

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Study

Language is an effective communication tool and has an important role for humans. As a tool of communication, the language used by humans to interact between each other in the community because people living in the community. Therefore, in order to make a conversation understood by the speaker and the listener, there must be the general principle of language use which is called the cooperative principle (Renkema, 1993: 9).

The disclosure of intents and purposes in the event of language are different. There is disclosed in clear language so that the reader or listener immediately understand what is meant. However, there is also expressed by the language for a particular purpose with meanings that can not be directly understood. To understand the meaning implied in a conversation requires an understanding of implicature.

Implicature is an important part of a conversation because implicature is a concept that explains that what is spoken is different from what was intended. An implicature identified as something meant, implied, or suggested distinct from what is said. Who coined the term “implicature,” and classified the phenomenon, developed an influential theory to explain and predict conversational implicature, and describe how they are understood (Grice, 1989: 22).

Implicature is divided into two, namely the implicature of non-conventional (conversational) and conventional implicatures. The difference between them is

that the former depend on something what is truth-conditional in the conventional use, or meaning, of particular form and expressions, whereas the latter derive from a set of more general principles which regulate the proper conduct of conversation (Lyons, 1995:272). Implicatures are also contained in a mass media of entertainment, especially movies. The researcher can find implicature strategies that people use by analyzing the conversation between cast in the movie.

Movie is a recorded sequence of film or video images displayed on a screen with sufficient rapidity as to create the illusion of motion and continuity ([www.thefreedictionary.com/movie](http://www.thefreedictionary.com/movie)). As the mass media, movie is used as a media that reflects reality. The story aired through the movie can be in the form of fiction or non-fiction. This media favored the crowd because it can be used as entertainment and hobby dealer. Generally, in the conversational of movie has specific aim. Usually, the conversational makes someone confuse with the speaker's statement. In a movie, many utterances have differences meaning. Furthermore, as movie's lovers we might want to know and understand the meaning of conversation in order to avoid misunderstanding the conversational purpose in the movie.

The researcher chooses *Avengers: Age of Ultron* movie script as the subject of the study. This movie presented by Marvel Studios. When Tony Stark tries to jumpstart a dormant peacekeeping program, things go wavy and Earth's Mightiest Heroes, including Iron Man, Captain America, Thor, Hulk, Black Widow and Hawkeye, along with support with Nick Fury and Maria Hill are put the ultimate test as the fate of the planet hangs in the balance. As the villainous Ultron emerges, it is up to the Avengers to stop him from enacting his terrible plans, and

soon uneasy alliances and unexpected action pave the way for an epic and unique global adventure.

*Avengers: Age of Ultron* is a 2015 American superhero movie based on the Marvel Comics superhero team the Avengers, produced by Marvel Studios and distributed by Walt Disney Studios Motion Pictures. It is the sequel to 2012's *The Avengers* and the eleventh movie in Marvel Cinematic Universe (MCU). The film was written and directed by Joss Whedon, and produced by Kevin Feige. The movie has 141 minutes duration. The movie received positive reviews from critics and grossed over \$1.4 billion worldwide, making it the seventh-highest-grossing movie in history and fourth-highest-grossing movie of 2015. A sequel, *Avengers: Infinity War*, is scheduled to be released on May 4, 2018, and another untitled sequel is scheduled for May 3, 2019.

[https://en.m.wikipedia.org/wiki/Avengers: Age of Ultron](https://en.m.wikipedia.org/wiki/Avengers:_Age_of_Ultron)).

Researcher chose the film *Avengers: Age of Ultron* movie script as the object of study because, according to the researcher, the superhero movies is popular this day. As far as researcher, many studies using the implicature theory as used in reviewing a movie, an advertisement, and a talkshow. The studies include *The Conversational Implicature That Is Used By The Three Main Characters In Hotel Transylvania Movie* by Asrorul Nur Muvida (2015), *Generating Conversational Implicature Strategies On The Advertisement Of Vogue Magazine* by Avinda NorHaniva Fitriany (2016), dan *A Study On Conversational Implicature In Sentilan Sentilun Talkshow On Metro TV* by Reyfa Arfiyah (2014).

## 1.2 Research Question

Based on background research above, it can be formulated of the research question as follows:

- a. What type of the conversational implicatures that found in *Avengers: Age of Ultron* movie script?
- b. What type of flouting maxims that violated by characters in *Avengers: Age of Ultron* movie script?
- c. What is the most dominant type of flouting maxim and the most dominant type of conversational implicature found in *Avengers: Age of Ultron* movie script?

