

CHAPTER I

INTRODUCTION

The first chapter of this paper is an introduction. It contains several main points of the research, namely background of research, statements of problem, research purposes, research significance, definition of key terms, organization of writing.

1.1 Background of Research

Humans are social creatures who need the role of others in life. To sufficient their social needs, humans need a language. So, language can be said to exclusively human property. As we know that the main function of language is as a communication tool or a means to convey information. By using a language, a group feels that they are a unity that is different from other groups. In other words, the language and the object are only based on the agreement between the language user and the speaker. Without a language, humans will experience many difficulties. Therefore, humans need language to communicate, because language is a bridge to express an idea and language helps to convey expression. Human as social creatures will use language for communication with another.

In communicating with others, we must pay attention whether our words can be understood by the listener or not. Therefore, in a conversation, there must be an agreement regarding the understanding between the speaker and the listener. So, this case is related to the cooperative principle. For Grice, the cooperative principles mean “Make your contribution such as it required, at the stage where it occurs, by the accepted purpose or direction of the talk exchange in which you engaged.” (Birner, 2013, p. 41) The cooperative principles also describe how effective communication in a conversation between speaker and listener. To make effective communication people are must observing 4 maxims of the cooperative principles. The cooperative principles with four maxims are used as the base for explaining interesting phenomena which are called implicature. In daily life, so many people try to convey the meaning behind his utterances by straight to the

point or they used an implied meaning to show his idea. The implicit meaning of his utterance it's called implicature. Too many people used an implied meaning behind his utterances and it happens in formal or non-formal conversation. In non-formal conversation there is an entertainment that is called movies.

A movie is one of the most popular entertainment at this time and in a movie often found some conversations that contain implied meaning. A movie can describe any aspect of life. A movie also can teach the audience about social life, human behavior, and others. The function of people creating a movie is for entertainment for the reason people watch certain movies for entertainment. Some movies represent human life and movie also has a message to be conveyed to the audience, so its means movie can be used as an educational tool for the audiences. We can learn many positive things through a movie, especially about human life. Every movie also has the own characteristic of conversation.

In the process of communication both in formal or non-formal situation, there is often some misunderstanding between the conversation that utter by speaker to be understood by the listener because one of them used implicature to avoid what they do not want to say. Such as in a non-formal situation like a movie, sometimes between speaker or listener often involves a conversation that has an implied meaning behind his utterance. Then, if the speakers and listeners are not cooperative, the conversation will not be effective and run smoothly. The implicit meaning behind speaker's utterances will not be understood by the hearers if they don't understand about the context of conversation. So that, to understand the purpose of a conversation requires additional meaning depending on the context of the conversation to be understood properly by the listener. It's the main idea of conversational implicature. And conversational implicature is one part of implicature. Conversational implicature can occur from observing or flouting maxims of the cooperative principle.

So, based on that case, the researcher thinks conversational implicature be an interesting topic to analyze and it is the reason why the researcher chooses

implicature in the movie as the subject to analyze. In this research, the researcher analyze the implicature found in *American East* movie. Then, the reason why the researcher choose *American East* movie as an object because this movie contains Islamic elements, so that's in line with Islamic university and we will get so many important points in life from that movie. Furthermore, by the implicature analysis, the researcher will find out the implicit meaning behind the character's utterances in this movie.

There are some previous studies that have been done by other researchers. Some of them are Pujiyati Rohmah (2016) from Islamic State University of Sunan Gunung Djati Bandung entitled "Conversational Implicature in Action and Romantic Movie Script Entitled G.I Joed and The Vow". The writer analyzes the conversational implicature that comes from both movie scripts to see the different conversational implicature between action and romantic genre and the researcher used Grice's theory (1975) about cooperative principle.

Next, the study was conducted by Nadyah Shalihah Maryam Jamilah (2019) from Islamic State University of Sunan Gunung Djati Bandung entitled "Implicature in Humor Used in College Humor's Vlog". In this research, the writer analyzes the types of implicature, the kind of humor implicated, and the types of conversational maxim violated by implicature found in CollegeHumor's vlog.

