

CHAPTER I

INTRODUCTION

This chapter provides an overview of the research. It also explains the reason for choosing the main focus and object in this research. This chapter consists of six sub-chapters; research background, statement of the problem, research purpose, research significances, definition of key terms, and organization of writing.

1.1 Research Background

Humans are social beings who have various activities in their lives. These activities have different impacts on each human being. When people feel sad, tired, or in a bad mood, they look for something to cheer them up. It makes people look for entertainment. Entertainment has become a daily lifestyle. People need something to relax after a long day of routines and pressures found in entertainment. It can make a reflection about life that can make people satisfied. Entertainment can be found in many forms and media. Among the various forms of entertainment is a movie.

Movies are one of the most popular forms of entertainment among people. Movies are different from printed media like magazines and books, the movie shows the phenomenon of society that describes events that have occurred in everyday life. Zahra (2020) said that "a movie is a form of art that humans make for human's purposes." Movies provide a new perspective on life, where life can be laughed at because the behavior of people who deviate from social norms can be interesting to see. Movies come in a variety of genres, including romance, horror, comedy, science fiction, and many others. Of all the various genres of movies, comedy is the one that can entertain someone the most because the comedy genre is intended to entertain people who watch it because comedy has a close relationship with humour and laughter that can make people laugh, as stated by Ross (2005) "humour is something that can

make a person laugh or smile." Humour makes the audiences laugh as they enjoy and feel funny when watching a movie.

In comedy movies, humour appears in the dialogue between characters or situations in the movie. they can be developed through several elements, such as plot, setting, and conversations between characters. Humour is usually found through several elements, such as setting, plot and the conversation between the characters. it can be conveyed through speech, facial expressions or body movements. However, humour is a very subjective concept, as stated by Raskin (1985), "Everyone has a different idea of what is funny or what can elicit laughter, making it a universal human trait. Thus, it can be described as partly natural and learned partially.", because of that sometimes humour can be accepted as something fun for some people. However, some feel that humour is not suitable for some people because every society or culture has its type of humour. According to Felsch (2004) "the judgment of whether a joke is funny or not depends on many factors such as age, culture, one's experience, and others". The conversation in the movie contains a linguistic element, namely the cooperative principle.

Conversation in movies has unwritten rules that linguists are aware of. These rules govern how one should speak to those who are listening. This rule is known as the cooperative principle. As stated by Grice (in Yule:1996), the cooperative principle involves having a conversational contribution as required, as necessary, which it happened, the purpose or direction of the conversational interaction you are engaged in. The cooperative principle is divided into four kinds of principles known as maxims. Maxim is an order for interaction and communication between the speaker and the speech partner to run smoothly, and each must cooperate well and optimally. Maxim is divided into four kinds: the maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manner. These maxims require the speaker to act appropriately, such as telling the speaker the truth about something, the relevance of what they are saying, and making the conversation received as clearly as possible.

However, in some conditions, the speaker intentionally or unintentionally flouts the maxims in the conversation. Nowadays, flouting of maxims can be found in dialogues or situations in the movie to make a funny situation even funnier to increase the audience's interest. The flouting of maxims contained in the dialogue between characters present contradictory events. This situation is something that can bring laughter to the audience. Attardo's statement supports this point of view by saying: "Humour can be triggered by the non-observance to the principles of the Grice maxims, such as flouting" (Attardo, 1994, p. 271).

The researcher used a research object from the movie titled *21 Jump Street* in this research. The movie was written by Jonah Hill and directed by Phil Lord. This movie is a successful American Comedy that released by Columbia Pictures and Metro-Goldwyn-Mayer in 2012. The movie was well-received by critics and grossed \$201 million worldwide, according to IMDb (2012) this movie won many awards including *Golden Schmoes Awards for Best Comedy of the Year and Biggest Surprise of the Year (2012)*, *IGN Summer Movie Awards for Best Comedy Movie (2012)*, *Internet Film Critic Society for Best Comedy (2012)*, *Teen Choice Awards for Choice Movie:Comedy (2012)*, *Oklahoma Film Critics Circle Awards for Best Guilty Pleasure (2012)*. This movie is one of Hollywood's best comedy movies so researchers are interested in examining things that cause this movie to be the funniest movie using pragmatic studies, especially flouting maxim on utterances of humor.

In supporting the design of this study, the researcher has read many theses and led to this research is related to the flouting of maxim. After reading any thesis and journal on the website, the researcher has knowledge that can make the research unique and does not plagiarise or copy from the researchers who analyzed this topic. Here are some previous studies that related to this study.

