

CHAPTER I

INTRODUCTION

This chapter is divided into some subject matters. In this chapter, explains about the background of the study, research question, research objective, research significance, previous studies and definition of key terms.

A. Background of The Research

As social being, human needs each other. For this reason, humans need to communicate with the aim of conveying messages, exchanging ideas, knowledge and feelings or persuade other people. Communication is two or more people, there are those who act as speakers, those who deliver information and also as listeners, those who receive information. According to Merriam Webster dictionary (Webster, 2020) Communication is a process by which information is exchanged between individuals through a common system of symbols, signs, or behaviour.

Sometimes in communication there is a person who wants or tries to persuade other people or his interlocutors with the aim that he can change the way they think or behave. It called as persuasive communication. Persuasive is a psychological activity in an attempt to persuade the opinions, attitudes, and behavior of a person or people in order to have an opinion, attitude and behave as expected. A person who tries to persuade other people called as persuader and the receiver messages or the target in persuasive called as persuadee. Persuader has purposes to change the minds of persuadee to accept and do things as desired. In order to achieve this purposes, conformity or agreement must be created.

Persuaders use the words in their communication as the way they persuade the persuadee. Persuader should observe the context in their communication that relate to the target or persuadee to be easily received by them. In linguistics there is one science that studies sentences and context in a communication, which is pragmatics. According to Yule (1996, p. 3) Pragmatics is the study of speaker meaning and interpreted by the interlocutors. In pragmatics there are several rules in terms of

communication. The part of study in pragmatics that explain about the rules of communication is cooperative principles.

In persuasive communication the participants must mutually understand what is being said then a good communication is created. A speaker will try to make the conversation always relevant to the context, clear and easy to understand, compact and concise, also always focused on the problem. The persuaders and persuadee have to follow the Cooperative Principle then the persuasive communication can proceed as it should. Persuaders and persuadee will have a successful conversation if they fulfil the Cooperative Principle.

Persuader or a person that try to persuade interlocutor, they need strategies to make interlocutor is interesting. One of the techniques is not observing the maxims. According to Simons (1976, p. 35) one of the strategies in persuasive utterance is manipulate the words. The aim of manipulate the words is to make interlocutors want to do what the persuader says. In persuasive utterances, sometimes people are not observing the maxim or flout maxim to manipulate the words.

In fact, when persuaders try to persuade other people, sometimes they are not observing the maxim in cooperative principle. Generally people will not think about the rules that exist in linguistics to get the information that they want. They will persuade as natural as possible which is used to spontaneously without thinking about whether this is breaking the rules or not. In Yule's book (1996, p. 37) Grice says the cooperative principle: 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.

In Cooperative Principle there is maxims not observed. That is called as flouting maxim. The situation when a speaker does not seem to follow the maxims but the listener accepts to appreciate the implied meaning is known as Flouting Maxim. Someone who flout a maxim does not have the purpose to deceive or trick the hearer. However, the speaker knows that even though the flouting maxim appears, the hearer will be able to understand the implicit meaning that the speaker wants to say.

In persuasive communication, persuader is not always observing the maxim to get an attention from persuade. They use some of techniques to persuade the target or persuadee, one of them is flouting maxim. They break the rules in maxim of quantity, maxim of quality, maxim of relation and maxim of manner to reach their purposes to persuade the target. So they will have followers or adherents or at least someone who agree with their opinions. Persuader who flouts maxim usually do not realize that they are not observing or break the rule of maxim because they are not have intention to deceive hearer, but flout a maxim makes the process of persuasive communication more effective to get persuade attention.

A conversation or dialogue between characters in a movie sometimes do not obey the rules of Cooperative Principles. And the researcher found the characters in *Inside Out* movie who flouts maxim in their persuasive utterances. *Inside Out* is a 3D computer-animated comedy movie released in 2015. This movie produced by Pixar Animation Studios and released by Walt Disney Pictures. The movie set is in the mind of a young girl named Riley, where five personified emotions are Joy, Sadness, Anger, Fear, and Disgust. *Inside Out* won Best Animated Feature and was nominated for Best Original Screenplay at the 88th Academy Awards. It also received a BAFTA Award, Golden Globe Award, Critics' Choice Award, New York Film Critics Circle Award, Satellite Award, and Saturn Award for Best Animated Film.

