

## CHAPTER I

### INTRODUCTION

This chapter exposes background of the research, research question, research objective, research significance, limitation of the research, and clarification of key term.

#### 1.1 Background of the Research

Language is a tool of communication, it is very important because people are social creature which cannot live alone. Human use it in daily activity to share information among people in different social groups or places. Every place or geographical region has different ways to communicate with other.

Mayr (2008:17) states that language is used to create coherent and cohesive texts, both spoken and written. It means that there are two kinds of language, spoken and written language. Spoken language can delivered to the hearer directly face to face or groups conversation.

language creates new things in a society which accepted by them and it can be a new habit to firm up their togetherness. Language also does not only used in speaking but also in writing, written language can used with mediator such as paper and pen, the writer can writes someting or anything to gives information to other, or in this era, technology is very depeolved people used electronic letter as email or message in facebook or other social media to communicate with people that so far.

Communication is needed to social creature because people cannot be alone and only thinks about something or make imagination . They need interaction with

other to sharing something or anything even their feeling such as happiness, sadness, love, hate and etc. People will be boring if there is no interaction, they do it with families, brothers, sisters, friends and many people around them, so that they feel loneliness. Communication with other means that there are two person or more make a conversation talking about something or asking about someone, a job or places and etc.

Conversation happened in many aspects in human life. One of them is in the world of entertainment. Nowadays entertainments has become a lifestyle and everybody loves it. People need entertainments to refresh their mind after many daily monotonous activities. Entertainment can be found in many media one of them is movie.

Movie is one of visual media that can be found in many theaters, DVD even in television. Movie industry has developed very fast in the world, many movies are created by the best director from whole of the world. They followed their movie in prestigious competition to get respect by society and of course advantage, one of best movie is "The Fast and Furious 7."

"The Fast and The Furious 7" is one of movie by James Wan, it is very cool and emotive movie. it is very successful and famous movie, the story about this movie is about car, race, love and it is the last movie for Paul Walker because when shooting "The Fast and The Furious 7" he was passed away. the characters of the movie are Brian , Dominic, Hobs and friends. There are many implications finds in their conversation.

Implicatures is a meaning conveyed implicitly sometimes there are lie, ambiguity, irrelevant, uninformative statement which makes misunderstanding among the participants. There are two kind of implicature, conversational implicature and conversational implicature.

According May (2009: 107) that conversational implicature is derived from the shared presumption that speaker and hearer are interacting rationally and cooperatively to reach a common goal. It means that conversational implicature can describe the purposes of someone talking about looked by the utterance, every utterance by a speaker absolutely has different respect by the hearer. The hearer can do something if understand about the context of the conversation. Conversational implicature has implicit meaning that not all of people understand and do what the speaker wants so the hearers to make it explicit in order to get the information.

The examples about conversational implicature according to Yule (1996:36)

Man: **Does your dog bite?**

Woman : **No**

Man : Ouch! Hey! You said you dog does't bite.

Woman : He doesn't. But that's not my dog.

Conversation above between man and woman. The man asked the woman “ Does your dog bite?” The woman answered “no”. The Man thought that the dog was woman own because that dog was in front of her. However, woman said “no”. The man thought that the woman was lie and did not give the truth information. The woman explained that the dog was not her own in the last line, if she told the information earlier this situation would not be happend.

Other examples about conversational implicature the daily activities:

The situation of conversation happened in canteen, Ani sits on the chair in one of tables and eats *batagor* and drink a bottle of mineral water suddenly Riko comes and sits beside her to ask something.

Riko: Hi Ani, did you follow Mr Agus class?

Ani : **i had traffic jam.**

The conversational implicature in the conversation above, Riko asks “Did you follow Mr Agus class?” Ani answers “I had traffict jam” it means that Ani did not follow Mr Agus class because she was late so Ani decited to wait the next class in canteen.

There are four maxims in cooperative principles according to Grice in Yule (1996:37) There are maxim of quality, maxim of quantity, maxim of relation and maxim of manner. maxim of quality is speak the truth about something. maxim of quantity is giving enough information. maxim of relation is utterance must be relevant with the topic. maxim of manner is giving the clear information.

The researcher is interested to analyze of conversational implicature in “The Fast and Furios 7” on movie because that is an action movie, famous and successfull. The successfull of “The Fast and The Furious” looks by award which got by that movie, “The Fast and The Furious 7” has got two trophies by Teen Choice Award 2015 in categories choice movie action and adventure. This movie gets record of box office in 2015. One more trophy is got by the actor “The Fast and The Furious 7” that is Paul Walker in category choice movie actor. the researcher finds many implicatures in that movie. The researcher will use pragmatics as a primary theory because there is connected with conversational

implicature. The research about implicature has been done by some researchers before. To make sure that this research is original, the researcher wants to present some research related to implicature analysis, they are:

A study on conversational implicature in “sentilan sentilun” talkshow on Metrotv by Arfiyah (2014). The writer is interested to analyze violation of the maxim, type of maxim that is flouted and implied meaning.

The main objective of the study is to discover how utterance can go beyond its literal meaning by the disobeying flouting of some principles by the speaker in dialogue Huda (2013).

The purposes of doing this research are to explain the types and the context of situation of each utterance contains conversational implicature used in “*Despicable Me*” movie script Lestari (2013).

It is conducted to find the type of humor, which appear in this episode and define whether those humors obey or disobey the Grice’s maxim as the standard conversational norm Amin (2013).

## **1.2 Statement of Problem**

The background above that identifies the following problems are:

1. What are the types of flouting maxim in “The Fast and The Furious 7” Movie ?
2. How are the setting and scene in “The Fast and The Furious 7” Movie ?

### **1.3 Research Objective**

The purposes of this research are to :

1. To analyze the types of flouting maxim in “The Fast and The Furious 7” Movie
2. To know the setting and scene in “The Fast and The Furious 7” Movie

### **1.4 Research Significance**

The writer expects that this research will be beneficial to :

- a. Accademically

The result of the research can be used as additional and deeper materials and giving the lectures and students at ELLD State Islamic University Sunan Gunung Djati Bandung especially in conversational implicature and flouting maxims.

- b. Practically

The result of the research can stimulate the students in studying linguistic, especially about conversational implicature and flouting maxims it can be used as additional knowledge in pragmatics. It also can be used as additional references and information for further researches related with the field.

### **1.5 Organization of Writing**

1. Pragmatics

pragmatics is the study of language in context, and the ways in which novelists create character and situation are relevant to our interpretation of the discourse (Black, 2006:13).

## 2. Implicature

Implicature is the relationship between two statements which have a meaning conveyed implicitly. Implicature can be considered as an additional conveyed meaning (Yule, 1996:35).

3. Conversational implicature is derives from the shared presumption that speaker and hearer are interacting rationally and cooperatively to reach a common goal (May, 2009: 107).

4. Movie Movie is a sequence of picture projected on a screen from a developed and prepared film especially with an accompanying sound track (Webster's Dictionary, 2004: 654).