The last research has been done by Asegaf Maulana (2020) From Islamic State University of Sunan Gunung Djati Bandung entitled "Flouting Maxim as Indication of Depression in 13 Reason Why Season 1 Directed by Brian Yorkey". Here, the writer focussed on analyzing the flouting maxim in the main character and the relation between conversational implicature and depression in the main character that found in the realistic drama series in *13 Reasons Why Season 1*.

The differences between previous studies and this research analysis of the different object entitled "*An Analysis of Conversational Implicature in Helsham Issawi's American East Movie.*" And the movie which become the object of

research also different from 3 previous studies has been done above because this movie contains an Islamic perspective, so that it is in line with Islamic university. And this research show how to understand the conversational purpose in a movie using implicature based on the same knowledge of context between speaker and listener.

1.2 Statements of Problem

As the researcher described above then the researcher makes some questions in resolving this research problem. The research questions of this analysis are:

1. What are the types of flouting Grice's maxim that cause conversational implicature in *American East* Movie?
2. What are the types of conversational implicature found in the conversation between characters in *American East* Movie?

1.3 Research Purposes

Based on the research questions above, the researcher focuses on types of conversational implicature and the types of flouting Grice's maxim in conversational implicature, that's found in *American East* movie. The research is aimed at:

1. To identifying and analyzing the implied meaning behind the flouting of Grice's maxim in conversational implicature in *American East* movie.
2. To find out the types of conversational implicature found in conversation between characters in *American East* movie.

1.4 Research Significance

This research gives a chance to apply what the researchers know about pragmatic, especially about types of maxim flouted caused the implicature and the types of conversational implicature. So, the significance of this research is useful for theoretical and practical purpose.

Academically, this research can give some information and enrich the specific knowledge in linguistic field, especially to enrich the understanding of conversational implicature, especially in a movie concerning conversation to make us more understanding the implied meaning of language behind the conversational implicature. Then, the researcher hopes this research will help students of State Islamic University of Sunan Gunung Djati Bandung, who use this research for understanding Pragmatic's course namely conversational implicature based on cooperative principles.

Practically, hopefully this research can contribute to triggering the future for a reader of student in studying linguistic, especially about conversational implicature as the additional knowledge in pragmatics. It is also can be used for many students of English Literature program to improve their understanding about conversational implicature that found in some movie.

1.5 Definition of Key Terms

In this section, the researcher explains briefly the definition of key terms to make the reader understand about the content of this paper easily. The terms are clarified as follows:

- **Pragmatics**

Pragmatics is one of linguistics branches that study a meaning in the context of utterances. It is related to the study of meaning that is spoken by the speaker, then interpreted by the listener. To interpret the speaker's utterance, the listener must pay attention to the topic of discussion by understanding the background of knowledge about the thing being discussed.

- **Cooperative Principles**

Cooperative principles describe how people achieve effective communication in a conversation between the speaker and the listener in a common social situation. Cooperative principles contain some rules that

must be followed by speakers in conducting the conversation so that the conversation will run smoothly.

- **Flouting Maxim**

Flouting maxim occurs when a speaker directly fails to observe a maxim but there isn't intended to deceive or mislead but the speaker wants the listener look for a different meaning from the meaning expressed. Based on Grice (1975) there are four type maxims of cooperative principles: the maxim of quality, the maxim of quantity, the maxim of relation, and the last maxim of manner.

- **Implicature**

Implicature is an additional conveyed meaning contained in the speaker's utterance. The concept of implicature was first introduced by (Grice, 1989, p. 24) who defined it essentially as what is communicated less what it said. Implicature is a term of conversation used by Grice to explain what might suggest, imply and mean by the speaker, which is different from what speakers said.

- **Conversational Implicature**

Conversational implicature is an additional meaning of speaker's utterance. According to Grice in (Levinson S. C., 2000, p. 15) that the conversational implicature is the way we understand the utterance in conversation in accordance with what we expect to hear. Grice also divided conversational into two types namely: 1) Generalized conversational implicature, and 2) Particularized conversational implicature.

- **Movie**

A movie is defined as a sequence of recorded images or videos using a camera or by creating images using certain animation techniques to be projected onto the screen at a speed sufficient to create the illusion of motion.