

# CHAPTER I

## INTRODUCTION

This chapter contains an overview of the problems to be discussed in this research. This introduction consists of five sub-chapters; research background, statement of the problem, research purpose, research significances, and previous study.

### 1.1 Background of Problem

A conversation is a form of communication between two or more people. The purpose of a conversation is to establish communication, to convey messages, and to exchange ideas and opinions. Conversation is also defined as a sequence of interactions with a clear beginning and end, alternating, and having a direction and purpose. A Conversation is controlled by several rules, has a structure, shows unity, and has meaning. According to Littlejohn and Foss (2009 in Morissan, 2013, p. 201), several things need to be considered in the conversation. First, conversation is a coordinated activity. Second, the conversation derives its meaning from the context of the conversation. Last, conversation requires coordinated interaction.

As social beings, humans socialize through interaction with other people in their environment, and in every interaction, there is a conversation. In conversation, it takes the speaker and the interlocutor to work together to establish good communication. A speaker will try to keep his speech relevant to the context, clear and easy to understand, not to waste the other person's time. According to Cutting (2002, p. 29), conversational cooperation is maintained by all participants through turn-taking. Turn-taking occurs during a conversation when one person is talking, and the other is listening. When

speaking, the speaker must pay attention to his speech to fit the context to be achieved, and the listener should pay attention and understand the meaning said by the speaker. A Conversations can run well if all speech participants are actively involved in the speaking process. If there are one or more participants who are not actively involved in the conversation, certainly, the conversation is not going well.

In everyday life, people are always in conversation to establish communication with other people. However, in these conversations, it is often found that utterances are inappropriate or irrelevant to the context discussed. Most people think this is normal, but miscommunication is a type of violations in conversation that can be researched using the cooperative principle theory. The cooperative principle is one of the principles of conversation in pragmatics, emphasizing the speaker and the interlocutor's cooperative efforts to achieve communication. When people do not observe cooperative principle, it's mean that people flout a maxim. Flouting of maxim is a deliberate violation, where the speech participant flouting the maxims to convey their message and implied meaning to the interlocutor. According to Grice, (1975, p.45) there are four flouting of the maxims: flouting of maxim quantity, flouting of maxim quality, flouting of maxim relation, and flouting the maxim of manner. Sometimes flouting of maxim occurs because of the influence of the sense of humor, which causes a laugh or humor effect. A sense of humor is a person's ability to respond and express an event by seeing it from the side of entertainment or pleasure.

According to Wijana (2004), from a linguistic point of view, humor is developed from the concepts of incongruity and conflict. Incongruity and conflict occur because of violations of the pragmatic norms of language, both textually and interpersonal. Textually, violations are committed through violations of the cooperative principle. Interpersonally, violations occur by

violations of the politeness principle. According to Budiyanto (2009), violation of the pragmatic aspect can have a funny effect because connoisseurs of humor suddenly perceive parts of the distorted linguistic creation.

According to Martin (2007), a sense of humor is a difference in individual habits in all forms of behavior, experiences, feelings, attitudes, and abilities associated with entertainment, fun, laughter, and jokes. Sense of humor consists of four humor styles (affiliative humor, self-enhancing humor, aggressive humor, and self-defeating humor) with positive and negative dimensions. In humor, sometimes can find a certain thought and purpose so that it requires people to digest what messages are contained therein. Moreover, it is important to have a deeper analysis of humor using the cooperative principle theory that humor is created through abuse of the cooperative principle's maxim. The humor dimension's influence in flouting the maxim of cooperative principle can be found in a comedy genre movie, as in Pitch Perfect 3 movie, a musical comedy movie directed by Trish Sie and written by Kay Cannon Mike White. Pitch Perfect 3 is a sequel to Pitch Perfect 2 and the last series in Pitch Perfect.

Pitch Perfect 3 was released in 2017 and tells about the lives of acapella groups called The Barden Bellas. After graduating from Barden University, they separate and live their own lives, but they have an unpleasant job. For example, Becca a former leader of The Barden Bellas, worked as a music producer but quit her job because of disagreements and got a strange artist. Fat Amy has a one-woman show "Fat Amy Winehouse" but gets raided frequently because she put on a show on the street. Chloe a former leader of The Barden Bellas and the Bellas's longest-serving member, attended a vet school. Cynthia is failed to qualify for flight school. Flo Fuentes worked juicing in a mobile truck.

