

CHAPTER I

INTRODUCTION

1.1 Background

In everyday life, human cannot be separated from the name of communication that aims to convey information. A communication can be intertwined through a conversation, which includes the speakers and the hearers. Conversations do not only occur in the spoken forms but also in written forms, for example the comics.

Comics is a unique literary work, it has a complex story and not boring because it tells the story through word balloons and images or pictures that represent the feelings of the characters so that they appeal to the readers. Sometime, stories that only contain the words are a little less interesting but if added with an image it will become more interesting and this is supported by research data that has been done by Rohaeni (1995) entitled “Bacaan anak-anak bercorak komik analisis deskriptif atas minat baca anak-anak pada komik Elex Media Komputindo” argues that from the results of research conducted on elementary school children in grades IV and V around the Jakarta area with 94 respondents, the results was 100% of children preferred pictorial readings such as comics.

Comics has become the readings that is quite popular with society, especially children and teenagers. At present, mostly comics come from Japan and are more likely to tell about love and action but there are also comics that tell about adventure like a comics which written by Herge as known George Prosper Remi. He is one of the most important and influential comics creators in history entitled The Adventures of Tintin. Tintin’s comics talk about adventure, mystery, history, action and fantasy. This Tintin’s comics had become a boom in Europe in the 20th century while in Indonesia around the 80s and had been published in more than 70 languages with sales of more than 200 million copies.

Children and teenagers in the millennial era may no longer know of Tintin. However, because of the uniqueness and content of this comics, the film-makers

namely Peter Jackson and Steven Spielberg revived the comic The Adventures of Tintin into a movie and was once aired on the TV channel's Indonesia.

The Adventures of Tintin comics is raise as the object of this study which focuses on the conversation of the characters. This comics totaled 24 albums, however the researchers will only focus on two Tintin's album that is The Adventures of Tintin: The Secret of The Unicorn and Red Rackham's Treasure. Those album is very booming and became two of the albums which made into a film. It does not rule out the possibility that this comic is very interesting and becomes special because the historical background of this comic tells the events that have occurred after the World War II which later will be led to the era of modernization.

In the conversation, there is a theory known as the cooperative principle initiated by Paul Grice. The cooperative principle explains how the people interact with others, which is used in doing conversation. Grice (1989:26) states that cooperative principle is when the speaker make the conversational contribution such as required, at the stage at which it occurs by the accepted purposes or direction of the talk exchange in which she/he are engaged.

In doing cooperative principles, each speaker should obey four cooperative principles. The categories there are: 1) maxim of quantity means make contribution as informative as required (for the current purposes of the talk exchange). Speaker's contribution should not be give less information or overinformativeness, 2) maxim of quality means try to make contribution one that is true, 3) maxim of relevance means the contribution must be relevant and, 4) maxim of manner means be perspicuous that is avoid obscurity of expression, avoid ambiguity, be brief (avoid unnecessary prolixity) and be orderly.

Grice summarizes four of cooperative principle that is called conversational maxims. These conversational maxims explains that the success of a conversation depends on cooperative which doing by speaker and hearer in the interaction. Thus, the conversation should be given as four rules of conversational maxim's Grice if they want to make the conversation going well.

In the conversational maxim there is a flouting maxim, where the rules of conversation is flouted resulting in misunderstanding and misinterpretation. Thomas (2013:65) argues that flouting maxim is when a speaker blatantly fails to observe a maxim, not with any intention of deceiving or misleading, but because the speaker wishes to prompt the hearer to look for a meaning which is different from, or in addition to the expressed meaning.

Anyone can deliberately flout the maxims because they have some strategies. Grundy (2000:98-99) states that rethorical strategies have been considered flouts of Gricean maxims. Rethorical strategies include tautology, methapor, overstatement, understatement, rethorical question, and irony.

