problems provided, the research objectives could be formulated as follows:



1. To identify the types of flouting maxims used in the *Solo Leveling* Kakao webtoon by Chugong.
2. To examine the context conveyed through the flouting of maxims by the main characters in the *Solo Leveling* Kakao webtoon by Chugong.

#### **1.4 Research Significance**

This study is projected to contribute to the field of pragmatics by providing a detailed analysis of flouting maxims within the context of a popular webtoon, *Solo Leveling* by Chugong. By examining the ways in which characters in the webtoon deliberately break conversational norms, the study enhances our understanding of how flouting maxims can be employed to create layered meanings and enrich narrative depth. This research also broadens the application of Grice's Cooperative Principle to digital and visual storytelling mediums, demonstrating the relevance of these linguistic theories beyond traditional text-based communication. The findings can serve as a reference for future studies on pragmatics in digital literature and visual media, expanding the scope of linguistic research into modern and evolving forms of storytelling.

Practically, this research offers insights for writers, translators, and content creators in the field of webtoons and other visual narratives. By understanding the use of flouting maxims in *Solo Leveling*, creators may learn how to craft more nuanced and engaging dialogue that resonates with audiences on a deeper level. For translators, this research serves a framework for recognizing and preserving the subtleties of character interactions during the translation process, ensuring that the original intent and impact of the dialogue are maintained across different languages and cultures. Finally, this study can benefit educators and students in linguistics and literature by offering a concrete example of how theoretical concepts can be applied to popular media, making the learning process more relatable and accessible.

#### **1.5 Definition of Key Terms**

In order to clarify the basic concept of key terms used in this research and avoid the blur in this study. The definition terms are displayed as follows.

1. Linguistics: Linguistics is the scientific study of language, including its structure, meaning, and use in communication. It encompasses the

examination of grammar, phonetics, semantics, syntax, and other aspects of language to understand how languages are formed, evolve, and function in various contexts (Grieve, 2015). It serves the ground concept of this research in the context of discourse.

2. Pragmatics : The discourse about gaining the meaning over its contextuality domain (Yule, 1996). It provides the serials context analysis stand for this research.
3. Language Cooperative Principle: This is the notion which explains about how humans interact effectively and efficiently through language and how language can be used to achieve certain communicative goals (Grice, 1976). It justifies the micro discourse which this research is developing with cooperative as textual and social phenomena.
4. Flouting Maxim: By intentionally flouting a maxim, the speaker may convey additional meaning, create humor, or evoke a specific response from the listener (Grice, 1976). Flouting the maxims occurs when a speaker deliberately violates or disregards one or more of these conversational maxims for communicative effect.
5. Comic: A comic is a visual storytelling medium using images and text, typically in a series of panels, to convey narratives or ideas.
6. Webtoon: A webtoon is a digital comic from South Korea, designed for vertical scrolling on smartphones, and published online.

*Manhwa*: *Manhwa* refers to South Korean comics, similar to Japanese manga, and includes both traditional print and digital webtoons.