CHAPTER I
INTRODUCTION

In this chapter the researcher discusses the introduction which consist of background of the research, statement of problem, research objective, research significance, frame of thinking, and previous study.

A. Background of the Research

Communication is a thing which cannot be separated from human's daily activity. In order to live a social life humans need to communicate with others. The communication can be run effectively if both speakers and listeners are able to understand each other messages. Both of them need to deliver their messages cooperatively and mutually accept one and another to get the understanding. On making the communication runs effectively, thus, Paul Grice proposes a rule called cooperative principles. In this principles people need to make contribution such as is required in communication. The speakers need to maintain their utterance to make the information they give still relevant and accepted by the purpose or direction of the talk exchange (Grice, 1975). By this principle, Grice means that speakers need to shape their utterance in communication in order to be easily understood by the listeners. There are four maxims that Grice (1975) proposes in this theory, they are: maxim of relation, maxim of quality, maxim of quantity, and maxim of manner. To make the conversation runs effectively, the speaker have to observe those maxims.

In reality, people are not always following the rules of the cooperative principle. They, often times, do not follow the rules. When the rules is not followed by the participant of talk exchange, it is called non-observance maxim. There are four types of non-observance maxim, and one of the most frequently occur is flouting. a flouting maxim occurs when the speaker in talk exchange saying something that the hearer will only not know the truth and only will understand the surface meaning of words (Cutting, 2008, p. 40).

The flouting maxim can be used as a mean to predict the mental condition of oneself. Language has a strong relation with the psychological condition of oneself. The words that humans use in their conversation reflect what is on their mind, as Pennebaker (2011) asserts that words are like "fingerprints", showing the relatively consistent way in which an individual utilizes language in a context-independent manner. Moreover, Vygotsky in 'Thought and Language' describe the link between word use and thought briefly:

> Thought is not expressed but completed in the word. We can, therefore, speak of the establishment (i.e., the unity of being and nonbeing) of thought in the word. Any thought strives to unify, to establish a relationship between one thing and another. Any thought has movement. It unfolds. It fulfills some function or resolves some task. This flow of thought is realized as an internal movement through several planes, as a transition from thought to word and word to thought. (Wilson & Weinstein, 1992)

Since language, especially the word use reflects what is on people's mind, the researcher believes that the usage of implicature, especially the one in flouting maxim, in conversation can be used to predict an individual psychological condition. Implicature can be used to indicate depression symptom since people with depression hasve a problem on delivering thoughts on their mind clearly. As Beck (1967) states that people with depression may be unable to express certain thoughts and feelings.

On analyzing the depression symptom in implicature in flouting maxim, the researcher uses the theory of Al-Mosaiwi about language use of depression. Al-Mosawi (2018) proposes four word choices which are used in depressed people communication: a) The use of first person pronoun, b) The use of negative emotion c) Rumination, and d) The use of absolutist word. The researcher use that theory to spot depression indication by breaking down the word choice on someone's speech.

Since depressed people unable to express certain thoughts and feelings, they tend to use implicature in their speech which often leads to misunderstanding. The implicature or implicit meaning which spoken, sometimes hard to be understood by the hearer due to some obscurities and ambiguities. This implicit meaning is

actually possible to be understood if the hearer pay attention to the context of the utterance as Benotti (2014) states that implicature is a highly contextualized of language use that has a lot in common with non-linguistics behavior.

On understanding utterance meaning, it cannot be separated from its context. Context and meaning are interdependent, thus meaning cannot be communicated without context and context cannot be established without meaning (Nouraldeen, 2015). Moreover, context can limit interpretation as Dascal in Nouraldeen (2015) "*context vigorously limits interpretation in advance that the actual speech stimulus is largely redundant*". On understanding the meaning of implicature by looking at its context Cutting (2008) proposes two types of context, they are : situational context, and background knowledge

Drama Series is one of the best sample to find the use of conversational implicature and depression in human interaction. Drama series, especially the one with realistic genre, usually shows humans interaction in their daily life. The conversation that is used in realistic series portrays issues that real life human face in their daily life.

