

CHAPTER I

INTRODUCTION

This chapter presents the discussion on background of study, statement of problems, research objective, research significances and clarification of key terms.

A. Background of Study

As human beings people need to interact socially or communication with other human beings. The communication process can be done in writing or verbally. There is a difference between the use of written language and oral language. When someone uses written language, the language used is in formal format and pay attention to the grammar used, whereas when the oral language is used, the speaker tends to pay more attention to how so that the contents of the dialogues are conveyed well rather than pay attention to the grammar of the resulting dialogue. In a communication, the speaker will deliver a certain message that delivered through language and the hearer will try to capture the meaning of the message delivered. So, to create a good communication, then between the speaker and the hearer must understand each other well. One basic of the communication is conversational. In a conversational, there are two essential roles taking part. They are speaker and hearer exchange their roles. According to Levinson (1983) a conversation as a familiar predominant kind of talk where two or more people freely alternate in speaking that commonly occurs outside some institutional settings like religious service, law courts, classroom, etc. Therefore, in order to achieve

successful communication, especially in the verbal section or conversation, participants are expected to be able to cooperative.

A successful and good conversation can happen if the speaker and the hearer can understand each other's dialogue. According to (Grice H. , 1989), there is an agreement between the speaker and hearer to have a successful conversation, namely Cooperative Principle, which says: "Make your conversational contribution such as is required, at the stage at which you are engaged" (Grice H. , 1989). The rules of talking each other are known and applied by all human beings to keep the conversation going smoothly (Cook, 1989:29). One of the most basic assumptions people must make for successful communication to take place is that both people in a conversation are cooperating. This is called the Cooperative Principle. Basically, the Cooperative Principle explain that in conversation every participant must give contribution well.

In this principle, there are four maxims that must be applied for creating a good communication. Conversational Maxims proposed by Grice (1989), they are; maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. In the real conversation, many people obey the maxims or flout of conversational maxims unconsciously. In order to obey the Maxim of Quality, the speaker should make true contribution. It means that he or she should not say what he or she believes to be false and should not say something, which lacks adequate evidence. The second maxim is the Maxim of Quantity. The speaker is considered to fulfill the Maxim of Quantity if he or she makes a contribution as informative as it is required. The speaker can fulfill Maxim of Relation if his/her contribution is

relevant. The last is the Maxim of Manner. If the speaker wants to follow the Maxim of Manner, he or she should be perspicuous. It means that he or she will have to avoid obscurity of expression maxims, to avoid ambiguity, to be brief and to be orderly (Schiffirin, 1994). These four maxims organize how the participants should participate in a conversation such as telling the truth, being relevant, and trying to be as clear as they can in order to make the conversation run smoothly.

In fact, the four maxims in conversational are not always obeyed by the participants. When the maxim is not followed or obeyed in a conversational, then this is called Flouting Maxim. According to Thomas (1995) when flouting a maxim, the speaker does not intend to mislead the hearer but wants the hearer to look for the conversational implicature, that is, the meaning of the utterance not directly stated in the words uttered. Therefore, when the speaker intentionally fails to observe a maxim the purpose may be to effectively communicate a message. From that stated, it can be concluded that when the participants flouting the maxim in conversation, he hopes that the hearer can capture the meaning of the words where the message he wants convey it cannot be stated explicitly. In this case the phenomenon of flouting maxim can be seen not only in real life but also in movies.

Movies are type of visual communication which use moving picture and sound to tell stories or teach people something. Thompson (1997) states that movies are equal with buildings, books, and symphonies. It is an artifact that is made by humans for human's purposes. Movies have some aspects which can reflect the phenomena clearer than other media. In movies, unlike in novels, the phenomena are depicted clearer through the context, setting, facial expression, and the like.

Hence, analyzing maxim flouting through a movie can represent the analysis of maxim flouting in the real life. There are many movies that can be analyzed in terms of the occurrence of maxim flouting, but in this research, the researcher chooses The Detective Pikachu Movie as the subject of the study.

The Detective Pikachu Movie is an urban fantasy mystery film directed by Rob Letterman. Based on the Pokémon franchise created by Satoshi Tajiri and serving as a loose adaptation of the video game of the same name it was written by Letterman, Dan Hernandez, Benji Samit and Derek Connolly, from a story by Hernandez, Samit and Nicole Perlman. The researcher will take the conversation from the main character as the object research and the researcher will focus more on analyzing the flouting maxim of quantity.

