

CHAPTER I

INTRODUCTION

This chapter presents the introduction which consist the background of study, statement of problems, research objectives, research significances, and clarification of key terms.

1.1 Background of The Research

Communication is an important process in human life where the purpose is to get the response in the form of actions from the listener according to what is desired by the speaker. This process uses the language as the tool to practice it. According to Das (2006:20), language is a way of converting information about cause and effect and action into perceptible signal. It means that language is utilized for processing the information so the clarity becomes clear and understandable.

In the conversation, the speaker and hearer are assumed to be cooperative in order to get the point of the conversation. When doing the conversation, the speaker rarely speaks in frankly. It is because they hide their intention, and want the hearer realizes the implicit meaning .

Grice (1989:26) proposes the theory of cooperative principle which explain that to procure an effective conversation they should make their contribution as required. This theory shows the rules to make a good cooperation

namely maxim. This maxim includes the maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner.

In some condition, people fails to fulfill maxim of conversation because some reasons but the conversation still runs well. This condition is called as flouting maxim which consists of flouting maxim of quality, flouting maxim of quantity, flouting maxim of relation, and flouting maxim of manner. Noertjahjo (2017:197) explains that flouting maxim happens because speaker does not obey the rule of conversational maxim but the hearer still understand the meaning of conversation.

Utterance has the function to express an action, and it is called as speech act. Speech act is a theory which study the meaning of utterance based on actions which are proven in the form of actual communication. Yule (1996:133) explains that speech acts is the action performed by the speaker with an utterance. In the other words, speech act is study which concerns with the words, where its function is not only to convey information but also to communicate an action. Searle (1976:11-14) categories the types of speech acts into five categories such as representative, directive, commissive, expressive, and declarative.

In this research, the researcher chooses *Spy* movie as the object. *Spy* movie is an American action comedy that released on May, 2015 by Chernin Entertainment, and directed by Paul Feig. In delivering message to the audience, the characters in this movie use many words to stress something, to explain more and want the hearer to follow what she/he says, hide another fact.

On the other hand the characters in this movie flout the conversational maxim in their communication. Based on the background above, the researcher chooses the title “*THE FLOUTING MAXIMS IN SPY MOVIE*”.

There are some previous research which have also investigated the cooperative principles. The first is explained by Fatmawati (2015) entitled *A Pragmatic Analysis of Maxim Flouting Performed by Solomon Northup in 12 Years A Slave Movie in 2015*. The objectives of this research are to know the types of flouting maxim, to verify the strategies performed by Solomon Northup, and to look for the reasons of why Solomon flout the maxims.

The result shows that Solomon Northup commits all of the types of flouting Grice's maxim, but the most dominant is flouting maxim of quantity. There are five strategies that used by Solomon Northup like tautology, overstatement, understatement, metaphor, and irony. The last about the reasons cause Solomon Northup flouts the maxim such as competitive, collaborative, convivial, and conflictive reason.

The second, it is revealed by Hadi (2015) about an analysis of flouting maxim used by the characters in *Homefront* movie. This research examine about flouting maxims which is used by the main character namely Phil Broker in *Homefront* movie. The purpose of this research is to know the types of flouting maxims based on the theory of Grice's maxim and the context of situation based on Hymes theory to discover the topic and purpose of each utterance. The result of this research is the flouting maxim not only done by the main character but the

supporting characters as well. The characters do it because they want to deliver implicit meaning, and all of them flouts all types of maxim. Then, the reason why they flout those maxim is because to stress something, to expect something, to hide something, to be clear, and to change the conversation topic.

The third research is conceived by Liu (2012). It talks about the principle of conversation in advertising language. He analyzes the advertising language based on Grice's cooperative principles and Leech's Politeness Principles. According to him, advertising language can produce the conversational implicature through violating the cooperative principles' maxims. The result is either cooperative principle or politeness principle is suitable for applied in advertisement because it is regarded as the persuasive way to convince the customer.

The difference between this research and the previous research above beside using the different object is the problem which focus on how the function of utterances arise with analyzing flouting maxims of cooperative principles. So, it will produce different results of research findings.

1.2 Statement of Problems

Based on the background of the research above that to obtain the efficient conversation, the speaker has to fulfill the cooperative principle's rule. In fact, in this movie, the characters flout maxims of cooperative principle with giving

uninformative response but the conversation goes on smoothly. Then, the researcher divides the problem of this research into two questions as follows:

1. What types of flouting maxims are found in *Spy Movie*?
2. How are the functions of flouting maxims employed in *Spy Movie*?

1.3 Research Objectives

The research objectives of this research based on the statement of problem are:

1. To analyze the types of flouting maxim in *Spy Movie*.
2. To find out the functions of flouting in *Spy Movie*.

1.4 Research Significances

By doing this research, the researcher hopes this research can be useful for many circle. There are two kinds of significance in this research, they are theoretically and practically. Theoretically, this research is useful for the readers who want to learn more about the types of flouting Grice's maxims and their functions. Practically, this research can help the reader to get the deep information about how to make the communication more effective by giving enough contribution, it also can be used as the additional references for the next research who wants to conduct the research about flouting conversational maxim.

1.5 Definition of Key Terms

In order to avoid misinterpretation about the basic concept used in this research, the researcher gives some definition of key terms:

1. Cooperative principle is a rules which suggest the participant in conversation should be cooperate to build an effective communication. According to Grice, cooperative principle is one aspect of pragmatic studies that refers to a study which suggest in order to gain a successful conversation by giving sufficient information (Grice, 1989).
2. Flouting maxim refers to the failure of speaker giving the right contribution because he/she wants to carry on another meaning which is different what he/she literally says. Noertjahjo states that flouting maxim is a term that used when speakers do not give right information as required by maxim, but still the hearer can reach the meaning because of implicature (Noertjahjo et al., 2017).
3. Generally, when someone utters something means that he/she do the things based on that utterances as the form of realization from them. It called as speech act. The theory of speech act is an utterance which contains of meaning in order to the hearer do something for the speaker (Searle, 1976).
4. Spy Movie is an American action comedy, and directed by Paul Feg. This movie released on May 2015.