CHAPTER I

INTRODUCTION

A. Research Background

Humans are social beings who are unable to live alone and interdependent with each other. Therefore, humans need a tool of communication that is called language. Language is a tool of human communication. Communication is an important thing in life to establish a good relationship with the communities and can get a good life in the social environment.

Keyton (2011) states that communication is a process of transmitting information and common understanding from one person to another. A person as the sender conveys the information to the other as the receiver. As well as Lunenburg (2010, p.2) states that the sender and the receiver are two common elements in every communication exchange. There is an exchange information and share knowledge one another in communication. The utterances that the participants exchange should be meaningful to make the communication can be successful. The speakers should be able to convey the message to the listeners properly, so that the listeners can understand the meaning of the utterance and receive the message conveyed in the conversation.

A conversation is when two or more people are talking informally. The conversation is such a natural part of everyday life that it often fails to reflect on its properties (Schank, 2015). The conversation fails, means that many people who do not observe the role in the conversation, so that the message is not conveyed properly. It also means that conversation is a part of life that included of communication and the conversation flows based on the context and sometimes involves feeling and intimacy.

In conversation, there are the aims of the speaker to convey the information, and the listener to receive the information. So that the conversation should be easy to understand each other. Every verbal exchange of information would work better if the participants follow the certain social rules in conversation. A successful

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conversation is when the participants do the best interaction. The speaker should be able to make the listener understands about the message that is conveyed so that a conversation can be interpreted properly by the listener as an interlocutor. There must be rules that are implemented together, which is by a linguist Herbert Paul Grice called Cooperative Principle, as the principle used to make the conversation successful.

Cooperative Principle is intended to make every conversation following what is needed when it occurs with a specific reason or purpose. To deal with the statement about the cooperative principle, Grice (1975) has divided the cooperative principle into four basic conversational maxims, they are maxim of quality, maxim of quantity, maxim of relation, and maxim of manner. Those maxims can make the conversation goes well if the speaker observe the maxims and understand the context of the conversation, but when the speaker does not observe the maxims in the conversation, it can be categorized as flouting the maxims. In real life, there is often found a conversation that is not clear, ambiguous, and the utterance that is not relevant, so that the message to be conveyed in the conversation is not conveyed properly.

The study of cooperative principle can make the conversation clear if it used well by the participants in the communication. If there is flouting the maxims, the communication might not clear except if the listener has knowledge of the context and knowledge of the world to understand the meaning of the utterance that has been said by the speaker. If the listener understands the message conveyed by the speaker although the speaker is not observing the maxims, and the listener has the knowledge of the world and context of the conversation, then the implicature can occur in conversation. It means that the listener knows the speaker is not observing the maxim and flout the maxims, then the listener tries to infer further meaning to be understood so that the listener can understand the meaning and get the message of the utterance.

Implicature can be interpreted as an additional meaning that different from the spoken meaning. Implicature is a component of the utterance meaning that

constitutes an aspect of what is meant in the speaker's utterance without being part of what is said (Horn, 2006). Implicature occurs of the indirect utterance, the meaning of the conversation is implied. Characteristically, what a speaker intends to communicate is far richer than what the speaker directly expresses. The utterance of the speaker needs to interpret so that the utterance can be understood by the listener. The speaker exploits pragmatic principles to bridge this gap and the listener applies the same principles for the aim of the interpretation of the utterance.

Grice (1991) states that in implicature there are conventional implicature and conversational implicature. Conventional implicature is considered as the conventional meaning of utterances that is said by the speaker and obtained directly from the meaning of the word, not from the principle of conversation. Conversational implicature is something implied in the conversation, something which is left implicit in actual language.

Grice (1991) proposes that to infer conversational implicatures precisely, the speaker and the listener must share knowledge each other, aware of the roles and expectations of the participants in the conversation. The participants in conversation should have the knowledge of context and the knowledge of the world around them related to the topic of their interaction. Besides that, the participants of the conversation must pay attention to the topic of conversation so that the communication can be clear.