Previous studies related to The Adventures of Tintin has been done by Agustina (2013) the research focused on analyzed the sentences (word, phrases or even clauses) which influenced by loss and gain in the translation process of comic, and another Research has been done by Listiyani (2008) which focused on the translator has to make some changes or adjustment in the Target Language due to some culture bound problems found in both language such as incorrect translation in swear words. In the two research object, they use The Adventures Of Tintin:Tintin In America, The Adventures Of Tintin:Red Rackham's Treasure and discussing about translation not about conversational flouting maxims, meanwhile this object study will focus on analyzing flouting of conversational maxims in The Adventures of Tintin comic:The Secret of The Unicorn and Red Rackham's Treasure.

The research on conversational flouting maxims has been conducted by researchers but not in the comic The Adventures of Tintin:The Secret of The Unicorn but in The Born Loser comic strip which has been done by Jauffillaili (2013) which analyzed the conversational jokes or humorous utterance based on pragmatics perspective (the flouting maxims and implicature) and theory of humor (incongruity based and disparagement based on theory of humor), the result of the study is: 1. Reveal that the implicature is creating the humoruous effect of the jokes by hiding similarity between dissimilar things that is hidden similarities and, 2. The jokes focus on the incongruous utterances among the

characters and the disparagement of other characters. Moreover, this study also tries to explain why the characters of the comic strip do not observe the conversational maxims. Furthermore, Muhartoyo (2013) find out reason for using conversational implicature and analyzed implied meaning in the conversation by the main characters to evaluate the existence of maxim flouting and maxim violating in relation to the four maxims implicature that occurs in Peanuts comic strips. The result of this study is: 1. The speakers intentionally break the maxim in each story to generate humorous effect that will make the story more amusing and interesting and, 2. The main characters often convey their message implicitly during the conversation or dialogues and highest occurrence is flouting maxim of manner which accounts for 43% in which 14% are dialogues between Charlie and Lucy, and remaining 29% are the conversations between Lucy and Linus.

1.2 Research Questions

Based on the background of the study presented above, the researcher formulates the problems as follows:

1. What maxims are flouted by the characters in The Adventures of Tintin Comic “The Secret of The Unicorn and Red Rackham’s Treasure”?
2. What are the strategies of flouting maxims used by the characters in The Adventures of Tintin Comic “The Secret of The Unicorn and Red Rackham’s Treasure”?

1.3 Research Objective

The researcher ought to show the importance and effect of the research. The researcher knows that communication has become important in the daily activities for human interaction. In accordance with formulation of the problem, the objectives of the study are as follows:

1. To identify the maxims types flouted by the characters in The Adventures of Tintin Comic “The Secret of The Unicorn and Red Rackham’s Treasure” based on the theory of Grice.

2. To reveal the strategies of flouting maxim which flouted by the characters in The Adventures of Tintin Comic “The Secret of The Unicorn and Red Rackham’s treasure” based on the theory of Grundy.

1.4 Research Significance

This research is expected to be useful both theoretically and practically.

1. Theoretically, this research can enrich the knowledge of linguistics research especially in pragmatics field. It can also be a source of information about conversational maxim of cooperative principle that is derived by Grice in the object of the characters in the comics.
2. Practically, the results of this study is expected to give direction and provide knowledge for other researcher or future researcher. By having practice through this study they can be easier to interpret what other people intent to. It might also help students of English Department to understand deeper in studying cooperative principle.

1.5 Definition of Key Terms

To anticipate misunderstanding about some basic concept in this research, there are some explanation about the key terms used in this research that can help the readers in understanding this thesis.

Cooperative Principle : The speaker and the interlocutor should be contribute in conversation when doing talk exchange so that the communication going well.

Flouting maxims : One of the non observance, when the speaker Deliberately disobey a maxim during conversation to make certain meaning and the interlocutors must be aware it.

Maxim : Principles that guiding the human interaction of conversation.

The Adventures of Tintin: A written comic by Herge which become a boom in

Europe and it is provide knowledge about historical even that emerged in Europe in the 19th and 20th centuries.

Comics

: Pictures story which tells the story through word ballons and images in panels. One panels and another panels is set a pictures story which can not be separated, it is represent the feelings of the characters so that they appeal to the readers.

