

## **CHAPTER I**

### **INTRODUCTION**

This chapter contains an introduction to research consisting of research background, statements of problems, research purposes, research significance, framework of thinking and organization of writing.

#### **A. Research Background**

Humans are social creatures who cannot live alone. In daily life, humans need communication to be able to interact with others. Communication aims to convey ideas or aspirations to others. Communication is divided into two different types, namely direct communication and indirect communication. Direct communication is communication that is carried out face to face or face to face between the speaker and listener while indirect communication is when direct communication is not fulfilled and requires other media to convey the message. Conversation is the way most humans use to communicate with each other. Conversation is interactive communication between two or more people in a social setting. Conversation is the usual dominant speech in which all participants are free to take turns in speaking (Levinson, 1983a). Conversation itself is a form of cooperative activity in the form of communicative interaction (Rustono;, 1999).

Communication or conversation both use language as the medium. The human instinctive method used to convey their ideas, emotions or goals using various symbols made for a specific purpose is called language (Bloomfield & Sapir, 1921). Seeing from this understanding, language is a communication tool used by humans orally or verbally. In everyday life, language is used as the main human communication tool which makes language an interesting thing to learn. The science of language itself is called linguistics. Linguistics itself is the word meaning that 'relating to

language and linguistics. Based on Bauer (2012) from this definition we can see that the relationship between language and linguistics cannot be separated. Basically, language must be conveyed as clearly as possible so that listeners can understand the meaning of our conversation without ambiguity, so that a conversation or communication can run smoothly. But in its use, sometimes the speaker's intention cannot be conveyed properly, that's where there is an implicit and explicit manner. The branch of linguistics that studies the meaning of a conversation is pragmatics. Stephen said that pragmatics is a branch of linguistics that is concerned with the use of language (Stephen C. Levinson, 1983).

According to Yule (1996b), Pragmatics is the study of the relationships between linguistic forms and the users of those forms. In this three-part distinction, only pragmatic allows humans into the analysis. The advantage of studying language via pragmatics is that one can talk about people intended meanings, their assumptions, their purposes or goals, and the kinds of actions (for example, requests) that they are performing in the middle of conversation. In the process of conversation, humans are often unable to convey what he means clearly but sometimes only implies what he means. Implicit meaning is one of pragmatic studies and the topic that discusses this implied science is called implicature. This implicature itself can occur intentionally or unintentionally in a conversation. Grice (1975) said that implicature refer to the intended implications in utterances. Implicature itself is divided into two types, namely conventional implicature and conversational implicature. Conventional Implicature itself is implications based on the conventional meanings of the words occurring in an utterance. Conventional implicature does not depend on the special context, but deals with the specific word such as but, yet, therefore and even. These conjunctions are use in conventional implicature to explain the implicit meaning from particular lexical items or expression. While conversational implicature is an indirect or implicit speech act: what is meant by a speaker's utterance that is not part of what is explicitly said.

Grice (1975) divides implicature into two parts, namely generalized conversational implicature and particularized conversational implicature. The difference between generalized conversational implicature and particularized conversational implicature is that particularized conversational implicature requires special knowledge to know the implied meaning, while generalized conversational implicature does not require special knowledge.

For the purposes of this study, writer has read research related to implicatures that have been made by other writers. The first research is a thesis by Ratu Yayang Lilis Septia Maylofa in 2020 with title “Conversational Implicature in Beauty and the Beast Movie” (SEPTIAMAYLOFA, 2020). The writer examines the conversational implicatures in this film through a movie script. The writer examines three things through this film, namely the type of implicature, the function of the implicature and the maxim in it.

The second studies is from Saiful Akmal and Desy Ulfa Yana, they discussed the implicature with the title “Conversational Implicature Analysis in “Kingdom of Heaven” Movie Script by Wouldiam Monahan” (Saiful Akmal & Desy Ulfa Yana, 2020). In this journal, they focus on examining the maxims contained in the implicature.

