

CHAPTER 1

INTRODUCTION

This chapter explains background of the research, statement of problem, research objective, research significance, and organization of writing.

1.1. Background of the Research

Flouting maxim is an important way for the receiver to get interesting conclusions and to restore implicature (Grundy, 2000: 78). Flouting a maxim is typically done by uttering something absurdly false, wholly uninformative, completely irrelevant, or abstruse so that the hearer understands the speaker is implying something entirely different. Thomas (1995:56-58) assert that there are times when people say what they mean, but generally they do not really explicit. In some cases people have been conveyed farther from them, using something very different from the meaning of their words. That means different conveyed by means of implicatures.

To explain the mechanisms that people interpret conversational implicature, Grice's maxims of conversation and introduce four cooperative principle (CP). Maksim conversation is the maxim of quantity (informative), quality (genuine, real words and truth), relationships (relevant) and how (orderly). The fourth maxim of conversation helped us build implicature CP is as follows: Giving your contribution as required, at the stage at which it occurs, by the accepted or direction of the talk exchange in which you are involved (Grice 1975). However, there are many occasions when people fail to

observe the proverbial. Grice (1975, cited in Thomas, 1995, p.64-78) introduces five ways failed to observe the principles that scoffs goes, breaking rules, breaking the maxim, pick out the adage that, suspend the proverbial. Flout the maxim itself has four types, they are: flout the maxim of quality, quantity, relationships and ways.

This research is not the only and the first study which relates to the pragmatics field. There are several previous researches done early before this research. Those researches help the writer to do this research with pragmatics. However, as far as the writer concerns, this research is original work of the writer. To prove that, the writer can describe those previous studies bellow.

The first study is conducted by Artanti (2006) which the title is *An Analysis of the proverbial derided in Princess Diaries 2: ROYAL ENGAGEMENT film based on Grice's Cooperative Principle (A Pragmatic Study)*. This research is intended to observe the occurrence of cooperative principle by using the Grice's theory. The results also showed that based on the analysis flout goes, there are three principles flout used by a character, which flouted the maxim of quality, quantity and Manner. In addition, the study showed that there were found two phenomena. The first is that most of the maxim is violated in the data have low information content and high affective content. This indicates that the characters tend to express affective (the implicature of their utterances) rather than information from their utterances (what is actually said by the characters). Secondly, the researchers also found the incidence of overlap, that there are two or more maxims violated in one utterance.

Another similar study conducted by Fajrin (2008) whis the tittle is *Implicature Analysis based on Grice's maxim at film titled "GUESS WHO" (pragmatic approach)*. This study used a pragmatic approach based on the theory of Grice. It consists of the Cooperative Principle, and scoffs proverbial maxims. The results of data analysis showed that the proverb is violated in Conversations may contain hidden meanings that have a specific intention. Hidden meanings associated with the context, so-called particularized conversational implicature. Implicatures use in speech is to make the listener can capture the intended speaker through the proverbial flout labor since by creating implicature, speakers really want to make the listener to search for the true meaning different from, or in addition, the meaning of which is expressed not with the intention of deceiving or misleading.

Scoffs utilize Maxim Relations; As a rule, they tend to occur when the flout obviously response relevant to the topic (sudden change of topic, the real failure to address interlocuter purpose in asking questions) for example:

- a. Father daughter at dinner family: Any news about the results of the SAT?
- b. Princess: ice cream anyone?

Dughter reluctant to discuss the SAT problem either because he feels his family is too intrusive or because he did not have good news (the score is quite low). To postpone discussing the topic, he switched to the conversation path 'safe' topics, such as the offer to serve ice cream.

Based on the above explanation one piece chosen by the researchers to be a source of data is one of the parts is a Japanese *manga* series written and illustrated by

Eiichiro Oda. The individual chapters are being published in tankōbon volumes by Shueisha, with the first released on December 24, 1997; and volume 71 was released in August 2013. He has a maxim violation in this story. Therefore based on the phenomenon, researchers interested to analyze this research with the title flouting maxims in cartoon film "one piece" episode 1-3 based on Grice cooperative's principles.

1.2. Statement of the Problem

Background of the above study, the authors formulate the research problem with general questions as follows:

1. What kinds of flouting maxim are employed by Luffy, a character in cartoon movie 'One Piece' episodes 1-5?
2. in what situations are the maxims flouted?

1.3. Research Objective

The purposes of this study are:

1. To find out the type of flout maxim employed by Luffy a movie called 'One Piece', cartoon episodes 1-5
2. To observe in what situation the maxims are flouted

1.4. Research Significance

This study is expected to give both practical and theoretical contributions in relation to the study of cooperative principle.

1. Theoretically

This research is to encourage students to learn the pragmatic approach and can provide knowledge to improve student understanding of the types of maxims flout proverbial sayings and what situation are the maxims flouted.

2. Practically

This study is expected to be useful for the English learners especially English students to broaden their understanding about Grice's theory concerning flouting maxim. they will get insight what flouting maxim are flouted in the cartoon film *One piece* and the implicatures conveyed behind the characters utterances.

The English learners will also learn how to generate implicature effectively in their communication without irritating the addressee to convey what they really mean in their utterances.

1.5. Organization of Writing

The thesis is organized by chapters and items, as follows:

Chapter I is introduction. It consist of Background of the Research, Statement of the Problem, Research Objective, Research Significance, Organization of Writing. Chapter II is Theoretical Framework. It consist of Pragmatic, Definition of Pragmatic it consist of Scope of Pragmatics, Discourse Structure, Implicature which divided Conventional Implicature and Conversational Implicature, Cooperative Principle, Grice's Maxim, Context, the Flouting of Grice's Maxims which divede four maxims is Maxim of Quantity, Maxim of Quality, Maxim of Relevance, Maxim of Manner.

Chapter III Research Methodology. It consist of Research Design, Data, Source of data, Sample of Data, Technique of collecting data, Technique of analyzing data. Chapter IV is Analysis and Discussion. It consist of Explanation Regarding Introduction. Chapter V is Conclusions and Suggestions.

