

CHAPTER I

INTRODUCTION

This chapter discusses the Introduction in this research. It covers the discussion of background of the research, statement of problem, objectives of the research, significance of the research, and previous research.

1.1 Background of the Research

Every time someone have a conversation, they must have their own way to provide information. Santoso (1993) argues that communication is an act that encourages other parties to explain an idea in a way that the speaker or writer wants. In some situation or contexts, the speaker will provide more information than he should be. To obtain this information, the listener must understand the signs given by the speaker. Excessive information will violate the principles of cooperative dialogue. Maxim of the principle of collaborative conversation is sometimes very necessary in certain contexts. According to Grice (1975) to implement the principles of cooperation, each speaker must have the four maxims of conversation, namely the maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner. According to this principle, it is recommended that speakers speak in the context of a conversation. However, in language reality, Grice's principle of cooperation is not explained in some maxims not always followed. The implication of this conversation maxims Grice's principle of cooperation, namely the agreement that the things discussed by the participants must be interrelated. Pragmatics according to Levinson (1990) examines five things including deixis, cooperative principles,

implicature, presupposition and speech acts. In accordance with these five things, the writer chose implicature as a research study. Grice (1975) argues that implicature is speech that implies something different from what is actually spoken. Something different is the speaker's intention which is not stated explicitly. In other words, implicatures are the hidden intentions, desires, or expressions of the mind. Brown and Yule (1996) argues that the term implicature is used to explain what might be interpreted, suggested, or intended by speakers who are different from what is actually said by speakers. The opinion rests on a meaning that is different from the literal meaning.

When the principle of cooperation is violated, there will automatically be one or more dialogue objectives between the speaker and the listener which are not achieved. However, there are other reasons for the occurrence of violations, namely certain implications of speakers or listeners, so that the goal of the conversation can be achieved or one of them is not cooperating or not cooperating. On the other hand, conversational implicatures are often used for specific purposes, such as to refine the propositions uttered by the speaker. In a reciprocal relationship in a cultural context, the use of implicatures feels more polite, for example for commanding speech acts, refusing, asking, giving advice, reprimanding, and many more.

In the communication process, listeners may have difficulty understanding the meaning of the speakers in a conversation. As Grice (1975) argues that there are two differences between what the speaker implies or says. The implied meaning can be conventional or conversational. Aside from that, Grice (1975) classifies implicature into Conversational Implicature, Generalized Implicature and Particularized Implicature. Generalized Implicature refers to an implicature whose meanings are inferred without specific contexts. Particularized Implicature refers to an implicature whose meanings are inferred to specific contexts. According to Thomas (1995)

people may fail to observe a maxim because they are incapable of speaking clearly, or because they deliberately choose to lie. There are five ways of non-observance maxim, they are flouting, violating, opting-out, infringing, and suspending.

According to Thao (2011) speakers and listeners hope to make their own contributions to conversations in an honest, relevant, clear and useful way. However, people sometimes use various expressions to convey information clearly to others. In this case, people who are language users may be appropriate to provide more information implicitly conveyed in an explicit manner. This understanding of language phenomena is called Implicature

The diversity of methods of conveying information is because one of the essences of language is arbitrary. Each region must have its own definition of a term. For example, the emergence of diversity in Indonesia is having various dialects which is sometimes one of the reasons for the lack of effective communication. Each region must have its own rules about the language they speak.

The common background of conversation can enable the principles of cooperation with courtesy in language to be realized. Such things lead someone to understand the implicature so that what is said can be understood by the interlocutor.

Wijana (1996) argues that language is a means of verbal humor, and it can also be used to create humor. Its range of usage covers almost all language levels, from the smallest spelling and phonetic levels to the higher speaking levels. Language (including sounds, words and structures) reflects unique social and cultural realities. As a result, humor is difficult to translate into other languages, and it is difficult to be enjoyed by people from different social backgrounds. In his book, Rustono (1998) argues that humor is all verbal and non-verbal stimuli that can cause

smiles and laughter in the audience. One of the clearest signs of a humorist is smiling and laughing. However, humor is not just an excuse to smile and laugh.

