CHAPTER I

INTRODUCTION

This chapter presents a general description of this study. It also explains the reasons for choosing the main focus of the research. This chapter is composed of research background, statement of problems, research objectives, research significance, conceptual framework, previous studies. Each of the sections above will be described below.

1.1. Research Background

Webtoon is now a familiar word for millennials. Webtoon itself is an application that contains many comics with various genres, namely drama, fantasy, comedy, action, slice of life, romance, thriller, horror, and other various genres. The comic in it is presented with an interesting story that is supported by a combination of images that really spoil the eyes and a little text so that it does not require high concentration power to understand the contents of the story in it and very easily understood by comic fans. Most webtoon readers are made up of anime and manga fans from Japan and also manhwa from Korea. So that most of them are familiar with the style of illustration art that is present in comics. Webtoon is a free comic that can be read on mobile applications or web browsers. Nowadays not only Webtoon has become a digital comic, there are many other digital comics that have evolved such as Webcomic, Mangatoon, Kakaopage and so on.

Comic is "a form of cartoon that expresses character and acting out a story in a sequence closely linked to pictures and designed to provide entertainment to the people the reader (Sudjana & Rivai, 2002: 64)". Comics have concise stories that attract attention and are equipped with actions. In fact, comics are able to make the characters alive because they are accompanied with free coloring. Webtoon, or

is also often called webcomics, is a comic that is distributed through the internet. Webtoon is a typical comic from South Korea that can be read in one long strip (one page of the website) and also colored. Unlike the manga (Japanese comics) which are usually only black and white. Since webtoon has its own uniqueness, its use of language is interesting to analyze. In this study, the area of study which is taken is pragmatics.

Pragmatics is one of the many fields in linguistics. Pragmatics are studies that focus on meaning in certain contexts. The main focus in pragmatic is the ability of a listener to be able to understand the meaning of the situation created, to recognize what is meant by the speaker, to connect new information with what has happened before and to interpret after concluding a meaning or message so that the speaker does not need to bother - explicit talk (Kreidler, 1998: 19). According to Yule (1996: 3) pragmatics is related to the analysis of what someone means by their words, not only about the meaning of words in the recitation, but recognizes the words or phrases in the speech they mean themselves. Pragmatic studies how the meaning of speech depends not only on general linguistic knowledge such as grammar and lexicon, but also on the context. Pragmatics covers several discussion topics such as deixis, reference and inference, presupposition and entailment, speech act, politeness, implicature, and Cooperative Principles.

The way for good communication through a conversation between two or more people is that the conversation participants must be able to cooperate with each other so that there are no misunderstandings when the conversation is taking place. Grice (1975: 45) said in his theory a conversation will occur successfully if the participants of the conversation obey and fulfill the Cooperative Principles which have four sub-principles or maxims. The four maxims are quality maxims, quantity maxims, manner maxims and relation maxims. By obeying and fulfilling the four maxims, the conversation will proceed properly and effectively to achieve the objectives of the conversation itself. Therefore the speaker can direct the listener to get the message contained in the conversation clearly so that the listener can understand the meaning of the conversation itself.

Furthermore, Grice explained (in Yule, 1996: 35) the Cooperative Principles demanded that speakers and listeners contribute to the conversation as needed, neither more nor less. At this stage, the purpose and direction of the conversation can be accepted by the listener and speaker well (the conversation participants). The existing maxims will participate in helping the conversation such as telling the truth and honestly, unambiguously, relevant to be a conversation and what is said quite clearly is neither more nor less. However, some people often commit violations of the maxims intentionally or not. Such violations such as flout a maxim, violate a maxim, and opt out of a maxim.

Flouting a maxim is an interesting topic in the Cooperative Principle. By doing flouting a maxim, the conversation participants look uncooperative, but actually they are cooperative. They violate the maxims for several reasons. Behind the occurrence of flouting a maxim, the speaker slipped a hidden message and a specific purpose that he was trying to convey. Therefore, by breaking maxim, the participants actually cannot be said to be uncooperative in a conversation. This is because through flouting a maxim, the speaker requires the listener to find out the true meaning beyond what is said implicitly by the speaker. In addition, the phenomenon of flouting a maxim can not only be seen in everyday life, but in movies, novels, and even comics.

Eggnoid is one of the line webtoon that is popular to young people. This webtoon was written by Archie The RedCat and first published on official line webtoon Indonesia on December 13, 2015 and line webtoon official English on November 11, 2017. This line webtoon include four seasons and the fourth season is still on going. In the line webtoon application we can see that there is a "Fan Translation" panel, it contains various webtoon that have been translated into various languages by contributors who work together with the line webtoon. The *Eggnoid* Line Webtoon itself has been translated into several languages such as Thai, Turkish, Portuguese, Spanish, Arabic, and many more. This webtoon is a romantic genre and have 4.5 million readers with rating 9.74 from 10 in official line

webtoon Indonesia and 1.2 million readers with rating 9.68 in official line webtoon English.