13 Reasons Why Season 1 is one of the realistic Netflix' drama series that portrays real life issues that American High School students face, especially about bullying, depression , rape culture, and suicide. This series was adapted from the novel with the same title which written by Jay Asher. This series was produced by Netflix and has been aired since March 31, 2017. It has 13 episodes where the main character, Hannah Baker, a Liberty High School's student who had ended her life due to some rough events which happened in her life. She got bullied, had a complex relationship with her school mates, and even she got raped by the school's bully. Before she dies she had recorded her story on 13 tapes, telling the reason why she killed herself, and shared it to certain people. The director of this series, Brian Yorkey, claimes that he wants to make truth that people can see in the entertainment and represents the teenagers experience through this series. Yorkey in *'13 Reasons Why : Beyond the Reasons* says :

> We wanted to begin by telling about what effect these events would have. Then, we felt like if we could tell a story not only with integrity, but hopefully one that had a chance to really resonate with young people who don't necessarily get a steady diet of truth in the entertainment, and hopefully stand as something that was an honest representation of their experience. (Netflix, 2017)

Hannah Baker, the main character, uses implicature frequently in her daily conversation particularly when she tries to talk about her feeling. She tends to violate the maxim in her conversation in order to give the sign to her partner that she has problems in her life which causing depression. It is a form of crying for help that she gave to people around her.

The way how Hannah delivers her thoughts and feelings and how this series is actually portraying real representation of teenager, then became the reason why the researcher chooses the series as the objective study of this research. The researcher wants to find out the types of flouting maxim, find out the symptom of depression in the conversational implicature, and analyze the implied meaning on her conversational implicature.

B. Statement of Problem

The researcher uses one object in this study. There are several theories of linguistic which is used to analyze the problem of this study. The researcher will look for the relation of the flouting maxim and depression by finding out the types of flouting maxim, analyzing the words on the implicature to find out the depression symptom, and interpreting the meaning of the implicature. Therefore, those things will be formulated in three questions below :

1. What types of flouting maxim which occur in the speaker conversational implicature in *13 Reasons Why Season 1*?
2. How does the flouting maxim relate to depression in *13 Reasons Why Season 1*?
3. What is implicit meaning of the implicature in *13 Reasons Why Season 1*

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C. Research Objective

The researcher is ought to show the importance and effect of this research. The researcher knows that communication has become an important part of human's life and can reveal a lot about the human himself. In accordance with the formulation of the problem, the objectives of the study are as follow:

1. To identify the flouting maxim types in the main character conversation in *13 Reasons Why Season 1*.

2. To find out the relation between conversational implicature and depression that the main character has in *13 Reasons Why Season 1*.

3. To understand the implicit meaning that occurs in the main character's conversation *13 Reasons Why Season 1*.

D. Research Significance

The researcher hopes this study will be useful. Therefore, these are the significant that the researcher hopes:

1. Theoretically

   Theoretically, this research is expected to give such contribution in linguistics field, especially in Pragmatic on understanding conversational implicature.

2. Practically

   Practically the research findings will be useful for,

   a. English Lecturers

   This study is expected to contribute to the teaching of pragmatics, especially on conversational implicature in movie / serial. Lecturers can use the findings of this study as an additional resource in Pragmatics subject

b. The students of English Literature

This research can be used as another reference for the students of English Study Program who want to conduct research on pragmatics, particularly based on the theory of conversational implicature in TV serial talk.