When the Barden Bellas members are bored with their work, they are reunited at a reunion that Emily created. During the reunion, they also received a golden offer to participate in USO competitions in Europe to entertain the troops. Barden Bellas also had to compete with other group bands to be the opening artist for DJ Khaled. As the last film in the Pitch Perfect series, Pitch Perfect 3 features The Barden Bellas' friendship's sweet moments presented in several scenes. The joking style and various satirical comedy dialogues are also a main stay in Pitch Perfect 3 movie that makes the writer interested in researching this movie.

## **1.2 Statement of Problem**

There are two research questions as follows:

1. What types of maxims of cooperative principle are flouted by the character in Pitch Perfect 3 movie?
2. How the humor style influencing the flouting maxim of cooperative principles in Pitch Perfect 3 movie?

## **1.3 Research Purposes**

Based on the research question above, the purposes of this research are as follows:

1. To analyze the type of maxims of cooperative principle flouted by the character in Pitch Perfect 3 Movie.
2. To find out the humor style influencing the flouting maxim of cooperative principles in Pitch Perfect 3 Movie.

## 1.4 Research Significance

Theoretically, this research is expected to be useful in developing language in the field of pragmatics, especially in the study of the cooperative principle. This research is also expected to be developed in the study of speech in comedy genre films. At the same time, this research's practical significance is to create collaboration between speakers and interlocutors to establish good communication, and can use humor as a strategy in interacting using conversation, especially when facing problems. Moreover, it is expected that this research can provide an overview of the Cooperative Principle's Grice for students who will conduct similar research with different objects in the future.

## 1.5 Previous Study

There are several previous studies of flouting the maxim of cooperative principle in this research. First, an undergraduate thesis from Wati that was researched in 2017 with the title “*Non-Observance Maxims of Cooperative Principle Performed by the Barden Bellas in Pitch Perfect 2 Movie*”. This research aims to identify the types and hidden meaning of non-observance maxims performed by the Barden Bellas in Pitch Perfect 2 movie. This study indicates that the type of non-observance maxim most often violated is flouting the maxim then opting out the maxim, and the last is violating the maxim.

Second, an undergraduate thesis that was researched in 2018 by Nuringtyas with the title “*Flouting Maxim Analysis on Dialogue of Characters in Pitch Perfect Movie*”. This previous study focus on the aim to describe the flouting maxims and reveal the reasons for flouting maxim showed by the characters in Pitch Perfect movie. This previous study indicates the maxim violations showed by the characters were as follows: flouting maxim of quantity 39.2%, flouting maxim of relation 34.8%, flouting maxim of quality 21.7%, and

flouting maxim of manner 4.3%. The reason for flouting the maxim of quantity is to build trust, five times. The reason for flouting the maxim of the relation is to entertain the listener, four times. The reason for flouting the maxim of quality for truth, two times. And the reason for flouting the maxim of manner is the way related to facts, one time. In this study also found new findings of flouting the maxim, namely mocking the hearer and teasing it.

Third, a journal from Burhan that was researched in 2013 with the title *“Flouting Maxims in The Main Characters of UP! Animated Movie.”* This research aims to determine flouting the maxims and the meaning of the utterances flouted by the main characters in the animated movie UP!. The result of this research found 47 maxim violations by the characters. These violations consist of flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation, and flouting maxim of manner. The purpose of the flouting adage is to make the main character comfortable in conversation, avoid other questions, show pleasure or anger, and show their knowledge about something in this film.

Fourth, an undergraduate thesis from Rafika Nisrina Nur Maulida that as researcher in 2020 with the title *“Flouting Maxim in Characters’ Persuasive Utterances in Inside Out Movie”*. The theory of this research are pragmatics by George Yule (1996), cooperative principle by Paul Grice (1975), persuasive by H.W. Simons (2001), and rhetoric by Aristoteles (2008). The result of this research was found 36 data that presented flouting maxim as a character strategy in persuasive utterances and also found the principles and techniques of persuasion, rhetoric, sources, and power tactics to commit flouting of maxims as a persuasive strategy.

