

# CHAPTER I

## INTRODUCTION

In this chapter, the writer reveals the introduction, which consists of the research background, statement of problems, research purposes, research significance and the definition of key terms.

### 1.1 Research Background

Movie script is a written work that is made especially for a film or television program. Movie scripts can be original works or adaptations from existing pieces of writing. Haag and Cole (in Susanti, 2020: 6) say that the movie script format is structured in a way that one page usually equates to one minute of screen time. In a movie script, each scene is numbered and technical direction may be given. A movie script usually includes not only the dialogue spoken by the characters but also a shot-by-shot outline of the film's action. In a conversation, there will definitely be misunderstanding when one of the speakers violated maxims and is not based on the cooperative principle. There are several conversations in a script movie that are sometimes inappropriate and may only be understood by the two speakers. In order to understand scripts which show signs of flouting maxims, they will be studied in pragmatics. Yule (1996) stated that *Pragmatics is the study of speaker meaning*. Pragmatics is a discipline of linguistics concerned with situations other than language.

According to Yule (1996) the benefit of Pragmatic language research is that it allows one to discuss people's meanings, assumptions, goals, and activities while they communicate. Pragmatics is the study and examination of the meaning that speakers, authors, readers, or listeners infer from the context in which it is transmitted by taking a close look at the circumstances and situations of that context. In casual, ordinary conversation, listeners may hear implicatures used in people's speech depending on the context and conditions of the situation. Grice (in

Mey, 1998: 371) says that the implications of conversation involvement differ (opposition, additionality, etc.) in a pragmatic way in relation to the literal significance expressed in utterance. The conversational implicature deals with the maxims of Grice, it is based on Grice's idea of the cooperation principle. According to Yule (1996), the conversational implicature is formed from the "general principle of conversation and a series of maxims that speakers normatively follow."

There are two forms of conversational implicatures: Generalized conversational Implicature and Particularized conversational Implicature. Generalized Conversational Implicature is a sort of implication in which the speakers do not have specific knowledge to interpret what the listener is saying, and then Particularized Conversational Implicature is a form in which the speaker directly converses with the participant, and the participant needs some specific knowledge to understand the meaning of the conversation.

A conversational implicature can be found not just in daily life but also in a series. A series is a collection of interconnected stories. Because the series delivers continuous stories that can catch the interest of any audience, it is a popular information medium among various groups. NETFLIX is a well-known platform that always has a decent film or series offered. NETFLIX is a media platform that offers streaming broadcasts of award-winning TV series, films, animation, documentaries, and other content. Including the Stranger Things Season 4 series. This series by The Duffer Brothers tells a fictional story about a group of children who go on an adventure to solve a mystery in their town.

This series' story is set in the 1980s and tries to solve strange supernatural things that happen in their city and related to other worlds or are referred to as the Upside Down. Stranger Things became the most popular TV Series. According to Netflix, this science-fiction series has been watched for 781.04 million hours. Netflix determines the most watched series hours based on the total time spent watching the series over the first 28 days of its release. Stranger Things 4 has broken the record for the most popular Netflix series in the world through June 15, 2022. This series successfully combines a coming-of-age tale with a horror series, a

mystery about a conspiracy, and an adventure story. Instead of concentrating too much on any one of these genres, *Stranger Things* uses a variety of them to create a compelling storyline. Because there are several plots that relate and occur in everyday life and many conversations in it contain the implicature. And series script is one of the appropriate objects for analyzing Conversational Implicature by using the theory proposed by Grice (1975) and then supported by Levinson's theory (1983).

Many researchers investigated conversation that violates the maxims for a short length of time since it is a typical phenomenon in conversation. As a reference for earlier research, the researcher used data from various studies on flouting maxims in conversation to carry out this research article. With the same topic, some of the research below has objects and problems that are different from this research.

Kusumah, W. (2020) in his research entitled "*Flouting cooperative maxim in conversation as the form of humor in The Hangover as the best American movie*" According to the research findings, there were 62 information of flouting maxims that incorporated comedy. The researcher discovered 23 flouting maxims of quantity, 15 flouting maxims of quality, 18 flouting maxims of relation, and 6 flouting maxims of manner based on his research. Furthermore, the researcher discovered 14 types of affiliative humor, 3 types of self-enhancing comedy, 14 types of self-defeating humor, and 31 types of hostile humor. Because there are 23 utterances that suggest flouting maxim of quantity, it can be deduced that the main form of flouting maxim is the flouting maxim of quantity, which attempts to generate a punchline that creates laughter.