Humor is a condition that causes laughter and is a factor that is often found in everyday life. Humor is everywhere, regardless of social class, educational background and level of human intelligence. Humor has become an inseparable part of human social life. In the context of language, humor is a discourse that people usually use to produce humor and create a laughter effect. Funny humor can be caused by the content or the language used. According to Wijana (1996) humor is a stimulus that causes someone to laugh or smile in happiness. Smiling and happy effect. that's what humor is all about.

Videos of comics on Stand-up Comedy can be found on a platform called YouTube. YouTube is one of the platforms that is frequently accessed by many people, YouTube is quite influential in people's lives. According to Ensour (2015) YouTube is a website that can share videos and the users can watch, upload and comment on videos. The types of the video on YouTube is various, there are Educational videos, Music videos, News videos, Gaming videos, and many more.

The writer has taken and summarized videos of Stand-up Comedy comics from YouTube, such as Kevin Hart. He often raises the theme of daily life and various themes. The theme is always covered with humor that is very funny, which manages to make the audience burst into laughter.

The writer is interested in researching the implicatures of Kevin Hart's Stand-up Comedy video because he often uses implicature in his Stand-up Comedy. This is the writer's consideration to examine this object. Other than that, he is a successful actor, comedian, writer,

and producer in the United States. Kevin Hart started working as a stand-up after graduating from the high school, inevitably moving to greater clubs in Modern York and Los Angeles.

Research on pragmatics can be carried out on all kinds of utterances that are found in everyday life. As a humor, of course the stories in Stand-up Comedy aim to have a funny effect. In Stand-up Comedy, there are many themes that are raised, it all depends on the content of the comic's thoughts. The utterances in stand-up comedy are interesting to study, especially Kevin Hart's Stand-up Comedy through pragmatic studies, especially in terms of implicature. So that the writer is interested in examining the implicature phenomena that exist in stand-up comedy, with the title of this research is *Implicatures in Stand-up Comedy by Kevin Hart on YouTube Video*.

1.2 Statement of Problem

Implicature is often used by people to express something in an indirect way. This is often realized to state something else, provided that the speaker or listener must have the same background in the conversation. Although speaker or listener have the same background, there are still speakers or listeners who do not know what type of implicature is used, and why it is used in conversation. Based on the background of research above, the research questions are:

1. What types of maxim flouts appear in Kevin Hart's Stand-up Comedy on YouTube Video
2. What types of implicatures are raised in Kevin Hart's Stand-up Comedy in YouTube Videos?
3. How are implicatures raised in Kevin Hart's utterances in the Stand-up Comedy on YouTube video?

1.3 Objectives of the Research

Based on the problems that have been stated above, the objectives of this research are as follows.

1. To describe and identify types of maxim flouts which appear in Kevin Hart's Stand-up Comedy on YouTube Videos.
2. To describe and identify the types of implicatures found in Kevin Hart's Stand-up Comedy in YouTube Videos.
3. To describe and identify how the implicatures raised in Kevin Hart's Stand-up Comedy in YouTube Videos.

1.4 Significance of the Research

Research on the implicature analysis in the Stand-up Comedy video is expected to be useful both theoretically and practically. The theoretical benefit here can add to studies in linguistics, especially adding information in pragmatic studies as a science that focuses its studies on the meaning of utterances that arise in certain situations or contexts.

There is two practical benefits here. First, this research provides a description of the types of conversational implicatures in the utterance of Kevin Hart in the Stand-up Comedy video on Youtube and provides a description of the implicit sources of Kevin Hart's utterance in the Stand-up Comedy video on Youtube. These findings are expected to add insight to readers and researchers on language problems. Second, Can be a reference for other researchers who are interested in studying pragmatic studies in terms of implicature.