## 1.3 Objective of the Study

As for the purpose of research that conducted by researcher is as follows:

- a. To identify the types of conversational implicatures in *Avengers: Age of Ultron* movie script.
- b. To determine the types of flouting maxims that violated by characters in *Avengers: Age of Ultron* movie script.
- c. To identify the most dominant type of flouting maxim and the most dominant type of conversational implicature in *Avengers: Age of Ultron* movie script.

## 1.4 Significance of the Study

This research is expected to help to broaden the pragmatic, especially in the field of conversational implicatures. Which in this study, researchers examined conversational implicatures contained in *Avengers: Age of Ultron* movie script. This research also is a means to enhance the ability and creativity of researchers in studying literature, especially with regard to the form and types of conversational implicature in the movie script.

In practical terms, the benefits of this research is as one of the ingredients for implicature learn, teach implicature as well as for the preparation of textbooks and can be used as a reference for further research, particularly in the field of similar studies.

### **1.5 Review of Study**

Before presenting the object to be analyzed in this project of graduating paper, it is necessary firstly to look at the prior researches relate to this research.

The first is, “An Analysis of Conversational Implicature in Iron Man 3” (State Islamic University Syarif Hidayatullah 2014) written by Vikry as a graduating paper. His study aimed at classifying the types of conversational implicature resulted from the non-observance maxims which been done by characters *Movie Iron Man 3* and then explaining their meanings. He writer usess Grice’s theory for analyzing the conersational implicature that found in the dialogue of the characters in the movie. In conducting research, the writer uses decripive qualitative to describe and identify the conversational implicature, without use any statistical procuders in the analysis. The data in this research are collected by watching the movie and taking notes the dialogues that estimate implicature in data cards. And then selected data will be analyzed one by one using relevant theory about the reserch. After analyzing *Iron Man 3 Movie*, the writer finds conversational implicatures rising because utterances of the characters non observance maxims. The writer also finds the existence of two type conversational implicature.

The second prior research is “A Study on Conversational Implicature in Sentilan Sentilun Talkshow on Metro TV” (Wijaya Putra University 2014) written

by Reyfa as her graduating paper. Her study interested in violating the maxim, the type of maxim being violated and the message implied. Qualitative descriptive approach used by the writer to answer the problems that exist in the datas. The writer use the theory of conversational implicature and the theory of cooperative principle in this research. the data used are two episodes of Sentilan Sentilun talk show entitled: 1. Menghargai Perempuan Indonesia (edition Monday 22 April 2013). 2. Manfaat Memaafkan (edition Monday 25 November 2013). The data is the conversation between two main character, Sentilan and Sentilun, and the guest star. The collected by downloading *Sentilan Sentilun* talkshow from You Tube, watching transcribing the conversation and the last is selecting the utterances that flouting the maxim. In analyzing the data, first the writer agglomerating the utterance that flouting the maxim. Then, identifying the implied meaning of the utterances that flouted the maxim. After anilyzing the data, the writer found 20 violences of maxim. The result of the analysis shows that one utterance can be violated more than one maxim of conversation and the utterance the floted the maxim contain implied meaning.

The last prior research is “The Conversational Implicature That Is Used By The Three Main Characters In Hotel Transylvania Movie” (State Islamic University Sunan Kalijaga 2015) written by Asrorul as a graduating paper. His research aims to analyze the use of conversational implicature of the three main characters’s utterance in *Hotel Transylvania Movie*. The writer tries to describe how are the main characters’s utterance in the conversation analyzed by using Grice’s theory of coneverational implicature. Data are explained by showing the context of situation, the type of conversational implicature, the maxim that can be

considered, and the implicature of the utterance. The result of this research consist two points. First, the three main characters use both generalized and particularized conversational implicature but they use generalized conversational implicature more frequently than particularized conversational implicature. The writer finds how hearer's response of generalized conversational implicature utterances. The hearer usually understands the meaning of the utterances directly so they make no question for confirmation. Whereas the hearer's responses the particularized conversational implicature sometimes need to make a confirmation question if they do not know the context. Meanwhile, if the hearers know the context they do not need ask the for confirmation. There are four relations between conversational implicature and protective manner, those are doing something for someone happiness, entertaining someone, keeping someone from danger, and sacrificing own feeling for someone happiness.