The implicature can be found in the conversation such as in daily conversation, talk show events, movies, print media, comic, and others. The implicature often occurs in informal conversation. This research used a talk show event as the object of the analysis. The language used in the talk show events are informal. The implicature can occur in the informal conversation between host and guests in the talk show event. The participants of the conversation use languages freely. The speaker uses some ways to express the idea that does not easy to understand by the listeners. Sometimes the meaning of the utterance is expressed from what they said or by the act of saying.

Nowadays, there are various talk show programs in some countries, such as in Indonesia, America, Australia, and others. There are the differences in the talk show programs that take place in various countries. Talk show programs involve a conversation between two or more people who discuss some events in different things of life, such as education, social, economic, political, and so on.

In this research, the American talk show is selected as the object to be analyzed. The talk show program selected is *The Graham Northon Show*. It is one of the famous American talk show events that have more than 3,44 million Youtube subscribers, more than 697 million followers on Instagram. Besides that, the Graham Norton Show also has many awards. There are also some unique things in The Graham Norton Show which are presented by a host who is quite fun, super charming, hilarious, and many guests mention this is their favourite show to do.

Graham Northon Show are often inviting famous people as guests, public figures are one of them. In this research, the researcher focuses on the analysis of conversational implicature that is appeared by public figures in *The Graham Northon Show*. Public figure is a famous person that is well-known by society in social life. The researcher makes the limitation of public figures that focused in the entertainment, they are famous female singers that have some awards caused of their achievements, and makes the limitation based on the data that is needed in this research. It is impossible for the researcher to take all of public figures. The researcher chooses female singers who are already familiar to the public.

A talk show program of Graham Northon usually involves a spontaneous conversation between the participants who are as a host and a guest, and sometimes there is also more than one guest in a talk show event. Besides that, the researcher is also interested in analyzing the conversation in *The Graham Norton Show* because the researcher has not found the analysis of implicature that takes *The Graham Talk Show* as the object of research. Based on some reasons above, the researcher considers that this object is worthy to be analyzed.

B. Research Questions

In the conversation between the speaker and the listener, there are found some utterance that are not observing the maxims of the cooperative principle. Flouting the maxim makes the conversation is not clear, ambiguous, not relevant, and also less or more information, so that the conversation is not going well and there is a misunderstanding of the meaning in the conversation.

If the listener understands the meaning of the speaker, although the speaker flouting the maxim, the implicature is occurred there. The listener has knowledge of context and knowledge of the world relate to the topic of the conversation, so the listener can understand and accept the meaning that is conveyed by the speaker, although the speaker is not observing the maxims. The listener knows that the speaker is flouting the maxim, then the listener infers the speaker's utterance to understand the meaning and to get the message that is conveyed.

Based on the phenomenon of flouted maxims and the implicature raised in conversation, this research has decided that there are two questions in resolving these research problems. The research problems of this research are:

1. What maxims of cooperative principle are flouted by public figures in *The Graham Norton Show*?
2. What implicatures are resulted of the flouted maxims of public figures in *The Graham Norton Show*?

C. Research Objectives

Based on the research questions, this research focuses on the maxims that are flouted so that the implicature occurred, and the implicature that is raised of the flouted maxims in the conversation. The aims of this research are:

1. To analyze the maxims that are flouted so that the implicature occurred of public figures in *The Graham Norton Show*.

2. To analyze the implicatures that are raised of the flouted maxims of public figures in *The Graham Norton Show*.

D. Research Significance

The significance of this research gives the contribution of pragmatics theoretically and practically, especially of implicature study. Theoretically, the data finding from this study is expected to be one of the references to get information about pragmatics, especially the study of implicature. This research is expected to add a theoretical framework in pragmatic research, especially the implicature of various phenomena and object studied. The results of this study are expected to fill in the shortcomings of previous learning in the same field.

