

CHAPTER 1

INTRODUCTION

This paper discusses several main points of the research, including background of study, statement of problem, research objective, research significances, previous study, and definition of key terms.

1.1 Background of Study

Language takes a crucial role in people's life. It connects speaker and listener in communication. According to Sapir (1921) language is a system of symbols voluntarily created by human beings for the purpose of conveying ideas, emotions and desires; it is a non-instinctive method of communication.

However, in communication people do not always strictly follow the grammatical rule of the language. They often change or simplify the words and structures. This phenomenon is not considered as a problem. It happens due to the fact that the listener can still grasp and comprehend the implied meaning although the speaker breaks the rule of the language in communication, as it is discussed in pragmatics.

Pragmatics is the study focuses on external aspects in producing the meaning of an utterance. There is an exploration of what is not said in utterance but is part of the utterance namely context . Therefore, external aspects in the study of language is very important because the meaning of language is not only produced inside of language (structure) but also produced outside of language itself. Implied meaning in pragmatics is categorized as implicature. Implicature can be understood through shared context between the speaker and listener.

However ideally to achieve effective conversation, the speaker and listener should apply a principle in conversation called the cooperative principle proposed by Grice in 1975. Grice's cooperative principle called maxims, consist of quality, quantity, relevance, and manner. In fact, occasionally in conversation, people disobey the rule of cooperative principle, and possibly to

arise an erroneous interpretation of meaning in conversation, which is called non-observance maxim, namely flouting and violating maxim. Flouting or violating maxim is the basis of conversational implicature.

Levinson (1983) states that one of the single most crucial concepts in pragmatics is implicature. As a crucial concept in pragmatics, implicature deals with the practical use of language. By utilizing implicature, speakers can convey meaning without explicitly stating it in the conversation. This can lead to shorter and more efficient conversations that are still easily understood by the listener. In addition, understanding implicit meaning can minimize the possibility of misunderstanding when interpreting the utterance. This is because there is a common context between the speaker and listener.

Based on the above discussion, this study is intended to analyze conversational implicature that used in an interview situation. This study uses an interview between children and guests at kids meet serial of HiHo Kids YouTube Channel. The reason why the researcher chooses the topic of conversational implicature is that the researcher assumes it will be challenging and enjoyable to understand conversational implicature. Besides, the results of the analysis are expected to contribute to the development of pragmatics research.

The main consideration in determining kids meet serial of HiHo Kids Youtube Channel as the research object is that this provides interesting and attractive discussion. There are relax and intimate situations between children and guests at kids meet series at this channel. Additionally, children have a high level of curiosity about something new which triggers various questions, and when answering questions, they sometimes answer innocently by using language to express what they think and what they want to say.

Many researchers had analyzed about conversational implicature. The first was from Prihatini (2018) entitled "*Conversational Implicature in The Foreigner Movie*". This research aimed to analyze conversational implicature and cooperative principle. The findings of this research showed 28

conversational implicature that appeared in the movie. Out of 28 conversational implicature, there were 16 conversational implicature and 12 particularized conversational implicature. In terms of cooperative principle, this research found 8 utterances of flouting the maxim quantity, 1 utterance of flouting the maxim quality, 13 utterances of flouting the maxim relation, and 6 utterances of flouting the maxim manner.

The second was from Dewiyana (2019) entitled *An analysis of Conversational Implicature in Avengers: Age of Ultron Movie Script*. This research aimed to discover how flouted maxim in utterance could produce the implied meaning. This study reported that the movie script contained 18 utterances that fall under the term of conversational implicature. Furthermore, these 18 utterances were characterized as generalized conversational implicatures (1) and particularized conversational implicatures (17). In terms of flouting maxims, these 18 utterances flouted the maxim of quality (1), the maxim of quantity (10), the maxim of relevance (6), and the maxim manner (1).

The third was from Izah (2019) entitled *Coversational Implicature Analysis in Aladdin Movie*. This research was to classify the kinds of conversational implicature especially non-observance maxim and the ways of occurrence non-observance maxim that were used by character in *Aladdin Movie*. The analysis of this research showed various types of conversational implicature performed by the character, including flouting maxim (15) and violating maxim (11). This research also found 25 conversational implicature consisting of 21 generalized conversational implicature and 4 particularized conversational implicature.

The last was from Septiamaylofa (2020) entitled *Conversational Implicature in Beauty and The Beast Movie*. This research was to classify the types and the functions of conversational implicature especially the maxim violations in *Beauty and The Beast Movie*. She found 16 data of conversational implicature which consisted of 13 data of generalized conversational implicature and 3 data of particularized conversational

implicature. In addition, she also found 23 data of conversational implicature function. There were assertive or representative function(9), directive function (5), expressive function (6), and commission function (3).

The difference that occurs between this research and the previous studies is on the part of the object used. This research uses interviews as the research object, while most of the previous studies used literary work as the research object. The novelty in this research occurs when it investigates the interview between children and the guest at kids meet serial of HiHo Kids YouTube Channel. In addition, the different problems will be discussed in this study.

1.2 Statements of problem

Based on the description above, The researcher formulates two research questions as a guidance of the reseach. The reseach questions are presented in the following:

1. What flouted maxims cause conversational implicature in the interview between Children and guest in kids meet serial of HiHo Kids YouTube Channel?
2. What are the types of conversational implicature found in the interview between children and guest in kids meet serial of HiHo Kids YouTube Channel?

1.3 Research Purposes

From the questions above, this study has several purposes of research as following:

1. To investigate flouted maxims which cause conversational implicature in the interview between children and guest at kids meet serial of Hiho KidsYouTube Channel.
2. To classify types of conversational implications that arise from flouting of maxim in the interview between children and guest at kids meet serial of HihoKids YouTube Channel.

1.4 Research Significance

The significance of this study can be described in two categories, namely theoretically and practically. Theoretically, this study is expected to increase understanding of pragmatics, especially the cooperative principle and implicature, further conversational implicature proposed by Grice (1975). Practically, this research provides sufficient information for the reader or student who has the interest to find the topic about implicature, further conversational implicature that proposed by Grice(1975).

1.4 Definition of Key Terms

1. Pragmatics is the study about speaker meaning, the meaning produced through relationship between linguistic forms and the users of those forms (Yule, Pragmatics , 1996). *Linguistic form* refers to the utterance and *user* refers to speaker's meaning.
2. Context
Context is how we come to understand the purpose of things and to give true pragmatic meaning to what we say, allowing it to be recognized as true pragmatic acts (Mey J. L., 2001).
3. Conversation
Conversation is a cooperative activity between speaker and hearer (Kroeger, Analyzing Meaning : An introduction to semantics and Pragmatics , 2018). Conversation is a form of communication between two participants or more, named speaker and hearer—language as its part of conversation.
4. Cooperative Principle
Grice (1975) states cooperative principle make your contribution in conversation such as is required, no more no less information, true ,relevant and perspicuous (Yule, Pragmatics , 1996)
5. Flouting maxim

Flouting the maxim occurs when the speaker disobeys the maxims but expects the listener to understand that their words should not be taken literally, and that they can infer the implicit meaning (Cutting, 2002).

6. Implicature

Implicature is implied meaning in communication, a different way to deliver meaning or suggestion one thing by saying something else. Horn and Ward (2004) states that a component of speaker meaning known as implicature is part of the speaker's meaning even though it is not expressed in the speech itself.

7. Conversational Implicature

Conversational implicature is one of the types of implicature. According to Grice (1975), conversational implicature is a conveyed meaning that is not explicitly stated in speech. It is often conveyed through the context of the conversation.

