

CHAPTER I

INTRODUCTION

This chapter provides an overview of the research. It includes the research background, statement of problems, research purposes, research significance, key terms and organization of writing.

1.1 Research Background

Every person requires the ability to communicate with others. Humans interact with one another through a process known as communication. Talking to one another is an important part of communication because it allows us to share our thoughts, feelings, and experiences with one another. Conversation, as defined by Rustono (1999:50) as cited in Dewi & Rahman (2021), is a "verbal interaction between two or more parties that takes place in an orderly and regular manner with the aim of accomplishing one or more of their goals." It is possible to have a conversation either directly or indirectly. When two people have a conversation face to face, it is called a direct conversation, and when they do not, it is called an indirect conversation, which can take place over the phone or through written correspondence. An interview also includes talk between the interviewee and the interviewer. An interview is a structured conversation between two or more people that consists primarily of questions and answers designed to gather relevant data. According to Steward and Cash (1988:3) (in Seftika, 2015), an interview can be described as a dyadic process of relational communication involving two individuals. The intentional and serious purpose created with the intention of exchanging conduct and incorporating the act of posing enquiries and providing responses. The user

inquire about certain matters. The information gleaned can be presented in textual, recorded, or visual formats.

Interviews are commonly encountered in journalistic contexts and are regarded as a relatively formal undertaking. Misunderstandings may arise during a conversation when one of the participants fails to adhere to the Cooperative Principle as proposed by Grice, a concept investigated within the field of Pragmatics. Yule (1996) stated that pragmatics is a study in the field of linguistics that discusses the speaker's meaning. It examines speaker's utterance in a conversation, the speaker's meaning, and the meaning interpreted by the listener and depends on the context and situation in which it is conveyed. To elaborate the signs provided by the speaker, the listener must be able to interpret them accurately. Grice (1975) explains that Cooperative Principle leads the participants to make a contribution as is required in a conversation Grice (1975). To implement the cooperative principle, each speaker must have four conversational maxims, which includes the maxim of quality, quantity, relevance, and manner. Providing an excessive or inappropriate of information can disregard the concept of cooperative principle. It is difficult to construct successful information during the interaction process; speakers and listeners will make mistakes or have misunderstandings. Common errors in speaking are known as flouting of maxims and sometimes flouting of these maxims can go unnoticed. According to Grice (1975) though a speaker, whether on purpose or accidentally, expects their listener to comprehend or search for the intended meaning even when it isn't stated explicitly, then a maxim has been violated. The meaning that arises as a result of violating maxims is referred to as implicature.

Conversational implicature appears because of the dialogue between the speakers deviate from the principle of cooperation. This deviant conversation is not carried out intentionally but incidentally will raise conversational implicature if the listener does not catch the intended meaning according to the

speaker's expectations. Context is also important in conversational implicature, because context influences the meaning uttered by speakers. The direction of the speaker's speech to the listener is determined by the existing context, such as location, participants, and so on. It will be interconnected if each speaker involved understands the context or is in the same context.

Conversational implicatures come in two different varieties: generalized implicatures and particularized implicatures. 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 need 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 youtube video. Youtube is a website for sharing various information through videos that is very close to the community today. Youtube provides videos and conversations that are uploaded through a YouTube account and addressed to the public. One of them is the collection of Ariana Grande interview videos which are shown on Zach Sang Show's YouTube channel. Ariana Grande is an American singer and entertainer whose songs are well-known and widely listened to. Ariana is also one of four female artists who have the most monthly Spotify listeners.

In many videos, Zach Sang invites Ariana Grande to do a talk show or interview mostly about her new album and personal life. The two of them can be said to be very close friends, this can be seen from their conversations in each of Ariana's video interviews on Zach Sang's YouTube. In this case, the researcher focuses on maxim violations that occur in the conversation conducted by the speaker. Therefore, the interview videos contain a lot of conversation or spoken language in it which is one of the appropriate objects for analyzing maxim violations that occur during the conversation.

There are some previous studies as a reference for this research. For the first study comes from Lastri Wahyuni Munurung (2019) entitled “*Flouting Maxims in Hitam Putih Talk Show*”. This study has been chosen because it has theoretical similarities that will be studied by researchers. This study used Grice's theory to analyze the data. The outcome reveals that the first most violated maxim is the maxim of quality. The reasons for breaking this rule are to make a joke and to provide more information. A speaker can pretend not to know something or to be dishonest when telling a joke. Other flouted maxims are discovered in the data that are flouting the quantity maxim to provide clearer information, to emphasize something, or to avoid an unpleasant situation. The relation maxim is also flouted in order to be polite, and the manner maxim is flouted in order to make a joke. The tendency of Indonesian speakers to be long-winded and unfocused influences their disregard for the maxim. The differences between that previous study with this research have different topic and object to analysis.