Fifth, a journal that was research in 2017 by Susanto with the title *“Analysis of Flouting Maxim in Need For Speed (2014)”*. This research focuses

on analyzing flouting maxims in Need For Speed Movie and their effects in conversation. This research found the flouting maxim of quality 4 data, flouting maxim of quantity 2 data, flouting maxim of relation 7 data, and flouting maxim of manner 2 data. The effects from flouting maxim are angry 5 data, disappointed 1 data, normal 4 data, confusion 1 data, offense 1 data, surprised 1 data, suspicious 1 data and, disappointed 1 data.

Sixth, a journal from Reza that was research in 2014 with the title "*The Flouting Maxim Analysis in The Movie Mona Lisa Smile Based On Grice's Cooperative Principle*". The result of this research is found flouting maxim of quantity 15 times (60%), flouting maxim of quality one times (4%), flouting maxim of relation five times (20%), and flouting maxim of manner four times (16%).

Seventh, a journal that was research in 2017 by Sembiring & Ghazali with the title "*An Analysis of Maxims Flouting in The Jungle Book Movie Script*." This research aims to describe flouted maxims and explain the function of flouting maxims. In this research, found 104 data of flouting maxim consisting of 51 dialogues, flouting maxim of quantity 35 data (33.6%), flouting maxim of quality 9 data (8,6%), flouting maxim of relation 28 data (27%), and flouting maxim of manner 32 data ( 30,8%).

Eight, a journal from Jauhar Helmie and Nursuci Gunawan Lestary that was researcher in 2019 with the title "*An Analysis of Flouting Maxims in Conversation Speaking of the Main Character in the Movie of Home Alone 2 Lost in New York by John Hughes*". The result of this research is there are 4 maxims that are flouted by main characters, namely: flouting maxims of quantity, flouting maxims of quality, flouting maxims of relation, and flouting maxim of manner. The flouting maxim of quantity is highest and flouting

maxim relation is the lowest. The reasons for the flouting maxims are competitive, collaborative, friendly, and conflict reasons.

Ninth, an undergraduate thesis that was research in 2020 by Farah Imaninah Zatadini Putri with the title “*A Pragmatics Analysis of Flouting Maxims by Gardner as the Main Character in The Pursuit of Happiness Movie*”. This research aims to identify a flouting maxims and its reason in The Pursuit of Happiness movie used Grice's theory (1989) and Cutting (2002). The result of this research, there are 4 flouting maxims namely flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation, and flouting maxim of manner. Then, there are 10 reasons of flouting maxims namely overstatement, understatement, tautology, hyperbole, metaphor, irony, banter, sarcasm, changing topic and no brief.

Last, an undergraduate thesis from Octalianty that was researched in 2018 with the title “*Flouting Maxim Used by The Main Characters In The Boss Baby Movie*”. The objectives of this research to find out the types of flouting maxim and explain the implicature in *The Boss Baby Movie*. The result of this research is found 59 data of flouting maxim, 31 utterances flouting maxim of relation (52,5%), 12 utterances flouting maxim of quality (20,3%), 9 utterances flouting maxim of quantity (15,3%), and 7 utterances flouting maxim of manner (11,9%). The implicature of flouting the maxim is the people who cover their truthfulness, trick, irrelevance and ambiguity.

By referring to some previous studies, there are two similarities with this research. First, all previous studies are related to the cooperative principle's flouting maxim using Grice's theory. Second, all previous studies, used conversation in movies as the object of the research.



There are also differences between previous studies in this research; this research not only focuses on the flouting of maxim but also the style of humor influencing the flouting of maxims. This research is entitled “*Flouting Maxim of Cooperative Principle and Its Relation with Humor Style in Pitch Perfect 3 (2017) Movie*” This research discusses the types of flouting maxim in Pitch Perfect 3 Movie using Grice's theory, which is divided into flouting maxim of quality, flouting maxim of quantity, flouting maxim of relation and flouting maxim of manner. This research also uses Martin's theory about style of humor, divided into affiliative humor, self-enhancing humor, aggressive humor, and self-defeating humor.

