

CHAPTER 1

INTRODUCTION

This chapter serves as the introduction to this study. It is composed of seven sub-chapters. Those are background of research, statement of problem, research objective, research significance, definition of key terms, and the result of previous studies, which become references in working on this research.

1.1 Background of Research

Successful communication happens if the hearer understands what the speaker said. Thus, that communication does not cause misunderstanding. Then humans must be proficient in both spoken and written language. In communicating, the speakers and hearers should also convey the conversation effectively and efficiently. For effective and efficient communication, speakers must consider the various pragmatic factors. Leech claims (1983: 6), pragmatics is a subfield of linguistics concerned with the way a language is used in communication. Furthermore, Van Dijk (1977: 218) states that pragmatics begins when humans speak in a particular context and achieve social acts. Thus, pragmatics is concerned with the aims and assumptions that a speaker seeks to transmit to the listener through their speech.

In a conversation, the speaker has to know what and how they are saying. Having a conversation also means how the speaker delivers their messages, their thoughts, their opinions, and their feelings. Human beings should be able to use language properly by the function and social context because, in social activities, the speaker and the hearer are liable for their actions and any linguistic deviations that may have occurred. To reach successful communication, the speaker should obey the maxim of cooperative principles.

The four principles that form the foundation of cooperation are the maxim of quality, the maxim of quantity, the maxim of manner, and the maxim of relation.

However, in some daily conversation, the flout of these principles often occurs and cause miscommunication between speaker and hearer. The speaker and the hearer often express statements with no clear evidence or even exaggerated information in actual communication. A too direct message without any clear and precise evidence will make the expression rude and disrespectful. In other words, Grice's cooperative principle is often not obeyed by the speaker and the hearer.

Misunderstandings in communication can occur even though the utterances used in communication have met syntax and semantic theories. In fact, participants in speech acts do not always use language in an orderly to have a conversation between them. Each speaker has the freedom to choose words that according to the intended message. Sometimes speakers also always start a conversation with chit-chatting or who always cover up what is planned, and some speakers like to talk at length or vice versa.

Regarding the freedom factor of communication participants (speakers and hearer), the context of speech situations influences the freedom of speakers to choose how to speak. The topic of conversation, to whom, by way of oral or written, will affect whether the intentions conveyed by the participant of communication will be discussed in explicit or implicit sentences. If the communication participants do not follow the principles of cooperation, thus causing misunderstanding in communication, then the participants have done flouting maxim. According to Cutting (2002: 36), if a speaker does not adhere to the maxim but expects the hearer to grasp the purpose provided, he or she is guilty of flouting the maxim. As a result, he or she is in flouting the maxim.

Flouting maxims can be found not only in everyday life but also in literature and movies. A movie is a creative work of art and culture created by painting the motion of light using special tools such as cameras. Several movies can be analyzed by using the flouting maxim. Nevertheless, in this research, the research topic is the movie *Bridesmaids*, which the researcher chose.

Annie Mumolo and Kristen Wiig co-wrote *Bridesmaids*, a comedy-romance film, who starred in *Bridesmaids*. Annie Walker's tale is portrayed by Kristen Wiig, a 30-year-old woman who has failed in her baking company and her romantic life.

She competes with her friend, Lilian, played by Maya Rudolph. Production company members Judd Apatow, Barry Mendel, and Clayton Townsend were responsible for the film's production, while director Paul Feig was in charge of the direction. Universal Pictures distributed this movie.

On the basis of the above description, the researcher intends to undertake research into the cooperation principle in order to notice the flouting of the maxims as shown in the *Bridesmaids* movie. The researcher is interested in using the movie as an object of research because, in conversation, the cooperative principle is essential to reach successful communication. Still, sometimes the speaker does not always apply the theory of cooperative principle due to some reason.

Furthermore, it is interesting for the researcher to observe how the characters break the rules of maxims while communicating with each other and how the other people react and how the situation after they flout the maxim becomes unpredictable and more entertaining. To analyze the movie, this research will use pragmatic theory as the framework.

1.2 Statement of Problems

The primary aim of this study is to use Grice and Cutting's theories to evaluate the utterances and find the flouting maxims in the *Bridesmaids* movie. The research questions are as follows:

1. What maxims are flouted used by the main characters in the *Bridesmaid* movie?
2. What strategies are used by the main characters in the *Bridesmaid* movie to flout the maxim?

1.3 Research Objectives

Based on the study problem, this research aims to analyze the flouting maxim in the conversation between the characters in the *Bridesmaid* movie. As this research analyzing the flouting of the maxim, the objectives of this study are:

1. To determine the types of the flouted maxim in the Bridesmaid movie.
2. To explain the way flouting maxim occurs in the dialogue by the main characters in the Bridesmaid movie.

1.4 Research Significance

In the case of the researcher, the importance of this study can be broken down into two categories:

From an academic standpoint, this study provides a benefit to students at the Sunan Gunung Djati State Islamic University of Bandung, particularly those enrolled in the English department. This research study will serve as an alternate source of information for individuals who are interested in the floating maxim in the Bridesmaid movie. Additionally, this study may be used as a resource for individuals who are interested in researching literary works via the lens of pragmatic analysis.

Practically, the researcher can give new knowledge and experience to learn more about pragmatics, especially about flouting maxim. The researcher's responsibility is to offer information to enhance the reader's understanding of the kinds of flouting the maxim and the cooperative principle. Again, to give impact and deep comprehension about flouting maxim according to Grice and Cutting's theories.

1.5 Definition of Key Terms

To make the concept in the research understandable the term used are defined.

1. Cooperative Principle

Cooperative principle are the principles that make contributions in accordance with the required conversation based on the purpose or the intended direction of the conversation.

2. Maxim

Maxim is a linguistic rule in the lingual interaction that governs the actions, the use of language, and the interpretations of actions and utterance between the speaker and hearer.

3. Flouting Maxim

Flouting maxim is a situation where speakers blatantly fail to deliver something to the other person.

1.6 Previous Studies

This research is relevant to previous research that highlighted the issue of pragmatics in the form of deviations from the principle of cooperation, which led to the creation of this study. In addition, several studies have examined a pragmatic analysis of maxim flouting. For example, Prasetya (2014) who analyzed Grice's maxim in a talk show entitled *Oprah Winfrey: Oprah Interviews J.K Rowling*. This study focused on how J.K Rowling obeyed the maxim and flouted the maxim based on Grice's theory. This research shows that Rowling obeyed three types of maxim and flouted the maxim to show that Rowling wants Winfrey to understand and be transparent with her answers.

Another study also had been done by Sopiyan (2014). He had analyzed the politeness maxim in talk show *Oprah Winfrey: Michael Talks to Oprah*. In contrast to the previous researcher, Sopiyan used Leech's theory to study politeness maxims such as tact, generosity, approval, modesty, and agreement. The outcome of the analysis reveals that both the host and the guest express their politeness in accordance with the measurement of the pragmatic scales.

A few distinctions can be drawn between the prior studies mentioned above and this research. According to this research, the researcher examines the talks between the characters, their true meaning, and how they flout the maxim by discussing the approach they employ and their reasoning for flouting the maxim. At the same time, the other research discusses politeness maxim or violation as its object. Previous research also did not explain in what way they do flouting maxim.