1.5 Previous Research

There are similar researchs related to this study. The first research was conducted by Andargini (2006) entitled "Kartun Benny dan Tikus" published in the Sunday edition of Kompas daily. The purpose of this thesis is to describe the context in the cartoon story of Benny and Tikus, to find violations of Grice's cooperative principles and to determine the type of speech act of the speech.

The three interesting studies were analyzed by Grice's implicature theory. The analysis of the previous research focused on the implicature of speech and the violation of maxims. In this thesis the writer also uses Grice's theory of implicature. To distinguish between them, the writer does not only discuss the implicatures of the speech but also explains the function of using the implicatures in the speech. The writer also uses humor books as the data because only a few previous studies have used humor book data which were analyzed using implicature theory. The purpose of this thesis is not only to show the implicature of the speech but also to describe the function of the speech by implicature theory.

Second, Susanti (2007) examined the form of Oprah Winfrey's interview script entitled "*Maxim in Conversation of Oprah Winfrey Talk Show : Will Smith's Love Makeover*". The results of the research found 32 expressions that violate maxims and 273 expressions that do not violate maxims. These expressions are divided into four violations of maxims.

As a result, 16 expressions violate the maxim of quantity, 10 expressions violate the maxim of quality, 6 expressions violate the maxim of relationship or relevance and 0 expressions violate the maxim of means. Many factors influence these violations. One of them is the

background of the speaker and listener profession. It was found that many speakers and listeners work as comedians. They want to convey in a funny way, sometimes they use connotations and it makes an implicit meaning. They try to maintain politeness by saying something indirectly.

Third, Hadiati (2007), and the title is *Tindak Tutur dan Implikatur Percakapan Tokoh Wanita dan Tokoh Laki-Laki in The Sound of Music* movie. By using heuristic analysis, the research results are obtained in the form of different conversational implicatures. These implicatures can be classified into four types of implicatures; namely representative implicature, directive implicature, commissive implicature, and expressive implicature. The implicature of the declaration or *isbati* was not found in this research.

With regard to the speech of male and female characters, the results of data analysis in this research also show that there are differences between the two types of speech. In the female character's speech, the *question tag* used has a function as *epistemic tag*, *facilities tag* and *softening tag*. Meanwhile, in men's speech, the *question tag* is used as a *challenging tag*. In addition, in women's speech, a pragmatic particle in the form of *I think* is used.

Forth, the research by Rahmawati (2009), which is entitled *IMPLIKATUR KOMIK DORAEMON: Pendekatan Pragmatik*. The problems examined in this research are 1. which maxims are floating in the implicature of Doraemon comics? 2. what is the background for the floating implications of the Doraemon comics? This research found that there are maxims that have not been completed the incompleteness occurs in both singular maxims and multiple maxims in more than one maximal simultaneously. The single maxim is the maxim of quantity, quality, relevance and manner. While the development of the plural maxims is the development

of the maxims of quantity-manner, quantity-relevance, manner-relevance and quantity-relevance-manner.

Fifth by Aryani (2010), in the thesis entitled *Pelanggaran Prinsip Kesantunan dan Implikatur dalam Acara Opera Van Java di Trans 7: Sebuah Kajian Pragmatik*. In this research, it was found that violations of the principle of politeness were found. Violations against the principle of modesty are found in many data and include the maxims (seven maxims). The most frequent violations were maxim of praise, followed by maxim of wisdom, sympathy, agreement, consideration, humility and finally the maxim of generosity.

There is a principle of irony in *OVJ*. There are only a few data that contain the application of the principle of irony. This is because the possibility of *OVJ* players will feel more satisfied if they openly insult /criticize other people. *OVJ* players look happy if they succeed in insulting other people, it can be seen from their smiling faces. There are several conversational implicatures of *OVJ* programs. These implicatures consist of nine different kinds of implicatures. The nine kinds of implicatures are insulting, provoking anger, disliking the arrival of other people, influencing, disliking, wanting to torture, not loving one's wife, ordering and seducing. In an *OVJ* event the implicature that occurs is dominated by the insulting implicature.