

CHAPTER I

INTRODUCTION

This chapter is divided into five subject matters. There is a background of the problem, statement of problem, research objective, research significance, definition of key terms.

1.1 Research Background

Conversation is one of social activities that people do in daily life. People will always rely on conversation in doing their life activities which means people cannot live without having a conversation because it is one of a way to communicate with others. Conversation is the core type of talk where there are two or more people freely speaking alternately, which usually occurs outside a particular institutional settings (Levinson, 1983, p. 284). Through conversation, people is able to build social bonds with others and also able to share or discuss what they are feeling or thinking.

In delivering message through conversation in daily life, speaker can say anything to their hearer, but not all hearer could get exact meaning from what the speaker said. Hearer should pay attention to what speaker's say to avoid misunderstanding or misinterpret but people may often found an inappropriate response from hearer, also there could be a miscommunication, the hearer answer

may be out of topic. Thus, in order to build a good conversation both speaker and hearer should be cooperative with each other.

In doing conversation, it is important to understand speaker's utterance and respond to it appropriately, so that the people who take parts on the conversation could understand each other's utterance without having any troubles understanding. To make a conversation, each people should have contributions to each other so the conversation will be effectively informative and clear. However, every people has their own way in delivering their messages and that could cause a little bit misunderstanding, they may deliver their messages implicitly rather than directly (explicitly) with their personal reasons. This phenomenon is called implicature.

There is a linguistic branches called pragmatics that focused on the speaker's meaning, the use of language by human. According to Yule (1996), pragmatics is defined as the study of relationship between linguistic form and the users of those forms. When speaker stating their utterance towards hearer, speaker's meaning and intention become the main focus of pragmatics. What a speaker means by an utterance can be divided into what the speaker "says" and what the speaker thereby "implicates" (Grice, 1967). That means when the speaker delivers their messages it could not be the actual meaning, speaker has another meaning which is implied but still it could lead hearer to expect another meaning which is different with the speaker means. (Grice, 1975) makes two distinctions between what is said by speaker of a verbal utterance and what is implied. What is implied could be either conventional which usually produced by standing meaning or

conversational which depends on the assumption that speaker is obeying the rules of conversation.

In doing a conversation, there is a conversational rule that speaker's should obey which is called Maxim (Yule, 1996, p. 37). To make a conversation cooperative and efficient, people should depends on these maxims (Finnegan, 2004). Conversational implicature follows Grice's cooperative principle. Cooperative Principles arrange speakers to make their utterances being understood by hearers. Conversational implicature is the basic assumption in conversation is that, unless otherwise indicated, the participants are adhering to the cooperative principle and the maxims (Yule, 1996, p. 44).

A spoken conversation that happened in television attract more attention for people rather than a written conversation and it could be considered as the biggest influence of the way people speak and interact with each other in their daily life, but besides that "*the undeniable power of media has inspired many critical studies in many disciplines, linguistics, semantics, pragmatics, and discourse studies*" as stated in (Saj, 2012). Conversational activity could also be found in a talk show. Talk show is a television or radio show in which noted people, such as authorities in a particular field, participate in discussions or are interviewed and often answer question from viewers or listeners (Farlex, 2005). Talk show has become one of the tools for communicating especially in terms of digging for more information nor just for a light talk. In the interview that happened in a talk show, there will be so many things being talked and asked to the interviewee which is conducted through the questions given by the presenter, but the interviewee sometimes avoid

answering questions given by switching it to another topic. Talk show can provide a pragmatic framework for analysis for the description and interpretation (Ille, 2011).

In this case, the talk show that being chosen as the object of this research is Zach Sang Show which aired on December 24, 2019 on Zach's youtube channel that has more than 500k subscribers. Zach is an American who is well known for being a Radio Host. He has interviewed many celebrities especially musicians, one of them is Conan Gray. Conan Gray is an American singer and songwriter, he produces pop and indie-pop songs. Two of his songs, maniac and heather, received a certification for platinum from RIAA (Recording Industry Association of America) that make him even more famous.

The interview has become important in an artist life because when they produce something or even achieve an award for their work, they would be invited to an interview in a talk show as one of a way to promote and represent their work to the audience or to dig up more information as well like what is their inspiration on making those songs, how long did they produce that and more. Each interaction with an artist will surely be different, so, on the episode where Conan Gray is the interviewees, they talk about Conan's process on making his new songs even a little bit about his personal life. It's an informal music-themed talk show that has various interesting topic. There were no questions that offended Conan, both seems to had fun at their interview session.