The third research entitled “An Analysis of Conversational Implicature in Iron Man 3” from Muhamad Vikry (2014). Different from the two previous studies, this research is quite a lot about research problems. This research examines about non observe or observe the dialogue, how the maxims that do not observe are used in the film, the types of conversational implicature used and what is the meaning of the implicatures in the Iron Man 3 film. From the two previous studies, this thesis is the most complete research because it discusses almost all aspects of implicature. This study has similarities and differences with the three previous studies. The similarities between this research and the three previous studies are that they both discuss the implicatures in the film using Grice’s theory. The

difference is that the object of this study uses animated films with family and adventure genres, while the first research is live-action film with the fantasy genre and the next two studies are action films. This research also would focus more on the types of conversational implicature and non-observe maxims on the conversations of the movie characters.

“Coco” the movie is one of the best-selling cartoon films that are watched and liked by many people, not only children. This makes Coco's film an interesting object because it targets all ages. This film mixes many genres that can be watched by almost all ages which of course contains a lot of life lessons in it. This film can not only be watched for entertainment purposes only, but it can also be used as material for research and learning about implicatures. For the sake of the storyline and other things, there are several dialogues that cannot convey their meaning directly or contain implicature. There are many implied meanings that contain life lessons that are interesting to analyze. This triggers the writer to examine the phenomenon of conversational implicature in “Coco” movie as a data source. On this research, writer would examine the phenomenon of conversational implicature in the movie and examine its types and non-observe maxims in it. This thought was put into a research entitled “CONVERSATIONAL IMPLICATURE IN “COCO” THE MOVIE”.

## **B. Statements of Problem**

Based on the background of this research, the research problems can be formulated as follows:

1. What the types of conversational implicature are found in “Coco” the movie?
2. How non-observe maxim of cooperative principle appeared in conversational implicature that has been found in “Coco” the movie?

### **C. Research Purposes**

Based on the statements of problem above, the research objectives to be studied are:

1. To identify the type of conversational implicatures in “Coco” the movie.
2. To determine non-observe maxim of cooperative principle used in conversational implicature that has been found in “Coco” the movie.

### **D. Research Significances**

This research is expected to provide theoretical and practical benefits. Theoretically, this research can be used by movie that is the source of data or other movies to understand pragmatics, in particular implicature. In practice, this research can inform the reader about the many forms of implicatures. in “Coco” the movie and to increase the reader's interest in participating in researching a work in the field of linguistics, especially pragmatics and implicature. writer also hopes that this research can contribute to the field of linguistics, especially for English Literature in Adab and Humanity Faculty of State Islamic University of Sunan Gunung Djati Bandung.

Research significances express the significance of research based on aspects of theory and practice. Theoretically, this research explain what has not been studied in the literature review (Catherine Marshall & Gretchen B. Rossman, 2006). Practically, this research relates to the use of the research.

