CHAPTER I

INTRODUCTION

This chapter provides an introduction that has an overview of the research. In more detail, this chapter presents the research background, statement of problems, research objective, research significance, and definition of key terms.

1.1 Research Background

At present, the form of communication has become varies and highly evolved as its function to deliver the message has simplifies to reach wider range of people because people not only do it face-to-face, but also capable of doing it from afar such as through phone calls, watching online videos, doing a live streaming, listening to podcast radio etc. The communication itself has two primary forms, there are the verbal and a non-verbal communication, a verbal communication encompasses every process of exchanging information in the form of spoken or written words whereas a non-verbal communication in accordance with John Greene (2003, as cited in Burgoon, 2016) is everything includes facial expressions, gestures, eye contacts or things we wear or carry except using words in a face-to-face interactions. The combination of using verbal and non-verbal communication can be found in a stand-up comedy which is one of a communication form that already exist since 1800s until present according to its timeline history. The first happened in year 1861 performed by a humorist named Artemus Ward on his comedy lecture entitled "The Babes in the Wood" (Federman, 2021). A stand-up comedy, by the definition, in

accordance with Jay Sankey (1998) on his book entitled 'Zen and The Art of Stand-up is performing a scripted series of fictitious lies by convincing it was unscripted to make the audience laugh.

Everyone can be funny or hilarious but not everyone can do a stand-up comedy because stand-up is the art of turning problems into punchlines (Carter, 2020). It requires some knowledge because there's a format, formula and tricks to do it. For instance, even though it seems like it's only trying to be funny to make people laugh, all the jokes material needs to be organized as a set-up and punchline format because the function of set-up is to build curiosity and tension meanwhile punchline is a surprise and release element (Sankey, 1998). After that, a set is needed. Set is an arrangement of the jokes and its way to deliver such as the order, gesture, act out, mimic, impression and tricks that will be added to the set (Papana, 2016). All the preparation needed to avoid a lack of engagement situation where the audience or people are disinterested and became quiet because the jokes didn't deliver well to them. That's why it is important for a stand-up comedian or comics to develop and hone the ability to communicate with the unique comedy perspective to the audience so they can understand the perspective well.

Mehrain (1971, as cited in Dean, 2000) found the effectiveness of words when communicate in percentage only 7% compared to body language (55%) and vocal tones (38%). It means to maximize the effectiveness of using words when deliver the context or information, it must comply with the standard, that is called as the cooperative principle which labeled by Paul Grice (1975)

meaning to "*make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged.*" It has four categories of maxims to follow, there are maxim of Quantity, Quality, Relation and Manner which if not fulfilled, there will cause a non-observance of maxims. The non-observance of maxims has connection with the cooperative efforts in a conversation between listener and speaker because it is the basic aspect to reach a good talk exchange or communication. It is when the speaker tells the information or context crystal clear without trying to confuse, so the listener can safely assume that it is as it means not the other way around because if the listener assuming such ambiguous meaning then this additional meaning is called as implicature.

The implicature caused by any non-cooperative effort has been identified to have four ways as the cause in accordance with Paul Grice (1975), such as: violate, opt out, clash and flout. The lack of cooperative efforts when communicating is the main reason why the researcher chooses Pandji Pragiwaksono stand-up videos as the object of this research. Further reason why it is Pandji Pragiwaksono stand-up videos is because he is a well-known stand-up comedian from Indonesia since 2010 until present, but he began his career as a stand-up comedian abroad when he moved to New York, United States in 2022. He travels around then start the *10 000 hour stand-up* videos segment as a trace of his stand-up comedy outside of Indonesia and as an experimentational process which follow the belief that people can became an expert in something after doing it for 10, 000 hours. This is an interesting cause to analyze because

he is doing a stand-up comedy in English language with English speaker as his target audience which is not something he usually do before which using Bahasa Indonesia as the main language with Indonesian audiences. Different language, audiences, countries and cultures which will also have different output as in how the audience will react to his jokes.

Before conducting this research, the researcher has reviewed some previous studies as a comparison and source that will aid the researcher in this research process. The first is from a journal entitled "Conversational Implicature Found while Trevor Noah Criticizes Government in Stand-up Comedy Show" by Missherly Angelia Steffani H. and Yulius Kurniawan (2023). The similarities are the object of this research is a stand-up comedy and conversational implicature as the topic. This research study tries to analyze the flouting maxims and type of conversational implicature for further understanding in how to express criticism while entertain the audiences at the same time when Trevor Noah is doing a stand-up comedy. The result of this research study found that Trevor Noah flouted maxim of manner 10 times, maxim of relevance 7 times, maxim of quantity 6 times and maxim of quality 5 times. Also, it is identified that only 1 type of Generalized Conversational Implicature (GCI) found meanwhile the total of Particularized Conversational Implicature (PCI) is 10.

