

## CHAPTER I

### INTRODUCTION

This part of the chapter covers the research background, statement of problems, research purposes, research significances, conceptual framework, and previous studies.

#### **A. Background of The Research**

Language as a means of communication is how to interact with one another to represent their ideas and thought. It will be hard to interact with others without using language. Pragmatics is a part of linguistic discipline concerning how to get more meaning in communication than it said by the commonly shared knowledge (Yule, 1996). One of the media to communicate messages regarding commonly shared understanding is YouTube videos.

YouTube video is one of the media used by people worldwide to share a lot of information, including education, entertainment, information, etc. one of the most reasonable people open this media is to find some interesting impressions. Learning through comedy is one of the interesting videos can found on YouTube. This method is interesting in order for the learners never to get stuck and bored to study visually.

Language is used, such as in conversation. The conversation itself is the way to interact between one another, which is done by two or more, where there are the speaker and the listener. Human communication depends to a large extent on

spoken language. People engage in getting communication with other to exchange the different information and expression.

The purpose of language is to share between one and other. Edward Sapir stated that language is a purely human and non-instinctive method of communicating ideas, emotions, and desires employing a system of voluntarily produced symbols (pole). The essential thing carried in conversation is the way of transferring the message, which is called meaning and ideas. Language without carried any message is useless. Therefore, for successful communication, interlocutors need to cooperate with each other so they can understand what they say and what they mean. It is a rule that should be obeyed to achieve cooperative communication among them. This cooperation is what Grice (1975) has referred to “cooperative principle” (CP). The cooperative principle described how people interact with one another (Yule, 1996).

To have a good conversation, speakers have to understand the language they use to convey their concepts and ideas. To understand the language, speakers need to know the meaning of the language used, how the meaning of words used in phrase and sentence meaning to show their thought. As it says in *An Introduction to Language: 7<sup>th</sup> Edition*

To understand the language, we need to know the meaning of words and of the morpheme that compose them. We also must see how the meaning of words are combined into phrase and sentence (Mey J. L., 2001)

Grice described the cooperative principle make your contribution such as is required, at the stage at which it occurs, by accepted purpose or direction of the talk exchange in which you are engaged (Thomas J. , 1995).

The cooperative principle consists of the four maxims of quality, quantity, manner, and relevance. Based on Grice (1957), each maxim respectively means: to be truthful, provide as much information as required, avoid unnecessary ambiguity, and be relevant (Grice H. , 1975). These maxims impose some restrictions by which speakers regulate their conversations and set forward the mechanism that language users should follow in order to understand each other in many instances when meanings and intentions are not explicitly conveyed. Although Grice has already set this CP to ask the interlocutors to abide in the conversation, he affirms that these rules may not be followed in some cases (Grice H. P., 2002). However, this violation is not an indicator of a breakdown in interaction (Levinson, 1983).

In pragmatics, when speakers utter, they are hoped to give the required utterance in the conversation for cooperating with each other. According to Grice, some requirements are needed to make the conversation run well in the speakers' utterances. In the application of these maxims, not all people follow the maxim in their utterance. When some people talk unrelated to the topic which is discussing in the conversation intentionally or unintentionally, it is called violating the maxims.

J. Thomas supports *Meaning Interaction* that the maxim violation occurs when the speakers deliver insincere, irrelevant, or ambiguous, and the hearer wrongly

assumes that they are cooperating. It can be concluded that violation always breaks the four rules of the maxim in the cooperative principle of the conversation (Gazdar, 1979).

People fail to observe the maxims, be it deliberately or accidentally. Two of such kinds of non-observing maxims are violating and flouting. The violation of maxim is when the maxim is deliberately manipulated so that the speaker misled the interlocutor. Unlike the violation of maxim, flouting maxim occurs when individuals intentionally do not apply the maxim in order to persuade the listeners to derive the hidden meaning behind what it said.

In this research, the writer analyses the violation of violating and flouting conversational maxim through YouTube Videos untitled: *Learning English Through Comedy; The Laughter 4 Health Channel*. The maxim of cooperative principle will be used to explain the kinds of violation happen in that video. This YouTube video consists of several scenes. Each scene shows a different theme and topic. This is how the video shows that learning English is easy and fun. The writer chooses this YouTube video because most of the humor has occurred in violation of Grice's maxim of cooperative principle during the conversation (Allot, 2010). Here, the writer tries to reveal how the violation of Grice's maxim of cooperative principle can create a humorous situation and finally provoke people's laughter.

In this YouTube video entitled "Learning English Through Comedy," every character utilizes the maxim in their conversation to create a humorous situation, make their video funny, and make people laugh. This paper is interesting to analyze

because it hopes can help the reader understand more profound humorous situations in the comedy video or film, especially in their daily activities. Besides, the reader can understand how the violations of the cooperative principle of maxim conversation can create a humorous effect.

### **B. Statement of problems**

Based on the research problem above, there are two research questions in this study as follows:

1. How are the maxims violated and create the implicature to appear a humorous effect in *Learning English Through Comedy* video?
2. How are the maxims flouted and create the implicature to appear a humorous effect in *Learning English Through Comedy* video?

### **C. Research Purposes**

Based on the research question above, the writer focused on the flouting and violating maxims and implicature appeared by flouting and violating maxim to create a humorous effect in *Learning English Trough Comedy* in The Laughter 4 Health Channel. The purposes of this study are as follows:

1. To analyses what the maxims violated and flouted to create a humorous effect in “*learning English through comedy, film funny English Conversation*” from The Laughter 4 Health channel on YouTube.

