

# CHAPTER 1

## INTRODUCTION

Chapter one is introduction which consists of background of the research, statement of problems, research objective, research significance and clarification of key term.

### 1.1 Background of the Research

Communication among people can only happen if there are two sides respectively play as speakers and listeners. In the process of communication itself, both sides should observe rules in the communication in order that communication runs well and agrees with the expectation of both sides. Moreover, speaker and listener should cooperate in order that the message that is conveyed can be understood by them. However, communication does not always work well as expected, because sometimes there is one of sides flouts the rules in the communication. The cooperation that happens between both sides is called cooperative principle.

Cooperative principle is one part of pragmatics. Pragmatics is the social language skills that people use in daily interactions with others. Pragmatics includes what people say, how people say, what our body language means and whether it is appropriate to the given situation. Pragmatics studies the meaning of a word or a speech relative to speaker's situation or condition, because people use different expressions to express their condition.

This cooperative principle relates to the situation or condition of speaker and listener. Therefore, situation and condition influence the meaning that is conveyed by the speaker or listener. The cooperative principle is very important in communication, because it determines whether the communication is successful or not. Grice says that there are partly assumptions which is including and governing activity conversation, the assumptions appears from rational judgment that underlay and may be formulated as orientation to use language in accordance with efficient and effective in conversation direction cooperative (Grice in Huang, 2007: 25). Then, in the cooperative principle there are rules, usually is called the maxim. Maxim is the principle linguistic in the lingual interaction; the principles arrange utterances of people, the use of language, and interpretations toward action and utterance the listener. Moreover, Grice divided maxims of conversation into four categories that is quantity, quality, relation and manner (Grice, 1975: 45). In the maxim, speaker and listener are sometimes observe the maxim, both sides can violate a maxim or can opt out of a maxim. It all can be happens based on situation and condition of participants. Therefore, in the analysis of maxim, context is very important to know reason that cause the maxim, for example, to know reason there are violation of maxim in the conversation.

There are several researches on the same topic. Suciati (2006) analyzed kinds of maxims and explains maxim violations that happen in the novel, but in the study she only analyze violation maxim of quality and quantity. Another study also had been done by Prasetia (2014). He had analyzed flouting of conversational maxim in Talk

Show Oprah Winfrey. The similarity between this study and the previous one is that both analyzed violation of maxim and the difference is that this research explains reasons or factors that cause the violation of maxims. Besides previous studies related to violation on maxim, there are also previous studies related to novel “The Scarlet Letter”. Gani (2005) analyzed symbol used by Nathaniel Hawthorne in The Scarlet Letter and explains relationship Hawthorne as the writer with the symbol in The Scarlet Letter. The previous studies have similar object with this study uses novel “The Scarlet Letter”, and the difference with this research that is from discussion.

The analysis of cooperative principle about maxim can be through media such as novels, debates, movie scripts, talk show, and short stories. In this research, the writer uses novel as object, because those who use the novel as the object still limited in the analyzing violation on maxim, most researchers uses object such as talk show and interview. Furthermore, the writer chooses novel “The Scarlet Letter”, because the novel in English Department is common and used in literature courses. Beside that, the writer uses novel “The Scarlet Letter”, because in the novel there are many violations of maxims in conversation that happen between characters in the novel. Therefore, the writer will analyze violation of maxims and explain reasons and factors that cause the violation of maxims in the novel “The Scarlet Letter”.

## **1.2 Statement of Problems**

The problems raised in this research is centered on the violation of maxim. In the novel “The Scarlet Letter, there are many violations of maxim that happen between

the characters with each other in the communication. It is this problem that will be further analyzed through the following research questions:

1. What maxims are violated in the novel “The Scarlet Letter”?
2. What factors that make each maxim is violated in the novel “The Scarlet Letter”?

### **1.3 Research Objective**

The purpose of this research is to analyze the maxims on Nathaniel Hawthorne’s novel The Scarlet Letter. Generally, the purpose of this research are :

1. To analyze and to find out the categories of maxims violated in the novel “The Scarlet Letter”.
2. To know the factors that make each maxim violated in the novel “The Scarlet Letter”.

### **1.4 Research Significance**

This research is theoretically significant as it can contribute, particularly to the field of pragmatic study concerning Grice’s Cooperative principle such as maxim theory. It also has practically significant to increase knowledge and insight for the writer and the readers about pragmatic especially cooperative principle such as violation of maxims and factors that make each maxim violated.

## 1.5 Clarification of Key Term

To avoid misunderstanding, the writer clarifies the terms often used in the research as the follows :

- **Conversation** : Conversation is process to send and receive information. It is also an activity or process of expressing of ideas and feelings or giving people information. “ Conversation is informal talk involving a small group of people or only two persons” (Oxford Learner’s Pocket Dictionary, 2011: 95).
- **Conversational implicature** : conversational implicature is the conversation that uses implicit meaning “conversational implicature is an interference. The hearer works with implicit messages in the utterances in conversational interaction”(Grice, 1975: 43)
- **Cooperative principle**: “Cooperative Principle to explain the mechanism by which people interpret conversational implicature” (Thomas, 1995: 66).
- **Maxim**: Maxim is the principle linguistic in the lingual interaction; the principles arrange utterances of humans, the use of language, and interpretations toward action and utterance the listener.
- **Categories of maxim** : There are four categories of Grice’s maxims :
  - a. Maxim of quality
  - b. Maxim of quantity
  - c. Maxim of relation
  - d. Maxim of manner

- **Novel:** Novel is any relatively long piece of written narrative fiction, normally in prose, and typically published as a book. “Novel is a long written story” (Oxford Learner’s Pocket Dictionary, 2011: 298).