The second is a journal entitled "The Art of the Unsaid: Analyzing the Use of Conversational Implicature in Political Communication" by Shaikah H. Ghawaidi and Nuha A. Alsmari (2025. The focus of this research study tries to analyze the type of conversational implicature and the use of it to communicate

to avoid any controversial position in politics without any explicit explanation by Saudi Crown Prince during his interview. The result of this research study found the Saudi Crown Prince used Particularized Conversational Implicature (PCI) frequently with total of 7 times and 2 times of Generalized Conversational Implicature (GCI) as the strategic to avoid such conversational statements and sensitive topics.

Last, the third previous study is a journal entitled "Understanding the Meaning of Speaking by Conversational Implicature" by Vidya Mandarani (2017) which using direct observation of 29 Indonesian students that speaks English as the subject which has the same type of subject with this research that is an Indonesian speaker that speaks English. This research study tries to analyze the flouting maxims as the cause of implicature in a conversation and explain the implied meaning behind it which resulting of one data per every category of maxims that were flouted by the students.

The similarity of those previous studies is using Pragmatics analysis in conversation to conduct their research which align with this research meanwhile the distinction is unlike the previous studies, the focus of this research is to find the type of non-observance maxim, conversational implicature and the implied meaning in Pandji Pragiwaksono's stand-up comedy videos by using the theory of Paul Grice's the cooperative and implicature with pragmatics analysis method to discover and explain in-depth of the contextual meaning behind every jokes despite of the language barrier and differences in cultural background.

1.2 Statement of Problem

The error such as misinterpretation and misunderstanding caused by language barrier in between speaker and listener in a communication is inevitable, let alone for those that doing a stand-up comedy which supposedly to make the audience laugh but struggling because of using another language in many countries which has different background and culture.

Based on the statement of problem, the research questions are formulated as follows:

a. What are the types of non-observance of maxims in *Pandji Pragiwaksono: 10 000 Hour stand-up videos*?

b. What are the types of conversational implicature in *Pandji Pragiwaksono: 10 000 Hour stand-up videos*?

1.3 Research Objective

Based on the following research questions above, the objectives of this research are:

a. To identify the types of non-observance of maxims in *Pandji Pragiwaksono: 10 000 Hour stand-up videos*.

b. To identify the types of conversational implicature caused by non-observance of maxims in *Pandji Pragiwaksono: 10 000 Hour stand-up videos*.

1.4 Research Significance

This research study has significance in some areas, as follows:

Theoretically, this research study about analyzing conversational implicature is a contribution for the Pragmatics field that expected to become a reference and a helpful learning tool for those who want to know and learn more about analyzing implicature to find the cause, process also the implied meaning using Paul Grice's theory of The Cooperative Principle with the same object that is a stand-up comedy. Also, the researcher hopes it can be a comparative study for other researchers who are interested in analyzing the same topic and object in the future.

Practically, this research study is expected to become a source of learning material for a language enthusiast, writer, students, and people in the field of critics or review about Paul Grice's theory about The Cooperative Principle when observing conversation. By deepening the knowledge about it, it will broaden the analyze into the next level, so the result is expected to have more quality because it will reveal implied meaning and the process of how it is can happen. Hopefully, this research study will be a source of those who need and ease them in the field of study.

1.5 Definition of Key Terms

The definition of key terms is needed to give clarity about the terms used in this research to avoid confusion, misunderstanding or ambiguity. As follows:

a. **Pragmatics** refers to a study that analyses the meaning in communication, specifically what the speaker means that will explore more of the unsaid than the said part in a communication (Yule, 1996).

b. **The Cooperative Principle** refers to the general principle of any cooperative efforts in communication labeled by Paul Grice (1975) which ruled by the following maxim of Quantity, Quality, Relation and Manner.

c. **The Non-observance Maxim** refers to any non-cooperative efforts in communication that identified by Paul Grice (1975) as four types, as follows: Violate, Opt out, Clash, and Flout.

d. **Conversational Implicature** refers to the term introduced by Paul Grice (1975) as a description of the implied or the additional meaning in utterances coming from the participant.

e. **Generalized Conversational Implicature (GCI)** refers to the type of conversational implicature that can be presumed with unneeded of any specific knowledge or context required.

f. **Particularized Conversational Implicature (PCI)** refers to the type of conversational implicature that depends on a specific knowledge or context to understand the implied meaning.

g. **Stand-up Comedy** refers to performing jokes in front people, but with some techniques to deliver the jokes material. It is usually just a boring monologue or a hilarious interactive communication between the comics and the audiences to build a comedic atmosphere.