

CHAPTER I

INTRODUCTION

This chapter consists of the research background, statement of problem, research purposes, research significance, theoretical framework, and previous studies.

1.1 Research Background

It is often found in social communication where the communicants talk as if no relation between one utterance to another, although a common context is required to communicate information (Speaks, 2008). The information is formed in such a way as to not be clearly stated, where usually communicants say something with a different meaning than what was stated.

This concept is named “implicature”, the process of conveying meaning beyond what the speaker stated (Levinson, 1983). Implicature allows the speakers to communicate information without having them directly stated and letting the listener catch the intended meaning with the developed context. Implicature is an important concept of communication that communicants are probably not aware have used it. By using implicature, the speaker can convey meaning in a more elegantly and subtly than simply stating it outright, while the listener must have the ability to comprehend the sign from the speaker to obtain the intended information.

The concept of implicature is coined by Paul Herbert Grice, a British linguist who identifies a set of principles that manage how speakers convey meaning subtly. Implicature is used to convey different meanings, based on the shared conversational background between communicants. There are two kinds of implicature according to Grice, conventional implicature and conversational implicature (Grice, 1975).

Conventional implicature is grounded in linguistic and cultural conventions and differs from conversational implicature which is based on the context of the developed conversation. As stated by Grice that conventional implicature is tied to expressions or items by convention (Levinson, 1983), while conversational implicature, as mentioned by Bublitz and Norrick (Foundations of Pragmatics, 2011, p. 407) is implied meaning that is conveyed through the utterance with no explicit statement or stated words. It includes the implications or expressions of

meaning by the speaker which is then caught and digested by the listener as an important aspect of how communicants use language to convey meaning.

To put it differently, conversational implicature is meaning that is not explicitly expressed, yet cannot be divided from the context and goals of the conversation. Conversely, conventional implicature can be widely understood and identified implications that are anchored on general linguistic items and cultural conventions. These implications indicate specific implications that are widely comprehended by all users of the language. Broadly speaking, conventional implicature is an implication that is taken from the text or words used, instead of the context of the utterance.

To achieve effective communication, speakers, and listeners must share the same understanding. Excessive information can be flouting the cooperative principles which emphasize the communicants working together effectively. Therefore, it is essential to adhering the maxims of this principle as the foundation of collaborative conversation where clear and efficient communication is vital. Grice (1975) stated that it is important for language users to observe the four maxims of conversation to effectively adhere to the cooperative principle. There are; the maxim of quality, the maxim of quantity, the maxim of relevance, and the maxim of manner. As outlined by Grice, this cooperative principle advises that the language speakers must speak in the appropriate context of the conversation. However, these maxims are not often flouted in daily communication.

The flouting of the cooperative principle might result in forming the implicature. As mentioned before, implicature consists of the use of words, phrases, and other linguistic devices that deliver meaning more than literal definitions. Speakers may intentionally flout the cooperative principle to convey indirect meaning from their utterances. Flouting the cooperative maxims can lead to the creation of implicature. As mentioned earlier, implicature involves the use of words, phrases, and other linguistic devices that carry an implicit meaning beyond their literal definitions. This can be observed in the use of irony, sarcasm, and other rhetorical devices that are dependent on the listener's interpretation.

Wijana believed that language is a powerful tool to use for creating humor at diverse levels, from the smallest unit of spelling and phonetic elements to the upper

levels of speech (Nabawi, 2021). Language's ability to portray the social and cultural realities of various groups allows it a robust tool for making verbal humor. Nevertheless, this diversity can be a challenge for humor to be translated into other languages and probably not comprehended wholly or valued by people from different social backgrounds. Humor creation in a wide range of language usage covers almost all levels of the medium.

Nijholt (2012) stated that humor is an essential element in communication. Humor is a form of communication which almost using language to create laughter. Humor can be formed in-jokes, puns, sarcasm, irony, and wordplay. Besides, humor can also be expressed without using language such as body movement or facial expressions. The diversity of language and culture have distinctive humorous styles, what is viewed as funny, can differ widely across cultures.