The second previous study comes from Marlisa & Hidayat entitled (2020). “*The Analysis of Flouting Maxim in Good Morning America (GMA) Talkshow*”. The findings of this research showed that there were 15 flouting utterances that found in the result of the study. The highest maxims occurring in the Good Morning America Talk show are quantity and manner. The maxim flouting of quality and relevance is the lowest percentage maxim that occurs during the talk show. There are always reasons for flouting the maxims, and the reasons serve multiple functions depending on the circumstances of the conversation. The difference with the study that will be studied by the researcher lies in the theory and object.

Another previous study is from Damayanti (2021) entitled “*The conversational implicature on BTS interview in Late Late show with James Corden*”. This study used a qualitative technique and descriptive method to analyze BTS and James Corden's utterances, which included implicature

categories and functions based on Grace and Brown Lavinson theories. There are 18 generalized conversational implicatures and 10 particularized implicatures were found in the results based on type from BTS's 28 utterances.

In addition, there were 14 utterances that provided information and 14 utterances that entertained based on function. The differences between that previous study with this research have different topic and object to analysis.

Although the problems investigated in this study are similar to those investigated in previous studies, what distinguishes this research from previous studies is not only the emphasis on the types and functions that it expresses. This study attempts to examine conversations between two speakers who are close friends and can influence how they communicate, which can violate maxims and create implicatures in every conversation.

Based on the explanation above, the writer is interested in conducting research on Conversational Analysis. The focus in this research is to find out the types and functions of flouting maxim in Ariana Grande interview videos in Zach Sang Show Youtube Channel that is consistent with the researcher's objectives. Implicature can be found in everyday life when one of the speakers is uncooperative in a conversation. Therefore, the writer chose Ariana Grande interview videos from Zach Sang Show's YouTube channel as study material because there were many implicatures that appeared in the conversation between the speakers. The researcher would like to write the research entitled ***“A CONVERSATIONAL ANALYSIS OF FLOUTING MAXIM IN ARIANA GRANDE’S INTERVIEW VIDEOS IN ZACH SANG SHOW YOUTUBE CHANNEL”***.

1.2 Statement of Problems

In connection with the background of the research, this study focuses on what types of flouting maxim as well as its implicatures are found in conversations and what are the functions of flouting maxim based on the

implicatures obtained from each conversation in an interview conducted by the two best friends. Based on the statement of problem can be formulated into the research questions as follows:

1. What are the types of flouting maxim found in Ariana Grande interview videos in Zach Sang Show Youtube Channel?
2. What are the functions of flouting maxim in Ariana Grande interview videos in Zach Sang Show Youtube Channel?

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 Ariana Grande interview videos in Zach Sang Show Youtube Channel.
2. To analyze the functions of flouting maxim in Ariana Grande interview videos in Zach Sang Show Youtube Channel.



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1.4 Research Significances

This research is hoped to provide benefit 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 flouting maxim as well as the purpose of conversational implicature. This research can help the writer learn more about implicature. Furthermore, this study can be a guide for other researchers who wish to investigate conversational implicature or the daily interactions between teachers and students.

1.5 Definitions of Key Terms

The researcher will also employ some of terms that had their own definition to avoid some misunderstanding for the reader. At this chapter it will be based on its key meaning and the definition in this research are:

- a. **Pragmatics:** Pragmatics as the study of meaning concerning speech situations, which include speakers, listener, context, intention, speech, time, and place. (Leech, 1983).
- b. **Implicature:** An implicature is a meaning that is conveyed but not explicitly stated. (Grundy, 2000)
- c. **Conversational Implicature:** Conversational implicature is the fundamental presumption that the participants are following by the cooperation principle and the maxims unless otherwise stated (Yule, 1996).
- d. **Flouting Maxim:** The situation in which a speaker intentionally disobeys a maxim in terms of the literal meaning of their utterance, with the explicit goal of creating an implicature.
- e. **Interview:** Interview can be described as a dyadic process of relational communication involving two individuals. The intentional and serious purpose created with the intention of exchanging conduct and incorporating the act of posing enquiries and providing responses.
- f. **Youtube:** YouTube is a video sharing service that allows users to watch productions made by other users and contribute videos of their ow