The researcher has found several previous studies related to the study of Pragmatics especially the focus is in the violation of cooperative principle that has been done, as follows:

The first research is written by Qotimah, Dwi Khusnul (2021) titled *“Violations of Maxims in President Donald Trump Interview on HBO”*. This research focused on the occurrences of maxims violations. The research finds out about what type of maxims were violated during the conversations and the reason why President Trump lied by violated the maxims. The result of this study is the researcher found that the most violated maxim is maxim quantity with total 35 utterances, followed with violated maxim of relevant with total 34 utterances, violated maxim of quantity with total 21 utterances, the most least violated maxim is maxim of manner with total 17 utterances.

The second research is written by Sukoco, Syifa Putra (2018) titled *“The Violation of Maxim Found in the Interview With Donald Trump in Fox News TV by Youtube”*. The research finds out what maxims were found in Donald Trump interview and the most frequently violated maxim. The result of this study is the researcher found that 17 utterances violated maxim of quantity, 15 utterances violated maxim of manner, 4 utterances violated maxim of relation, 2 utterances violated maxim of quality.

The third research is written by Netty, Lasma Ria (2020) titled *“An Analysis of Violating Maxims in the Tonight Show Talkshow Starring Jimmy Fallon: Pragmatics Approach”*. The focus problem of this study is the type of violating

maxims and the reasons why the speaker violated the maxims. The result of this study is the researcher found 12 utterances violated maxim of quantity, 11 utterances violated maxim of relation, 2 utterances violated maxim of manner. There was no violating to maxim of quality were found.

This study is similar to some previous studies which discuss maxim violation using Grice's Theory of Cooperative Principle but with different object. This study not only focused on Grice's Theory of Cooperative Principle but also focused on the reasons why speaker violated maxim by using Brown Levinson and Michael Forrester theory. The researcher is using auto generated transcript from youtube which will be different from previous studies. The interview that will be analyzed of this study is the interview that was released in December 2019.

1.2 Statement of Problem

In doing conversation, there could be a miscommunication or the hearer answer may be out of topic. People may have their personal reasons when answering out of topic. Based on the background above, the questions of this research can be formulated in the following questions:

1. What type of maxims of cooperative principles are violated in *Conan Gray Interview*?
2. Why are the maxims of cooperative principle violated in *Conan Gray Interview*?

1.3 Research Objective

The research purpose to be achieved of this research are:

1. To find out the types of maxims of cooperative principles are violated in the utterances.
2. To analyze the reasons the cooperative principle is violated in *Conan Gray Interview*.

1.4 Research Significance

This study analyzes about maxims violation, to find out what maxims of cooperative principles are violated, also its reason for violating maxim. The result of this research is expected to be useful and could give contribution in both theoretically and practically. This research would help readers or even other researcher to expand and to increase their knowledge, also to understand more about the cooperative principles theory. This research can also be used as a reading reference to motivate students who want to enter the linguistic concentration or as a comparison with previous studies.

1.5 Definition of Key Term

Pragmatics: Pragmatics is a study that focused with people's utterances. In pragmatics, both speaker and hearer should understand each other's utterances. (Levinson, 1983) stated that pragmatics is study about the way of using language.

Pragmatics can be used as the study of how utterances have meaning in situations (Leech, 1983).

Cooperative Principles: A theory by Grice (1975) about principle conversation that describes how people should cooperate with each other while building a conversation and make their contribution such as required.

Violating Maxim: Sometimes people tend to violate the maxim of cooperative principle. An utterance will be called as maxim violation if the speaker does not obey the maxim rules and deliberately violate the maxims (Grice, 1989, p. 28).

Implicature: An utterance that is not directly being said when the conversation take place. Aspect of meaning that conveyed, implied, suggested by speaker without directly saying it (Levinson, 1981, p. 98).

Talkshow: In this era, there are so many talkshow being aired in television or youtube as it is getting popular nowadays. The guest in each episodes would be different from previous one nor they getting invited again when they have a comeback. They mostly will be talking about the guest career and life.

Zach Sang Show: An American weekly talkshow program which published weekly on youtube and is hosted by the national American host, Zach Sang.