The film led the 43rd Annie Awards with fourteen nominations, and won ten awards, including Best Animated Feature, Outstanding Achievement in Directing in an Animated Feature Production for Docter and Outstanding Achievement in Voice Acting in an Animated Feature Production for Smith. The characters in this movie sometimes are not realizing when they flout maxim in their persuasive utterances to persuade interlocutor's mind to follow or do what they ask. By not following the maxim or flout maxim, persuader creates an effectively persuasive communication to get an attention from the target. And this problem will be discussed by the researcher.

B. Statement of Problems

This research discusses the types of flouting maxims in persuasive utterances in the movie entitle *Inside Out*. This research focused on the pragmatic process of Maxim Flouting in *Inside Out* movie. Sometimes the characters in this movie are not to follow the maxim in their conversation. The Emotion characters in this movie has its own characteristics, make it possible the characters flout the maxims. And the researcher has analysed the power and rhetoric in flouting maxim in persuasive utterance. Based on the background and statements of problem above, the research is formulated into the following question:

1. What types of flouting maxims are used by characters in their persuasive utterances in The *Inside Out* movie?
2. How do power and rhetoric in flouting maxims take part in persuasive utterances by the characters in *Inside Out* Movie?

C. Research Purposes

Based on the research question formulated above, writer focuses on flouting of maxim that use in movie entitle in The *Inside Out*. The aims of research are:

1. To find out the types of maxims that are flouted in The *Inside Out* movie.
2. To analyse power and rhetoric in flouting maxims in persuasive utterances of *Inside Out* movie characters.

D. Research Significance

This research can give knowledge to others and increase the understanding about flouting maxims and persuasive utterances in movie script of *Inside Out* movie. In theoretically, this research findings are expected can give information in linguistics research and could enrich the specific knowledge in linguistics field, especially on Flouting Maxim in comic strip context. In practically, the research findings will be useful for the first is English Lecturers, this research is expected to contribute to help English lecturers in teaching pragmatics, especially in Flouting of Maxims. The

findings of this study can be used by lecturers as an additional resource in pragmatics subject.

The second is Students of English Literature, this research will be useful for students of the English Study Program as a reference of study in pragmatics because it gives contributions about the analysis of maxim flouting, especially in four maxims by Grice Cooperative Principles theory. The third is Public Readers, this research hopefully will be useful for other readers to enrich their knowledge in pragmatics subject, especially about the flouting of maxim by Grice Cooperative Principles theory. And the last for other Researchers, this research hopefully can help other researchers who want to analysis the types of maxim flouting.

E. Conceptual Framework

In this study, the researcher took object in which there are persuasive utterances that is not observing the maxims. Before focusing on the object of study, the understanding of cooperative principle by Grice's theory (1975) must be understood first. Then proceed with the concept of persuasive utterances and flouting maxim that exist in the Inside Out movie. To analyse these two topics one can use pragmatic theory which must also be understood.

Pragmatics is the branch of linguistics dealing with language and contexts. Pragmatics discuss about practical aspects of human action and thought. Pragmatics consider to the context and the meaning of utterances. When the speaker and the hearer have a communication. Pragmatics focused on the meaning about what they talked about, what is the aim, could the hearer understand what speaker say. See to the context to support the argument of the hidden meaning between speaker and hearer. Pragmatics has a lot of subject matters about the conversation between speaker and hearer. One of them is the cooperative principle.

To have a good conversation, cooperation between speaker and hearer is needed. The speaker conveys a message that can be received and understood by the hearer to get the purpose of the conversation. To conduct persuasive communication, it also requires cooperative principle so that the persuasion can be accepted by the hearer. In

communication there is persuasive communication. Persuasive communication is communication that aims to change or influence, attitudes, and behaviours so that they act according to what is expected by the communicator. Persuasive is a psychological activity in an attempt to persuade the opinions, attitudes, and behavior of a person or people in order to have an opinion, attitude and behave as expected.