c. Other readers

This research hopefully gives a preview of conversational implicature and how it has the relation with mental condition of individuals in the context in the serial for other students.
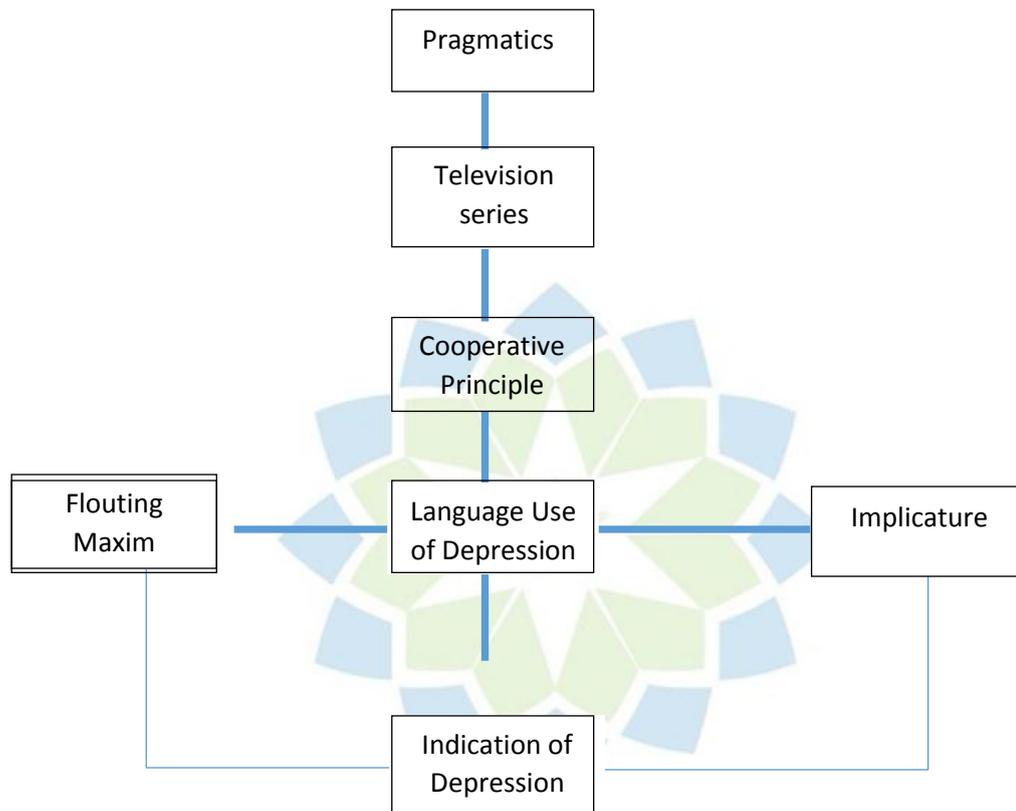
d. Other Researcher

This research hopefully can help other researcher who wants to analyze the connection between conversational implicature and depression in movie/ TV serial.

E. Frame of Thinking

This research will focus on analyzing the types of flouting maxim and how it interrelated to depression which is found in 13 Reasons Why Season 1 as the object of the study. The researcher chooses this series as object because of it has such a real representation of the issue that teenager face in their lives. In this series, the main character, Hannah Baker, has a unique ways of communication which is effected by her depression. On analyzing that unique communication way, the researcher will use several theories of linguistics, especially pragmatics theory and combines it with a theory of the language use.

The first thing that the researcher do is categorizing the types of flouting maxim which uttered by Hannah Baker, which is the object of this study. On categorizing the types of flouting maxim, the researcher uses the theory of cooperative principle which is proposed by Paul Grice. In addition, to support the theory, the researcher also uses the supporting theory by Joan Cutting about flouting maxim.

Those show the relation of Television series, flouting maxim, depression symptom, and implicature, the researchers will explained it in bellow illustration :

Grice (1975) purposes the cooperative principle in order to make the conversation which individuals do in their daily activity to be as effective as possible. To make the communication runs effectively, there are four types of maxim which people have to observe. They are maxim of quality, quality, relation and manner. This theory helps the researcher on understanding how the main character of the series communicate with other people. However, people are usually ignoring the principle which resulting them flout the maxims.

The example of the flouting maxim can be easily found in the television series. The television series usually portrays the real life story of human and how they communicate with each other. For example, 13 Reasons Why Season 1 which show the story of a teenager and their struggles during the high school time. Both the plot and conversation in the shows is made to be as true as possible.