Same as for humour in general, language is also the powerful tool that the stand-up comedians use to convey their messages. Stand-up comedy relies heavily on the use of words and language to entertain and engage the audience, and comedians use a variety of linguistic devices including implicature. Comedians use language in more subtle ways to create humour that rely on the audience to interpret the intended meaning. In this way, language is an essential element of stand-up comedy, and the ability to use language effectively is a key part of a comedian's craft.

The similar occurrence can also be found in Anthony Jeselnik's stand-up comedy show. Jeselnik breaks cooperation maxims several times in his performance and offers speech information in form of implications. When a Jeselnik flouts a cooperative maxim, he intentionally breaks one of these rules in order to create a comedic effect. For example, he uses sarcasm to make a statement that is opposite to what they actually mean, breaking the maxim of being truthful. Another example is when he says something irrelevant in order to create confusion and that is funny.

Stand-up comedy shows can be found in many platforms including Netflix. Netflix is a streaming service that offers a wide variety of television shows, movies, and other video content. It is available online and can be accessed through a variety of devices, such as smartphones, tablets, computers, and smart TVs. Netflix is a subscription-based service, and users pay a monthly fee to access its content. It is available in over 190 countries and is known for its user-friendly interface and

recommendations system (Fergus Putri & Paksi, 2021). According to Statista (2022), there are approximately 223 million paid subscribers around the world as of the third quarter of 2022.

According to Digitaltrends (2023), Anthony Jeselnik's *Fire in The Maternity Ward* is one of the best stand-up comedy show on Netflix. It comes with the other 44 great stand-up comedy shows from 2017 until 2022. This Show also has higher demand more than 72% of all stand-up comedy titles in the United States, according to Parrot Analytics (2022).

Anthony Jeselnik is a stand-up comedian, writer, and actor known for his dark, edgy, and often controversial sense of humor. Jeselnik is known for his clever wordplay and his use of irony and sarcasm in his comedy. He often tackles taboo or controversial subjects, such as death, religion, and relationships, and has a reputation for pushing the envelope with his material. It is fascinating to consider how the implicature phenomena portrayed in this comedy performance. Therefore, the writer is interested to examine the implicature that exist in this stand-up comedy show.

1.2 Research Questions

People frequently use implication to express themselves in an indirect manner which is frequently used to convey something else, given that both the speaker and listener have the same context in the conversation. Some speakers or listeners are unaware of the type of implicature used and why it is used in conversation, despite having the same background as the speaker or listener. Based on the research background above, the research will be focused on:

1. What are the types of conversational implicatures used in Stand-up comedy show “Anthony Jeselnik: *Fire in The Maternity Ward*”?
2. What maxims are flouted in the Stand-up comedy show “Anthony Jeselnik: *Fire in The Maternity Ward*”?

1.3 Research Objectives

Based on the formulation of the research question above, the research is intended to:

1. To identify the types of conversational implicatures used in Stand-up comedy show “Anthony Jeselnik: *Fire in The Maternity Ward*”
2. To identify the maxims flouted in Stand-up comedy show “Anthony Jeselnik: *Fire in The Maternity Ward*”.

1.4 Research Significances

The researcher expects that the readers of this research will find it useful and will be able to contribute to English learners. There are two major significance: practical significance and theoretical significance. In theory, this research can contribute to the advancement of linguistics research, particularly pragmatics research. This research has practical significance for the author as a form of education, research, and community service, which is the implementation of the tri dharma of higher education. For the community, to improve human resources, which are supported by the language aspect. Finally, for the government, this research intends to participate in the advancement of Indonesian educational innovation through language.

1.5 Definition of Key Terms

1) Conversational Implicature

Conversational implicature is a speech that has different meaning than what was conveyed by the speaker.

2) Cooperative Principles

The cooperative principle dictates that each speaker should contribute to the conversation as it is needed, given the agreed-upon goal or direction of the dialogue in which they are engaged.

3) Stand-up Comedy

Stand-up comedy is defined as a form of humor performed live on stage by a person who offers comments or personal anecdotes about their lives.

4) Bit

"Bits" are brief comic fragments that focus on a single subject.