To persuade other people, someone or persuader needs power and rhetoric to get attention from the target. Power is potential to persuade other of their attitude and behavior. People will hear to someone who have power, because she or he has authority when they have power. Also persuader needs rhetoric to organize speech systematically, choose the right language material to accommodate the topic units, and display them in effective ways. Rhetoric is the art of persuasive speaking or writing, it has aims to study the capacities of speakers or writers needed to persuade, inform or motivate someone in specific situations.

In persuasive utterances persuaders are often not observing the maxim, such as flouting maxim. First, the researcher look for persuasive utterances that contain flouting maxim. Persuasive utterances that is not observing the maxim rules will be analysed to find out what is the type of flouting maxim and to know the purposes of characters who flout maxim in their persuasive utterances. The second, the researcher will analysed power and rhetoric as part of persuasive utterances, to know how power and rhetoric take part to make persuasive utterances more effective. Then at the end of the research the writer will make a conclusion from the data that have been analysed.

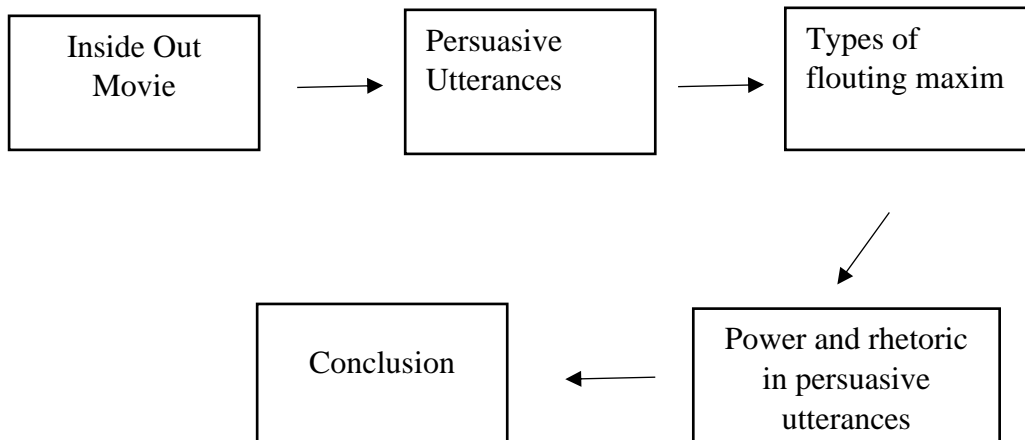


Diagram 1 Conceptual Framework

F. Previous Studies

In this research, researcher stated several previous studies. The first previous study is a Thesis that was researched in 2013 by Dyah Ayu Puspitaningrum from Yogyakarta State University and the title is *Maxim Flouting in The maxim Characters' Utterances in Confessions of A Shopaholic Movie*. This previous research was taken because it relates to the research topics, Flouting of Maxim. The problem in this research are what are the types of maxim flouting used in the main characters' utterances in Confessions of a Shopaholic movie and what are the strategies of maxim flouting used in the main characters' utterances in Confessions of a Shopaholic movie. The result of her research is, the researcher found all of the types of maxim floating. Based on findings, there are 41 data that represent maxim flouting in the utterances of the main characters in Confessions of a Shopaholic movie in this study. The second question is the findings and discussion show that the main characters use several strategies to flout the maxims. They flout maxim of quantity by giving too much and too little information than what is required. The main characters mainly flout the maxim of relation by giving irrelevant answers and by changing the topic of the conversations. To flout maxim of quality, the main character uses the strategies of irony, metaphor, banter and sarcasm in responding to any statements or answering

questions. In flouting of manner maxim, the main character flout this maxim by being not brief and by giving ambiguous information.