The researcher uses the theory of flouting maxim by Joan Cutting to get better understanding of what Hannah Baker, the main character of the shows, uttered. Flouting maxim theory is used as a tool to find out whether Hannah is observing the maxim. With this theory, the researcher can find the types of flouting maxim which done by Hannah in her communication. These types of flouting which are found in Hannah's utterance then will be broken down to find out the depression symptom.

The researcher thinks that how individuals use language can reflect their psychological condition. The words that they use in interaction gives significant clues to what is on their mind. As Pennebaker (2011) asserts that words actually give important clues to individual's social psychological world. With this perception, the researcher then use the theory of language use to detect depression symptom in flouting maxim. Since people with depression has difficulty on expressing certain thoughts and feelings, it reflects on the use of flouting maxim. With flouting maxim people can state utterance which the meaning is more than what is said.

To detect the depression symptom on flouting maxim, the researcher use a research findings by Al-Mosaiwi. Al-Mosaiwi (2018) finds there are certain pattern that people with depression use when they communicate. This patterns include the use of first person pronounce, negative emotion words, and absolutist words. Those types of words, surprisingly are types of words which the depressed people use frequently in their communication.

When speakers flout maxims, they produce implicature. This implicature need to be interpret to understand what the speakers really mean in their utterance. To understand implicature in utterances, the researcher use the theory of context in pragmatics by Joan Cutting. With this theory, the researcher interpret the implicature based on three context which is proposed by Cutting.

F. Previous study

There are some previous studies about conversational implicature and flouting maxim, but they only focus on the types of flouting maxim. Moreover, the object of the previous researches are usually movie, song, or comic. The researcher picks four research which is used as the previous study. Those researches will be shown as follow:

First "An Analysis Of Conversational Implicature On The Monsters University Movie" by Romadhona (2016). The thesis only focus on interpreting the meaning of implicatures that occur and the flouted politeness maxim. It analyze how the utterance flout the maxim of politeness, what is the function, and how to interpret the meaning of the implicature. The object that is used in this research is animated movie which produced by Disney pictures.

Second, *An Analysis Of Conversational Implicature in V for Vendetta Movie* by Siregar (2018). It has two research questions : 1) What is the implied meaning of each conversational implicature found in V for Vendetta Movie? 2) How does the speaker fail to fulfill a maxim in each conversational implicature in the movie?. The object study of this research is movie. This research interprets the meaning of implicature and categorizing the types of flouting maxim which occurs in the movie.

Third, *A Pragmatic Analysis of flouting maxim Done Bythe Maincharacters Inthedevil Wears Prada* an undergraduate thesis by Hidayati (2015). This thesis has three main focus, categorizing the types of flouting maxim, finding out the strategies of the flouting maxim, and finding out the purposes of the use of the flouting maxim in the movie. According to this thesis an individual can flout maxim with various strategies, such as giving too much or less information, hyperbole, metaphor, irony, banter, being obscure, and being irrelevant. These strategies are done to achieve certain purposes. In this thesis, the researcher considers perlocutionary effects as the purpose of the occurred flouting maxim.

Fourth, *Conversational Flouting Maxims in "The Adventures of Tintin Comic "The Secret of Unicorn and Red Rackham's Treasure"* by Ulfah (2019). This research has two main focuses;to find out the type of the flouting maxims which occurs in the comic and to find the strategies used by the speaker on delivering the flouting maxims. The researcher finds all the types of flouting maxim and four strategies including metaphor, overstatement, understatement, and irony .

Different from the previous studies, this study will focus on the relation between the implicatures and depression. The researcher will analyzes the types of flouting maxim using the theory of cooperative principle by Paul Grice, find out the depression symptom in the conversational implicature using the theory of the language use of people with depression by Al-Mosaiwi, and interpreting the implicature to get the understanding with the theory of context by Joan Cutting.