This research is related to the use of flouting maxim analysis approach. First research from Sekarayu Nuringtyas (2018) entitled *Flouting Maxim Analysis on Dialogue of Characters in Pitch Perfect Movie*. She used documentation and observation method and used Grice's theory. She took the utterances used by the characters in the movie which contain the flouting of maxim in the dialogue as an object. In her research, found 23 data which belongs to flouting maxim utterance. There are 39,2% flouting maxim of quantity, 21,7% flouting of maxim of quality, 34,8% flouting maxim of relation, and 4,3% flouting maxim of manner.

Second research from Mulyani (2010) entitled *An Analysis of Flouting Maxims In "Forest Gump" Film Based on Grice's Cooperative Principles (A Pragmatics Approach)*. She used qualitative descriptive method and Grice's theory. In her research, are found three categories from analysis they are first

category is flouting clash between maxims found in 21 data. The second category is the flouting maxim of Quantity. The third category is the flouting maxim of quality.

Third research from Siti Nur Khasanah Fatmawati (2015) entitled A Pragmatic Analysis of Maxim Flouting Performed by Solomon Northup in 12 Years a Slave Movie. She used qualitative and quantitative approaches and Grice's theory. In her research, found three categories from analysis they are first category is that four type of flouting maxim are performed by Northup: flouting maxim of quality, flouting maxim of quantity, flouting maxim of relevant and flouting maxim of manner. In terms of types, flouting maxim of quantity in the highest rank and flouting maxim of relevance is in the lowest rank. The second category is five strategies of flouting maxim are applied by Northup: tautology, overstatement, understatement, metaphor and irony. The third category is four reasons that lead Solomon Northup to flout the maxims are competitive, collaborative, convivial and conflictive reason.

The similarities of the present research to previous findings above that they used Grice's theory of Cooperative Principle and the object. The differences of this research from the purposes. Although we use the movie as an object of research but our purpose are different. The purpose of Sekarayu Nuringtyas's research, Mulyani's research and Siti Nur Khasanah Fatmawati focused on the type of flouting maxim of the character in movie that they used the object research. While, my research focused on flouting maxim of quantity from character's dialogue in Detective Pikachu Movie.

B. Statement of Problem

Research questions formulated in this research, there are:

1. How is maxim of quantity flouted in the characters' dialogue in Detective Pikachu Movie?
2. How the other hearer responds to the speaker who flouted the maxim of quantity?

C. Research Objective

In this practice, this research has some purposes that the researcher to gain by doing research:

1. To find out maxim of quantity flouted in the characters' dialogue in Detective Pikachu Movie.
2. To find out the other characters involved in the dialogue respond to this flouting maxim of quantity.

D. Research Significance

The significances of research divided into two parts those are theoritically and practically. To ascertain it clearly, the followings are important to understand. Theoretically, this research provides further the informations about Flouting Maxim of Quantity that can be found in main character's dialogue of Detective Pikachu movie. This research provides the information about the main characters in this movie when produce the types of flouting maxim and presupposed in the main characters utterance. In order words, this research is to add the knowledge and understanding the flouting maxim includes the types.

Practically, this research is aimed at those who are interested in the above topic. This study is also intended for people who want to understand about the above topic and then apply it when analyzing texts and gain new understanding. Besides that, writer also persuade readers to understand how important the analysis of Flouting Maxim of Quantity, because to understand the meaning of utterance with presupposed it.

E. Defintion of Key Terms

In order to define the key terms employed this study, some definitions are an advocate.

1. Pragmatics

Pragmatics is the way speaker and writer accomplish goals as social actor who do not just need to get things done but must attend to their interpersonal relationship with other participant at the same time (Leech, 1983).

2. Flouting Maxim

Flouting maxim is a flouting in a conversation where the speaker has no intention to lie to the hearer or the speaker knows that hearer understand what the speaker is talking about even though there are rules that are flouted.

3. Dialogue

Dialogue is a conversation between two or more character. Dialogue also be interpreted as a deep communication that has a high level and quality that includes the ability to listen and also share their views with each other.