The second previous study is an undergraduate thesis that was researched in 2013 by Ratih Winanti Rahayu and Diding Fahrudin from University of Indonesia. The title is *The Analysis of Flouting Maxim as a Persuasion Strategy on Madagascar 3: Europ's Most Wanted: A pragmatic Analysis*. This previous study was taken because it relates to the research topics, flouting of maxim and persuasion. This previous study more focus on the aim of persuasion that characters do. There are 25 utterances that contained flouting maxim and strategy of persuasion. In this previous study the researcher not only explained about flouting maxim but also violating maxim. The differences between this previous study and the research is the research is not discuss about violating then the object is not same. The characters in this previous study more often violate than flout the maxim.

The third previous study is a thesis that was researched in 2015 by Wisnu Ngudi Arto from Yogyakarta State University. The title is *A Pragmatic Analysis of Maxim Flouting Performed by The Characters in This Boy's Life Movie*. This previous research was taken because it relates to the research topics, Flouting of Maxim. The questions in this research same as the research before. The conclusion that he got that all types of maxim are flouted in *This Boy's Life* Movie. The characters in the movie flout the maxims by using some strategies. Maxim of quantity is flouted by overstatement and understatement strategy. Maxim of quality is flouted by hyperbole, metaphor, irony, banter, and sarcasm. Meanwhile, maxim of relation is flouted by changing the topic. Lastly, maxim of manner is flouted by being obscure.

The fourth previous study is a Journal of English Language and Language Teaching (JELLT) that was researched by Este Hanna BR, Sembiring, Imam Ghozali in 2017. The writes are from Sarjanawiyata Tamansiswa University. This previous research was taken because it relates to the research topics, Flouting of Maxim. This journal discussed about the types of maxim flouting also. The results of this study found 51 dialogues containing flouting of maxims. Based on the result of the analysis,

the writers found 104 data on flouting of maxims. This journal said that there are always reasons behind the flouting of the maxims. The reasons then function variously, depending on the situations happening during the conversation.

The fifth previous study is a journal was researched in 2017 by Ester Noertjahjo, M. Bahri Arifin, Setya Ariani from English Department Faculty of Cultural Studies in Mulawarman University. The title of this journal is *Analysis Of Flouting And Violating Towards Maxim Of Quality In My Sister's Keeper Novel*. This previous relate to research topics, Flouting Maxim. Although this journal has the same topic but this journal also focus on violating maxim and they only discuss the data that is not observing maxim of quality. There are two research questions in this Journal. That are the use of flouting and violating towards maxim of quality in My Sister's Keeper novel and the purposes of using flouting and violating towards maxim of quality in major characters' utterances.

The sixth previous study is an undergraduate thesis that was researched by Yayang Resti R. Karimah in 2018. The researcher from State Islamic University Bandung. The title is *Adult Joke As The Flouting Maxim In The Ice Age Series*. This previous research was taken because it relates to the research topics, Flouting of Maxim. This undergraduate thesis also has the same question in the first question. That is about the types of flouting maxim in *Ice Age Series*. Although the second question and the object are different. This undergraduate discussed and explained flouting maxim in adult joke area. Not all flouting maxims in this series are analysed by the researcher, only in adult joke utterances by the characters in this series. The researcher found 44 utterances of flouting maxim, although only 37 data because the rest of it is has the same formulas with others.

The differences between the previous studies above and this research are the object and the question of the problem in this research which is used by the writer. Although one of the problems in this research is same with previous research mainly about what types of flouting maxim. And the second research problems of this research different with previous studies, they did not talk about the characters who do

persuasive in their utterances. On the second previous study is almost same that discuss about flouting maxim and persuasion but in the second previous study the researcher analysed persuasive utterances in group to group. The supporting theory that uses in the second previous study is not as same as this research. And in this current research tries to fill the things that have not covered by previous. The researcher has analysed the use of flouting maxim in *Inside Out* movie and focus on the take part of power and rhetoric of flouting maxim in persuasive utterances by Herbert Paul Grice.