The writer analyzes the flouting maxim on this line webtoon because of some reasons. The first reason is the writer sees that is important to be discussed, as the cooperative principles like flouts maxim make the line story of webtoon more interesting for reader to read. The second reason is that the cooperative principles can be regarded as a part of art which has aesthetic value and functions. In this line webtoon the writer sure a lot of cooperative principles such as maxim of quality, maxim of quantity, maxim of relation, maxim of manner and flouting maxims appears and that must be discussed to gather some explanation about the meaning and the function of it. The last is Line Webtoon as an object has never been analyzed in the pragmatic approach for the topic of flouting maxim. In addition, analyzing using the flouting maxim with the pragmatics approach on the line webtoon is still rare. Therefore, this topic is significant to be discussed.

Finally, based on the background above, this research will concern on flouting maxims. This research will be entitled as "Flouting Maxim in *Eggnoid* Line Webtoon by Archie The RedCat".

1.2. Statement of Problems

Eggnoid Line Webtoon by Archie The RedCat is a comic with a very interesting line story. There are many characters in this webtoon, but this story focuses on the lives of the main characters namely Kirana and Eggy. Here, the writer often finds conversation among characters ambiguous, unclear, untruth, unrequired, irrelevant et cetera, that flouting the cooperative principle rules. Based on the description above, the writer formulated several problems as follows:

1. What are the types of flouting maxims used in *Eggnoid* Line Webtoon by Archie The RedCat?
2. What is the meaning of flouting maxims used by the characters in *Eggnoid* Line Webtoon by Archie The RedCat?

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1.3. Research Objectives

Based on the research problems presented above, the writers determined the purpose of this study aimed to:

1. Find out the types of flouting maxims are used in *Eggnoid* Line Webtoon by Archie The RedCat.
2. Analyze the meaning of flouting maxim that are used by the characters in *Eggnoid* Line Webtoon.

1.4. Research Significance

This research can give many advantages for the development of linguistic field, especially in the theory of cooperative principles by Grice which focuses on flouting maxim of manner, maxim of relation, maxim of quality and maxim of manner. In addition it will bring new knowledge to know about language in comic especially in line webtoon that often use the cooperative principles as the representation of authors side and the other of significance from this research.

Theoretically, the researcher expected for the result of this study to be useful for linguistic studies in general, in the realm of cooperative principles (flouting maxims) which has meaning and function(s) and practically, this research is expected to be able to improve the writer's ability to comprehend this study and understand about flouting maxims itself. Furtermore for the reader, the result of this study can be used as a reference to study flouting maxims of cooperation principles and as additional knowledge in pragmatic, cooperative principle, flouting maxims and others. The last is for other writers, the result of this research can be used as one of the references and information for further writer related to the field.

1.5. Conceptual Framework

The researcher will create a framework for research in specific non-observed cooperative principles of flouting maxim in the pragmatic studies. This research will focus in types and meaning the flouting maxim appears in the line webtoon *Eggnoid* by Archie The RedCat. The researcher use theories from Logic and Conversation by H. P. Grice and Principles of Pragmatics by Geoffrey N. Leech. The method use in this research is qualitative descriptive.

The research object is a conversation in the *Eggnoid* Line Webtoon. Basically conversation is a manifestation of the use of language to interact (Mey, 2001: 115). By carrying out conversations humans can express their thoughts and feelings, besides that humans can also obtain information to meet their needs. In the conversation between the characters in the *Eggnoid* Line Webtoon, many non-observed of cooperative principles are found. When the conversations occurs not a few found the characters who have ambiguous, obscurity, lack of evidence, not relevant inside the conversations. In the conversation the speaker who has no intention to deceive or mislead the listener and besides that the speaker knows that the listener will get the implied meaning that he wants to convey it is called flout a maxim. The researcher decided to choose the conversations (text / dialogue) in the *Eggnoid* Line Webtoon as an object in this research.

Cooperative Principle is a theory conveyed by Herbert Paul Grice. He mentioned that "Make your conversational contributions such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange" (Grice, 1975: 45). In his theory, Grice mentions that there are four sub-principles in the Cooperative Principle. These four sub principles are maxim of quality, maxim of quantity, maxim of relation, and maxim of manner. The four maxim demands that the speaker make the contribution of one that is true, to be relevant, to be perspective, and last to make the speaker contribution as informative as is required.

