CHAPTER I
INTRODUCTION

This chapter presents some points to introduce this research. This chapter consists of background of study, statement of problems, research objectives, research significances, and definition of key terms.

1.1 Background of Study

Conversation is something that people do in life. Conversation is a talk to exchange thoughts, feelings, and ideas. People use language to communicate with others, to tell someone about something, to show their intention of feelings, and to deliver information. To know what the speakers mean, hearers have to interpret their saying common system of symbol, sign or behavior.

Movie view many aspects of life, there are many movies that represent human life. We can learn many things from them, especially about human life. Moreover, a movie can also teach people about history, science, human behavior, and many another subjects. Some movies combine entertainment and instructions to make the learning process enjoyable. Every movie has its own message to be conveyed. That's why must be aware of it. The purpose of moviemaking is not only for entertaining but also, for educating people.

In addition, there are two kinds of communication, namely verbal and non-verbal communication. The verbal communication uses oral language, while the non-

verbal communication uses signals, gestures and written form as a mean for communication. The movie uses verbal communication. It is because that in general, each character in a movie makes dialogue each other. There are sometimes some utterances in movie dialogues are difficult to be understood. In other hands, those sentence or utterances have hidden meaning or implicature.

When people do conversations, sometimes people use implicit meaning and it will not be good and effective if speakers tell something implicitly, listeners will respond it by using an utterance or action, so conversation runs cooperatively. Conversational implicature can be found in daily conversation, such as in people's conversation in the real life or even in the fiction. In the movie, for example, the conversation is like in the real life, it is more natural and real. There is the context which is supported by audio, visualization and the story. The implicit message is uttered directly in the conversation that real people do. For example in the movie, there are utterances used the conversational implicature and this paper has analyzed *The Great Gatsby* movie as the object of the research.

The Great Gatsby is a 2013 romantic drama movie based on F. Scott Fitzgerald's 1925 novel of the same name, the speakers which are the guests Leonardo DiCaprio as Jay Gatsby, Tobey Maguire as Nick Carraway, Carey Mulligan as Daisy Buchanan, Joel Edgerton as Tom Buchanan, Elizabeth Debicki as Jordan Baker, Isla Fisher as Myrtle Wilson, etc. In the movie, there are hidden meaning of utterences in conversation that must be analyzed the meaning of the speaker's mean.

Understanding the meaning of conversation is needed by viewer in order to avoid misunderstanding. Regarding on this situation, people try to guess the meaning of utterance depending on the context that is the circumstances of this particular question, the persons involved in the situation or the person's background.

In this study, the writer is interested in using *The Great Gatsby* movie as the object of study because in conversation, especially in the movie, conversational implicature and cooperative principle is important to reach the communicative and social objective. This study analyzed the types of conversational implicature and the conversations obey of cooperative principle are found in the movie. Based on the reasons writer decided to choose the tittle **"The Analysis of Conversational Implicature in *The Great Gatsby* Movie (2013)"**.

1.2 Research Questions

After describing the background of study, the writer will try to identify the state of problems. By identifying it the writer hopes that the aim of this study and will be more directed. In this study, the problems will be formulated in the following questions:

1. What types of conversational implicatures are found in *The Great Gatsby* movie?
2. What maxims of principle of cooperation are obeyed in *The Great Gatsby* movie caused the implicature?

1.3 Research Objectives

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

1. To discover the type of conversational implicature phenomena in *The Great Gatsby* movie.

2. To find out maxims of principle of cooperation are obeyed in *The Great Gatsby* movie caused the implicature.

1.4 Research Significances

Generally this research has three significances, the first is academically and second is theoretically and the third is practically.

1. Academically

Academically, this research can be used as an additional reference for pragmatics study especially in conversational implicature. The readers are able to understand the forms of conversational implicature and to know the purpose of conversational implicature.

2. Theoretically

Theoretically, this research refers to the types of imperative meaning and the context which is involved in the conversational implicature in *The Great Gatsby* movie as the object whereas it can be analyzed based on grammatically only. But, it can also be analyzed based pragmatic through directive speech act having imperative meaning.

4

3. Practically

Practically, this research can increase the knowledge for the writer about implicature. Moreover, this research can be additional reference for the other researcher who liked to research comprehending conversational implicature and context.

1.5 Definition of Key Terms

The study will related to have some key terms, there are:

1. Pragmatics

Pragmatics is the study of the relation between language and context that are basic to an account of language understanding. In pragmatics, the meaning of the utterance cannot understand just from the word or sentence. But, it must be involved the context to understand the meaning of the utterance.

2. Implicature

Implicature is the meaning that is conveyed additionally. Yule (1996:35) states "Implicature is an additional conveyed meaning. It is something that is more than just what the word means".

3. Conversational Implicature

   Conversational implicature is the conversation that uses implicit meaning Grice (1975: 43) states "Conversational implicature is an inference, the hearer works with implicit messages in the utterances in conversational interaction".

4. Cooperative Principle

   Cooperative principle is the principle that should be understood and known by the users of language. So that conversation or communication runs well.