The second previous study is from Syarifatullah, L. (2021) entitled "*Flouting maxim in Eggnoid line webtoon by Archie The Redcat*" she explains that, The data comprises narration and dialogues in the form of utterances extracted from the first season of the Eggnoid Line Webtoon produced by Archie the RedCat. The researcher collected data using the documentation approach. The information was provided descriptively using conversations and paragraphs. After evaluating the data based on the problem statement in this study, it is possible to conclude that;

first, there are four sorts of flouting maxims that emerge in this research object. There are 94 flouting maxims featured in the first season of the Eggroid Line Webtoon. There are 20 instances of Flouting Maxim of Quality, 42 instances of Flouting Maxim of Quantity, 12 instances of Flouting Maxim of Relevance, and 20 instances of Flouting Maxim of Manner. Second, the characters in Eggroid Line Webtoon use a flouting maxim with ten different interpretations. There are 11 times to avoid answering questions, three times to persuade the listener, 15 times to expect something, 20 times to explain something, 11 times to express the speaker's feelings, once to give advice, twice to give unnecessary information, 22 times to hide the truth, eight times to show the speaker's confusion, and once to show something.

Another previous study is from Silviana (2021) entitled “*Flouting Maxim by the main characters in Bridesmaid movie.*”. To identify data, this study uses a qualitative approach based on document analysis. Data sources collected from the characters' conversations. The information was gathered by identifying, recording, and storing it in a data table. The flouting maxim conversation was recorded and then studied, interpreted, and concluded. With 46 data points, the results revealed that the characters in the Bridesmaid did not follow the four principles of cooperation: 20 data points flouted quality maxim, 15 data points flouted quantity maxim, 4 data points flouted relation maxim, and 7 data points flouted manner maxim. Furthermore, the characters in the Bridesmaids film used many techniques to defy the maxims, according to 46 data: 19 data points utilize overstatement methods, 1 data point uses understatement, 5 data points use irony, 4 data points use tautology, 3 data points use metaphor, 3 data points use exaggeration, 4 data points use changing topic, and 7 data points use ambiguous.

Although the problems studied in this research are similar to those studied in previous research, what distinguishes this research from previous research is that it needs to focus on more than just the types and strategies of Implicatures. This study focuses on examining the conversational style of teenagers who violate maxims, resulting in implicatures in every conversation. Because in this study, the object

used was a series of teenagers whose age range was 14-19 years. If reviewed, it is still relatively rare for research that focuses on flouting to be carried out by teenagers and it depends on the context they know.

Based on the explanation above, the researcher is interested in conducting research on Conversational Implicature. The researcher would like to write the research entitled “Implicature as the result of flouting maxim in the series script *Stranger Things* Season 4 (2022)”.

## 1.2 Statement of Problems

The main issue that is an essential topic in this research is implicature as the result of flouting maxim in teenager’s conversation in series script *Stranger Things* Season 4. The researcher concludes that the following two questions will be the primary focus of this research:

1. What types of flouting maxim are found in the Series Script *Stranger Things* Season 4 (2022)?
2. What strategies of flouting maxim are used by the caharacters in the Series Script *Stranger Things* Season 4 (2022)?

## 1.3 Research Purposes

According to the statement of problems that was mentioned before, the purpose of the study of this research are:

1. To find out the types of flouting maxim in the series script *Stranger Things* Season 4 (2022).
2. To investigate the strategies of flouting maxim are used by the chracters in the Series Script *Stranger Things* Season 4 (2022).

#### 1.4 Research Significances

This research was conducted to get benefits. It is hoped that this research can provide benefits both theoretically and practically. Theoretically, this study can be used as a contribution to pragmatics research, particularly in Grice's Theory of Conversational Implicatures. The readers can comprehend the various forms of conversational implicature as well as the purpose of conversational implicature. This research can help the writer learn more about implicature. Furthermore, this study can be used as a reference for other researchers who want to study conversational implicature or teacher and student for daily communication that is related.

#### 1.5 Definition of Key Terms

Regarding this study, the researcher would examine the Implicature as the result of flouting maxim in series script *Strange Things Season 4*. To prevent any misunderstandings on the part of the reader, the researcher will also employ some terms that have their own definitions. It will be based on its primary definition and meaning in this chapter, which are as follows:

- a. **Pragmatics:** Pragmatics is the study of speaker meaning (Yule, 1996).
- b. **Implicature:** Implicature is the meaning inferred by the utterance of a statement in context, even if that meaning is not a part of or fulfillment of what is stated (Kridalaksana, 2011).
- c. **Conversational Implicature:** Conversational implicature is an inference; the hearer works with implicit messages in the utterances in conversational interaction. (Grice, 1975).
- d. **Teenagers:** Teenagers is the transitional phase of growth and development between childhood and adulthood. The World Health Organization (WHO) defines an adolescent as any person between ages 10 and 19.

- e. **Stranger Things:** Stranger Things is a television series developed by the Duffer Brothers, who also act as showrunners and executive producers alongside Shawn Levy and Cohen.