Those prior reseachs show that there has not been any anilysing using *Avengers: Age of Ultron* movie script as the subject under implicature strategies. Thus this present reseach entitled "Conversational Implicature in *Avengers: Age of Ultron* Movie Script" is different from them.

### **1.6 Scope and Limitation of Research**

In pragmatics study, there are so many kinds of attractive problem that can be analyzed and discussed. But, it is imposible to analyze all of them. However, studies about conversational implicature in the movie have been carried out by researcher, but most of this studies only discussed about the violation of maxim and do not discuss further what the conversational implicature itself that basically not only about does not observe maxims. with all these considerations, the

writer creates a study discussing further about conversational implicature such as the type of conversational implicature in the movie. Therefore, pragmatic approach is used to help understand the intended message of communication between characters in *Avengers: Age of Ultron* movie script, including the contexts.

## **1.7 Definition of the Key Terms**

To make the reader understand the content and purpose of this paper easily, below are presented some of understanding of the terms used in this paper:

### **1.7.1 Pragmatic:**

The study of the relations between language and context that are basic to an account of language understanding (Levinson, 1991:21)

### **1.7.2 Implicature:**

An utterance can imply a proposition (a statement) that is not part of the utterance and that does not follow as a necessary consequence of the utterance. (Grice, 1975)

### **1.7.3 Conversational implicature:**

Something which is implied in conversation that is something which is left implicit in actual language use (Jacob L. Mey, 1994: 99)

### **1.7.4 Types of conversational implicature (Grice, 1989) :**

- a. Generalized conversational implicature
- b. Particularized conversational implicature

### **1.7.5 Maxim:**

Term to denote those requirements accepted as reasonable for effective communication which, if violated, could cause breakdown in communication (Hadumod Busman, 1998:729)



### **1.7.6 Four types of maxim (Grice,1989):**

- a. Maxim of Quality : give as much information as needed.
- b. Maxim of Quantity : speak truthfully.
- c. Maxim of Relation : say things are relevant or relate.
- d. Maxim of Manner : say things clearly or briefly.

### **1.7.7 Movie:**

A recorded sequence of film or video images displayed on a screen with sufficient rapidity as to create the illusion of motion and continuity ([www.thefreedictionary.com/movie](http://www.thefreedictionary.com/movie)).

## **1.8 Research Method**

### **1.8.1 Research Design**

The method used in this research is descriptive qualitative method. "Qualitative research begins with question: it is ultimate purpose is learning. To inform the questions, the researcher collects the data, the basic units or the building blocks of information. The data are images, sounds, words, and number" (Rosman & Raliss, 2012: 3). This research uses a pragmatic study. Type of pragmatic research selected for this research is the studies included in the study pragmatic that aimed to examine the purpose and meanings of utterances that containing implicatures.

### **1.8.2 Source of Data**

The source of the main data in this study is one of literary works that is a movie script entitled *Avengers: Age of Ultron* written by Joss

Whedon. The data are the characters's utterances and its contexts in *Avengers: Age of Ultron* movie script.

### **1.8.3 Tehnique of Collecting and Analyzing Data**

The technique used in data collection in this study is using monitoring and documentation technique. According to Mahsun, named monitoring technique because to collect the data is done by monitoring language used both verbally and writing (2007: 92). Also the document that be analyzed is every characters's utterance from *Avengers: Age of Ultron* movie script. To collect the data, the researcher bought *Avengers: Age of Ultron* movie in KingKong soft file movie shop at Jatinangor. Then, the researcher surfing the internet to find *Avengers: Age of Ultron* movie script.

Furthermore, the researcher watches the movie many times first and comprehends it until the researcher overcomes all the aspect of the story. During the watching process, the researcher notice every characters's utterance and the context of communication in the script. After that the researcher eliminates the utterance that does not belong to implicature strategies. After rececking the data and revising some part, the researcher finally find the utterances with its contexts that become the data of this research.

To analyze the data in this research which implicatures resulted by the characters in the movie *Avengers: Age of Ultron* will be analyzed with pragmatic theory. The theory that uses in this research is conversational implicature by H.P Grice. Those selected datas will be classified into their types based on Grice's theory about converalional implicature and then,

those data will be analyzed one by one to generate implicatures found from utterance of the characters based on the context.

