CHAPTER I

INTRODUCTION

This chapter presents the background of the study, research problem, research objective, research significance and clarification of key term.

A. Background of Study

Language is a part of human life. Because with language, humans can help and understand each other. Humans can not possibly live without using language because basically, humans are social creatures. Like breathing, language is a basic need that is needed in human life. Language is a communication tool used to convey intentions, ideas or feelings to others. According to Jean Aitchison (2008: 21) language is patterned system of arbitrary sound signals, characterized by structure dependence, creativity, duality, displacement, and cultural transmission. Furthermore, language can be interpreted as a tool to convey thoughts, ideas or feelings when communicating.

Communication is a process of exchanging information between individuals through language. Humans need to communicate during their lives because humans are social creatures (zoon politicon). According to Mulyana (2007: 4) the purpose of communication is to create relationships with other people. When communicating, humans share thoughts, stories, happiness and even humor to entertain each other.

Humor simply means something funny. In linguistics, according to Attardo (1994:2) comedy not only relies on the situation but also relies on language. Based on these explanations, humans have used linguistics to carry out their daily lives in terms of enjoying humor. Martin (2003:4) developed the HSQ (Humor Style Quistionnaire) theory to measure the types of humor that are potentially beneficial and detrimental to social interactions. The development of the theory is done to see how someone uses humor spontaneously in their daily lives, especially when interacting socially.

There are two categories in the HSQ theory: negative humor and positive humor. Negative humor is a type of humor that is harmful, whereas positive humor is humor that is not harmful. According to Martin (2003:9), humor is neutral if it only relates to mental health which means humor has a goal to be stress-reliever because it creates laughter and a sense of pleasure. However, in Martin's theory the act of humor can be divided into positive or negative humor based on how to cope with the user's life stress. According to Martin (2003:12) there are four kinds of humor namely affiliative, self-enhancing, aggressive and self-defeating. Affiliative and self-enhancing are positive kinds of humor while aggressive and self-defeating are negative kinds of humor. This research uses Martin's theory as it relates to the genre in the movie. Humor can happen anytime and anywhere. Humor in movie one of which can be formed because of the communication process when interacting socially. Often the conversation between speakers is tucked in a joke that creates a humorous effect to melt the atmosphere either spontaneously or intentionally. In communication, humor can be formed through irony, sarcasm and violations of the maxim of cooperation which is one of the pragmatic studies.

Speakers and listeners must be able to cooperate so that goals in communication can be achieved. According to Grice (1989), speakers and listeners must be actively involved and can work together in the speaking process so that the purpose of communication can be achieved. For communication goals and messages to be conveyed properly, communication between speakers must adhere to the principle of cooperation. There are four types of cooperation principles that must be obeyed, namely the quantity maxim, the quality maxim, the relevance maxim and the maxim of the way. When communicating, speakers do not always adhere to the principle of cooperation. Grice (1989) argues that there are four violations of the principle of cooperation, namely Clashing, Opting out, Violating, and Flouting.

Flouting maxim is a violation of the maxim that causes humor in a conversation. Flouting maxim is a type of maxim violation, which is intentional, the

speaker intentionally violates the maxim to convey the message to the speech partner that the speaker is giving another meaning in his speech. This type of violation is carried out because the listener is considered to already know the implicature of the speaker's speech. This opinion is also supported by Cutting (2002) which states that flouting maxim is a type of maxim violation that is deliberately used by speakers so that speakers understand the implicit meaning that is present in the speech. According to Grice (1989) there are four types of flouting maxim namely flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation and flouting maxim of manner.

Besides, in daily communication language is also used in media such as television. Television is one form of audio-visual media that is used as a mass communication tool. Romli (2017: 43) argues that television shows such as news, advertisements, movies and other television shows are relatively coherent worlds and can represent human life in the real world. Therefore, television is an important mass media in human life because it can change a person's perspective on the world.

Aside from being a media for conveying information, television also acts as a media of entertainment. Berger (2012) argues that humor can be anywhere and anytime as in everyday conversation, newspapers, magazines, shows or television series and various movies. According to Ayoana (2010) movie is a picture of life. The movie also carries communication messages to be displayed to the audience. Movie is one example of entertainment media that has genres such as drama, horror, romance and also comedy. Comedy is a genre that will be discussed in this research. Based on an article written by Lynda Hasibuan on the website www.cnbcindoneisa.com in May 2018, the genre of comedy is the genre most sought after by Indonesian audiences over the past 10 years at 55% and second in the drama genre by 41%. The audience enjoyed the comedy genre more because it was believed to be able to entertain the audience to reduce the stress from the tiring daily routine.

In this modern era, comedy genre movies can be accessed through various media such as television and the internet. The effect of humor that occurs because watching the movie is a means of entertainment that produces laughter for the audience. Fitriani and Hidayah (2012: 80) argue that the art of humor aims to relieve people's stress in living their lives.

