

CHAPTER I

INTRODUCTION

This chapter consists of background of the research, statement of problem, research objective, research significance, and definition of key term.

1.1. Background

In pragmatics, there is a theory called the cooperative principle. It is a theory that explains the rules in conversation that must be obeyed by speakers and hearers so that the meaning conveyed can be understood by each other. According to Grice (1975: 45) cooperative principle is the principle that, "You have to make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction to talk exchange in which you are engaged." So the meaning of the conversation can be accepted by the hearer correctly.

The cooperative principle was conveyed by Paul Grice, where he introduce four types of maxims of cooperative principle. In Sentf (2014: 34) was mentioned the types of Grice's maxims, they are: (1) The maxim of quantity, it relates to the quantity of information that you have to make your contribution as informative as is required and do not make the information too much; (2) The maxim of quality, in this maxim you have to tell the true information and do not tell the information that you believe to be false; (3) The maxim of relation, in this maxim, the information that you tell must be

relevant to the conversation topic; (4) The maxim of manner, in this maxim, the information that you tell must be clear and has to avoid the ambiguity.

For example, when A asks B, “Where is my Dad?” then B answers, “Your Dad is in his room, I’m sure.” From that conversation, speaker B observes all of the maxims. He answers speaker A’s question truthfully (observed maxim of quality), relevant (observed maxim of relation), clearly (observed maxim of manner) and his contribution is sufficiently provided (observed maxim of quantity).

In Grice's maxim there is what is called the violations of the maxim. These violations are known as, Maxim Flouting, Maxim Violation, and Maxim Opt-Out. Maxim Flouting is a violation that occurs when the speaker openly violates the maxim to convey the implied meaning to the listener, according to Grice (1991: 30) the speaker may blatantly fail to fulfill the maxim. Maxim Violation is the violation that there is an intention to deceive the hearer, in Grice (1991: 30) said that, “In some cases the speaker will be liable to mislead.” And Maxim Opt-Out is a violation that occurs when the speaker chooses not to apply the cooperative principle, based on Grice (1991: 30), “The speaker may say, indicate, or allow it to become plain that he is unwilling to cooperate in the way the maxim requires.”

Based on the theory of violation of the maxim, the writer is interested in analyzing the object that violates this theory. At first the writer planned to analyze the object in the form of an interrogation script between a policeman and a criminal. However, because this object requires a theory

outside of the writer's scientific study, this object cannot be used as an object of research in this study. So the writer decided to look for other research objects and find an object that is in accordance with the writer's scientific study. The object is a book by William Donohue entitled *The Best Joke Book*.

The Best Joke Book is a book that contains a collection of joke conversations. This book is used as an object of research because there are indications of violations of the cooperative principle rules. According to Burt and Halseger (2002, in Mansor, 2014: 16), a joke is produced when there is a gap between expectations and reality. This is in accordance with the cooperative principle violation theory that occurs because of a mismatch between the expectations of the hearer and the speech spoken by the speaker so that causing a misunderstanding. Grice, (1975: 45) says, "He may quietly and unostentatiously violate a maxim; if so, in some cases he will be liable to mislead. Therefore, the joke and the theory of violation of the cooperative principle are related.

Besides, the writer will also analyze the function of the violation of the cooperative principle. According to Faridah, Rustono, Nuryatin, & Mardikantoro, (2018: 444) the violations of the cooperative principle that occurs have a purpose or a specific reason to be conveyed by the speakers such as to entertain, create funny talks, make a joke, and others. Therefore, an analysis of the function of the violation of the cooperative principle is

needed to find out the reasons behind the violation. So, you can understand why this violation can occur.

There were three previous studies related to this study. The first was from Purwaningsih (2015) entitled *“The Pragmatics Analysis Of The Cooperative Principle In A Comedy Movie Entitled “Meet The Parents”* In this study, the problem was focused on the type of cooperative principle, the meaning of spoken utterances, and the background of American social culture contained in the comedy film entitled "Meet The Parents".

The second was from Wijayanti (2004) entitled *“The Flouted Maxims In The Cooperative Principles In Durable Goods Advertisements In "Time Magazine" (From October 2002 To September 2003)”* This research focused on what maxims in cooperative principle flouted in Time Magazine October 2002-September 2003 Edition.

The third was from Nastiti (2018) entitled *“The Use Of Implicature To Create Humor as cooperative Principle Violation on Humorous Advertisement”* This research focused on the violation of maxims on humorous ads and explained the implicated meaning in the ads. This study showed the maxim of manner was the most violated, because of the ambiguity was created by the actors to respond to something.

1.2. Statement of the Problem

Based on the background of the problems described above where there were several violations of the cooperative principle in the book entitled

The Best Joke Book by William Donohue. In this study, an analysis of the maxim violation process will be carried out. And this problem is summarized into two research statements, there are:

1.2.1. What maxims of cooperative principle are violated in William Donohue's *The Best Joke Book*?

1.2.2. What functions of violation of cooperative principle are there in William Donohue's *The Best Joke Book*?

1.3. Research Objective

1.3.1. To find out the maxims of cooperative principle that were violated in William Donohue's *The Best Joke Book*.

1.3.2. To find out the functions of the violation of cooperative principle in William Donohue's *The Best Joke Book*.

1.4. Research Significance

The results of this study are expected to be useful both academically and practically. Academically, this research is expected to provide information regarding the application of Grice's theory of cooperative Principle. And practically, this research is expected to help the public in understanding the meaning of a conversation or conversational text.

1.5. Definition of Key Terms

1.5.1. Violation

Based on Hornby (2015: 1679) violation means to refuse a law. So the meaning of violation in this study is the refuse theory of cooperative principle.

1.5.2. Cooperative Principle

Cooperative principle is the principle that you have to make your conversational contribution such as is required (Grice, 1975: 45). So the meaning of the conversation can be accepted by the hearer correctly.

1.5.3. Joke

Joke is something that you say or do to make other people laugh (Hornby, 2015: 820)

1.5.4. Maxim of Quantity

Maxim of quantity relates to the quantity of information that you have to make your contribution as informative as is required and do not make the information too much (Grice, 1975: 45).

1.5.5. Maxim of Quality

Maxim of Quality is one of the rules of cooperative principle that you have to tell the true information and do not tell the information that you believe to be false (Grice, 1975: 46).

1.5.6. Maxim of Relation

Maxim of relation is one of the rules of cooperative principle that when you tell the information, it must be relevant to the conversation topic (Grice, 1975: 46)

1.5.7. Maxim of Manner

Maxim of manner is one of the rules of cooperative principle that you have to tell the information clearly and has to avoid the ambiguity (Grice, 1975: 46)

1.5.8. Flouting a Maxim

Flouting a maxim is a violation that occurs when the speaker openly violates the maxim to convey the implied meaning to the listener, according to Grice (1991: 30) the speaker may blatantly fail to fulfill the maxim.

1.5.9. Violating a Maxim

Violating a maxim is the violation that there is an intention to deceive the hearer, Grice (1991: 30) said that in some cases the speaker will be liable to mislead.

1.5.10. Opt out a Maxim

Opt a maxim is a violation that occurs when the speaker chooses not to apply the cooperative principle, based on Grice (1991: 30), the speaker may say, indicate, or allow it to become plain that he is unwilling to cooperate in the way the maxim requires.

1.5.11. Conversational Implicature

Conversational implicature is the meaning contained in a statement that is not expressed directly but obtained from the context of speech. According to Mey (2001: 46), conversational implicature concerns the way we understand an utterance in conversation following what we expect to hear.

