CHAPTER I

INTRODUCTION

In this chapter, the writer reveals the introduction which consist of background of the study, problem of research, objectives the study, significance the study, and the definition of key terms.

1.1   Background of the Study

Communication is a tool between two people or more. Bring out changes in our and others attitudes, establish and maintain relationships with them. Communication is a major part of our life and is a social activity. This social activity is pursued verbally through by speech and body language to show feelings and desires. One of the speech acts used to illustrating the kinds of things.

Communication between people can be well established because of the language. Language is a means of communication between people of the public in the form of a symbol of the sound produced by the human vocal organs. Language as a symbol of symbolizes something and is a part of life that can't be separated in human being. Muhammad (2011:48) states that Language symbolizes a sense, a concept, an idea, or a thought that is delivered in the form of sound. Because the symbol refers to a concept, idea, thought, it can be said that the language has a meaning. According to Oxford Advanced Learning Dictionary (2003:204), language is a sound and word systems used by human to express their thoughts and feelings. By language, communication can be easier and understandable.

The most common in form of communication is language, there are conversation between speakers and listeners. Good communication is needed in order to make the interaction runs well and effectively.

The communication or conversation among the people does not always going well. Sometimes there are ambiguity, irrelevant even uninformative conversation which is makes between the speakers and listeners misunderstanding.

In pragmatics, it is called conversational implicature. Yule (1996:4) states that Pragmatics is the study of relationship between linguistic form and the users of those of form. Pragmatics concentrates on the aspects of meaning that cannot be predicted by linguistic knowledge alone and takes into account of knowledge about physical and social world. The advantage of studying language via pragmatics is that one can talk about peoples intended meaning, their assumption, their purpose or goals and also the kind of action.

By focusing conversational implicature, the writer finds many conversational maxims. Grice (1975:45) sets out four conversational maxims that he asserted people generally follow whe communicating efficiently. They are Maxim of Quality, Maxim of Quantity, Maxim of Relevance, and Maxim of Manner.

The writer chooses the conversational implicature in pragmatics for this study because the researcher finds that it is an interesting thing, where implicature analyzes the meaning of speech rather than the meaning of the sentence. Then the listener may imply further information from what speaker actually says.

Conversational implicature, it happens when a speaker meaning can differ from what is said, depending on the context of the conversation. There are two types of conversational implicature based on Grice's theory, they are generalized and particularized conversational implicature, Grice in Levinson (1983:126-129).

According to Yule (1996:41) this implicature happens when the hearer does not need to have a special knowledge to estimate the additional conveyed meaning. For the example, Doobie asks Mary whether she invites her friends Bella and Cathy to the party or not. Mary answers "I invited Bella". It means that Doobie automatically knows that Mary only invites Bella and she does not invite Cathy.

For this study, the researcher chooses movie as the data. Taylor (1967) defines movie as "form of entertainment that enacts a story by sequence of image and giving illusion of continuous movement, making picture seems alive and producing sound at the same time." Movie is good object for research since movie provides the language phenomena within its dialogue such like implicature. The data sources of the research are the conversation between characters from the movie *Tangled* (2010). The film tells the story of a lost, young princess with long magical hair who yearns to leave her secluded tower. Against her mother's wishes, she accepts the aid of an intruder to take her out into the world which she has never seen. The researcher analyzes the conversational implicature in pragmatic. The film is categorized as animation comedy movie. So that the researcher wants to understand the story of the movie by analyzing implicature the direct and indirect utterances which are used by the characters. Indeed, the researcher wants to show about realization of implicature of language is used in society life.

This research about conversational implicature that has been conducted previously. Some of them are: *"The Analysis of Conversational Implicature In The Movie Script of Despicable Me"* by Lestari (2013). And the result showed that the advantages of conversational implicature and cooperative principles analysis are in illustrating the kinds of things, people can do with words and identifying some of the conversational utterance forms people use to perform specific actions. The second was conducted by Huda (2013) entitled *"Conversational Implicature Found In Dialogue of Euro Trip Movie"*. And the result showed that the type of conversational implicature is divided into two types, first is generalized implicature, which the inference can be drawn from linguistic feature and general fact without considering the context. Then the particularized implicature, which inference can be drawn by understanding the context.

The third was conducted by Vikry (2014) entitled *"An Analysis of Conversational Implicature In Iron Man 3"*. And the result showed that the most widely of conversational implicature the character flouting maxim of manner, because the characters want to show a confirmation of wha they exactly meant to the interlocutor. Last one was conducted by Niatri (2016) entitled *"Implikatur Percakapan Antartokoh Dalam Film Marmut Merah Jambu Karya Raditya Dika"*. This research referred the studied implicatures serve as building the image of each character, providing entertainment, and as a message channel in the form of advice.

1.2   Problems of the Research

Based on the background of the research, There is a major problem that the writer wants to answer in this research. The problems of the research are:

1. What implied meanings of the conversational implicature are found in *Tangled* movie?

2. How maxims of conversation violated are in the conversational implicature in *Tangled* movie?

1.3   Objectives of the Study

The purpose of the research is related to the question above is to analyze the implicature meanings of *Tangled* movie through pragmatic analysis. The Objectives of the Study can be stated as follow:

1. To describe what the implied meanings of the conversational implicature found in *Tangled* movie.

2. To know the maxims of conversation are violated in the conversational implicature in *Tangled* movie.

1.4   Significance of the Study

The researcher hopes that the result of the study gives following benefits:

1. To be useful for the readers who learn about pragmatic both theoretically and practically.

2. To be useful as one reference for the readers who want to conduct similar research about pragmatic analysis especially about conversational implicature.

3. To find out of the forms of maxims in the *Tangled* movie.

4. To know how maxims are expressed by the main character in the *Tangled* movie.

5. To Add reader insight to more easily capture the meaning or implied message delivered in a movie.

1.5   Definition of Key Terms

The researcher gives some the definition of key term in order to avoid misunderstanding. Some terms are clarified as follows:

1. Yule (1996:4) states that pragmatics is Pragmatics is the study of relationship between linguistic form and the users of those of form

2. Movie, Taylor (1967) defines *movie* as "form of entertainment that enacts a story by sequence of image and giving illusion of continuous movement, making picture seems alive and producing sound at the same time."

3. Maxims is the way of getting to draw an inference and hence recover an implicature, Grundy (2000:78).

4. Tangled (2010) is a fictional character loosely based on the German fairy tale "Rapunzel" in the collection of folk tales published by the Brothers Grimm, it is the 50th Disney animated feature film. Before the film's was

release, its title was changed from Rapunzel to Tangled, reportedly to market the film as gender-neutral. The film tells the story of a lost, young princess with long magical hair who yearns to leave her secluded tower. Against her mother's wishes, she accepts the aid of an intruder to take her out into the world which she has never seen.