2. To find out the implicature appeared by flouting and violating maxim to create a humorous effect in “*learning English through comedy, film funny English Conversation*” from The Laughter 4 Health channel on YouTube.

#### **D. Research Significances**

The result of this paper is expected to give the benefit both theoretical and practical as follows:

1. The theoretical benefits of this research are expected to contribute as developments in the application of the cooperative principle in pragmatic studies. These principles are especially expected to be developed in the speech studies of humor in educational English lessons.
2. While practical benefits of this study are expected to be able to increase insight through entertainment, help the students or learners to conduct further research related to the cooperative principle. This research also expected to be an inspiration for the mentors or trainers to make creative English educational video which is increasingly attractive and interesting.

#### **E. Conceptual Framework**

This research is focused on analyzing the conversational implications of humor through the study of Grice’s cooperative principle. For this reason, this study uses theories related to linguistic, especially pragmatic.

The data are the conversation from the several scenes in the video. In this part, the writer tries to reveal all the non-observance maxims that occur in the conversation by all characters. Because the theme or the focus of this research is about pragmatics. The sub-main of the focus is about the non-observance, which creates the humorous effect, so the data is collected only on certain utterances that include the non-observance of the Grice maxim cooperative principle.

The writer collected all data from the video, which includes non-observance maxim. Then the writer tries to reveal what kind of maxim violation occurred in the conversation. The writer tries to analyze the data step by step according to the pragmatic studies. The data which had been collected then tries to translate it until the writer understands that the conversation of the speaker includes non-observance or not. According to Grice, the non-observance maxim occurs when the speaker's utterances are not sincerely, relevant, and out of the topic. At the same time, the interlocutor assumes that nothing happens with the conversation (Grice H. P., 2002).

In order to support the analyzed the writer put several definitions from the expert which are suitable with each data analyzed. So, the focus for revealing the non-observance maxim, which creates a humorous situation, does not being wide. The theoretical review helps the writer more to construct how the analysis runs effectively. With the data, the theoretical review shows that data analysis is relevant to the focus of the research.

To know that the analysis focus is suitable with the data, the writer makes a lot of trials and errors. This situation is required in order to avoid irrelevant data analysis. In pragmatics, the study of how the message is conveyed from the speaker to the hearer is important. This condition is called conversational implicature (Gazdar, 1979). The message of the utterance is not always conveyed directly, but sometimes it is conveyed indirectly. This is why in pragmatics, the interlocutor must prepare several intentions meaning of the speaker's utterance.

So, after knowing the implicature, the writer is already collected the suitable data with the focus. First, the writer organizes the data of the character's utterance from the video. The information is only focused on the non-observance utterance that creates a humorous effect for the hearer. In order for the data collected to be suitable with the focus of this research, the writer eliminates several utterances of the character which does not show non-observance of the Grice maxim. While the data is suitable between theoretical and research focus, the writer tries to reveal any implicature that exists in the speaker's utterance. This implicature also can show that any ambiguity of the speaker's utterance can create a humorous effect for the hearer.

The step above is important for the writer to focus on when entering the analysis of the data. Because the focus of this research is to reveal what kind of non-observance of Grice maxim creates a humorous situation and what implicature from it, the writer reveals all data and analyzes both the non-observance of Grice maxim and the implicature.



The non-observance kind of maxim that will be revealed depends on the data collected. When the analysis of the data is finished, the writer intends to show what maxim violations that always appear in the video and how implicature reveal from it. Besides, the writer also intends to explain how the non-observance of the Grice maxim can create a humorous situation in the comedy.

Comedy is the result that to make any humorous situation, we have to ignore the Grice maxim of the cooperative principle. The deeper people ignore the maxim of cooperative principle, the more humorous effect occurs both in comedy and in daily activity. to know more about how comedy creates from the non-observance maxim, the writer interesting in this topic because the humorous situation is needed by every human to avoid any stress.

#### **F. Previous Studies**

Humor concerning Grice's cooperative principle has been treated from various aspects in different studies. There are some studies discussing flouting and violating maxims. The first is Alvaro's Doctoral dissertation (2011) "*The Role of Conversational Maxims, Implicature and Presupposition in The Creation on Humor: An Analysis of Woody Allen's Anything Else,*" to reveal the implied meaning to create humor. The result of the study is that the use of cooperative principles is more abundant than violating and flouting maxims to create humor.

The second is Safitri's Final project (2015) entitled, "*The Use of Implicature in Indonesia Cigarette Advertisements Slogans,*" which was finish to figure out the implied meaning and the violating of the maxim in the advertisement slogans. The

result of the study was done to shows that the use of violating maxim in the slogan through implicature is chosen as a strategy to persuade and promote their brands.

The third is by Weiwei's final thesis (2013) entitled, "*Linguistic Basis of Humor In Uses of Grice's Cooperative Principle*," which aimed to find out the type of maxim violation in humorous verbal.

The writer finds the similarities and differences between the three previous studies above. The similarities of those studies are the purposes of the studies. The purpose of the studies is to find out the implied meaning and violated maxim to create humorous effects on a visual object. The differences with those previous studies are how to analyze the object with Grice's cooperative principle and its implicature. Humor is not always occurring because of the violating of the maxim but also observing and the responses. That is why the writer chose the video entitled "*learning English through comedy, film funny English Conversation*" from The Laughter 4 Health channel on YouTube. This study focused on the flouting and violating of the maxim in Grice's cooperative principle to create humor in educational video and an explanation of the implied meaning of humor in an educational video.