The first related research was inspired from Wisnu Ngudi Arto (2015). *This research explains the types of flouting maxims and the strategies used in flouting maxim*. In this study, the researcher observe in to the dialogue or utterances that contain flouting maxim in *This Boy's Life* movie. He got all the maxims flouted in *This Boy's*

Life Movie by using several techniques, the characters in the movie flouted the maxims. Metaphor, irony, hyperbole, sarcasm, and banter all contradict the maxim of quality. The overstatement and understatement strategies contradict the maxim of quantity. Meanwhile, maxim of manner is flouted by being obscure. Lastly, the maxim of relation is flouted by being irrelevant.

The second related research was inspired from Pandu Dwi Prakoso (2017). This study examines the flouting maxim contained in *Kungfu Panda 3* movie. The main focus in this research is to find out the flouting maxim that found and how the characters in the *Kungfu Panda 3* movie flouting maxim in the dialogue or utterances. Before being analyzed, all the conversations in this *Kungfu Panda 3* movie were transcribed to make it easier to analyze. From the results of this study, the researcher found 99 data of flouting maxims including 18 flouting maxim of relation, 26 flouting maxim of manner, 25 flouting maxim of quality, and 30 flouting maxim quantity in the transcription of *Kungfu Panda 3*.

The third related research was inspired from Yanna Silvia Ashari Puteri (2018). The purpose of this study is to examine the Grice Cooperative Principles based on discussion. The method used in this research is a qualitative method. This research focuses on the violation of the conversation contained in the movie which is called the flouting maxim. The flouting maxim is divided into four types, namely flouting maxim of manner, flouting maxim of relation, flouting maxim of quantity, and flouting maxim of quality. The data analyzed that found in this research is the conversations in the *Inside Out* movie. After being analyzed, the researcher found 30 data that flouted the maxims in the *Inside Out* movie including, 10 flouting maxim of manner, 3 flouting maxim of relation, 13 flouting maxim of quantity, and 4 flouting maxim of quality.

However, what distinguishes this research from previous research that has been studied is that the researcher uses a different object that the entitled is *21 Jump Street*. This movie got a lot of awards that make the researcher interest to research this object, although this movie was produced in 2012, there have not been any other researchers who have studied this movie; therefore, the researcher chose this movie as his study

material. In terms of conversation, this movie is also packaged neatly and uniquely. The characters in this movie often do flouting of maxims intentionally or unintentionally. Furthermore, this movie is also interesting because of its conversations that entertain the audience with its humour.

Based on the researcher's interest above, the researcher conducted a study to determine what kind of flouting maxims that found in the *21 Jump Street* movie. Moreover, it examines how humour relates to the flouting of the maxim that can create a humorous situation in this movie. Therefore, the researcher examined this research with the title *Flouting Maxim to Create Humour in 21 Jump Street Movie Script*.

1.2 Statement of Problem

This research will discuss the flouting of the maxim that appeared in *21 Jump Street* movie script and how the flouting maxim can create humour in this movie. The researcher is interested to find out the flouting of maxim that contain humour in it. Based on the explanation above, the limitation of the topic discussion can be formulated into the following question:

1. What types of flouting maxims are found in *21 Jump Street* movie script?
2. How do the flouting maxims create humour in *21 Jump Street* movie script?

1.3 Research Purposes

Based on the statement of problem above, the researcher determined the objective of this study intended into two purposes below:

1. To find out flouting maxims in *21 Jump Street* movie
2. To know how the flouting maxims that can create humour in the *21 Jump Street* Movie

1.4. Research Significance

Research Significances express the significances of research based on aspects of theory and practice.

In theoretically, this research is expected to be useful and to be guide to other researcher who are interested with this research especially for English Department of English Literature major.

In Practically, this research provides information about how to analyze the floating maxim in the movie to researchers and readers, and this research will be useful for others. This study uses the pragmatic theory especially theory Grice's maxims as a method of data analysis.

1.5. Definition of Key Terms

To making clear and to avoiding misunderstanding on the theory that used in this research, the researcher classified the terms used below:

1. Cooperative Principle

the cooperative principle involves having a conversational contribution as required, as necessary, which it happened, the purpose or direction of the conversational interaction you are engaged in. The cooperative principle can guides human interaction in a conversation so they can make a conversation more effectively and efficiently.

2. Flouting Maxim

Flouting maxim happens when the speaker intentionally or unintentionally disobeys the rules of cooperative principle in maxim during the conversation.

3. Implicature

Implicature is a study of the speaker's meaning, which has implied meaning behind the speaker's utterance. Grice (1975) said that "implicature is

an attempt to convey the speakers in what they mean and what the hearer gets what is said."

4. Humour

Humour is something that can make people laugh. "Humour is defined as something that can cause laughter and also entertain someone. With humour, a person can get to know a person or group of people better" (Ross, 2005:2).