Speakers who do not adhere to the cooperative principle are called non-observed of maxim. There are three non-observed the maxim, namely flout a

maxim, violate a maxim and opt out of a maxim. The researcher chose flout a maxim as the topic of the research conducted. Flouting maxim is when the speaker has no intention to deceive or mislead the hearer and knows that the hearer will get the meaning implied.

1.6. Previous Studies

This research examines Flouting Maxim in *Eggnoid* Line Webtoon by Archie The RedCat". Some writers have conducted similar research on cooperative principles. The first is Raharja (2015) *"Analysis on Maxim of Cooperative Principle Violation by Dodit Mulyanto in Stand Up Comedy Indonesia Season 4"* which focuses on the violating maxim of cooperative principles done by Dodit Mulyanto in standup comedy Indonesia season four. This research was conducted by using qualitative method. The data source of this research are the 17 videos of Dodit Mulyanto's speech during his performance in Stand Up Comedy Indonesia Season 4 which has been transcribed by the writer. The results of the study show that there are four maxims of the cooperative principle violated by Dodit Mulyanto during Stand Up Comedy Indonesia season four. These maxims are: (1) maxim of quantity (2) maxim of quality, (3) maxim of relation, and (4) maxim of manner. The dominant maxim that is violated is maxim of relation which occurred 22 times, whereas the other maxim such as maxim of quantity occurred 12 times, maxim of quality 13 times and maxim of manner only occurred 2 times.

Second, Nuringtyas (2018) *"Flouting Maxim Analysis on Dialogue of Characters in Pitch Perfect Movie"* which focused on the flouting maxim done by the characters in *Pitch Perfect* movie. She was used Christoffersen in Tupan & Natalia classification. She found that (1) the flouting maxim which are flouted the most by the characters are maxim of quantity 39,2%, maxim of relation 34,8%, maxim of quality 21,7%, and maxim of manner 4,3% (2) the most dominant reason of flouting maxim of maxim quantity is building one's believe 5 times, maxim of relation is cheering the hearer 4 times, maxim of quality is hiding the truth 2 times

and maxim of manner is hiding the truth 1 times. The new findings are that others reason for flouting maxim to (1) mocking the hearer and (2) for teasing the hearer.

The next research was conducted by Perwati (2016) entitled *The Relation between Cooperative Principle and Politeness Principle in Baz Luhrmann's The Great Gatsby.* The research used qualitative method, because all the data comes from the movie and the data is reviewed based on theory of cooperative principle and politeness principle. Cooperative and politeness principles in The Great Gatsby are taken from the conversations of characters in the movie, and analyzed by the theory proposed by leech (1983) about the observance of politeness principle and Grice (1975) about the violate cooperative principle. The research has found 36 violation of cooperative principle as follow: violation maxim of quality (18), violation maxim of relevant (11), violation maxim of quantity (7), violation maxim of manner (0). Furthermore the researcher has found 9 observance of politeness principle as follow: approbation maxim (5), modesty maxim (2), tact maxim (1), agreement maxim (1), generosity maxim (0), and sympathy maxim (0).

Nurasyiah (2016) is the next research. Her research is entitled *The Flouting Maxims Employed by Luffy in One Piece Movie episode 1-5 Based on Grice's Cooperative Principles.* Her research aimed to find the type of flouting maxim and to observed in what situation the maxim are flouted by Luffy in One Piece movie. The data are taken from the conversations between Luffy and other characters. The researcher use the qualitative method and used the theory of Cooperative Principle by Grice (1975) especially the concept of flouting maxim. Her results obtained are as follows: five flouting maxim of quality, four flouting maxim of relevance, and two flouting maxim of manner. The situational context are used in the study are interpersonal and cultural context, referring the context, the situational context and co-textual context.

Then, the last related research is taken from Karimah (2018) entitled *Adult Joke as The Flouting of Maxim in The Ice Age Series.* The study aimed to find out how the characters flout the maxim and to analyze the meaning of conversational

implicature in the Ice Ages series. The researcher used the descriptive qualitative method. The data are taken from utterances that content adult joke spoken by the character in Ice Ages series. The result of this study as follows: All the types of flouting maxims are found in the movie, which is performed by using certain strategies; the flouting that most commonly occurs is flouting maxim of manner because the speakers are being obscure when they talk the adult joke. The second is flouting maxim of relevance, the third is flouting maxim of quantity and followed by flouting maxim of quality; The conversational implicatures that occur in this flouting maxims are swearwords, sexual innuendos, adult-appropriate references, and the vocabulary that only can be understood by adult people.