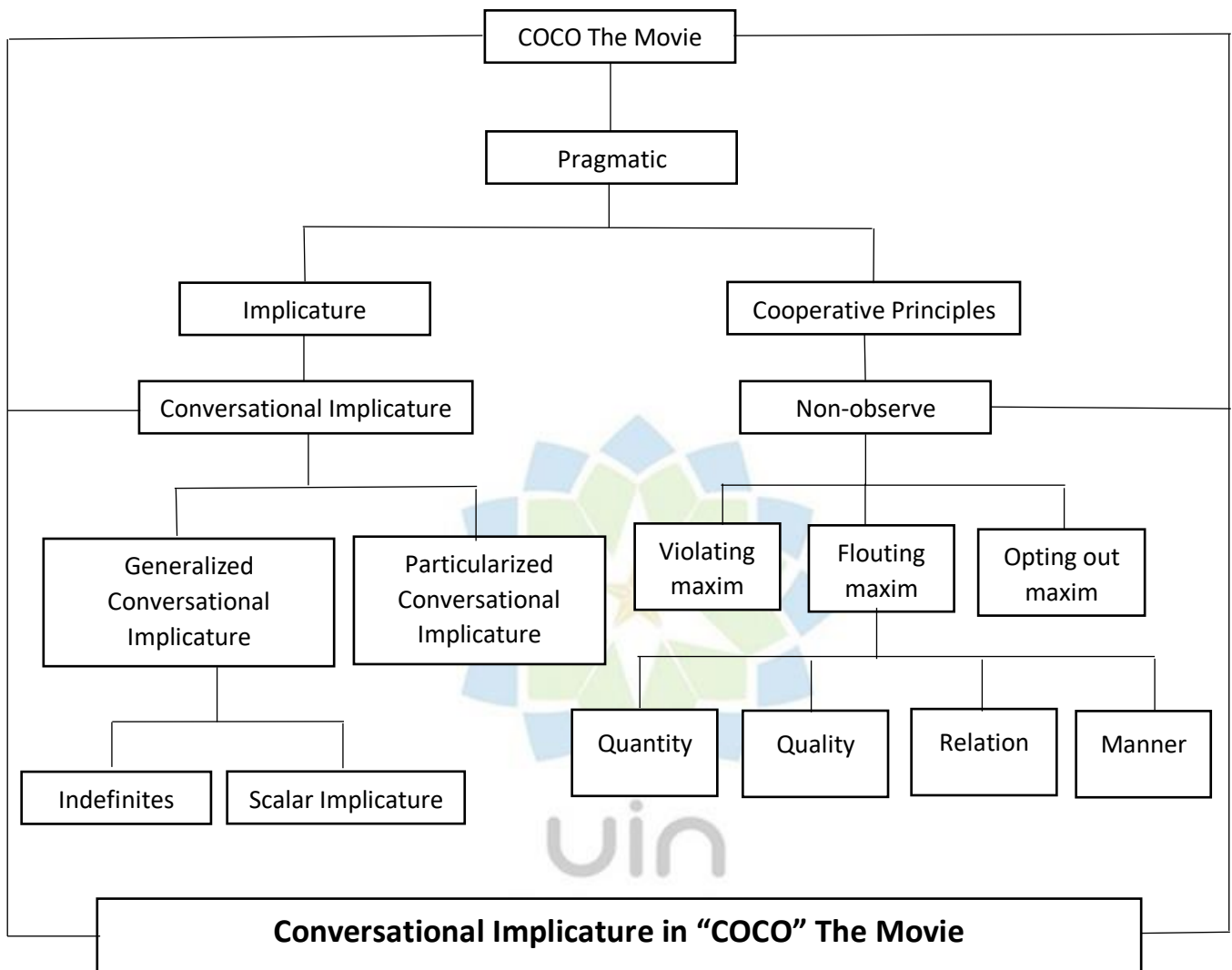
### **E. Framework of Thinking**

In this modern era, humans are given convenience by the existence of technology. Technology produces many products that can be used and enjoyed by humans. One of the products of technological progress is film. Movies have the main purpose of entertaining people. Over time, the quality of the film is growing, both in terms of cinematography and story quality. Films also have a certain age limit so that they can be watched, this aims to adjust the target market of the film itself. One of the films with the largest

target market is cartoon because it can be watched by children and is liked by adults.

Today's cartoons contain not only entertainment for children but also life messages that can be learned by all ages. Unfortunately, for the sake of the story and other things, there are a lot of meanings that cannot be directly conveyed to the audience. This is called implicature or implied meaning. Implicature is one of the studies of pragmatics, where pragmatics is the science of language which studies the use of language in relation to the context in which it is used. From this, the writer intends to analyze the implied meaning in "Coco" the movie using the theory of Grice (1975) who said that implicature refer to the intended implications in utterances. Grice divides conversational implicature into two parts, namely generalized conversational implicature and particularized conversational implicature. The writer would also analyze the cooperative principle in the dialogue of this film by checking non-observe maxim on the implicature that has been found before.





**Figure 1. Analytical Construct**

### **F. Organization of Writing**

The writing of this research is organized into five neatly structured sections. The first chapter is Introduction, this chapter consists of several subtitles, namely background of research, statement of problems, research purposes, research significance, framework of thinking, previous studies, and organization of writing.

The second chapter is a literature review. This chapter describes the theories that exist and are used in this study such as theories regarding

pragmatics, implicature, conversational implicature, and cooperative principles along with their maxims.

The third chapter is research methodology. This chapter describes the research methods used in this research. In more detail, this chapter consists of several sub-headings, namely research design, types and sources of data, techniques of collecting data, techniques of data analysis, and place and times.

The fourth chapter in this research is findings and discussion. This chapter contains the contents of the findings which are then analyzed by the researcher and classifies the data that has been found according to the family.

The fifth chapter is a conclusion that contains the conclusions of the research that has been done along with suggestions related to this research.