The object of this research is The Hangover (2009) movie. The movie is a successful American comedy on the market and received many positive responses from the audience. The movie, written by Jon Lucas and directed by Todd Phillips, won many awards including *ACE Eddie Award for Best Edited Feature (2010), AFI Movie of the Year (2010), AFIMTV Movie Award for Best Jaw (2010), Golden Globe Award for Best Motion Picture (2010), MTV Award for Best Comedic Performance (2010), Critics Choice Movie Award for Best Comedy (2010)*. This movie is one of Hollywood's best comedy movies so researchers are interested in examining things that cause this movie to be the funniest movie using pragmatic studies, especially flouting maxim on utterances of humor.

There are three previous studies about conversational implicature and flouting maxim, but they only focus on the types of flouting maxim. For example, the thesis of *The Analysis of Maxim in Baby Driver Movie Script* by Hinda Maulida Handayani (2018), which only focuses on what maxims are obeyed and violated in the movie. Another example is the thesis *Conversational Flouting Maxims in The Adventures of Tintin Comic: The Secret of the Unicorn and Red Rackham's Treasure* by Yulia Ulfah (2019), which focuses on the strategies of flouting maxim in the comic. Next is a thesis entitled *Implicature Used in College Humor's Vlog* by Nadiyah Shalihah (2019). The research focuses on analyzing the Implicature and maxim using Grice's theory to explain the types of implicature and humor theory from Baldwin to analyze the types of humor that exist in College Humor's Vlog. While the focus of this research is flouting maxim on the utterance of humor, how humor can occur because

of flouting maxim and what kinds of humor arise because of flouting maxim using humor styles questionnaire (HSQ) by Martin (2003).

This research has differences from the previous studies. What distinguishes this research with the previous study is using the humor styles questionnaire theory (HSQ) by Martin (2003), only focuses on analyzing flouting maxim in humor utterances and this research is more specific in analyzing the data because it uses the context theory by Cutting (2002). Therefore this research is titled "Flouting Cooperative Maxim in Conversation as The Form of Humor in "The Hangover" as The Best American Movie".

B.   Research Problem

Based on the explanation above, "The Hangover" movie is one of Hollywood's best comedy movies. In the movie there are many utterances that violate the cooperative principle that contain humor which makes this movie the funniest movie. So the problem of this research is about the use of flouting maxim as the form of humor in "The Hangover" movie. Therefore, refer to the research background, the research limits the analysis into two research questions:

1. What types of flouting maxim are found in humorous utterances in "The Hangover" movie?
2. What kinds of humor arise as a result of flouting maxim in "The Hangover" movie?

C.   Research Objective

Refers to the research question above, the researcher has two purposes of this research:

1. To describe the types of flouting maxim found in each utterance that contains humor in the movie "The Hangover".

2. To describe the kinds of humor contained in utterances in the movie "The Hangover".

D.   Research Significance

This research can give a significant benefit to the reader and also the researcher. The significant of the research is divided into two kinds of significances, namely theoretical significance, and practical significance.

1. Theoretically

From a theoretical point of view, this research is aimed to be able to enrich research related to pragmatic studies, especially violations of the maxims with the type of maxim flouting. Besides, it enriches humor research related to linguistics, especially pragmatic studies.

2. Practically

From a practical point of view, the findings in this research are aimed to provide a perspective and understanding of the formation of humor in linguistic studies.

E.   Definition of Key Terms

The definition of key terms, the researcher provides the explanation that related to the key terms used in this research:

1. Maxim

The principle that guides human interaction in a conversation.

2. Flouting maxim

One type of violation of the maxim is when the speaker deliberately disobeyed the maxim during the conversation to make a certain meaning and the interlocutor must understand the other meaning.

3. Implicature

Implicatures are a systematic case study of the meaning of the speaker which implies something by saying something else. In short, implicature is an implicit meaning in a speech. Originally, Grice (1975), said that "implicature is an attempt to convey the speakers in what they mean and what the hearer gets what is said."

4. Humor

Humor is a social procurement model that offers a way to communicate with thoughts and ideas to improve relationships. In social interactions, many people feel comfortable and feel closer when they communicate with each other using jokes because they are happy with such situations. According to Raskin (1985), "Humorous utterance is a form of communication that is usually shared in social interactions and is usually used in informal situations and can occur in conversations or just talk indirectly speech."

5. The Hangover

This study uses the movie The Hangover as the object of research. The Hangover is a 2009 comedy genre movie that won an award.

6. Movie

This study uses the term movie as the object of his research. Movie is a moving photo or picture. According to Ayoana (2010), a movie is a life-drawing. Movies are produced with records of people and objects (including fantasy and fake figures) with cameras or by animation. The movie is one of the means of mass communication, besides radio, television and telecommunications networks. Movies bring communication messages to be shown to the audience, according to what the director wants in drama, horror, comedy, and action.