Practically, the researcher wants to explore deeper into the meaning found in this talk show, and also the researcher can understand the meaning of the utterance deeply to makes communication going well. Hopefully, this research can inspire many people, especially the people who need the explanation or the sample in this research related to the topic, and also can increase the resources for readers to conduct the research on this talk show and analyze language especially implicature based on pragmatics. Besides that, this research can raise the awareness to the reader to make the communication that runs smoothly, clear communication, and knows more knowledge of context and knowledge of the word, so that the listener can be able to understand the meaning of the utterance in the conversation and get better communication.

E. Previous Research

There are found some previous research with the same topic of analysis that are relevant each other. This research uses three papers as the previous research related to the conversational implicature to develop this analysis.

The first previous study about implicature analysis read by the researcher is a journal article written by Nanda et al. (2012) who analyze *"Implicature of the Presenters in Take Me Out Indonesia"* with the focus of discussion is about the occurrences of conversational implicature used by presenter in a matchmaking event at a television station namely Take Me Out Indonesia. This study is also focused on the types of conversational implicature, there is generalized and particularized implicature. In this study, the finding of research shows that in one episode taken as a sample of this research, implicature occurs in the show 204 times. The occurrences in this study are divided into two categories, there are generalized conversational and particularized conversational implicature. Both of the categorizations are based on the inferences to figure out the conveyed meaning, which is matched with the Gricean Maxims. The generalized conversational implicature in the expressions of the participants occurs more often than particularized conversational implicature.

The second previous research is a journal article written by Diningrum et al. (2016) who analyze about *Conversational Implicature in Sarah Sechan Talk Show of Go Green Episodes.* This research is focused on the analysis of the utterance that flouts the maxim on cooperative principle in *Sarah Sechan talk show* based on Grice's theory. In this research, the researcher found that the most frequently violated maxims occur ten times in maxim of relation or 48 % from the total maxims. The reason between the host and the guest flouted the maxim of relation because they want to provide an opinion, joke, and give further information. There are three data which have been analyzed in this study. In the episode *"Gerakan Bye-bye Plastic Bag, agar Bali Bebas Kantong Plastik"* by Isabel and Melati, there are six conversations that contain conversational implicature produced by the host and the guests. In the episode *Gerakan Diet Kantong Plastik, by Tiza Mafira,* there are also six conversations that contain conversational implicature produced by the host and the guests. In the episode of *"Perubahan Hal Kecil di Lingkungan sekitar Kita, by Stenny Agustaf and Nugie"* there are thirteen conversational implicatures.

Then, the third previous research is a journal article written by Fatmawati, N. & Nazila (2017) who analyze about *The Implicature In the Play Zootopia* which is focused on the selected conversation in the Zootopia movie investigate the maxim and the implied meaning. According to this research, the Zootopia movie reflects the use of implicature in the selected conversation of the characters. This study found that there are many infractions of the maxim did in the selected conversation. The conversation did not show the relevance because the answer did not appropriate with the topic of the questions. It means that the conversation breaks the rule of the relevance maxims.

The differences between this research and some previous research above are mostly of the objects of the analysis. One of the previous studies focused on the type of implicature, and two other previous studies focused on flouting the maxim. Although one of the previous research studies has almost the same object about talk show analysis, and the one that has the same topic is about implicature analysis but they are still different because the talk show that is analyzed different one another, the previous study analysis Indonesian talk show and this research analysis American talk show, and the object that is used on previous implicature analysis and this one is also different one another. Besides that, the research problems that are analyzed also different.

This research analyses the maxim that is flouted so that implicature occurred in the conversation and also analysis the implicature that is raised from the flouting maxims. The researcher uses Grice's theory about cooperative principle and implicature related to this research. This theory used because it is more relevant to this research. The researcher uses pragmatic approach in analyzing data in this reseach, the analysis based on context. Besides that, qualitative method is also used in analyzing the data.